The Concept of Home-Style Restaurants as a New Trend and Its Sustainability

Prof. Dr. Mehmet SARIOĞLAN

Rana ŞAT

Prof. Dr. Cevdet AVCIKURT

OZGÜR
PRESS

The Concept of Home-Style Restaurants as a New Trend and Its Sustainability

Prof. Dr. Mehmet SARIOĞLAN

Rana ŞAT

Prof. Dr. Cevdet AVCIKURT

The Concept of Home-Style Restaurants
as a New Trend and Its Sustainability
Prof. Dr. Mehmet SARIOĞLAN • Rana ŞAT • Prof. Dr. Cevdet AVCIKURT

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

OZGÜR PRESS

Contents

Foreword

Food is not merely about nourishment; it is the most sincere representation of culture, memories, and emotions. This book focuses on the concept of "home-style restaurants," which is emerging as an alternative to the industrial restaurant model. New-generation restaurants are no longer just places to eat; they are spaces that offer guests a home-like experience, blending unique recipes with warmth and authenticity.

Home-style restaurants are emerging as businesses that challenge the standards of large chains, prioritizing locality and individuality. We believe you will find the background of this transformation, menus, reasons why guests choose home-style restaurants, inspiring examples from Turkey and around the world, kitchen stories, successful examples, and inspiring tips for those who want to start their own home-style restaurant. Additionally, the book includes a SWOT analysis and modeling of home-style restaurants as a new concept, highlighting the advantages of setting up and sourcing for home-style restaurants. It also explores the factors influencing guests' preferences for home-style restaurants and the relationships between these factors. Every page of this book aims to take you beyond the plate of food, offering stories that go beyond the ordinary and witnessing the birth of a new generation of gastronomy. The food and beverage industry does not only produce flavor; it also encompasses social transformations, consumer behavior, and entrepreneurial spirit. This book tells a story of transformation that reinterprets the traditional concept of restaurants and focuses on the home-style restaurant model.

New-generation home-style restaurants are bringing a breath of fresh air to the sector with their personalized service approach, unique menu structure, and commitment to local ingredients. This trend represents a flexible, creative, and sustainable business model developed in opposition to the dominance of large chains. Approaching this model from an

entrepreneurial perspective not only paves the way for the emergence of new businesses but also for the redesign of the existing structure. Throughout the book, the economic and socio-cultural impacts of this type of restaurant, business strategies, customer experience, and the factors shaping success are examined in detail. For academics, this book provides an opportunity to establish alternative business models as a subject for academic discussion and to fill gaps in the literature, while for industry professionals, it aims to be a source of innovative ideas that can create a competitive advantage. We hope that this book, which sheds light on the restaurant concept of the future, will serve as a guide for entrepreneurs in the new generation of restaurants and a roadmap for researchers and anyone who wants to make a difference in the industry, thanks to the research findings conducted during the writing process. The findings, which include the reasons why home-style restaurants are preferred by guests and the factors that influence their preferences, support the spread of a new generation of home-style restaurants. It is believed that this book will make an important contribution to the literature, the sector, and researchers.

I would like to express my deepest gratitude to my valuable thesis advisor, **Prof. Dr. Mehmet** SARIOĞLAN, who provided me with every kind of support throughout my research process, always encouraged me, guided me, motivated me, and trusted me to gain new ideas and thoughts.

Rana ŞAT

Introduction

Gastronomy is not limited to food consumption; it is a multi-layered field that also encompasses culture, identity, tradition, and social interaction (Scarpato, 2002). Within this multifaceted structure, home-based restaurants have emerged as a type of entrepreneurship in recent years, coming to the fore as supporters of both economic development and cultural sustainability. Known globally as "home-based restaurants," "supper clubs," or "underground restaurants," this model combines the intimacy of home cooking with the professional approach of restaurant management to offer a unique experience (Richards, 2015). The food and beverage sector has undergone a significant transformation in recent years. Home-style restaurants, which offer more personal, unique, and local experiences in contrast to the standardized service approach of large chain restaurants, have begun to gain an important place in consumer preferences (Jones & Robinson, 2012). Modern consumers, especially in the post-pandemic era, have increasingly sought experiences that are away from crowds, hygienic, personalized, and authentic (Batat, 2021). At this point, home-style restaurants, which serve a limited number of guests, go beyond simply serving food to develop a value proposition through tables with a story, kitchens where local recipes are kept alive, and shared experiences in a family-like environment. The principles of "slow food," "localism," and "sustainability," which are among the new generation of gastronomy trends, form the cornerstones of this model. From the perspective of entrepreneurship and the development of new-generation restaurants, home-style restaurants are among the exemplary restaurants that can be started with low capital and offer innovative and flexible business structures (Hisrich, Peters, & Shepherd, 2017). Additionally, these businesses have the potential to contribute to culinary tourism and support the local economy. For industry professionals, this model offers strategic opportunities such as sustainability, differentiation, and community-based value creation. Home-style restaurants

have become a source of income for women entrepreneurs, rural residents, retirees, and individuals passionate about gastronomy. Individuals equipped with traditional culinary knowledge can provide quality service without professional culinary training, which directly contributes to the household economy (Yüksel, 2020). In addition, digitalization opportunities such as promotion through social media, taking reservations, and gaining visibility on digital platforms are important dynamics supporting this model. The rise of home-based restaurants has gained momentum, particularly in the wake of the pandemic and changing consumer expectations. Customers now demand not only products but also experiences; values such as authenticity, storytelling, and local touches are coming to the fore (Pine & Gilmore, 1999). In this context, home-style restaurants are considered an alternative model to traditional restaurant formats due to the emotional connection they establish with customers and their unique culinary approach.

This book aims to examine this new generation business model, which combines the home environment with restaurant culture, both from an academic framework and a sectoral perspective. In this book, the historical development, menu and operational structure, culture, historical examples, business models, effects on consumer behavior, and successful application examples of home-style restaurants are examined with academic data. Additionally, it aims to provide a comprehensive roadmap for entrepreneurs seeking to enter this field. In this context, data has been collected from guests who prefer new-generation restaurants. This book seeks to guide entrepreneurs aspiring to establish home-style restaurants; it also aims to serve as a resource for academics, gastronomy students, and policymakers interested in this field. Throughout the book, examples from around the world and Turkey, business planning, creating a kitchen identity, customer experience, sourcing local products, legal frameworks, and sustainable kitchen systems will be discussed. Additionally, SWOT analysis and inspiring entrepreneurial stories provide researchers with both a strategic and emotional journey.

Home-Style Restaurants

1.1. The Concept of Home-Style Restaurants

Since the beginning of the 21st century, societies' eating and drinking habits have undergone significant changes. Although the culture of fast consumption has become widespread with globalization, urbanization, and digitalization, more local, unique, and "intimate" alternatives have emerged in opposition to this trend. Home-style restaurants are one such alternative that has come to the fore. These businesses offer a boutique and personalized gastronomic experience by opening their home kitchens to a limited number of guests. Home-style restaurants provide food services in the entrepreneur's own home without requiring a professional kitchen infrastructure. This model brings many advantages, such as the preservation of traditional recipes, cultural transmission, and support for local economies (Druckman, 2020). Especially in countries with a strong culinary heritage like Turkey, home-style restaurants also have strategic importance in terms of cultural sustainability (Küçükkömürler, 2019). Home-style restaurants are the commercialization of a family's food and hospitality services offered within their own living space. Unlike traditional restaurants, this type of restaurant offers services using local and personal recipes without the need for large kitchen investments (Köseoğlu, 2022).

Home-style restaurants are defined as an alternative gastronomy model that offers professional services in a home environment, typically accommodating a limited number of guests, and enriched with unique menus and personalized experiences. Unlike traditional restaurants, these businesses offer the opportunity to establish a more intimate and one-on-

one relationship between the host and the customer in a family environment (Batat, 2021). Sometimes only open on certain days or by special reservation, this type of restaurant is particularly important in terms of gastronomic tourism, experiential dining, and the preservation of local cuisines.

Home-style restaurants offer various advantages for both consumers and entrepreneurs. From the consumer's perspective, this model includes elements such as homemade products, regional recipes, and meals prepared with healthy and natural ingredients, going beyond pre-set menus. Especially in regions where geographical culinary heritage, such as the Mediterranean and Aegean cuisines, is preserved, such initiatives contribute to the sustainability of gastronomic identity (Richards, 2015).

From the entrepreneurs' perspective, home-style restaurants offer advantages such as low start-up costs, flexible working hours, and the opportunity to utilize family members' labor (Yüksel, 2020). Additionally, this model facilitates the entry of women entrepreneurs, retirees, or gastronomy enthusiasts into the sector, thereby creating an inclusive economic structure. With the development of digitalization and social media, the visibility of home-based restaurants has increased; this, combined with opportunities such as reservation systems, online review mechanisms, and access to gastronomic networks, has made the model more sustainable (Lu & Fine, 2016).

Especially with the changes in consumer habits following the COVID-19 pandemic, there has been an increased demand for sterile, controlled, and unique experiences in the home environment, which has accelerated the spread of home-style restaurants. With all these features, home-style restaurants are emerging as both an economic and cultural value in the new generation of gastronomy.

Home-based restaurants are an alternative gastronomy initiative where individuals prepare meals in their own kitchens and serve them to small groups in their living spaces. Unlike traditional restaurant models, these businesses can be established with low capital, offering more flexible and personalized service. From an entrepreneurial perspective, they present an important economic opportunity, particularly for women, the elderly, or individuals seeking to work from home (Demirtaş & Kılıç, 2020).

The concept of home-style restaurants carries not only an economic but also a cultural and social dimension. These restaurants play a functional role in preserving local food culture, reviving forgotten recipes, and diversifying culinary tourism. Especially in rural areas and historic city centers, home-

style restaurants are seen as a response to tourists' search for an "authentic" experience (Yılmaz & Sarıoğlan, 2021).

Home-style restaurants also stand out internationally with similar dynamics. For example, the *paladar* system in Cuba consists of small restaurants that are privately owned but serve in a home environment (Collins, 2015). In India, home-cooked meals prepared by housewives are delivered to offices under the name "tiffin services," while Japan's *minshuku* model encompasses home-cooked meals served in guesthouses (Yoshida, 2019). These examples demonstrate that home-style restaurants contribute not only to economic sustainability but also to cultural sustainability.

The regions where home-style restaurants are most prevalent in Turkey include Gaziantep, Hatay, and the Black Sea coast. In these regions, women entrepreneurs are transforming traditional cooking skills into income-generating activities. Although local government practices regarding food production and sales vary, efforts have been made in recent years to improve legislation for home-based production and sales (Ministry of Agriculture and Forestry, 2023).

In conclusion, the concept of home-style restaurants has a multi-layered structure in terms of gastronomy, entrepreneurship, cultural heritage preservation, and sustainable tourism. This model, as a low-cost and locally-based entrepreneurial example, points to a social potential that should be further supported in the future.

Home-style restaurants are defined as small-scale, boutique-style food and beverage establishments where individuals transform their homes into professional dining spaces. These restaurants stand out for their authentic presentation of traditional home-cooked meals and often create unique experiential spaces where cultural identity, local gastronomic heritage, and personal hospitality converge (Bessière, 1998; Sims, 2009). Home-style restaurants are considered both an alternative entrepreneurship model and a tool for rural or urban local development, particularly offering income-generating potential for women entrepreneurs (Karabağ, 2021).

This type of restaurant is known by various names such as "paladar" in Latin America, "table d'hôte" or "home bistro" in Europe, each taking on a form unique to the local culture (Richards, 2011). In Turkey, it is becoming an increasingly widespread model in terms of preserving traditional cuisine, contributing to the family economy, and transforming the culture of hospitality into economic value (Küçükerdoğan & Avcıkurt, 2018).

Home-based restaurants offer an attractive structure for micro-entrepreneurship with advantages such as low capital requirements, flexible work structure, and direct contact with customers; however, they also face various challenges in areas such as licensing, hygiene regulations, and visibility (Yıldız & Güzel, 2020). However, the rise of sustainable gastronomy, increased interest in traditional recipes, and experience-based consumption trends indicate that these businesses will gain even greater importance in the future.

1.2 History and Cultural Origins of Home-Style Restaurants

The concept of home-style restaurants emerged as a gastronomy model rooted in the home-centered origins of culinary culture and shaped over time by various socio-cultural dynamics. Long before modern restaurants, food preparation and sharing activities were limited to domestic settings. Sharing home-cooked meals with neighbors, the tradition of hosting guests, and the communal dining culture based on collective effort form the sociological foundation of today's home-style restaurants (Counihan & Van Esterik, 2013). In this context, home-style restaurants serve not only as a place to serve food but also as a vehicle for preserving and transmitting traditional hospitality, local culinary knowledge, and cultural memory. Home-style restaurants have emerged as alternative business models in the gastronomy world in recent years. Unlike standard restaurant experiences, these establishments offer services in personal spaces or home environments, providing customers with more intimate, local, and culturally rich experiences. Historically, these establishments emerged as neighborhood-based initiatives, family-run businesses, and part of the informal economy, gaining momentum over time with the rise of culinary tourism and experience-driven consumption trends (Hall & Sharples, 2003).

The practice of serving meals at home has found its place in different cultures throughout history. Traditional "guest tables" in the Middle East, Cuba's "paladar" system in Latin America, "tiffin service" practices in India, and "home-cooked meal restaurants" in Turkey are examples of this structure across cultures. Culturally, home-based restaurants are known to be built on the tradition of the "shared table." In Turkey, the concept of "home-cooked meals" refers to a culinary experience deeply intertwined with neighborhood relationships and community bonds, particularly in rural areas. This structure is nourished by the concepts of "aş" (food) and "ikram" (hospitality); businesses approach consumers as guests rather than customers (Yıldırım & Yalçın, 2016). Additionally, the concept of gastronomic tourism is directly related to these structures. Tourists no longer wish to merely observe from

the outside but also participate in the experience of cooking in a home environment. This situation makes home-style restaurants important in terms of both cultural transmission and sustainable tourism (Everett, 2016). Especially in Cuba, paladars, which replaced state-run restaurants in the 1990s, have created examples of individual entrepreneurship by providing services in a home environment in the face of economic difficulties (Long, 2010). Similarly, in India, *tiffin* services that deliver home-cooked meals to working individuals have provided practical solutions to urbanization and fast-paced living, enabling women to earn income from their homes (Bharati, 2019). These formations are not merely economic models but also emerge as gastronomic spaces that preserve cultural identity. Home-style restaurants are regarded as social spaces where traditional recipes are passed down, family recipes are shared, and local products are used.

Various applications based on home-based food service have historically existed in many regions of the world. In Latin America, home-style restaurants known as "*paladares*" emerged in the 1990s as an alternative to state-controlled food establishments in Cuba and became one of the pioneers that opened the door to private entrepreneurship in the socialist economy (Henken, 2008). These restaurants are typically established by converting a room in a house into a restaurant and serve traditional Cuban dishes.

Similarly, "tiffin services" run by women entrepreneurs offering home-cooked meals in India and the "home-cooked food delivery" systems common in South Asia are examples of business models that align with traditional gender roles and ensure the sustainability of traditional cuisine (Ray, 2016). In such services, food production takes place at home; it is packaged and delivered to offices or individual customers.

In the Western world, the concept of home-style restaurants emerged in the 2000s as an alternative gastronomy movement known as "supper clubs" or "underground dining." This movement is characterized by private dining events held in secret locations and typically organized through invitations or social media (Sanders, 2017). This model brings together both individuals who wish to showcase their culinary skills and gastronomy enthusiasts seeking to experience new flavors.

In Anatolian culture, the social function of home-cooked meals has been quite strong throughout history. Especially in rural areas and urban neighborhoods with a strong sense of community, traditions such as hosting guests, holiday feasts, and communal wedding meals have reinforced the role of food sharing in building social bonds (Karabağ, 2021). The practice

of cooking at home and serving others has become a means of economic and social empowerment, particularly among women.

Since the 2000s, with the growing interest in rural tourism and local cuisine, housewives in various regions of Turkey have started opening small-scale restaurants in their homes. Businesses offering traditional home-cooked meals in gastronomy destinations such as Safranbolu, Gaziantep, Tire, Ayvalık, and Bozcaada are attracting significant interest from both local and foreign tourists. These establishments not only serve food but also provide a "local cultural experience" (Işın, 2015).

The history of home-style restaurants has a rich past, emerging from similar social needs in different regions and evolving under various names and models. Today, this model is not only an economic venture but also carries strategic value in terms of preserving cultural heritage, supporting women's employment, and offering alternative gastronomic experiences. Examples in Turkey demonstrate that this model can be a sustainable development tool in harmony with traditional structures. A key factor in the rise of home-style restaurants is the development of micro-entrepreneurship and the informal economy. The work-from-home model has played a significant role in increasing women's participation in the workforce. Additionally, factors such as migration, urbanization, and the pandemic have provided opportunities for this model to thrive (Williams & Horodnic, 2015).

Home-based restaurants:

- Low capital requirements,
- Community-based,
- Rely on local production,
- Flexible and scalable structure.

They are known as businesses. Thanks to these qualities, they have become an economic adaptation tool, especially in times of crisis. Looking at the history of home-style restaurants, it represents not only the transformation of a way of serving food, but also the reshaping of cultural identities, social bonds, and forms of entrepreneurship. In the future, this model is expected to become even more integrated with digital platforms, sustainability-focused policies, and experiential consumption trends.

1.3. Examples of Home-Style Restaurants in Turkey and Around the World

Home-style restaurants are known as special business models that have emerged and developed in different parts of the world with the aim of preserving local culinary cultures, contributing to the family economy, and offering unique gastronomic experiences. The basis of this model is the serving of meals prepared in a home environment to a limited number of customers. The structure of these ventures, the meals served, the business model, and the legal status vary from country to country (Bessière, 1998). This section examines notable examples of home-style restaurant applications from Turkey and around the world within their cultural contexts. Home-style restaurants are unique business models that bring together local cultures, individual entrepreneurship, and experiential consumption worldwide. These businesses offer customers a different and authentic gastronomic experience by blending the intimacy of home cooking with professional service. While geographical and cultural contexts determine the forms and operating principles of these restaurants, consumer expectations and tourism trends also shape their development (Everett, 2016).

1.3.1. Examples of Home-Style Restaurants in Turkey

1.3.1.1. Home-Style Restaurants – Istanbul & Anatolia

In Turkey, especially in large cities and cultural centers, there are "home-style restaurants" that are similar to the home-style restaurant concept. These businesses are typically run by family members and offer traditional Turkish recipes using seasonal products. For example, in Istanbul's Balat and Kadıköy neighborhoods, boutique establishments offering home-style service provide customers with personalized menus and a story-based experience (Yıldırım & Yalçın, 2016).

This model is also beginning to spread in rural areas. In tourist destinations such as Cappadocia, Şirince, and Safranbolu, local women sharing their traditional dishes with tourists represents the intersection of culinary tourism and home-style restaurants.

1.3.1.2. "Kitchen Arts Academy" and Micro-Enterprises

Some academic and professional organizations support home-based restaurant initiatives. For example, the Culinary Arts Academy's local flavor-focused entrepreneurship projects equip young entrepreneurs with the skills to establish businesses in their own homes. Such projects include

local producers, women's cooperatives, and structures that support social entrepreneurship (Küçükkömürler, 2020).

1.3.1.2.1. Safranbolu: Women's Cooperatives and Home-Based Restaurant Cuisine

Safranbolu, listed on the UNESCO World Heritage List, stands out not only for its architecture but also for its traditional food culture. Home-style restaurant initiatives supported by women's cooperatives play an important role in promoting local dishes such as bükme, perohi, and meat-stuffed grape leaves. These restaurants are typically located in historic mansions and feature seasonal products on their menus (Karabağ & Demirtaş, 2021). Guests are welcomed in a nostalgic atmosphere and enjoy a dining experience that immerses them in the local culture.

1.3.1.2.2. Ayvalık: Olive Oil Dishes in Stone Houses

In Ayvalık, representative of the Aegean cuisine, there are home-style restaurants serving in the lower floors or gardens of stone houses. Healthy and local delicacies such as olive oil-based artichokes, fava beans, and stuffed squash blossoms stand out in these establishments. These restaurants, typically run by the female homeowners, share the stories behind their recipes with guests and sometimes even allow them to participate in the cooking process (Işın, 2015). In this sense, home-style restaurants serve not only as culinary venues but also as spaces for cultural interaction.

1.3.1.2.3. Gaziantep: Preserving Family Heritage

In Gaziantep, some home-style businesses that have been operating for many years in certain homes stand out as kitchens where recipes passed down from older family members are kept alive. These establishments, which serve home-cooked meals, offer local dishes such as yuvalama, içli köfte, and firik pilavı, with service often provided by family members. This model has become an example of how cultural heritage can be transformed into economic value (Yücel & Demirtaş, 2022).

1.3.2. Examples of Home-Style Restaurants from Around the World

1.3.2.1. "Paladar" Systems – Cuba

Home-style restaurants in Cuba are generally referred to as *paladars* and are individual businesses operating outside of state-run restaurants. These businesses emerged in the 1990s with liberalization policies and

have become an important alternative for food-focused tourism. These establishments, where homeowners serve food in their own kitchens, stand out for their authentic Cuban cuisine and intimate atmosphere accompanied by music (Long, 2010). Paladars in Cuba emerged as a limited form of entrepreneurship permitted by the state during a period when private property was restricted. In the 1990s, the economic crisis led people to seek alternative means of livelihood, resulting in the opening of small restaurants in home environments. Paladars are typically set up in a room of a house, have limited menus, and are mostly run by family members. These restaurants also offer tourists an alternative and authentic Cuban experience (Henken, 2008).

1.3.2.2. India – *Tiffin Service* and Home Food Delivery

Home-based food services run by women entrepreneurs in India are known as "tiffin service," particularly in large cities like Mumbai and Delhi. Meals prepared at home are delivered to offices or student accommodations in stainless steel containers. In this model, where food hygiene is ensured through traditional knowledge, menus typically consist of regional dishes (Ray, 2016). Additionally, this model serves as an important example of women participating in production without leaving their homes.

1.3.2.3. Japan – *Minpaku* and the Culture of Hosting Guests at Home

In Japan, individuals who provide accommodation services in their homes also serve breakfast or dinner to their guests. This practice is known as "minpaku" and has become an extension of Japanese hospitality ("omotenashi"). Menus typically consist of the host family's recipes. This model, which is highly valued for cultural exchange, is seen as one of the emerging sub-sectors of gastronomic tourism (Richards, 2020).

1.3.2.4. Italy – Agriturismo Models

In Italy, "agriturismo" businesses operating in rural areas are important examples of farm tourism combined with the serving of homemade meals. In these family-run, home-style restaurants, meals prepared with homemade wine, cheese, pasta, and olive oil are served to guests. This model supports rural development while contributing to the preservation of authentic Italian cuisine (Bessière, 1998).

1.3.2.5 "Tiffin Services" – India

Among the examples of home-style restaurants in India, *tiffin services* hold an important place. Especially in metropolitan cities like Mumbai,

meals prepared by housewives are systematically delivered to working individuals. These services include nutritious, traditional, and economical meals while also encouraging women's participation in the economic sphere (Bharati, 2019). The tiffin system preserves local flavors while reinforcing a community-based economic approach.

1.3.2.6. Airbnb Experiences & Home Dining – Europe & the US

In recent years, the Airbnb platform has supported the digitalization of home-style restaurants by offering users "local home-cooked meal experiences" through events. In cities like Paris, Rome, and Berlin, hosts offer guests meals with specific menus, along with cultural conversations and recipe sharing, creating a "story-driven gastronomy" experience (Richards, 2018). Such home-based restaurants provide travelers with more affordable and culturally immersive alternatives.

1.3.3. Common Features and Differences of Home-Style Restaurants

Home-style restaurants may vary depending on their geographical location and cultural structure, but they share some basic common characteristics:

- **Home-like environment and warmth:** A personal connection is established with customers; meals are served by family members.

- **Preservation of local recipes:** Traditional recipes passed down through generations are used.

- **Women-centered labor:** Women play a prominent role in many models.

- **Small-scale and intimate business model:** Even if profit-driven, it is based on a cultural rather than commercial approach.

On the other hand, elements such as legal infrastructure, customer profile, and marketing strategies vary from country to country. For example, while the *paladar* model in Cuba developed under state control, the agriturismo model in Italy has progressed with a strong legal framework. Home-style restaurants offer a strategic model for preserving local cuisines, diversifying culinary tourism, and increasing women's participation in production. Examples from Turkey such as Safranbolu, Ayvalık, and Gaziantep, and from around the world such as Cuba, India, Italy, and Japan, demonstrate the multifaceted potential of this model. The growing demand for sustainability and authentic experiences is contributing to the increasing popularity of home-style restaurants in the future. Home-style restaurants in Turkey and

around the world offer a strong alternative business model in the context of entrepreneurship, cultural heritage, local production, and experiential consumption. This model, which can be applied in different forms according to geographical and cultural dynamics, is not only a gastronomic service but also a platform that strengthens social bonds and supports sustainable tourism.

1.3.4. Local Government Approaches to Home-Based Restaurants

Home-based restaurants are among the key actors in local economic development and community-based entrepreneurship. These businesses can start operations without requiring significant capital and bring local flavors and cultural values to consumers. However, the approaches and practices of local governments play a decisive role in the development of this type of business. Municipalities and local authorities can develop supportive, regulatory, or restrictive policies for these restaurants (Gibson-Graham, 2008).

1.3.4.1. Legal Framework and Licensing Process for Home-Based Restaurants

The existence of home-based restaurants is often defined at the local government level rather than at the national level. In Turkey, for example, an individual must obtain a business license and comply with hygiene and food safety regulations to serve food in their own home (Turkish Ministry of Interior, 2022). However, micro-enterprises operating in a home environment often fall into a gray area due to the limitations of the legislation. Some municipalities issue "home production permits" or "mobile marketing certificates" to support such businesses and implement special licensing procedures for women's cooperatives (Keleş, 2016). However, bureaucratic obstacles or inadequate supervision during the licensing process can negatively affect entrepreneurial motivation.

1.3.5.1. Inspection and Food Safety of Home-Based Restaurants

One of the most sensitive areas in local governments' approach to home-based restaurants is food safety and hygiene inspections. Municipal health departments and law enforcement teams conduct inspections of food services operated from homes. However, the home environment being less controllable than standard commercial establishments makes risk assessment more challenging (World Health Organization, 2015).

In this context, some municipalities have adopted a supportive approach to inspections by establishing voluntary hygiene training programs, guidance services, and certification systems. In regions where culinary tourism is developing, these practices are being aligned with international quality standards.

1.3.5.2. Support Programs for Home-Style Restaurants and Local Development

When evaluated within the scope of local development strategies, home-based restaurants offer multi-dimensional contributions such as women's employment, poverty reduction, rural development, and the preservation of cultural heritage (OECD, 2020). For this reason, some local governments have developed support programs for these businesses:

- **Grant and microcredit support**: Special financing mechanisms for women entrepreneurs.

- **Cooperative incentives**: Encouraging home-based producers to come together and establish a corporate identity.

- **Gastronomy festivals and markets**: Events that enhance the visibility of home-based restaurants.

Examples of this approach can be found in cities such as İstanbul, Bursa, and İzmir, where collaborations are established with home-based producers to promote local culinary culture (Küçükkömürler, 2020).

1.3.5.3. Digitalization in Home-Based Restaurants and the Role of Municipalities

The increased visibility of home-based restaurants on digital platforms has made it imperative for local governments to focus on e-commerce and digital entrepreneurship. Some municipalities are organizing free training programs to improve producers' digital skills and even providing online sales infrastructure (UN-Habitat, 2022).These initiatives enable micro-producers to reach wider audiences and increase their contribution to the local economy. Especially during the pandemic, municipalities' support for individuals engaged in home-based production through social media and e-commerce platforms has been a turning point in terms of digital transformation.

1.3.5.4. Legal and Administrative Regulations

Legal regulations are among the most decisive factors in local governments' approach to home-based restaurants. In Turkey and many other countries, there is no specific legislation for home-based restaurants, and they are generally classified under headings such as "home production," "small business," or "hobby production" (Yüksel, 2020). However, this situation brings some uncertainties and restrictions. The absence of a standard framework on issues such as food safety, tax regulations, and hygiene standards makes it difficult for these businesses to be officially recognized and develop.

Local governments can play a facilitating role in this area by implementing special permit processes, low-cost licensing mechanisms, or regulations that do not encourage unregistered production but protect entrepreneurs. Support programs provided through village councils and municipalities, especially in rural areas, can increase the sustainability of these businesses (TÜRSAB, 2023). Regular training programs organized by local governments are an important factor in enabling home-style restaurants to meet certain standards in terms of local product use, hygiene practices, and customer service. Training provided through institutions such as public education centers, district agriculture directorates, and municipal women's cooperatives are considered effective in disseminating both entrepreneurship knowledge and food safety practices (Gürsoy & Karahan, 2018). Additionally, a guiding and supportive approach should be adopted in inspection processes rather than a punitive one. Rather than evaluating home-based restaurants in the same category as large restaurants, inspecting them according to criteria appropriate to their scale yields fairer and more sustainable results (Lu & Fine, 2016). In this context, guidance inspections conducted by local food engineers or agricultural chambers in collaboration with municipalities can contribute to the development of businesses.

1.3.5.5. Promotion and Marketing Support

One of the most effective forms of support that local governments can provide to home-based restaurants is their contribution to promoting these businesses. Allocating special areas for home-based restaurants at local festivals and fairs, featuring them on city promotion portals, or including them on tourist maps are examples of practices that can directly impact customer access (Richards, 2015).

For example, as part of the "Cittaslow" (Slow City) initiatives implemented in the Seferihisar district of Izmir, the municipality provides market space

and promotional support to women's cooperatives offering homemade foods. This approach serves both the preservation of local culinary values and economic development (Seferihisar Municipality, 2022).

1.3.5.6. Home-Based Restaurants from the Perspective of Social Entrepreneurship and Inclusive Development

Supporting home-style restaurants should be approached not only from an economic perspective but also from a social entrepreneurship perspective. These businesses hold significant potential for achieving social objectives such as women's employment, making rural life more attractive, and directing young people toward local production. Bridges established between local government social policies and home-based restaurant entrepreneurship can create broader impacts (Altunışık & Özdemir, 2020). When home-based restaurant models are combined with social projects such as women's cooperatives in food production, food initiatives for families of people with disabilities, or the integration of refugee women into the local cuisine, a multidimensional development model emerges.

The attitude of local governments toward the development of home-based restaurants is critical in the context of regulatory and supportive policies. Recognizing, supporting, and regulating these businesses requires a balanced approach that promotes entrepreneurship and protects public health. The development of collaborative, flexible, and inclusive strategies by municipalities will be decisive in enabling home-based restaurants to achieve local development goals. Home-based restaurants have emerged as one of the alternative business models in recent years, particularly in areas such as gastronomic tourism, rural development, and women's entrepreneurship. The support of local governments is critical for the sustainable development and widespread adoption of this model (Pine & Gilmore, 2011). Local governments are directly influential actors in many areas, including planning, licensing, inspection, education, and promotion, and play a key role in the institutionalization process of home-based restaurants.

Why Are Home-Style Restaurants in the Spotlight?

2.1. Concept Development and Kitchen Identity in Home-Style Restaurants

Home-style restaurants differentiate themselves from traditional restaurant structures by offering unique and authentic dining experiences. The success of these businesses largely depends on a strong concept and a well-defined culinary identity (Cousins, Foskett & Pennington, 2011). The concept development process includes target audience identification, menu design, atmosphere arrangement, and brand identity creation. Kitchen identity, on the other hand, reveals the cultural context from which the flavors offered by the establishment are derived (Horng & Hu, 2008).

2.1.2. The Fundamental Stages of Concept Development for Home-Style Restaurants

Concept development in home-style restaurants is not only about the physical space but also about the spirit of the products and services offered. The first step is to identify the target audience. A home restaurant that serves family-oriented meals and a restaurant that offers vegan local recipes have different customer profiles and brand languages (Walker, 2016).

The second step is known as menu design. The menu is the strongest reflection of the concept. For example, a home-style restaurant based on Aegean cuisine reflects its concept in the menu through dishes such as olive oil-based dishes, herb-based dishes, and seafood. The language, font,

pricing, and content used in the menu are known to be integrated with the brand identity (Kivela, 1997).

Thirdly, the design of the atmosphere comes into play. The furniture, tablecloths, serving plates, wall decorations, and background music should all support the concept. Hand-woven rugs, local musical instruments, and regional photographs used in a Black Sea-themed home restaurant give customers a strong sense of cultural connection (Sloan, Legrand & Hindley, 2015).

2.1.3. Kitchen Identity and Cultural Context of Home-Style Restaurants

Culinary identity shapes the way a restaurant introduces its cultural geography through food and drink. In this context, home-style restaurants are considered micro-scale institutions that preserve and transmit gastronomic heritage (Richards, 2012). A home-style restaurant operating in the Aegean Region offers not only food but also culture, stories, and a sense of belonging. Thus, the customer is not merely satisfied; they also connect with an identity.

Kitchen identity also emerges through material selection, cooking techniques, and presentation style. A "baked eggplant" dish served in traditional earthenware dishes creates a nostalgic experience in both a visual and emotional context. In this context, culinary identity determines the restaurant's value proposition and increases customer loyalty (Bessière, 1998).

2.1.4. Updating Creativity and Identity in Home-Style Restaurants

Although home-style restaurants are rooted in tradition, they also produce creative solutions to meet today's consumer expectations. Innovations such as gluten-free products, vegan recipes, and "zero waste" practices enable the concept to be updated without compromising traditional culinary identity (Jones, Hillier & Comfort, 2016). This allows home-style restaurants to align with both local and global trends.

Concept development and kitchen identity creation processes in home-style restaurants are critical for both producing gastronomic value and establishing a sustainable business model. The right concept offers an experience that meets the expectations of the target audience, while a strong culinary identity ensures that the restaurant leaves a lasting impression on customers. Therefore, these two elements must be strategically addressed

and designed to complement each other in the process of establishing a home-style restaurant.

Home-style restaurants have emerged in recent years as a result of the search for uniqueness in the world of gastronomy. Unlike traditional restaurants, these establishments aim to offer a more intimate, personal, and cultural experience. Concept development and culinary identity are known as the cornerstones of this experience. Especially in home-style restaurants, where local flavors and individual stories come to the forefront, culinary identity is not limited to the menu; it also encompasses elements such as space design, presentation style, and the relationship established with customers (Kivela & Crotts, 2006).

2.1.5. The Concept Development Process for Home-Style Restaurants

Concept development is known as a strategic process that determines the fundamental character of a restaurant. In home-style restaurants, this process is typically shaped by the operator's personal background, cultural origins, and gastronomic vision. The following elements are considered for successful concept development:

- **2.1.5.1. Target Audience Analysis for Home-Style Restaurants:** Home-style restaurants typically cater to a specific demographic. Therefore, the expectations, taste preferences, and socio-cultural characteristics of the target audience are analyzed.

- **2.1.5.2. Story-Based Approach for Home-Style Restaurants:** Grounding the concept in a story facilitates the establishment of an emotional connection with customers. For example, a menu featuring recipes from a grandmother can evoke a sense of nostalgia.

- **2.1.5.3. Home-Style Restaurant Space Design:** Decor that reflects the warmth of home creates the physical dimension of the concept. Elements such as wooden furniture, family photos, and an open kitchen are known to be important in this context.

- **2.1.5.4. Menu Structure of Home-Style Restaurants:** The menu is the most concrete reflection of the concept. Local products, seasonal ingredients, and traditional recipes are prioritized (Horng & Tsai, 2012).

2.1.6. Kitchen Identity and Cultural Reflections in Home-Style Restaurants

Culinary identity defines a restaurant's gastronomic personality. In home-style restaurants, this identity is typically shaped by culinary traditions specific to a region, family, or culture. The following factors are considered when establishing culinary identity:

- **2.1.6.1. Use of Local Products in Home-Style Restaurants:** Ingredients sourced from local producers support sustainability and provide authenticity.

- **2.1.6.2. Traditional Cooking Techniques in Home-Style Restaurants:** Traditional equipment such as tandir, stone ovens, or copper pots strengthen the culinary identity.

- **2.1.6.3. Presentation Style in Home-Style Restaurants:** How food is presented has become an important part of culinary identity. Shared plates and family-style tables are known to be unique to home-style restaurants.

- **2.1.6.4. Language and Communication in Home-Style Restaurants:** The language used on the menu, the waitstaff's descriptions, and kitchen stories play a critical role in conveying identity to customers (Sims, 2009).

Home-style restaurants stand out as a field where personalized experiences take center stage in gastronomy. Concept development and kitchen identity form the cornerstones of this experience. A successful home-style restaurant does not merely serve food; it also shares a culture, a story, and a way of life. In this context, originality, authenticity, and locality are adopted as the fundamental principles of the concept and kitchen identity.

Home-style restaurants are not merely venues for serving food; they are unique spaces where local identity, cultural memory, and personal narratives are seamlessly integrated. Concept development in these types of restaurants is not limited to decoration or menu selection. Rather, it forms the foundation for the culinary identity, storytelling, cultural belonging, and the connection to be established with the target customer base (Hjalager, 2010).

2.1.7. Fundamental Elements of Concept Development in Home-Style Restaurants

2.1.7.1. Identifying the Target Audience in Home-Style Restaurants

The first step in concept development is to define the target audience. For example, in home restaurants targeting a young urban audience, contemporary presentations and vegan/vegetarian options may take center stage, while a home restaurant operating in a rural area may emphasize traditional recipes and nostalgic decor (Björk & Kauppinen-Räisänen, 2016).

2.1.7.2. Storytelling in Home-Style Restaurants

Most successful home restaurants have a "story." This is evident in the name of the place, the decor, the names of the dishes, and the presentation. For example, the home restaurant named "Ayşe Teyze'nin Sofrası" offers its customers a "grandmother's kitchen" atmosphere, and this nostalgic perception increases customer loyalty (Getz & Robinson, 2014).

2.1.7.3. Space Design and Atmosphere in Home-Style Restaurants

The physical manifestation of the concept is considered important. In a home-style restaurant featuring Aegean and Mediterranean cuisine, elements such as white and blue tones in decoration, ceramics, olive tree figures, and an open kitchen system can be used. This enhances authenticity and encourages sharing on social media (Kivela & Crotts, 2006).

2.1.8. Kitchen Identity in Home-Style Restaurants: From Tradition to the Future

2.1.8.1. Creating Identity with Local Products and Recipes in Home-Style Restaurants

One of the strongest aspects of home-style restaurants is their ability to establish their culinary identity using local products and authentic recipes. For example, a home restaurant in Seferihisar that uses only local herbs, olive oil, and seasonal vegetables to create its dishes establishes its culinary identity (Hall & Mitchell, 2005).

2.1.8.2. Preservation of the Gastronomic Heritage of Home-Style Restaurants

Culinary identity is also seen as a gastronomic heritage. Home restaurants can take on the mission of preserving recipes that are on the verge of disappearing and passing them on to new generations. For example, the

home-style restaurant "Şerife Hanım'ın Mutfağı" in Adana serves dishes made with special recipes known only to local women (Everett & Aitchison, 2008).

2.1.8.3. Innovation and Interpretation in Home-Style Restaurants

Kitchen identity is not merely a repetition of the past. The presentation of traditional recipes with contemporary interpretations has also become part of this identity. For example, the vegan version of the classic "stuffed squash blossoms" or fusion dishes like "raw meatball tacos" both preserve tradition while supporting innovation (Richards, 2012).

2.1.8.4. Examples of Home-Style Restaurants: Successful Concepts and Identity-Building Home-Style Restaurants

- **2.1.8.4.1. "Zehra's Olive Grove" – Ayvalık:** With a menu focused solely on olive oil-based dishes, the restaurant serves meals under olive trees on the premises. The menu includes stories about olive oil production and establishes a connection with local producers.

- **2.1.8.4.2. "Giritli Dede's Table" – Antalya:** A restaurant run by a family of Cretan immigrants, known for its traditional Cretan cheese and herbs. The menu changes daily based on the morning market.

- **2.1.8.3. "A Taste of Izmir" – Karşıyaka:** A young chef's establishment reinterpreting Aegean cuisine with modern techniques. For example, it offers experimental yet local flavors such as "Tire köfte carpaccio."

Concept development and kitchen identity creation processes in home-style restaurants go beyond simply serving food; they are evaluated within the framework of identity building, cultural heritage transfer, and sustainable local development. A well-established kitchen identity ensures customer loyalty and contributes to the local economy.

2.2. Home-Style Restaurant Kitchen Identity: Defining Your Culinary Stance

One of the fundamental steps in creating a successful identity for home-style restaurants is to have a strong and unique culinary identity. Culinary identity is not limited to recipes; it is a holistic expression of elements such as regionality, presentation style, storytelling, aesthetic preferences, cooking techniques, and ingredient selection (Tellström, Gustafsson & Mossberg, 2006). Especially in home-style restaurants catering to a limited

number of customers, a gastronomic stance both differentiates the business and plays a critical role in customer loyalty.

Gastronomy is not merely the art of cooking; it is also considered a cultural narrative, an identity, and a stance. Home-style restaurants represent one of the most intimate and personal forms of this narrative. In contrast to the standardized menus of large chain restaurants, home-style restaurants stand out for their uniqueness, locality, and individual stories. In this context, culinary identity is the fundamental element that defines a home-style restaurant's gastronomic stance. Culinary identity encompasses a wide range of elements, from the ingredients used to cooking techniques, presentation styles, and the atmosphere of the space (Sims, 2009).

2.2.1. What is Culinary Identity in Home-Style Restaurants?

Culinary identity is known as a holistic concept that reflects a restaurant's gastronomic character and values. This identity is shaped by the business's cultural origins, geographical location, target audience, and the personal vision of the business owner. In home-style restaurants, culinary identity is generally defined by the following elements:

- **2.2.1.2. Cultural Representation of Home-Style Restaurants:** Kitchen identity preserves the culinary traditions of a specific culture. For example, a restaurant that offers recipes unique to Anatolian cuisine becomes a representative of that culture.

- **2.2.1.3. Use of Local and Seasonal Products in Home-Style Restaurants:** Identity is directly related to the choice of ingredients. Seasonal products sourced from local producers support sustainability and enhance authenticity.

- **2.2.1.4. Cooking Techniques in Home-Style Restaurants:** The use of traditional methods (e.g., stone ovens, wood-fired stoves, copper pots) deepens the kitchen's identity.

- **2.2.1.5. Presentation and Service Style of Home-Style Restaurants:** Shared plates, family-style table settings, and story-telling presentations are known as the way identity connects with customers (Horng & Tsai, 2012).

2.2.1.6. Construction of the Gastronomic Stance of Home-Style Restaurants

In home-style restaurants, the gastronomic stance refers to the expression of the kitchen's identity. This stance determines what the business represents,

what values it upholds, and what kind of experience it offers. The following strategies are effective in constructing this stance:

- **2.2.1.7. Narrative-Based Menu Design in Home-Style Restaurants:** Every dish should have a story. For example, names like "Grandma's Olive Oil-Braised Leaves" facilitate emotional connections.

- **2.2.1.8. The Gastronomic Meaning of the Space in Home-Style Restaurants:** The design of the space should support the identity of the kitchen. Decor that reflects the warmth of home, traditional kitchen tools, and an open kitchen layout are important elements in this context.

- **2.2.1.9. Communication and Language Use in Home-Style Restaurants:** Menu language, waiters' descriptions, and social media content play a critical role in conveying the gastronomic stance. A sincere, heartfelt language with cultural references is preferred.

- **2.2.1.10. Community Interaction in Home-Style Restaurants:** The connection established with the local community strengthens the kitchen's identity. Workshops, tasting days, and collaborations with producers enhance this interaction (Kivela & Crotts, 2006).

2.2.1.11. Examples of Home-Style Restaurants

Many home-style restaurants in Turkey and around the world showcase a strong gastronomic identity through their culinary identity. For example, a home restaurant operating in Ayvalık serves only olive oil-based dishes and has become a representative of the Aegean cuisine. Similarly, a family-run business in Cappadocia preserves its regional identity through traditional dishes such as tandır and testi kebab. These examples demonstrate that culinary identity is not only related to food but also to cultural heritage. In home-style restaurants, culinary identity is known as the fundamental determinant of gastronomic stance. This identity is nourished by cultural narratives, shaped by local products, and strengthened by the sincere relationships established with customers. A successful culinary identity does not merely offer delicious dishes; it also shares a way of life, a culture, and a story. Therefore, it is critical for home-style restaurants to adopt approaches based on uniqueness, locality, and narrative when creating their culinary identity.

2.2.1.12. The Core Components of Home Restaurant Culinary Identity

In home-style restaurants, culinary identity is shaped by three main components: local culinary culture, the chef's personal touch, and target audience expectations. Local culinary culture ensures that traditional recipes and ingredients specific to the region where the business is located are preserved. For example, a home-style restaurant based on Aegean cuisine can build its identity around olive oil dishes, herb-based dishes, and seafood. At the core of this culinary identity, the "uniqueness of the local" is emphasized to create a narrative of cultural heritage (Scarpato & Daniele, 2003). The chef's personal touch involves reinterpreting this traditional theme in innovative ways. For example, serving a classic Cretan herb dish with a contemporary presentation and a unique spice blend exemplifies this personal approach. Another important element of culinary identity is the ability to respond to the demands of the target audience. Creative solutions integrated into the menu, taking into account modern trends such as gluten-free, vegan, and healthy eating, ensure a kitchen stance that is integrated with the customer (Cohen & Avieli, 2004).

2.2.1.13. Narrative and Storytelling in Identity Formation for Home Restaurants

Gastronomic identity is shaped not only on the plate but also in the narrative. The potential of home-style restaurants to build a strong narrative has become one of the most important factors distinguishing them from chain restaurants. For example, a menu section titled "From My Grandmother's Recipe Book" deepens the kitchen's identity by evoking both nostalgia and authenticity. This approach aligns with the concept of "storytelling," as dishes are not merely flavors but also carry cultural narratives (Miele & Murdoch, 2002). Storytelling is applied holistically not only in the physical menu but also in social media content, space design, and customer service.

2.2.1.14. Examples of Home Restaurants: Representation of Local Cuisine

Successful home-style restaurant examples in Turkey exhibit diversity in terms of their gastronomic stance. In Hatay, "Zeynep Hanım's Table" reflects the synthesis of Arab and Ottoman cuisines in a home setting, while the home restaurant "Nane ve Limon" in Urla, Izmir, updates its menu with seasonal products inspired by herb festivals. In both examples, culinary identity is framed by recipes, narratives, and aesthetic choices. Globally, "agriturismo" home restaurants, prevalent in Italy's Tuscany region, integrate culinary identity with nature and farming by directly incorporating local production into their menus (Hall & Mitchell, 2001).

2.2.1.15. The Sustainability of Home Restaurant Identity

For a gastronomic stance to be sustainable, it must be continuously updated through menu planning, supply chain management, and customer feedback. Environmental sustainability is also seen as an integral part of culinary identity. Practices such as using organic products, implementing zero-waste kitchen practices, and collaborating with local producers strengthen the environmental dimension of the culinary stance (Sims, 2009).

2.3. Creating Concepts for Home-Style Restaurants Based on Customer Segments

Home-style restaurants distinguish themselves from traditional restaurant models through their unique atmospheres, locally inspired cuisines, and service focused on personal experiences. However, this differentiation cannot be limited to merely reflecting the operator's own style; it must be structured in line with the expectations and preferences of the target customer base. Therefore, customer segmentation forms the foundation of the concept development process in home-style restaurants (Kotler & Keller, 2016).

2.3.1. Customer Segmentation and Target Identification in Home-Style Restaurants

Customer segmentation is defined in marketing literature as grouping customers based on demographic, geographic, psychographic, and behavioral factors (Solomon et al., 2019). Similarly, in home-style restaurants, a suitable concept is developed by considering the age group, income level, lifestyle, cultural values, and eating and drinking habits of potential customers. For example, if the target customer base is health-conscious and prefers organic products, the menu and venue design are shaped according to these expectations. In restaurants catering to this group, an open kitchen layout, natural decoration elements, and an emphasis on sustainable products may be prioritized.

2.3.2. Concept Examples for Different Segments of Home-Style Restaurants

Home-style restaurants may adopt different concept approaches depending on the target customer segment. Below are some concept suggestions for specific segmentation examples:

- **2.3.2.1. Home Restaurants for Retired and Traditional Consumers (50+):** For this audience, a concept can be developed that

emphasizes nostalgic elements, offers traditional dishes, and creates a peaceful atmosphere. Wooden tables and chairs, old kitchen utensils on the walls, lace curtains, and homemade jams can support this atmosphere. The menu can include familiar and nostalgic dishes such as dried beans, olive oil-stuffed vegetables, and lentil soup (Öztürk, 2020).

- **2.3.2.2. Home Restaurants for Young Professionals and Food Enthusiasts (25–40 years old):** This group is more experience-oriented. Fusion-style menus with influences from world cuisines and creative presentations are popular in this segment. Instagram-friendly, visually appealing presentations, innovative drink menus, and workshop events can be integrated into this concept.

- **2.3.2.3. Home Restaurants for Tourists and Local Travelers:** For this customer profile, a concept focused on experiencing authentic and local culture is important. A warm atmosphere where the host welcomes guests, serves dishes with a story, and plays traditional music creates appeal, especially within the scope of culinary tourism (Hall & Sharples, 2008).

- **2.3.2.4. Home Restaurants for Healthy Living and Vegan/Vegetarian Customers:** For this group, menus suitable for plant-based diets, a low carbon footprint, and the use of seasonal products are prioritized. Elements such as minimalist decoration, the use of recycled materials, and transparency in ingredients support the concept (Bryła, 2016).

2.3.2.5. Concept Dynamism in Home Restaurants Based on Customer Expectations

In home-style restaurants, the customer segment is not only defined at the time of opening but is also re-evaluated over time based on changing demands and social trends. Insights into the target audience can be gained through analyses of social media data, customer feedback, and reservation frequency. New social trends such as increased hygiene expectations or sustainability awareness post-pandemic can also influence concept design (Gössling et al., 2021).

Developing content tailored to customer segments should not be limited to the menu; it should encompass all business elements, including decoration, service style, presentation language, and communication channels. This enables the delivery of a consistent, meaningful, and highly repeatable experience for each customer group.

In today's gastronomy world, customer focus has become one of the fundamental principles of successful restaurant management. Especially home-style restaurants are seen as having significant advantages in terms of concept development strategies based on customer segmentation, as they can offer a more personal and flexible service compared to large-scale establishments. Customer segmentation enables the analysis of the needs, expectations, and behaviors of different customer groups, thereby making it possible to design customized experiences for these groups (Kotler et al., 2017). In this context, creating concepts based on customer profiles enhances customer satisfaction and strengthens the brand identity of home-style restaurants.

2.3.2.6. Customer Segmentation in Home-Style Restaurants: Conceptual Framework

Customer segmentation is defined in marketing literature as the process of dividing customers into groups based on demographic, psychographic, behavioral, and geographic criteria. For home-style restaurants, this segmentation can be applied as follows:

- **2.3.2.6.1. Demographic Segmentation of Home Restaurants:** Factors such as age, gender, income level, and education are considered when designing the menu and service style. For example, a restaurant targeting young professionals may opt for modern presentations and quick service.

- **2.3.2.6.2. Psychographic Segmentation of Home Restaurants:** Customers' lifestyles, values, and gastronomic preferences are analyzed. For a segment that values healthy eating, organic and vegan options can be highlighted.

- **2.3.2.6.3. Behavioral Segmentation of Home Restaurants:** Customers' frequency of visiting the restaurant, spending habits, and loyalty levels are taken into consideration. Special menus or events can be organized for loyal customers.

- **2.3.2.6.4. Geographic Segmentation of Home Restaurants:** The cultural and economic structure of the region where the restaurant is located shapes the concept according to local characteristics (Smith, 1956).

2.3.2.7. Concept Development Strategies for Home Restaurants Based on Segments

Creating a concept based on customer segments in home-style restaurants directly affects both the gastronomic identity and marketing strategy of the business. Below are examples of concept development for different segments:

- **2.3.2.7.1. Home Restaurant Family Segment:** Child-friendly menus, spacious seating areas, and sharing plates are prominent features. The venue design should be warm and welcoming, and the service should offer a relaxing experience.

- **2.3.7.2. Home Restaurants for Food Enthusiasts:** For this segment, unique recipes, local products, and story-based presentations are important. The chef's special menu, tasting events, and cooking workshops enrich the concept.

- **2.3.2.7.3. Home Restaurants for Tourists:** A concept that showcases the regional cuisine is preferred. The menu includes English descriptions, cultural elements, and traditional presentation styles.

- **2.3.2.7.4. Home Restaurants' Healthy Living Segment:** Vegan, gluten-free, and low-calorie options should be offered; nutritional values are indicated on the menu. The venue design should be simple and natural, and the communication language encourages conscious consumption (Horng & Tsai, 2012).

2.3.2.7.5. Implementation and Success Criteria for Home Restaurants

The key factors influencing success in the segment-based concept development process are as follows:

- **2.3.2.7.5.1. Consistency of Home Restaurants:** All elements of the concept (menu, decoration, communication) must be consistent with the target segment.

- **2.3.2.7.5.2. Flexibility:** The ability to update the concept based on customer feedback supports long-term success.

- **2.3.2.7.5.3. Experience-Focused:** Customers should be offered not just food but a holistic experience. This experience must align with the segment's values.

- **2.3.2.7.5.4.Data Usage:** Digital tools and customer analytics enhance the accuracy of segmentation and support strategic decisions (Kotler et al., 2017).

Home-style restaurants can maintain their uniqueness and achieve a strong market position by developing concept strategies based on customer segmentation. Since each segment has its own unique expectations and values, concepts designed by understanding these differences increase customer loyalty and reinforce gastronomic identity. In this context, it is critical for home-style restaurants to adopt a customer-centric approach and develop flexible, creative, and experiential concepts for sustainable success.

2.4. Storytelling in Home-Style Restaurants: The Emotional Connection of the Concept

Home-style restaurants aim to offer guests a unique experience beyond being merely a place to eat, through their story, atmosphere, and the emotional connection they provide. In this context, storytelling emerges as a powerful marketing and identity strategy that reflects the spirit of the business and establishes a meaningful connection with customers (Fog, Budtz & Yakaboylu, 2005). For these restaurants, which are set up in a home environment, storytelling is not just a commercial tool, but also a narrative form that reflects traditional values, cultural identity, and individual life stories. In today's gastronomy world, consumers are not only looking for delicious food but also meaningful experiences. In this context, storytelling has emerged as a powerful tool that enhances the emotional connection capacity of restaurant concepts. Especially home-style restaurants have become one of the most suitable business types for storytelling thanks to their intimate atmosphere and personal histories. Storytelling has become one of the most effective ways to convey a restaurant's identity, values, and cultural roots to customers (Salmon, 2010). This section examines how storytelling is used in home-style restaurants, what strategies it employs to establish emotional connections, and how it transforms the customer experience.

2.4.1. The Conceptual Foundations of Storytelling in Home Restaurants

Storytelling has become a form of communication that aims to convey the meaning behind a product or service and establish emotional and cultural connections. In the restaurant industry, storytelling can be applied in a wide range of areas, from menu names to venue design, staff narratives, and social media content. Storytelling in home-style restaurants is generally based on the following foundations:

- **2.4.1.1. Home Restaurants Personal Stories:** The owner's childhood memories, family recipes, or connection to the kitchen provide customers with an authentic experience.

- **2.4.1.2. Home Restaurants Cultural Narratives:** Regional culinary traditions, stories of local producers, and historical food rituals help establish cultural connections.

- **2.4.1.3. Home Restaurants The Story Behind the Food:** The story behind each dish (e.g., "My grandfather's tarhana soup") adds meaning to the menu and attracts customers.

- **2.4.1.4. Home Restaurants: The Meaning of the Space:** The history, architecture, or previous use of the restaurant's location enhances the emotional depth of the concept (Woodside et al., 2008).

2.4.2. Emotional Connection Strategies in Home Restaurants

In home-style restaurants, storytelling appeals not only to the customer's taste buds but also to their emotions. In this context, emotional connection strategies can be listed as follows:

- **2.4.2.1. Narrative-Based Menu Design in Home Restaurants:** The names and descriptions of dishes on the menu are arranged in a way that tells a story. For example, phrases such as "From my grandmother's winter table" create a nostalgic connection.

- **2.4.2.2. People-Centric Presentation in Home Restaurants:** Waiters enrich the customer experience by telling the story while serving the food. This narrative is not conveyed in a sincere and heartfelt manner.

- **2.4.2.3. Home Restaurants' Integration with the Story of the Space:** Decorations, photographs, old kitchen utensils, and written narratives reflect the space's history and spirit, creating an emotional connection.

- **2.4.2.4. Digital Storytelling in Home Restaurants:** Content shared on social media and websites helps spread the restaurant's story to a wider audience. Visual and textual narratives support the process of creating digital emotional connections (Fog et al., 2010).

2.4.3. Examples of Home Restaurants

Many home-style restaurants in Turkey are establishing strong customer bonds through storytelling strategies. For example, a home restaurant in

Safranbolu serves in an Ottoman-era stone building, integrating the venue's history into the menu. The dishes on the menu are introduced with stories specific to the region, and each plate tells a story. Similarly, a family-run restaurant in Bozcaada presents recipes from the Greek cuisine accompanied by stories from their grandmothers, creating a cultural connection. These examples demonstrate that storytelling is not only a marketing tool but also a means of cultural transmission. Storytelling in home-style restaurants creates strategies that enhance the concept's ability to form emotional connections, deepen the customer experience, and reinforce gastronomic identity. Concepts enriched with personal, cultural, and spatial narratives appeal not only to the customer's palate but also to their heart. In this context, storytelling is considered a fundamental tool that supports the uniqueness and sustainability of home-style restaurants.

2.4.4. The Foundations of Storytelling in Home Restaurants and Its Application to Home-Style Restaurants

Storytelling is based on the idea that a brand or business must have a story to tell. This story can be created using elements such as the founder's past, the purpose of the business, the origin of the recipes used, or the historical texture of the venue (Denning, 2006). When it comes to home-style restaurants, these stories are often based on real-life experiences, such as preserving recipes passed down from mothers, serving family heirloom dishes, or restoring an old stone house and opening it as a restaurant.

For example, a home restaurant called "Fatma Teyze's Table" tells the story of its owner, Fatma Hanım, blending her migration story with recipes from the Cretan cuisine she learned from her grandmother. Every dish on the menu is linked to a memory, and these stories are supported by old photographs hung on the walls and notes on the menu cards. This approach not only makes guests feel special but also encourages them to form an emotional connection with the host (Pine & Gilmore, 1999).

2.4.5. The Importance of Emotional Connection in Home Restaurants

Research on consumer behavior has shown that brands that establish emotional connections generate greater loyalty (Thomson, MacInnis & Park, 2005). Home-style restaurants are ideal platforms for establishing this connection through their intimate settings and personal stories. Especially in large cities, where lifestyles have become increasingly anonymous, people value the experience of eating in a warm environment that evokes memories of the past. In this context, storytelling, combined with a sense of nostalgia,

triggers feelings of trust, belonging, and satisfaction in consumers (Brown, Kozinets & Sherry, 2003).

Establishing an emotional connection through stories provides a strategic advantage for the long-term success of a business. Restaurants with stories are talked about more, are more effective in word-of-mouth marketing, and stand out on digital platforms. When shared on social media, it is not only the taste of a dish that is discussed, but also the meaning behind it.

2.4.6. Successful Storytelling Applications and Recommendations for Home Restaurants

When creating their stories, home-style restaurants are advised to focus on the following headings:

- **2.4.6.1. The Founding Story of Home Restaurants:** How life experiences are reflected in the food and the venue,

- **2.4.6.2. The Origin of Home Restaurant Dishes:** The geographical region or family tradition behind the recipes,

- **2.4.6.3. The Meaning of the Space in Home Restaurants:** The history of the home environment and the stories behind the objects used,

- **2.4.6.4. Values of Home Restaurants:** The social/cultural values the business represents (e.g., sustainability, women's labor, local production).

In home-style restaurant menus, websites, social media content, and even on restaurant walls, storytelling can be presented in various forms. When customers come into contact with such content, they do not just experience a meal; they also become part of a "narrative." Storytelling in home-style restaurants is not just a marketing tool, but a strategic element at the heart of the process of identity formation and customer engagement. People are no longer just looking for food, but for meaning. Therefore, a unique and sincere story to tell is considered one of the most effective ways to make home-style restaurants stand out. In home-style restaurant management, the menu is not just a list of food items; it has become a strategic tool that reflects the identity, mission, and target audience of the business (Cousins, Foskett & Gillespie, 2017). As one of the first points of contact with the customer experience, the menu strengthens brand perception and increases customer satisfaction when it is integrated with the restaurant's concept. In this context, menu design encompasses not only gastronomic elements but also the cultural and thematic stance of the business.

2.5. The Relationship Between Concept and Menu in Home-Style Restaurants

The concept has become the fundamental element that tells the "story" of a home-style restaurant. This story is reflected in every detail, from the origins of the cuisine to the decor, service style, and music selection (Walker, 2021). The menu supports this story, creating a holistic experience for the customer. For example, a home-style restaurant with a Mediterranean cuisine concept will have olive oil-based appetizers, fresh seafood, and regional wines on its menu, which enhances the credibility of the concept.

Menu-concept alignment is a critical factor in meeting customer expectations. Research shows that menu alignment has a direct impact on customer loyalty (Ozdemir & Caliskan, 2020). A consistent concept and menu alignment also provide the business with a differentiation advantage.

Home-style restaurants have come to occupy a special place in the culinary world in terms of uniqueness, authenticity, and cultural representation. In such establishments, the menu is not merely a list of dishes; it has become a narrative tool that reflects the restaurant's identity, values, and concept. Integrating the menu with the concept deepens the customer experience, strengthens brand perception, and presents the business's story more effectively (McCall & Lynn, 2008). This section examines how menu design can be aligned with the concept in home-style restaurants, what strategies can be used, and the effects of this integration on customers.

2.5.1. Menu Design in Home-Style Restaurants: A Reflection of the Concept

Menu design has become one of the fundamental elements that embody a restaurant's gastronomic stance. In home-style restaurants, the menu is shaped according to the business's cultural origins, story, and customer segment. The following principles are considered for a menu design that is consistent with the concept:

- **2.5.1.1. Cultural and Regional Compatibility of Home-Style Restaurants:** The dishes on the menu should be consistent with the culture represented by the restaurant. For example, in a home restaurant focusing on the Black Sea cuisine, regional dishes such as anchovy, cornbread, and cabbage soup should be featured prominently.

- **2.5.1.2. Seasonality and Locality of Home-Style Restaurants:** Seasonal and local products are included in the menu to ensure that the concept is consistent with the principles of sustainability and naturalness.

- **2.5.1.3. Narrative Expression of Home-Style Restaurants:** The names and descriptions of the dishes on the menu reflect the restaurant's story. Expressions such as "my grandmother's tarhana soup" facilitate emotional connection.

- **2.5.1.4. Presentation Style of Home-Style Restaurants:** The presentation style of the dishes on the menu is consistent with the aesthetic and experiential dimensions of the concept. Shared plates, traditional serving utensils, and simple presentations are important in this context (Horng & Tsai, 2012).

2.5.2. Strategic Approaches to Menu–Concept Integration in Home-Style Restaurants

Integrating the menu with the concept in home-style restaurants requires a strategic planning process. The following approaches are effective in this process:

- **2.5.2.1. Thematic Menu Structure in Home-Style Restaurants:** The menu is organized according to a specific theme. For example, titles such as "Winter Table," "Holiday Delights," or "A Taste of the Aegean" reinforce the concept.

- **2.5.2.2. Storytelling in Home-Style Restaurant Menu Presentation:** The story behind each dish can be shared in the menu through short descriptions. These narratives help customers establish an emotional connection with the food.

- **2.5.2.3. Visual and Design Harmony in Home-Style Restaurants:** The menu design (colors, font, visuals) is consistent with the restaurant's overall decor. Handwritten menus or nostalgic visuals support the concept.

- **2.5.2.4. Flexibility and Updateability of Home-Style Restaurants:** The menu can be updated according to seasonal changes and customer feedback. This flexibility ensures that the concept remains lively and dynamic (Kivela & Crotts, 2006).

2.5.3. Examples of Home-Style Restaurant Applications

Many home-style restaurants in Turkey have successfully integrated their menus with their concepts. For example, a home restaurant operating in Gaziantep has created a menu consisting entirely of local recipes and provides a brief cultural explanation with each dish. The dish "Ali Nazik" is introduced as originating from the Ottoman palace kitchen, while

"Yuvalama" is described as an indispensable part of holiday feasts. Similarly, a home-style restaurant in Alaçatı changes its menu seasonally using Aegean herbs, thereby maintaining both local authenticity and conceptual coherence.

The integration of the menu and concept in home-style restaurants is critical for strengthening gastronomic identity and enriching the customer experience. The menu is not merely a list of dishes; it is also the restaurant's cultural narrative, aesthetic stance, and a tool for establishing an emotional connection. Therefore, menu design should be concept-aligned, narrative-based, flexible, and customer-focused. A successful integration enables home-style restaurants to maintain their uniqueness and differentiate themselves in the market.

2.5.3.1. Strategic Approaches to Menu Design in Home-Style Restaurants

Three main strategic approaches stand out in menu design: thematic harmony, material-space relationship, and pricing strategy.

- **2.5.3.1.1. Thematic Consistency in Home-Style Restaurants:** The names, presentation, and contents of the dishes on the menu should be consistent with the restaurant's main theme (Pavesic, 2005). For example, in a traditional Anatolian-themed home-style restaurant, using regional names for dishes (such as "Antep-style Stuffed Meat-balls") reinforces authenticity.

- **2.5.3.1.2. Home-Style Restaurants' Ingredient-Space Relationship:** Local ingredients play a significant role in maintaining conceptual coherence with the menu. In a home-style restaurant that embraces the "farm-to-table" philosophy, serving dishes made with seasonal ingredients sourced from local producers enhances the concept's credibility (Sims, 2009).

- **2.5.3.1.3. Pricing Strategy of Home-Style Restaurants:** Prices on the menu also influence the perception of the concept. In home-style restaurants offering a luxurious gastronomic experience, pricing is set to support a premium perception; however, in a concept emphasizing warmth and a home-like atmosphere, prices are expected to be accessible (Kimes & Wirtz, 2007).

2.5.3.2. The Impact of Menu-Concept Alignment on Customer Experience in Home-Style Restaurants

Menu and concept consistency directly affects the quality of the customer experience. Customers consciously or unconsciously evaluate whether the

food items on the menu are consistent with the concept (Hanefors & Mossberg, 2003). When consistency is not achieved, customer dissatisfaction and damage to brand perception may occur.

In addition, the alignment of visual elements (font, color, and images in menu design) with the concept has also become important. For example, using natural tones and handwritten fonts in the menu of a rustic home-style restaurant strengthens the connection between the atmosphere and the menu.

2.5.3.3. The Relationship Between Digitalization and Menu-Concept in Home-Style Restaurants

In recent years, digital menu applications and social media promotions have made it necessary to maintain menu-concept harmony in the digital environment as well. The presentation of menu items on visual-focused platforms such as Instagram has become an important marketing tool that reinforces the concept perception (Leung, Law, Van Hoof & Buhalis, 2013).

In home-style restaurants, the integration of the menu with the concept is a strategic necessity that not only enhances gastronomic quality but also strengthens brand identity. A consistent, authentic, and target audience-appropriate menu design enhances customer satisfaction while providing the business with a competitive advantage. Therefore, considering the concept as a decisive factor in the menu planning process plays a critical role in the long-term success of home-style restaurants.

2.6. Examples of Menu and Concept Integration in Home-Style Restaurants

Home-style restaurants build their gastronomic identity not only through the dishes they serve but also through the harmony between these dishes and the concept. The integration of the menu and concept strengthens the customer's experiential perception, reinforces brand loyalty, and contributes to the business gaining a competitive advantage (Harrington, Ottenbacher & Fauser, 2017). In this context, the most important step in ensuring menu-concept alignment is ensuring that the expectations of the target customer base align with the business's gastronomic stance.

2.6.1. Menu and Concept Alignment in Home-Style Restaurants: Theoretical Framework

The alignment between menu and concept is associated with the concepts of "menu engineering" and "concept integrity" in the gastronomy literature

(Kasavana & Smith, 2020). Menu engineering focuses not only on cost and profitability but also on the suitability of the products on the menu to the restaurant's theme. For example, in the menu of a home-style restaurant reflecting Anatolian cuisine, traditional recipes presented with modern touches can create both an authentic and innovative image. Conceptual integrity refers to all elements, from the decoration to the music selection, presentation techniques to the language of service, creating a harmonious experience with the products on the menu (Walker, 2021). In this context, the menu is not just a list of food names and prices; it becomes a tool that tells the story of the business.

2.6.2. Examples of Home-Style Restaurants

2.6.2.1. "Ege'den Esintiler" Home-Style Restaurant

The home-style restaurant "Ege'den Esintiler" in Izmir offers a successful example of menu and concept harmony. The restaurant has built its concept on the principles of freshness and naturalness of Aegean cuisine. Its menu includes regional dishes such as olive oil-braised artichokes, sautéed herbs, and stuffed squash blossoms. The presentation features wicker plate stands, olive branch decorations, and a blue-and-white color palette. This cohesive design ensures that customers not only enjoy their meal but also feel as though they are in an "Aegean village."

2.6.2.2. "Anadolu Sofrası" Home-Style Restaurant

Based in Kayseri, "Anadolu Sofrası" features local dishes such as mantı, yağlama, and pastırmalı sucuk on its menu, while its concept emphasizes the warm and hospitable atmosphere of a traditional Anatolian home. The use of wooden tables and chairs, copper plates, and handwoven tablecloths creates an atmosphere that harmonizes with the menu items. Here, the menu has become a key element reinforcing the concept's emphasis on "home warmth."

2.6.2.3. The Impact of Menu-Concept Integration on Customer Experience

Menu and concept harmony influence the customer experience at three fundamental levels:

- **2.6.2.3.1. Perceptual Alignment:** When customers associate the items on the menu with the concept, it enhances the overall perception of the experience.

- **2.6.2.3.2. Emotional Connection:** The harmony between the menu and the concept can evoke feelings of nostalgia or cultural belonging in customers (Sims, 2009).

- **2.6.2.3.3.Intention to Revisit:** Customers who perceive harmony are more likely to revisit the establishment and recommend it to others.

At this point, it becomes clear that menu and concept harmony is not merely a visual or thematic issue; it is also a cornerstone of the business's marketing strategies.

In home-style restaurants, the integration of menu and concept is a strategic element that strengthens the business's identity. In a business focused on Aegean cuisine, the inclusion of fresh herbs, olive oil-based dishes, and seafood on the menu, combined with the venue's decoration, music selection, and service language, creates a strong brand image. As seen in the example of Anatolian cuisine, the combination of local flavors and traditional decoration establishes an emotional connection with customers. In this context, menu-concept harmony has become one of the key factors determining both the customer experience and the long-term success of the business.

Home-style restaurants are establishments that represent gastronomic identity in the most sincere and authentic way. In such restaurants, the harmony between the menu and the concept is a fundamental strategy that deepens the customer experience and strengthens brand perception. The menu is not merely a list of dishes; it has become a tool that reflects the restaurant's cultural narrative, aesthetic stance, and capacity to establish emotional connections (McCall & Lynn, 2008). In this section, menu-concept integration will be examined through selected examples of home-style restaurants from Turkey and around the world; the strategies employed, narrative forms, and customer responses will be evaluated.

2.6.2.4. Sample Menus from Home-Style Restaurants in Turkey

2.6.2.4.1. Home Restaurant Ayvalık – Olive Branch Home Restaurant

Located in Ayvalık, the Olive Branch Home Restaurant positions itself as a representative of the Aegean cuisine. The concept revolves around olive oil-based dishes and seasonal herbs. The dishes on the menu are prepared using regional recipes and each is presented with a brief story. For example:

- **2.6.2.4.1.1. "Sarmaşık Otu Kavurması** – A traditional dish made with herbs picked from the Ayvalık market in the first days of spring."

- **2.6.2.4.1.2. "Olive Oil-Braised Artichoke** – A light and aromatic starter inspired by my grandmother's holiday meals."

The menu design is handwritten, with producer information and seasonal notes accompanying the dishes. This integration enables customers to connect with both the flavor and the culture (Horng & Tsai, 2012).

2.6.2.4.1.3. Home Restaurant Gaziantep – Hanımeli Sofrası

Hanımeli Sofrası, located in Gaziantep, is a restaurant that offers traditional Antep cuisine in a home-like setting. The concept is centered around traditional holiday dishes and family recipes. The dishes on the menu are accompanied by cultural narratives:

- **2.6.2.4.1.3.1. "Yuvalama** – A traditional soup prepared early in the morning by my mother during Ramadan, cooked with patience."

- **2.6.2.4.1.3.2. "Ali Nazik** – A dish made with meat cooked in a traditional oven by my grandfather, featuring the unique harmony of grilled eggplant**."**

The venue's decor is complemented by old kitchenware and family photographs; each dish on the menu blends seamlessly with the venue's ambiance. This approach ensures that customers experience a nostalgic and cultural journey (Kivela & Crotts, 2006).

2.6.2.5. International Examples of Home-Style Restaurants

2.6.2.5. 1. Kyoto – Minori's Home Kitchen

Located in Kyoto, Japan, Minori's Home Kitchen is a home restaurant that serves traditional Japanese home-cooked meals to small groups. The concept is based on seasonal Japanese cuisine and family recipes. The dishes on the menu are introduced with rituals unique to Japanese culture:

- **2.6.2.5.1.1. "Miso Soup** – A simple, soul-nourishing start prepared by my mother every morning**."**

- **2.6.2.5.1.2. "Sakura Mochi** – A traditional dessert celebrated during spring months with cherry blossoms**."**

The menu is written in Japanese calligraphy, accompanied by seasonal symbols and cultural explanations. This integration offers foreign tourists both a gastronomic and cultural experience (Sims, 2009).

2.6.2.5.2. Tuscany – La Cucina di Nonna

Located in the Tuscany region of Italy, La Cucina di Nonna is a home restaurant serving traditional Italian dishes prepared according to grandma's recipes. The concept is based on family history and rural Italian cuisine. The dishes on the menu are accompanied by personal stories:

- **2.6.2.5.2.1. "Pappa al Pomodoro –** A bread soup made with tomatoes picked from the garden by Nonna Maria during the summer months."

- **2.6.2.5.2.2. "Ravioli di Ricotta –** A traditional stuffed pasta dish made with dough that is opened together during family gatherings."

2.7. Is it possible to run a restaurant in your own home?

The menu is presented alongside old family photographs; the history of the recipes and family memories are shared alongside the dishes. This approach helps customers feel at home (Woodside et al., 2008). In home-style restaurants, the integration of the menu with the concept elevates the gastronomic experience to a cultural and emotional dimension. Examples from Turkey and around the world demonstrate that this integration does not merely offer flavor but also serves as a means of storytelling, cultural representation, and building a connection with customers. When menu design, narrative form, and space atmosphere come together, home-style restaurants offer an unforgettable experience. Therefore, menu-concept harmony is considered a fundamental strategy for the success of home-style restaurants.

The idea of operating a restaurant in a home environment has become a notable trend in both the gastronomy world and the entrepreneurship ecosystem in recent years. Especially the model referred to as "home restaurant" or "supper club" offers gastronomic entrepreneurship opportunities with low capital while providing customers with an intimate, authentic, and personalized dining experience (Smith, 2021). However, the feasibility of this model depends on various factors such as legal regulations, hygiene standards, target customer base, marketing methods, and operational sustainability.

2.7.1. Legal Framework and Licensing Process for Home-Based Restaurants

The first step in operating a home-based restaurant is to understand the legal requirements in the country or region where you will be

operating. In Turkey, local municipalities, food safety units, and the Ministry of Agriculture and Forestry are authorized in this regard. According to current legislation, businesses engaged in food production and sales are required to register, pass hygiene inspections, and obtain the necessary permits (Ministry of Agriculture and Forestry, 2022). For example, in France, home-style restaurants known as "table d'hôtes" can only be operated in conjunction with accommodation services; independent operation requires additional licenses (Lefevre, 2020). In some states of the US, "microenterprise home kitchen" licenses allow the sale of a certain number of meals per year.

2.7.2. Economic Feasibility and Entrepreneurial Potential of Home-Based Restaurants

The appeal of operating a home-based restaurant often lies in its low rental costs, flexible working hours, and the opportunity to introduce customers to your own culinary culture (Brown, 2019). However, despite these advantages, economic sustainability must be carefully planned. As an example, the "Fatma Teyze's Table" initiative in Istanbul started by hosting guests only once a week; in response to increasing demand, it expanded its menu and switched to a reservation system via social media. This allowed it to keep advertising costs to a minimum while organically growing its customer base.

2.7.3. Hygiene and Food Safety in Home-Based Restaurants

One of the most critical aspects of operating a restaurant in a home environment is food safety. Home kitchens must be adapted to commercial kitchen standards, reduce the risk of cross-contamination, improve food storage conditions, and implement HACCP (Hazard Analysis and Critical Control Points) principles (WHO, 2021). For example, a home restaurant operating in London has achieved professional standards in terms of both cleanliness and long-term use by selecting all kitchen equipment made of stainless steel.

2.7.4. Menu and Concept Alignment in Home-Style Restaurants

In home-style restaurants, the menu is usually shaped around the owner's cultural heritage or area of expertise. Concept consistency is key to providing a consistent experience for customers (Keller, 2017). For example, in a home restaurant based on Aegean cuisine, serving only local herbs, olive oil dishes, and regional wines reinforces the concept's integrity. In the "underground supper clubs" concept in the U.S., menus frequently

change, creating an expectation among guests for a different experience with each visit.

2.7.5. Marketing and Customer Relations in Home-Style Restaurants

Word-of-mouth marketing and social media platforms play a critical role in the success of home restaurants (Kotler & Keller, 2016). Sharing food photos, kitchen stories, and reservation information on platforms such as Instagram and Facebook increases customer engagement. For example, a small home restaurant operating out of an apartment in Izmir has built a boutique customer network by taking all reservations exclusively through Instagram DM.

(Horng & Tsai, 2012). This section will evaluate whether operating a home restaurant is feasible from legal, logistical, and cultural perspectives.

2.7.6. Legal and Regulatory Framework for Home-Based Restaurants

One of the most critical aspects of operating a home-based restaurant is compliance with legal regulations. Each country and even each municipality has different regulations in this regard. In Turkey and many European countries, the following conditions must be met to engage in commercial food production and service in a home environment:

- **2.7.6.1.Business License for Home-Based Restaurants:** A business license must be obtained from the municipality to conduct commercial activities in a home environment.

- **2.7.6.2. Hygiene and Food Safety Standards for Home-Based Restaurants:** Like all food production businesses, home restaurants must comply with the hygiene rules established by the Ministry of Agriculture and Forestry.

- **2.7.6.3. Tax Liability for Home-Based Restaurants:** Individuals generating commercial income must register as taxpayers and file regular tax returns.

- **2.7.6.4. Neighbor Approval and Zoning Status for Home-Based Restaurants:** In shared living spaces such as apartments or complexes, neighbor approval and compliance with zoning plans must also be considered (Kotler et al., 2017).

These regulations indicate that operating a restaurant at home is possible but must be conducted within specific legal frameworks.

2.7.7. Operational and Logistical Requirements for Home-Based Restaurants

Operating a home restaurant may be less costly than traditional restaurants; however, it requires careful planning from an operational perspective. The following logistical elements should be considered for a successful home restaurant:

- **2.7.7.1. Kitchen Equipment for Home-Based Restaurants:** Professional kitchen equipment is essential for food safety and efficiency. The home kitchen must be reorganized accordingly.

- **2.7.7.2. Service Area in Home-Style Restaurants:** A comfortable dining area should be created for customers; the decoration should align with the concept.

- **2.7.7.3. Home-Style Restaurant Reservation and Time Management:** Home restaurants typically operate with limited capacity, making a reservation system and time management critical.

- **2.7.7.4. Supply Chain for Home-Style Restaurants:** Working with local and reliable suppliers supports both quality and sustainability.

- **2.7.7.5. Security and Insurance for Home-Based Restaurants:** Necessary precautions must be taken for customer safety; business insurance must be obtained (Sims, 2009).

These elements highlight the need for a professional approach when operating a home-based restaurant.

2.7.8. Cultural and Social Dimensions of Home-Based Restaurants

Home-based restaurant operations are not merely an economic activity; they are also a form of cultural sharing. They play an important role in promoting local cuisines, sharing gastronomic stories, and connecting with the community. In this context, home restaurants are classified as follows:

- **2.7.8.1. Cultural Representation of Home-Based Restaurants:** Contributing to the preservation of local culture through the promotion of regional dishes.

- **2.7.8.2. Community Interaction in Home-Style Restaurants:** Establishing one-on-one communication with customers strengthens social bonds.

- **2.7.8.3. Home-Style Restaurants and Experiential Gastronomy:** They offer an experience where food is not just consumed but also shared through its story.

- **2.7.8.4. Tourism Potential of Home-Style Restaurants:** Especially within the scope of culinary tourism, home restaurants are becoming attractive to tourists seeking authentic experiences (Woodside et al., 2008).

These social and cultural dimensions demonstrate that home restaurants are not merely a business model but also a way of life. Operating a restaurant in your own home is feasible with proper planning and legal compliance. This model offers low-cost entrepreneurship opportunities while also providing a rich experience in terms of cultural sharing and community interaction. However, running a successful home restaurant requires careful management of elements such as hygiene, safety, customer satisfaction, and operational efficiency. In this context, individuals who wish to operate a home restaurant must be prepared in terms of legal, logistical, and cultural aspects, which have become fundamental conditions for sustainable success. Running a home restaurant can be a viable and profitable venture when proper planning, compliance with regulations, hygiene standards, and conceptual integrity are ensured. However, every entrepreneur must thoroughly analyze both the local legal framework and the target market before embarking on this journey. When combined with the warm atmosphere of a home environment, a well-planned menu, and strong customer relationships, this model can achieve long-term success.

Home restaurant management, a rising trend in the gastronomy world in recent years, has become an attractive alternative for both entrepreneurs and gastronomy enthusiasts. The concept of a "home-style restaurant" aims to offer a more intimate, personal, and cultural experience, unlike the traditional restaurant concept. In this context, individuals offering restaurant services in their own homes creates new opportunities both economically and socially. However, the feasibility of this model depends on various factors, including legal regulations, hygiene standards, customer expectations, and operational requirements.

2.8. Home Restaurant Opening Process and Licensing Process

Home-based restaurants have gained an important place in the gastronomy sector in terms of both entrepreneurship and the preservation of cultural heritage. However, these businesses can only begin operations after completing certain legal procedures and fulfilling licensing requirements. The

opening process encompasses a wide range of activities, from determining the concept to obtaining the necessary documents, establishing the kitchen infrastructure, and implementing hygiene standards. In this context, the process of opening a home restaurant in Turkey and other countries has become strictly bound to local regulations and food safety standards (Aksoy & Demirtaş, 2022).

2.8.1. Initial Stages of the Home Restaurant Opening Process

The first step in the home restaurant opening process is to clearly define the business model and target market. The entrepreneur must determine in advance what type of cuisine to offer, the menu pricing strategy, and the customer base (Yılmaz & Koç, 2021). For example, a home restaurant themed around Aegean cuisine could create its menu using local herbs, olive oil-based dishes, and various fish options. During this phase, the physical layout of the establishment is also planned, including the dining area capacity, table arrangement, and decoration concept.

Financial planning also plays a critical role in the opening process. It is recommended that the business capital be planned to cover the first six months of operating expenses (Güler, 2020). When preparing the investment plan, items such as kitchen equipment, furniture, license and permit costs, and marketing expenses are taken into consideration.

2.8.2. Ensuring Food Safety and Hygiene Standards in Home Restaurants

Ensuring hygiene standards in food establishments, especially home-style restaurants, is a legal requirement. The Turkish Food Codex and relevant regulations require businesses to operate in accordance with the HACCP (Hazard Analysis and Critical Control Points) system (Ministry of Agriculture and Forestry, 2019). Measures such as ensuring kitchen surfaces are made of stainless steel, storing food at appropriate temperatures, and providing staff with food hygiene training are implemented. Additionally, ensuring the traceability of materials used in food production enhances the reliability of the supply chain (Öztürk & Kaya, 2022).

2.8.3. Licensing Process for Home Restaurants

Entrepreneurs wishing to operate a home restaurant must obtain the necessary permits from municipalities and relevant public institutions. The licensing process in Turkey generally includes the following steps:

2.8.3.1. Preparation of the Application File: Documents such as a copy of the business owner's ID, proof of residence, property deed or lease agreement, fire safety report, building use permit, and business opening license application form are prepared (Ministry of Interior, 2020).

2.8.3.2. Health and Hygiene Inspection: Inspections are conducted in the kitchen and service areas by the district municipality or the Provincial Directorate of Agriculture and Forestry. These inspections assess compliance with hygiene standards, the ventilation system, and waste management practices.

2.8.3.3.Fire Department Report and Safety Standards: Fire department teams assess the establishment's adequacy in terms of fire safety. The presence of emergency exit doors, the placement of fire extinguishing devices, and the suitability of the electrical installation are inspected at this stage.

2.8.3.4. Issuance of the License: After all documents are approved and inspections are completed, the municipality issues the operating license for the establishment.

2.8.4. International Comparative Overview of Home Restaurants

Home restaurant licensing processes may vary from country to country. For example, in France, home-based restaurants known as "Table d'hôtes" can only operate in the residence of the owners and are generally limited to a capacity of 15 people (Martin, 2018). In the United States, however, in some states, a "Home-Based Food Business" license can be obtained to produce certain types of food in a home environment, but additional permits are required for serving hot meals (Smith, 2021).

2.8.5. Post-Opening Process for Home Restaurants

After obtaining a license, the business is required to operate within the legal framework. This includes undergoing periodic food inspections, maintaining regular financial records, and fulfilling tax obligations. Additionally, it is recommended to regularly collect customer feedback and update the menu to enhance customer satisfaction (Karaman & Yıldız, 2020).

Home-Style Restaurant Kitchen and Menu Planning

3.1. Menu Creation in Home-Style Restaurants

Home-style restaurants are gaining increasing importance, particularly in terms of culinary tourism, the preservation of local cuisines, and sustainable entrepreneurship (Kivela & Crotts, 2016). In these establishments, the menu is not merely a list of dishes to be served; it is a fundamental marketing tool that integrates the concept, brand identity, target audience, and pricing strategies (Lockyer, 2013). The menu creation process reflects the establishment's gastronomic vision while being planned to meet customer expectations.

3.1.2. Basic Principles of Menu Planning in Home-Style Restaurants

The key elements to consider in the menu creation process include **concept consistency**, **use of local and seasonal products**, **nutritional balance**, and **cost control** (Pavesic, 2005).

3.1.2.1. Concept Alignment in Home-Style Restaurants – Home-style restaurants are typically designed around a specific culinary culture or theme. For example, a home restaurant with an Aegean cuisine concept would feature a menu heavy on olive oil-based vegetables, fresh herbs, and seafood.

3.1.2.2. Use of Seasonal and Local Products in Home-Style Restaurants – Fresh products obtained in season reduce costs and enhance

flavor quality (Sims, 2009). Additionally, sourcing from local producers is an important step toward sustainability.

3.1.2.3. Nutrition and Dietary Diversity in Home-Style Restaurants – Today, customer sensitivities to allergens, vegan/vegetarian preferences, and healthy eating trends influence menu design (Sharma et al., 2020).

3.1.2.4. Cost and Pricing Balance in Home-Style Restaurants – A cost analysis should be conducted for each dish on the menu, and pricing strategies aligned with the target profit margin should be implemented.

3.2. Menu Types and Home-Style Restaurant Applications in Home-Style Restaurants

Three different menu approaches are commonly observed in home-style restaurants:

3.2.1. Home-Style Restaurant Fixed Menu (Table d'hôte) – A set meal list consisting of several options for a fixed price. For example, a "Home-Style Meal Menu" may offer a fixed-price option including soup, a main course, dessert, and a beverage.

3.2.2. Home-Style Restaurant À La Carte Menu – A model where each dish is priced separately, offering customers flexible selection options.

3.2.3. Rotating Menu in Home-Style Restaurants – A menu that changes weekly or monthly and is designed according to seasonal products. This model is particularly effective in highlighting local products (Jones & Mifli, 2001).

For example, a home-style restaurant with a Black Sea theme might offer a menu featuring "cornbread and fried anchovies" on one day of the week and "cabbage soup and kuymak" on another day.

3.4. Customer Experience in Menu Design for Home-Style Restaurants

Menu design is not merely about listing dishes; it is also a process of storytelling and creating brand identity. Especially in home-style restaurants, the stories behind the dishes on the menu (e.g., recipes passed down from the family grandmother) help establish an emotional connection with customers (Harrington, 2005).

Additionally, menu presentation also impacts the customer experience. Handwritten, rustic menu cards or visually appealing menus presented on digital tablets can be chosen based on the establishment's concept.

3.5. The Role of Digital Tools in Menu Management in Home-Style Restaurants

Today, home-style restaurant operators utilize digital tools in menu management. Inventory tracking, cost calculation, allergen information, and online reservation systems simplify this process (Sigala, 2018). Additionally, sharing menu previews on social media is an effective method for increasing customer interest.

The menu creation process in home-style restaurants is a strategic area where business identity, gastronomic vision, and customer expectations intersect. When factors such as concept consistency, use of local products, sensitivity to customer needs, and cost optimization are considered, the menu contributes significantly to both the sustainable success of the business and customer satisfaction.

Opening a home restaurant has gained attention in recent years as an alternative business model to traditional restaurant management. Offering an attractive option for individuals who want to engage in gastronomy with low capital, this model also provides the opportunity to offer a cultural and experiential dining service. However, opening a home restaurant is not only possible with culinary skills but also requires compliance with legal regulations, proper management of licensing processes, and operational readiness. This section will outline the home restaurant opening process step by step, detailing licensing and legal requirements.

3.6. Opening Process for Home-Based Restaurants: Step-by-Step Preparation

Individuals who want to open a home restaurant must first clarify their business idea and identify their target audience. The following steps must be followed during this process:

- **3.6.1 Home-Based Restaurants. Business Plan Preparation:** A detailed business plan is created, including elements such as the menu, target customer profile, pricing, capacity, and service model (Barringer & Ireland, 2019).

- **3.6.2 Home-Based Restaurants. Kitchen and Space Arrangement:** The home environment must be adapted to suit food production and service. Kitchen equipment, hygiene conditions, and seating areas should be reviewed.

- **3.6.3 Financial Planning in Home-Based Restaurants:** Startup capital, fixed and variable expenses, expected revenue, and profitability analyses should be conducted.

- **3.6.4. Supplier Selection in Home-Style Restaurants:** Agreements should be made with reliable and consistent suppliers for food ingredients.

- **3.6.5. Marketing Strategy for Home-Style Restaurants:** Promotion plans should be developed through social media, local networks, and gastronomy platforms.

This preparation process lays the foundation for the sustainable and professional operation of a home restaurant.

3.7. Licensing Process for Home-Based Restaurants

Obtaining certain licenses and permits is legally required to open a home restaurant. In Turkey, this process is carried out by local municipalities and relevant ministries. The licensing process includes the following steps:

3.7.1. Business Establishment and Operation License for Home-Based Restaurants

To conduct commercial activities at home, a "Business Establishment and Operation License" must be obtained from the municipality. The following documents are required for this license:

- Title deed or lease agreement

- Zoning compliance certificate

- Fire safety report

- Hygiene and cleanliness plan

- Tax registration certificate and chamber of commerce registration (e.g., Chamber of Craftsmen and Artisans)

Municipalities assess whether to permit such activities based on the zoning plan of the area where the property is located (Turkish Ministry of Interior, 2020).

3.7.2. Food Production Permit for Home-Based Restaurants

Home restaurants must obtain a "Food Production Permit" from the Ministry of Agriculture and Forestry since they provide food production and service. This permit covers:

- Compliance with food safety and hygiene standards is inspected.

- Production areas, equipment, and personnel adequacy are inspected.

- Compliance with the HACCP (Hazard Analysis and Critical Control Points) system is required (Unnevehr & Jensen, 1996).

3.7.3. Tax Registration and Commercial Registry for Home-Based Restaurants

The operator of a home restaurant must register as a taxpayer and officially declare their commercial activities. This includes:

- An application is submitted to the tax office.

- Registration with the commercial registry is completed.

- Invoicing and income declaration obligations begin.

This process ensures that the business operates within the legal framework and prevents issues during potential audits.

3.7.4. Challenges Faced in Home-Based Restaurants and Proposed Solutions

The process of opening and licensing a home restaurant brings with it certain challenges. The most common issues are as follows:

- **3.7.4.1. Zoning Non-Compliance in Home-Based Restaurants:** The zoning plan of the area where the home is located may not permit commercial activities.

- **3.7.4.2. Neighbor Complaints in Home-Based Restaurants:** In shared living spaces such as apartments or complexes, complaints from neighbors can affect the sustainability of the business.

- **3.7.4.3. Inspection Frequency in Home-Based Restaurants:** Food production businesses are subject to frequent inspections, which require constant preparedness.

- **3.7.4.4. Insurance and Security in Home-Based Restaurants:** Hosting customers in a home environment necessitates enhanced insurance and security measures.

To overcome these challenges, it is recommended that home restaurant owners seek professional advice, collaborate with local authorities, and maintain open communication with their neighbors (Kotler et al., 2017).

Opening a home restaurant can be a valuable endeavor both economically and culturally when proper planning and legal compliance are ensured. The opening process begins with a business plan and venue arrangement, while the licensing process involves official procedures with the municipality, ministry, and tax office. Careful management of these processes is critical to the long-term success of the business. The home restaurant model encourages individual entrepreneurship in the gastronomy sector while also contributing to the promotion of local culture.

3.2. Material Procurement in Home-Style Restaurants

Home-style restaurants must maintain high standards of freshness, quality, and sustainability while offering guests an intimate and authentic dining experience. In this context, the material procurement process is not merely a technical part of the supply chain but also one of the fundamental determinants of the restaurant's concept, menu, and brand identity (Kara & Demir, 2021). Ingredient sourcing encompasses a range of factors, including relationships with producers, the use of local markets, ensuring food safety standards, and cost management. Home-style restaurant operators, due to their small-scale and flexible structure, can implement more individualized and localized strategies in the sourcing process compared to traditional restaurants (Yılmaz, 2020).

3.2.1. Use of Local and Seasonal Products in Home-Style Restaurants

One of the most common strategies to maintain freshness and flavor in home-style restaurants is to focus on local and seasonal products. Vegetables, fruits, meat, and dairy products sourced from local producers reduce the carbon footprint and contribute to the regional culinary culture of the business (Gül & Kılıç, 2022). For example, in a home-style restaurant themed around the Aegean cuisine, sourcing products such as olive oil, herbs, and fresh fish from local sources creates an authentic experience while supporting the local economic cycle.

The use of seasonal products allows menu variety to naturally change with the seasons. This encourages creativity in the kitchen and helps optimize costs (Smith, 2019). Additionally, the seasonal supply chain offers a shorter and more controllable process in terms of food safety.

3.2.2. Wholesale and Retail Procurement Methods in Home-Style Restaurants

In the material procurement process of home-style restaurants, wholesale or retail purchasing methods may be preferred depending on the scale of the business. Small-scale businesses typically purchase from retail markets on a daily or weekly basis, while home restaurants with higher customer demand turn to wholesale suppliers (Özdemir, 2021). While wholesale procurement reduces costs, it also entails additional responsibilities in terms of storage and inventory management.

Storage conditions for food items, especially perishable products like meat, dairy, and seafood, are of critical importance. Due to limited storage space in home-style restaurants, material procurement is typically carried out using the "just-in-time" system (Küçük & Aydın, 2020). This system minimizes spoilage risk while maximizing freshness.

3.2.3. Organic and Sustainable Sourcing in Home-Style Restaurants

In recent years, demand for organic agricultural products has increased, and home-style restaurant operators have adapted to this trend. Organic sourcing is not only a health-focused approach but can also serve as an important differentiator in a business's marketing strategy (Altun, 2018). Collaborating with farmers who hold organic product certifications strengthens consumers' trust in the business.

Sustainable sourcing, however, encompasses not only environmental factors but also social and economic dimensions. For example, sourcing products such as coffee, cocoa, or spices from producers adhering to fair trade principles strengthens the business's ethical values (FAO, 2021).

3.2.4. Food Safety and Legal Standards in Home-Style Restaurants

Food safety is one of the most fundamental priorities in the material procurement process for home-style restaurants. The Turkish Food Codex and related regulations in effect in Turkey require that food products be traceable from production to consumption (Ministry of Agriculture and Forestry, 2023). In this context, home restaurant owners must regularly check that the producers and suppliers from whom they source materials comply with hygiene, labeling, and certification standards.

Additionally, logistics processes must be carried out with meticulous care for products requiring a cold chain. In home-style restaurants, due to limited storage space, it is recommended that procured products be processed quickly and prepared for service (Kılıç, 2019).

3.2.5. Management of Supplier Relationships in Home-Style Restaurants

Another critical element of a successful material procurement process is establishing strong and trust-based relationships with suppliers. Regular and transparent communication prevents potential supply issues and supports long-term business partnerships (Çetin & Karaca, 2020). Clearly stating delivery times, quality standards, and pricing policies in contracts with suppliers is important for business continuity.

In home-style restaurants, establishing friendly relationships with suppliers not only facilitates the business process but also provides advantages such as cost savings and priority product supply.

Material procurement is a critical factor in the success of home-style restaurants. The use of local and seasonal products, organic and sustainable sourcing practices, compliance with food safety standards, and effective management of supplier relationships are the cornerstones of this process. Home-style restaurants, which have a small-scale business structure, can control their costs and increase customer satisfaction through flexible sourcing strategies.

Home-style restaurants stand out as a result of the search for uniqueness, locality, and authenticity in the world of gastronomy. In such establishments, ingredient sourcing is not merely an operational process; it is a strategic element that directly influences the restaurant's identity, sustainability approach, and connection with its customers. The material procurement process is shaped by factors such as product quality, supplier relationships, seasonality, and local production (Sims, 2009). This section will address the basic principles, implementation strategies, and challenges of material procurement in home-style restaurants.

3.2.6. The Importance and Principles of Material Procurement in Home-Style Restaurants

The ingredients used in home-style restaurants directly impact the restaurant's culinary identity and customer experience. The following principles must be considered for a successful ingredient procurement process:

- **3.2.6.1.Locality in Home-Style Restaurants:** Products sourced from local producers are important in terms of both freshness and cultural connection. They also support the local economy.

- **3.2.6.2. Seasonality in Home-Style Restaurants:** Using products produced in season enhances flavor quality and supports sustainability.

- **3.2.6.3. Quality and Reliability in Home-Style Restaurants:** Suppliers' product quality, hygiene standards, and delivery reliability are regularly monitored.

- **3.2.6.4. Sustainability in Home-Style Restaurants:** Criteria such as organic farming, waste-free production, and eco-friendly packaging reflect the restaurant's environmental awareness.

- **3.2.6.5. Cost-Effectiveness in Home-Style Restaurants:** Material procurement must be budget-friendly; a balance is maintained between quality and cost (Horng & Tsai, 2012).

These principles enhance both the operational efficiency and brand value of home-style restaurants.

3.2.7. Supplier Selection and Collaboration in Home-Style Restaurants

Supplier selection in home-style restaurants should be based on long-term collaborations and trust-based relationships. The following strategies can be applied in the supplier management process:

- **3.2.7.1. Local Producer Collaborations in Home-Style Restaurants:** Direct collaborations can be established with village markets, cooperatives, and small farms. These collaborations enhance product traceability and authenticity.

- **3.2.7.2. Seasonal Planning in Home-Style Restaurants:** A seasonal product calendar can be created with suppliers to plan menus. This facilitates inventory management.

- **3.2.7.3. Testing and Feedback in Home-Style Restaurants:** Trial purchases should be made before working with new suppliers; product quality and customer feedback are evaluated.

- **3.2.7.4.Building Social Connections in Home-Style Restaurants:** Suppliers' stories can be shared on the menu; this approach facilitates emotional connections with customers (Kivela & Crotts, 2006).

These strategies make the supply chain of home-style restaurants more flexible, reliable, and culturally rich.

3.2.8. Challenges Faced in Home-Style Restaurants and Proposed Solutions

The material procurement process in home-style restaurants also brings some challenges. The most common issues are as follows:

- **3.2.8.1. Seasonal Fluctuations in Home-Style Restaurants:** Some products may not be available during certain times of the year. This requires flexibility in the menu.

- **3.2.8.2.Logistical Constraints in Home-Style Restaurants:** Small-scale producers may not be able to provide regular deliveries, which complicates inventory management.

- **3.2.8.3. Price Fluctuations in Home-Style Restaurants:** Seasonal price increases in agricultural products can affect costs.

- **3.2.8.4. Hygiene and Certification Shortcomings in Home-Style Restaurants:** Small producers may lack official certifications, posing risks to food safety.

To overcome these challenges, it is recommended that home restaurant owners create alternative supplier lists, increase product variety, and use flexible recipes in their menus (Kotler et al., 2017).

3.2.9. Application Examples in Home-Based Restaurants

Many home-style restaurants in Turkey have developed successful practices based on local and seasonal sources for material procurement. For example:

- **3.2.9.1.Home-Style Restaurants in Ayvalık – Zeytin Dalı Home Restaurant:** Olive oil, herbs, and vegetables are sourced from local producers; the menu is updated seasonally.

- **3.2.9.2. Home-Style Restaurants in Gaziantep – Hanımeli Sofrası:** Spices and meat products are sourced in collaboration with local butchers and spice merchants; the origin of the products is shared with customers.

- **3.2.9.3.Home-Style Restaurants Bozcaada – Ada Sofrası:** Grapes, tomatoes, and herbs sourced from island producers reinforce the restaurant's identity and uniqueness.

These examples demonstrate that sourcing ingredients is not only an operational consideration but also a strategic element from a cultural and marketing perspective. In home-style restaurants, ingredient sourcing is seen as a critical process that directly influences the business's identity, customer experience, and sustainability approach. A sourcing strategy based on local and seasonal products and carried out with reliable suppliers both enhances gastronomic quality and facilitates community engagement. In this context, it is recommended that home restaurant owners view ingredient sourcing not merely as a logistical process but as a cultural and strategic investment.

3.3. The Professionalization of Home Kitchens into Restaurants

Home-style restaurants are among the rising trends in culinary tourism and enable individuals to transform their own culinary cultures into a commercial model (Jones & Taylor, 2021). The preservation of traditional family recipes, the promotion of local flavors, and the reflection of a warm hospitality philosophy in the business model are among the most prominent motivations for transitioning from home kitchens to restaurant operations (Kivela & Crotts, 2019). However, adapting the home environment to professional kitchen standards requires not only physical adjustments but also meticulous planning in terms of hygiene, safety, staff management, and compliance with legal regulations.

The transformation of home kitchens into restaurants is a noteworthy process that has gained attention in recent years alongside the rise of individual entrepreneurship in the gastronomy sector. Home-style restaurants, in particular, offer an attractive model for individuals who want to provide unique and experiential dining services with low capital. However, converting a home kitchen into a commercial kitchen requires not only physical changes but also multi-dimensional regulations such as hygiene, safety, operational efficiency, and legal compliance (Unnevehr & Jensen, 1996). In this section, the process of professionalizing a home kitchen will be discussed step by step, and technical requirements, design principles, and application examples will be evaluated.

3.3.1. Technical and Physical Requirements of a Home Kitchen

Certain technical and physical standards must be met to convert a home kitchen into a restaurant kitchen. The following elements should be considered during this transformation process:

- **3.3.1.1. Kitchen Space Planning:** The kitchen area must be arranged in accordance with the production flow. Preparation, cooking, serving, and cleaning areas must be separated from one another.

- **3.3.1.2. Industrial Equipment for Home Kitchens:** Industrial kitchen equipment (e.g., stainless steel countertops, high-capacity ovens, professional refrigerators) should be used instead of home-style stoves and refrigerators.

- **3.3.1.3. Hygiene Standards for Residential Kitchens:** Compliance with the HACCP system must be ensured; surfaces must be easy to clean, and hand washing stations and disinfection areas must be provided.

- **3.3.1.4. Ventilation and Fire Safety in the Home Kitchen:** Industrial exhaust hoods, fire suppression systems, and smoke exhaust equipment must be installed.

- **3.3.1.5. Waste Management in Home Kitchens:** Systems must be established for the separation and regular disposal of organic and inorganic waste (Horng & Tsai, 2012).

These technical regulations ensure that the kitchen complies with legal inspections and improves operational efficiency.

3.3.1.6. Operational Transformation Process of the Residential Kitchen

The professionalization of the home kitchen is not only a physical transformation but also an operational one. The following steps are important in this process:

- **3.3.1.6.1. Training of Home Kitchen Staff:** Individuals who will use the kitchen must be trained in food safety, hygiene, portion control, and service standards.

- **3.3.1.6.2. Standard Recipes and Formulas for the Home Kitchen:** Standardizing recipes for each dish is important for quality control and cost calculation.

- **3.3.1.6.3. Home Kitchen Inventory and Supply Management:** Material procurement should be regularized; inventory tracking should be done using digital systems.

- **3.3.1.6.4. Time Management in Home Kitchens:** Order preparation times, service flow, and cleaning cycles should be planned.

- **3.3.1.6.5. Home Kitchen Communication:** If there is an open kitchen layout, communication language and presentation skills should be developed so that kitchen staff can communicate directly with customers (Kotler et al., 2017).

This operational transformation enables the home kitchen to reach a level where it can provide a professional culinary service.

3.3.1.7. The Cultural and Experiential Dimension of Home-Style Restaurants

The transformation of a home kitchen into a restaurant is not merely a technical transformation; it is also a process of cultural redefining. In this context:

- **3.3.1.7.1. Cultural Representation of Home-Style Restaurants:** Meals prepared in the home kitchen contribute to the preservation of regional culinary traditions.

- **3.3.1.7.2. Storytelling in Home-Style Restaurants:** The kitchen transformation process can be shared with customers; narratives such as "This recipe has been cooked in this kitchen for three generations" facilitate emotional bonding.

- **3.3.1.7.3. Experiential Gastronomy in Home-Style Restaurants:** An open kitchen layout allows customers to observe the preparation process, transforming the meal into an experience.

- **3.3.1.7.4. Community Interaction in Home-Style Restaurants:** The transformation of a home kitchen into a restaurant enables stronger connections with the neighborhood or local community (Woodside et al., 2008).

This cultural dimension ensures that home restaurants are not merely places that serve food, but also spaces that tell stories and foster community.

3.3.1.7.5. Examples of Home-Style Restaurant Applications

Many home restaurants in Turkey and around the world have transformed their kitchens into successful businesses by professionalizing their operations. For example:

- **3.3.1.7.5.1. Home-Style Restaurants in Izmir – The Taste of the Aegean:** The home kitchen is equipped with industrial equipment for olive oil-based dishes and herb-based meals; an open kitchen layout offers customers an immersive experience.

- **3.3.1.7.5.2. Home-Style Restaurants in Cappadocia – Stone Oven Table:** The home kitchen has been redesigned with traditional tandir and stone oven equipment; regional dishes are served to professional standards.

- **3.3.1.7.5.3. Home-Style Restaurants Kyoto – Minori's Kitchen:** The Japanese home kitchen has been arranged to serve small groups; traditional recipes have been adapted to modern hygiene standards.

These examples demonstrate that transforming a home kitchen into a restaurant is both technically and culturally feasible and effective.

Transforming a home kitchen into a professional restaurant is possible with proper planning and technical adjustments. This transformation is not merely a physical restructuring; it is a multidimensional process involving operational efficiency, legal compliance, and cultural representation. A successful home restaurant enhances both gastronomic quality and customer engagement by elevating its kitchen to professional standards. In this context, entrepreneurs seeking to transform their home kitchens into restaurants are advised to evaluate the technical, operational, and cultural dimensions simultaneously.

3.3.2. Stages of the Professionalization Process

3.3.2.1. Transformation of the Physical Infrastructure of Home-Style Restaurants

The first step in professionalizing a home kitchen is to reorganize the space to function as a commercial kitchen. Commercial kitchen standards require stainless steel countertops, industrial ovens, high-capacity cooling systems, and specialized ventilation systems for food safety (European Food Safety Authority [EFSA], 2020). Additionally, separating food preparation, cooking, and storage areas is crucial to minimize the risk of cross-contamination.

3.3.2.2. Food Safety and Hygiene Standards for Home-Style Restaurants

In a professional home restaurant, it is recommended that kitchen staff hold ISO 22000 Food Safety Management System certification or equivalent. In Turkey, compliance with the Law No. 5996 on Veterinary Services, Plant Health, Food, and Feed is mandatory for obtaining an operating license (Ministry of Agriculture and Forestry, 2023). Regular cleaning protocols, food traceability, and temperature control processes enhance the perception of professionalism in the establishment.

3.3.2.3. Professionalization of Menu and Product Variety in Home-Style Restaurants

One of the strongest aspects of home-style restaurants is their ability to create a brand identity through personal recipes and unique presentations. However, during the professionalization process, the menu must be optimized according to customer demand. Menu engineering techniques are used to identify dishes with high profit margins, balanced costs, and appropriate preparation times (Kasavana & Smith, 2020).

3.3.2.4. Staff Management and Operational Processes in Home-Style Restaurants

When transitioning from a home environment to restaurant management, a disciplined team is required rather than a single manager. The job descriptions of the chef, kitchen assistants, service staff, and cleaning staff must be clear. Additionally, processes such as shift scheduling, supply chain management, and reservation management can be supported by professional software systems.

3.3.2.5. Legal Regulations and Licensing for Home-Style Restaurants

Entrepreneurs wishing to open a home-style restaurant in Turkey must obtain a business establishment and operating license. To do so, they must apply to the municipality and obtain a fire safety report, health inspection report, and food production permit (Turkish Ministry of Interior, 2022). Additionally, businesses operating at an international level can enhance their credibility by obtaining a certificate of compliance with HACCP standards.

3.3.2.6. Examples of Home-Style Restaurants and Success Stories

Casa di Maria, operating in the Tuscany region of Italy, serves traditional home-style dishes in accordance with industrial kitchen standards, appealing to both local and international gastronomic tourism (Bianchi, 2021). In Turkey, some home restaurants in Cappadocia prepare regional tandir dishes using professional kitchen equipment, offering guests an authentic and reliable experience. The transition from a home kitchen to a professional restaurant should not be seen as limited to equipment changes or menu diversification. This process is a holistic transformation that encompasses many dimensions, including food safety, legal regulations, operational management, and brand identity. A successful transition process enables the entrepreneur to preserve their culinary culture while ensuring commercial sustainability. In the future, this transformation model is expected to become more widespread with the growth of culinary tourism.

3.4.Home-Style Restaurant Models

Home-style restaurants have been gaining popularity in the gastronomy sector in recent years. These businesses contribute to both the preservation of local culture and the support of individual entrepreneurship by offering professional kitchen standards in a home environment (Harrington & Ottenbacher, 2018). Home-style restaurant models vary depending on the customer base, menu concept, service style, and business vision. This section examines the prominent models of home-style restaurants, detailing the advantages, challenges, and example applications of each model.

3.4.1. Traditional Home-Style Restaurant Model

The traditional home-style dining model is a business format that offers local cuisine in a home-like setting. In this model, meals are typically prepared using family recipes, and the presentation style reflects a home-cooked atmosphere (Karim & Chi, 2010). Customers have the opportunity to enjoy authentic dishes prepared in the host's kitchen. In Turkey, Anatolian cuisine, Aegean dishes, and Eastern Anatolian kebab varieties are frequently preferred in this model. For example, some home restaurants operating in Cappadocia offer traditional testi kebab and tandir, which are regional delicacies, to tourists. Among its advantages are low operating costs, a high perception of authenticity, and strong customer loyalty; while its disadvantages include limited capacity and challenges related to official licensing.

3.4.2. Home-Style Restaurant Thematic Concept Home Restaurant

Thematic concept home restaurants are businesses that focus on a specific theme or cuisine style. This theme can be a specific country's cuisine, period decor, or a culinary trend (Getz & Robinson, 2014). For example, an "Italian Evening" themed home restaurant may serve only Italian dishes on its menu and decorate the interior to reflect Italian culture. The advantage of thematic restaurants is that they can create a strong brand identity and target a specific niche customer base. However, this model may have limited menu flexibility, and sourcing ingredients that align with the theme can increase costs.

3.4.3. Home-Style Restaurant Experience-Focused Home Restaurant

The goal of the experience-focused model is not just to serve food, but to provide customers with an unforgettable gastronomic experience (Pine &

Gilmore, 2011). In these restaurants, menu presentations can be interactive, guests can participate in the cooking process, or meals can be served with storytelling. For example, in some home restaurants operating in Istanbul, customers can participate in traditional börek making, gaining both learning and tasting opportunities. This model has become particularly appealing in the context of culinary tourism and can foster high customer loyalty. However, it requires more effort and investment in terms of operational planning and customer experience management.

3.4.4. Home-Style Restaurant Fine Dining Home Restaurant

The fine dining model aims to provide luxury restaurant standards in a home environment. Menus are typically composed of gourmet recipes, wine pairings are offered, and high aesthetic standards are maintained in presentation (Lane, 2010). The advantage of this model is its ability to charge high prices and create a prestigious brand image. Disadvantages include high material costs, long preparation times, and operational challenges of providing fine dining services in small spaces.

3.4.5. Home-Style Restaurant Socially Responsible Home Restaurant

The aim of this model is to provide social benefits through gastronomy. For example, home restaurants that donate their income to disadvantaged groups or prepare menus aimed at preventing food waste fall into this category (Richards & Marques, 2018). This model can increase brand awareness in conjunction with social responsibility projects and create a loyal customer base. However, it is sustainable. Establishing this model can be challenging for such businesses.

3.4.6. Evaluation and Comparison of the Home-Style Restaurant Model

Home-style restaurant models are shaped according to the entrepreneur's vision, target audience, and business capabilities. Traditional home-style restaurants contribute to the preservation of cultural heritage, while themed restaurants cater to niche markets. Experience-focused models increase customer interaction, while fine dining options offer high revenue potential. Socially responsible businesses, on the other hand, generate social value. A successful home-style restaurant business considers local market dynamics, customer expectations, and cost management when selecting a model. Home-style restaurants offer creative, flexible, and low-cost business models

in the gastronomy sector. Understanding the advantages and disadvantages of different models is critical for entrepreneurs to determine long-term sustainability strategies. Therefore, both local cultural elements and the expectations of the target customer base must be considered when selecting a model.

Home-style restaurants are seen as businesses that offer a more intimate, personal, and cultural dining experience as an alternative to traditional restaurants. These restaurants stand out for their home-like atmosphere and are typically small-scale, with unique menus and story-based concepts. Different models of home-style restaurants are shaped according to the operator's vision, target audience, venue structure, and service style. In this section, home-style restaurant models are classified, and the characteristics, advantages, and challenges of each model are discussed.

3.4.7. Types of Home-Style Restaurant Models

Home-style restaurants can be categorized into different models based on their service style, space utilization, and customer interaction. The main models are explained below:

3.4.7.1. Home-Style Restaurant Family Table Model

In this model, the restaurant serves meals prepared by the homeowner in their own kitchen to a limited number of guests. A fixed menu is typically offered, and meals are served family-style at tables.

- Features: Intimate atmosphere, home-cooked meals, shared plates.

- Advantages: Low cost, strong emotional connection, cultural representation - Challenges: Limited capacity, legal permit requirements

This model is particularly suitable for entrepreneurs seeking to connect with the local community and preserve traditional recipes (Sims, 2009).

3.4.7.2. Home-Style Restaurant Reservation-Based Service Model

In this model, the home restaurant only serves customers who have made prior reservations. The menu is typically fixed and services are offered on specific days.

- Features: Scheduled service, special menus, open on limited days.

- Advantages: Operational control, cost management, personalization.

- Challenges: Marketing requirements, customer loyalty necessity.

The reservation-based service model is ideal for home restaurants aiming to offer unique experiences to food enthusiasts (Horng & Tsai, 2012).

3.4.7.3. Home-Style Restaurant Thematic Experience Model

In this model, the restaurant offers a thematic experience centered around a specific culture, period, or story. The menu, decoration, and presentation style are designed according to the theme.

- Features: Storytelling, decorative atmosphere, cultural content.

- Advantages: Differentiation, high customer interest, social media impact.

- Challenges: High preparation costs, maintaining conceptual consistency.

The thematic experience model is an effective strategy for home restaurants targeting culinary tourism (Woodside et al., 2008).

3.4.7.4. Home-Style Restaurant Workshop and Education-Focused Model

In this model, the home restaurant not only serves meals but also organizes activities such as cooking workshops, recipe sharing, and cultural education.

- Features: Interactive environment, learning-focused content.

- Advantages: Additional income model, community building, brand value.

- Challenges: Preparation of educational materials, time management.

This model is particularly suitable for home restaurants with culinary knowledge and a focus on sharing (Kotler et al., 2017).

3.4.7.5. Comparative Evaluation of Home-Based Restaurant Models

The following table provides a comparative overview of the key features of home-based restaurant models:

Table 1. Basic Characteristics of Home-Based Restaurant Models

Model	Capacity	Menu Type	Customer Interaction	Distinctive Features
Family Table	Low	Fixed	High	Sincerity and tradition
Reservation-Based Service	Medium	Fixed/Private	Medium	Planned Experience
Thematic Experience	Medium	Thematic	High	Storytelling
Workshop and Training Focused	Variable	Applied	Very high	Interaction and learning

Source: Created by the authors (Sarıoğlan & Şat, 2025).

This comparison facilitates business operators in selecting the model that best suits their vision and resources.

3.4.7.6. Home-Style Restaurant Application Examples

Various home-style restaurant models have been successfully implemented in Turkey and around the world:

- In Istanbul, a home restaurant offers a thematic experience model by serving historical dishes under the theme of "Ottoman Table."

- In Izmir, an entrepreneur operates an Aegean cuisine restaurant that only serves by reservation on weekends.

- A home restaurant in Cappadocia has adopted an education-focused model by organizing tandir-making workshops.

- A Japanese home-style restaurant in Kyoto preserves the traditional family dining experience by serving family recipes on a fixed menu.

These examples demonstrate that home-style restaurant models can be applied in flexible and creative ways.

Home-style restaurants are businesses that offer gastronomic, cultural, and experiential value through different models. Family dining, reservation-based service, thematic experiences, and education-focused models appeal to different customer segments and business visions. Selecting the right model, maintaining consistency in the concept, and strengthening the connection with customers are critical for the success of a home restaurant.

In this context, home-style restaurant models enable creative and effective implementation of individual entrepreneurship in the gastronomy world.

3.5. Home-Style Restaurant Fixed Menu Table Setting Model

In the development of home-style restaurants, fixed menu applications (also known as prix fixe or set menus) have emerged as an important concept. The fixed menu table layout model offers an approach that both guides the customer experience and facilitates cost and process management from an operational perspective. In this model, guests are presented with a predetermined menu, and typically each customer tastes the same dishes. The adoption of this model in home-style restaurants is seen as a strategy that aligns with the intimate nature of a home environment and the management of limited capacity (Harrington, 2005).

3.5.1. Definition and Characteristics of the Home-Style Restaurant Fixed Menu Table Setting

The fixed menu application typically consists of dishes served in a specific order: appetizer, main course, and dessert, prepared in a manner consistent with the home-style restaurant's culinary identity. The most distinctive feature of this layout is that stability takes precedence over flexibility in the menu. This allows the business to enjoy ease of planning in terms of ingredient procurement and minimize waste (Jones & Mifli, 2017). At the same time, customers visit such restaurants with the expectation of enjoying the surprise menu prepared by the host.

In home-style restaurants, the fixed menu typically consists of dishes that best represent the chef's or home cook's culinary culture. For example, in a home restaurant with an Aegean cuisine concept, the menu may include olive oil-stuffed grape leaves, a main course prepared with seafood, and mastic-flavored pudding. These selections both create a cultural narrative and strengthen the establishment's gastronomic identity (Bessière, 1998).

3.5.2. Contributions of Home-Style Restaurants to the Customer Experience

The fixed menu table arrangement model enriches the customer experience in various ways. First, it eliminates the difficulty of deciding on a menu, allowing guests to relax. Second, when combined with the warmth of a home environment, customers experience the feeling of being at a "family table" (Okumus et al., 2013). Additionally, the pre-designed menu offers customers a story-driven dining journey. The host can establish an emotional

connection with customers by sharing the cultural or personal background of each dish. For example, when the lentil soup on the menu of a home-style restaurant is prepared using the host's grandmother's traditional recipe, customers are not just eating a meal but also consuming a story. This plays an important role in creating loyalty.

3.5.3. Advantages of Home-Style Restaurants from a Business Perspective

There are various operational advantages to having a fixed menu and table layout in home-style restaurants. Firstly, having a fixed menu simplifies supply chain management. The business owner can plan in advance how much of each ingredient is needed. This enhances cost control and reduces waste (Cousins et al., 2019). Additionally, in home restaurants with limited capacity, kitchen operations run more smoothly and efficiently thanks to the fixed menu.

Another advantage is that it strengthens the business's brand identity. A fixed menu that does not change daily can become the restaurant's signature. For example, serving the same traditional dishes every Friday evening at an Anatolian home-style restaurant creates a lasting brand memory in customers' minds.

3.5.4. Challenges and Limitations of Home-Style Restaurants

While the fixed menu table layout offers advantages, it also has some limitations. First, it may struggle to cater to diverse taste preferences. A fixed menu may not be suitable for vegan, vegetarian, or customers with food intolerances (López-Guzmán & Sánchez-Cañizares, 2012). Therefore, some home-style restaurants attempt to mitigate this disadvantage by offering alternative dish options.

Another challenge is the possibility that repetitive menus may create monotony among customers. In this regard, incorporating seasonal products into the menu or updating the menu during specific periods is important for sustainability.

The fixed menu table service model in home-style restaurants offers significant advantages to both business owners and customers. Ease of planning, cost control, cultural identity transfer, and integration of the customer experience are among the strengths of this model. However, innovative solutions must be developed to adapt to customer diversity and prevent monotony. Home-style restaurants can achieve a unique positioning

by offering a professional culinary experience in a home-like environment through this model.

Home-style restaurants differ from traditional restaurants with their intimate atmosphere and personalized service approach. The fixed menu table layout model used in these establishments provides operational convenience while offering customers a holistic gastronomic experience. A fixed menu is a system where pre-determined dishes are served in a specific order; the table layout defines the physical and social environment of this presentation. This model is particularly preferred in small-scale home restaurants and offers advantages in terms of cultural connection, storytelling, and cost control (McCall & Lynn, 2008). This section examines the structure of the fixed menu table layout model, its implementation strategies, and its impact on the customer experience.

3.5.5.1. Home-Style Restaurant Fixed Menu Approach

A fixed menu is typically set daily or weekly in home-style restaurants, and the same dishes are served to all guests. The key features of this approach are as follows:

- **3.5.5.1.1.Home-Style Restaurant Planned Preparation:** Since the menu is pre-determined, shopping, preparation, and cooking processes are carried out more efficiently.

- **3.5.5.1.2. Use of Local and Seasonal Products:** The fixed menu is designed based on seasonal products, ensuring freshness and sustainability.

- **3.5.5.1.3. Storytelling Opportunity:** Each dish can be presented with a cultural narrative or personal story.

- **3.5.5.1.4. Cost Control:** Since ingredient quantities are pre-planned, waste is reduced, and costs are easier to manage (Horng & Tsai, 2012).

A fixed menu is a strategy that enhances operational efficiency, particularly in home restaurants with limited capacity.

3.5.5.2.Home-Style Restaurant Table Arrangement and Social Interaction

Table layout in home-style restaurants determines the physical and social dimensions of the customer experience. In the fixed menu model, table layout is typically implemented in the following formats:

- **3.5.5.3. Home-Style Restaurant Shared Long Table:** This arrangement, where all guests sit at the same table, encourages social interaction and creates a family-style dining experience.

- **3.5.5.4**. **Home-Style Restaurant Group Tables:** Tables for 4–6 people offer more private spaces while still maintaining an intimate atmosphere.

- **3.5.5.5. Home-Style Restaurant Open Kitchen Proximity:** The visibility of the kitchen area allows guests to observe the food preparation process, enhancing the overall experience.

Table layout is not merely a seating arrangement; it has become an integral part of the restaurant's cultural and aesthetic identity. Elements such as decoration, tablecloths, serving utensils, and lighting support this identity (Kotler et al., 2017).

3.5.5.6.Home-Style Restaurant Application Strategies

The following strategies are recommended for the successful implementation of the fixed-menu table layout model:

- **3.5.5.6.1. Home-Style Restaurant Reservation System:** Due to limited capacity, reservations should be taken in advance to allow for proper preparation.

- **3.5.5.6.2. Home-Style Restaurant Menu Communication:** The menu content is communicated to customers in advance to manage expectations.

- **3.5.5.6.3 Home-Style Restaurant Timing:** Service hours should be clearly defined; all guests should begin their dining experience at the same time.

-**3.5.5.6.4. Home-Style Restaurant Presentation and Description:** A brief explanation or story should be shared when each dish is served; this facilitates emotional connection with customers.

- **3.5.5.6.5 Home-Style Restaurant Feedback Mechanism:** Feedback from guests helps improve the menu and table layout (Sims, 2009).

These strategies ensure that the fixed menu table layout model is effectively implemented from both operational and experiential perspectives.

3.5.5.7.1. Home-Style Restaurant Application Examples

Many home-style restaurants in Turkey and around the world successfully implement the fixed menu table layout model:

- **3.5.5.7.2. Home-Style Restaurant Bozcaada**

– **3.5.5.7.3. Home-Style Restaurant Ada Sofrası:** This home-style restaurant serves a daily fixed menu, where guests sit at a long table; meals are prepared using ingredients sourced from local producers.

- **3.5.5.7.4. Home-style Restaurant Cappadocia – Stone Oven Table:** This reservation-only establishment serves tandir dishes from a fixed menu; the table layout is designed to match the authentic structure of the stone house.

- **3.5.5.7.5. Home-Style Restaurant Kyoto**

– **3.5.5.7.6. Home-Style Restaurant Minori's Kitchen:** This Japanese home restaurant serves a traditional fixed menu; guests can sit around the open kitchen and watch the food being prepared.

These examples demonstrate how the fixed menu table layout model is applied in different cultures and how it enriches the customer experience.

The fixed menu table layout model in home-style restaurants is known as an effective approach that provides both operational convenience and cultural depth. The fixed menu offers planned production and cost control, while the table layout supports social interaction and an aesthetic experience. This model offers an ideal structure, especially for small-scale, story-based home restaurants. For successful implementation, strategies such as reservation management, narrative-based presentation, and customer feedback should be carefully planned.

3.6. Home-Style Restaurant's Order-Based Delivery Service Model

The concept of home-style restaurants is a unique approach to gastronomy based on offering professional restaurant service in a home environment. This type of restaurant is rapidly gaining popularity, particularly due to global gastronomy trends, entrepreneurial opportunities that support the home economy, and consumers' interest in unique experiences (Çavuşoğlu, 2021). Among the developing models of home-style restaurants, the order-based package delivery model has gained significant importance in recent years. This model focuses on delivering meals prepared in a home environment directly to customers' homes. Especially after the pandemic, the transformation in out-of-home food consumption has made the package delivery model even more attractive (Gürbüz & Öztürk, 2022).

3.6.1. Definition and Key Characteristics of the Order-Based Delivery Service Model in Home-Style Restaurants

The order-based delivery service model is based on the principle of preparing and packaging orders placed by customers online or by phone in a home-style restaurant kitchen and delivering them to the customer. Unlike traditional restaurants, this model does not involve table service or a dining experience. Instead, it directly reaches individuals who want to enjoy meals in the comfort of their own homes (Küçük, 2020).

The key features of this model are as follows:

3.6.1.1. Demand-Driven Operations of Home-Style Restaurants: The home-based entrepreneur prepares meals based on customer orders from a pre-determined menu.

3.6.1.2. Flexible Menu of Home-Style Restaurants: Seasonal products or daily prepared meals can be integrated into the menu.

3.6.1.3. Small-Scale Production in Home-Based Restaurants: They have a more limited but high-quality production capacity compared to large restaurant kitchens.

3.6.1.4. Low Operating Costs of Home-Style Restaurants: Fixed costs are lower as there is no need for table settings, service staff, or decoration (Arslan, 2021).

3.6.1.5. Advantages of the Home-Style Restaurant Takeout Service Model

The order-based takeout service model offers significant advantages for both entrepreneurs and consumers.

3.6.1.6. Home-Based Restaurants from the Entrepreneur's Perspective: Individuals who transform their home kitchens into professional kitchens can start a business with low capital. Additionally, they can reach a wide customer base through digital platforms (Yılmaz & Karaca, 2021).

3.6.1.7. Home-Based Restaurants from the Consumer Perspective: Customers can easily access natural, homemade, and personalized meals. Especially healthy eating trends are increasing the popularity of this model among consumers (Demir & Şahin, 2020).

3.6.2. Challenges and Considerations for Home-Style Restaurants

Like any business model, the order-based delivery service model also presents certain challenges:

- **3.6.2.2. Hygiene and Food Safety in Home-Style Restaurants:** Ensuring that meals prepared in a home environment meet hygiene standards is of utmost importance (FAO, 2020).

- **3.6.2.3. Distribution Process for Home-Based Restaurants:** Timely and proper delivery is key to customer satisfaction. Therefore, logistics support plays a critical role.

- **3.6.2.4. Legal Regulations for Home-Based Restaurants:** Such home-based ventures may be subject to local government licensing and food safety regulations. Compliance with the regulatory framework is essential for the sustainability of the business (Çetin, 2019).

3.6.3. Examples of Home-Based Restaurants in Turkey and Around the World

In recent years, home-based restaurants have grown significantly in Turkey, particularly in major cities such as Istanbul, Bursa, and Izmir, through the use of a delivery service model. Digital platforms like Yemeksepeti and GetirYemek have increased the visibility of these small-scale businesses (Ergin, 2022).

Globally, the home-style delivery model known as "tiffin service" has been in use in India for many years. In Mumbai, millions of home-cooked meals are delivered daily to business people and students by entrepreneurs operating under this system (Deshpande, 2019). Similarly, in the United States, "home-based catering" applications are prominent, especially in terms of immigrant communities preserving and marketing their own culinary cultures.

Home-based restaurants have expanded their delivery services in recent years, particularly in response to changing consumer habits following the pandemic. The order-based delivery model is a flexible and sustainable method that enables these businesses to reach a wide customer base at low cost. In this model, meals are prepared according to pre-orders and delivered to customers in packaged form. This reduces waste and makes production planning more efficient (Yeo et al., 2017). For home-based restaurants, this model offers an opportunity to preserve traditional culinary culture while integrating it with digitalization.

3.6.4. Structure of the Order-Based Delivery Service Model for Home-Style Restaurants

The order-based delivery service model consists of three main components:

- 3.6.4.1. Home-Style Restaurant Pre-Order System: Customers place orders within a specific time frame; this system is typically conducted through social media, mobile apps, or websites.

- 3.6.4.2. Planned Production in Home-Style Restaurants: Purchasing and preparation are carried out based on orders, thereby reducing inventory costs and maintaining freshness.

- 3.6.4.3. Home-Style Restaurant Delivery Process: Meals are packaged and delivered to the customer; delivery can be carried out by the business or through third-party couriers.

This structure enables home-style restaurants to efficiently utilize their limited kitchen capacity. It also facilitates the development of customer loyalty through direct communication with customers (Lee & Kim, 2020).

3.6.5. Advantages and Opportunities of Home-Based Restaurants

The order-based delivery service model offers numerous advantages for home-style restaurants:

- 3.6.5.1. Cost Control in Home-Style Restaurants: Since production is based on orders, it prevents unnecessary material purchases and food waste.

-3.6.5.2. Time Management in Home-Style Restaurants: Kitchen operations are carried out in a planned manner thanks to specific delivery times.

-3.6.5.3. Personalization in Home-Style Restaurants: Small changes can be made to the menu based on customer preferences.

- 3.6.5.4. Digitalization Opportunities for Home-Style Restaurants: Ordering through social media and messaging apps enhances brand awareness.

- 3.6.5.5. Use of Local Products in Home-Style Restaurants: Since shopping is done based on orders, the use of local and fresh products is made easier.

These advantages support the growth of home-based restaurants as a sustainable model from both economic and social perspectives (Sims, 2009).

3.6.6. Application Strategies for Home-Based Restaurants

The following strategies are recommended for the successful implementation of the model:

-3.6.6.1. Publishing a Order Schedule for Home-Style Restaurants: Weekly or daily menus and delivery times should be announced in advance.

-3.6.6.2. Home-Style Restaurants' Minimum Order Policy: Orders below a certain amount should not be accepted to ensure operational efficiency.

-3.6.6.3. Home-Style Restaurant Packaging Quality: Ensuring that meals are packaged in a high-quality manner in terms of temperature, hygiene, and presentation enhances customer satisfaction.

-3.6.6.4. Home-Style Restaurant Delivery Partnerships: Delivery times can be expedited by partnering with local couriers.

- 3.6.6.5 Home-Style Restaurant **Feedback System:** Customer feedback is collected to continuously improve menu and service quality (Kotler et al., 2017).

These strategies ensure that the order-based delivery service model is successfully implemented from both an operational and customer experience perspective.

3.6.6. Examples of Home-Style Restaurant Applications

Many home-style restaurants in Turkey and around the world have successfully implemented this model:

- 3.6.6.1. Home-Style Restaurants in Izmir – From the Aegean to Your Table: This home-style restaurant operates with a weekly fixed menu, taking orders via Instagram and delivering meals prepared with local ingredients through a delivery service.

-3.6.6.2. Home-Style Restaurants Istanbul – Anne Eliyle: This restaurant serves home-cooked meals and takes orders via WhatsApp, offering a different menu every day.

- 3.6.6.3. Home-Style Restaurants in Seoul – Home Bento Kitchen: This restaurant, which serves Korean-style home-cooked meals, takes orders via a mobile app and delivers during lunchtime.

These examples demonstrate how the order-based delivery model is applied in different cultural contexts and how it provides flexibility for home-style restaurants.

The order-based delivery service model in home-style restaurants is an effective approach in terms of both economic sustainability and customer satisfaction. Thanks to the pre-order system, production can be planned,

costs can be controlled, and direct communication with customers can be established. The use of digital tools increases the accessibility of this model, while meals prepared with local and fresh ingredients contribute to the preservation of cultural values. For successful implementation, it is recommended to carefully plan strategies such as order schedules, packaging quality, and feedback mechanisms.

The home-style restaurant's order-based delivery service model is a flexible and innovative business model suited to today's changing consumption habits. It opens doors for entrepreneurs with small capital while offering consumers access to healthy, home-cooked meals. However, it requires a strong infrastructure in terms of hygiene, logistics, and legal regulations. When properly planned and supported by sustainability principles, this model can make significant contributions both economically and socio-culturally.

3.7. Home-Style Restaurant Workshop and Experience-Based Model

The concept of home-style restaurants goes beyond simply serving food and has the potential to offer guests unique gastronomic experiences. In this context, workshop and experience-based models have emerged as increasingly popular alternative business formats in recent years. This model, where guests are not limited to just eating but also participate in food preparation, experience local culinary culture, and connect with the host's stories, is regarded as a differentiated service approach in the tourism and gastronomy sectors (Richards, 2018).

In today's gastronomy world, consumers want to experience food rather than just consume it. This trend has transformed the service approach of home-style restaurants and paved the way for the development of workshop and experience-based models. The workshop and experience-based model offers customers the opportunity to participate in the preparation process of meals, learn recipes, gain knowledge within a cultural context, and engage in social interaction. This model transforms home-style restaurants from mere food service venues into spaces for learning and sharing (Richards, 2011). This section will examine the structure of this model, its implementation strategies, and its contribution to the customer experience.

3.7.1. Structure and Characteristics of the Home-Style Restaurant Model

The workshop and experience-based model goes beyond food service in home-style restaurants by offering participant-focused activities. The key components of this model are as follows:

- **3.7.1.1. Home-Style Restaurant Culinary Workshops:** Participants are involved in the preparation process of specific recipes and receive hands-on training under the guidance of a chef.

- **3.7.1.2. Cultural Narratives of Home-Style Restaurants:** The history of dishes, regional characteristics, and family stories are shared.

-**3.7.1.3. Event-Based Presentation of Home-Style Restaurants:** Food service is carried out as part of an event; for example, it is known as a day themed "Spring Table with Aegean Herbs."

- **3.7.1.4. Social Interaction in Home-Style Restaurants:** Communication among participants is encouraged; group activities and shared meals enhance this interaction.

This structure transforms the home-style restaurant into a gastronomic, cultural, and social experience (Horng & Tsai, 2012).

3.7. 2. Advantages and Added Value of Home-Style Restaurants

The workshop and experience-based model provides home-style restaurants with added value in many ways:

- **3.7.2.1. Brand Differentiation of Home-Style Restaurants:** Restaurants that offer experiences differentiate themselves from traditional food service establishments.

- **3.7.2.2. Customer Loyalty in Home-Style Restaurants:** The active participation of customers encourages emotional connections and repeat visits.

- **3.7.2.3. Additional Revenue Model for Home-Style Restaurants:** Additional income sources are created through workshop fees, product sales (e.g., homemade jams, recipe books), etc.

- **3.7.2.4. Cultural Sharing in Home-Based Restaurants:** Local culinary culture is transmitted, contributing to culinary tourism.

- **3.7.2.5. Community Building in Home-Based Restaurants:** Social bonds are formed among participants, creating a loyal community around the restaurant (Sims, 2009).

These advantages enhance the sustainability and social impact of home-style restaurants.

3.7.3. Implementation Strategies for Home-Based Restaurants

The following strategies are recommended for the successful implementation of the model:

- **3.7.3.1**. **Creating an Event Calendar for Home-Based Restaurants:** Workshops and experience days should be planned in advance and announced via social media and the website.

- **3.7.3.2. Limiting the Number of Participants in Home-Based Restaurants:** To ensure the efficiency of events, only a limited number of participants are accepted.

- **3.7.3.3. Preparation of Training Content for Home-Style Restaurants:** Recipes, presentations, and cultural narratives should be prepared in advance and supported with visual materials.

- **3.7.3.4. Material and Equipment Planning for Home-Style Restaurants: All** kitchen tools and materials to be used by participants are provided in full.

- **3.7.3.5. Home-Based Restaurant Feedback Mechanism:** Participant feedback is collected after the event to continuously improve content and presentation format (Kotler et al., 2017).

These strategies ensure that the experience-based model is effectively implemented from both operational and pedagogical perspectives.

- 3.7.4. Application Examples from Home-Style Restaurants

Many home-style restaurants in Turkey and around the world have successfully implemented this model:

- **3.7.4.1. Home-Style Restaurant İzmir – Ege'nin Tadı Workshop:** This home restaurant, which organizes seasonal herb cooking workshops, teaches participants recipes and provides cultural information.

- **3.7.4.2. Home-Style Restaurant Cappadocia – Tandır Experience:** Guests participating in the traditional tandır-making process both cook meals and learn about the regional culinary culture.

- **3.7.4.3. Home-Style Restaurant Barcelona – Cocina de Casa:** In workshops focused on Spanish home-style cooking, participants prepare meals while listening to the chef's childhood stories.

These examples demonstrate how the model can be applied in different cultural contexts and enrich the customer experience.

The workshop and experience-based model in home-style restaurants is an innovative approach that transforms food service into a cultural and social experience. This model, in which participants play an active role, offers significant advantages in terms of brand differentiation, customer loyalty, and cultural transmission. Careful management of event planning, content preparation, and feedback mechanisms is recommended for successful implementation. In this context, home-style restaurants are becoming places that not only serve food but also teach, share, and build community.

3.7.5. Definition and Scope of the Home-Style Restaurant Workshop and Experience-Based Model

The workshop and experience-based home-style restaurant model refers to a service framework where customers transition from passive consumers to active participants. In this model, the host is not merely a chef preparing food but also takes on the roles of an **educator, guide, and cultural transmitter** (Sims, 2009). For example, the preparation of olive oil-based dishes unique to the Aegean cuisine, Mediterranean fish cooking techniques, or traditional pastry making are taught to participants through workshops. During this process, participants learn the depths of culinary culture and transform their experiences into personal memories.

This approach highlights the concept of "experience," which is one of the fundamental components of gastronomic tourism. Experiential culinary activities attract the interest of traveling tourists while also creating a different social sharing environment for the local community (Bessière & Tibère, 2013).

3.7.6. Cultural and Economic Contributions of Home-Style Restaurants

Home-style restaurants with workshop and experience-based models make important contributions to the preservation and transmission of cultural heritage. Through such activities, forgotten recipes, traditional cooking methods, and table rituals are brought back to life. Additionally, hosts support cultural sustainability by sharing their culinary knowledge with participants (Scarpato, 2002).

From an economic perspective, this model can be implemented with lower fixed costs compared to traditional restaurant businesses. Homeowners generate income by utilizing their kitchens and home environments,

creating an alternative entrepreneurial opportunity, particularly in rural and tourist areas. Additionally, participants' willingness to pay higher prices for personalized experiences makes this model economically sustainable (Ellis et al., 2018).

3.7.7. Examples of Home-Based Restaurant Applications

Different examples of this model can be found worldwide and in Turkey. Home-based cooking workshops in Tuscany, Italy, offer tourists both local wine tasting and pasta-making experiences. Similarly, in Japan, homeowners organize traditional sushi-making workshops, allowing guests to directly experience Japanese hospitality (Okumus, 2020). In Turkey, local women entrepreneurs in the Cappadocia and Aegean regions prepare traditional dishes together with tourists, thereby contributing to the international promotion of regional gastronomy.

3.7.8. Customer Experience and Loyalty in Home-Style Restaurants

Experience-based home-style restaurants leave a lasting impression on guests. While traditional restaurants focus primarily on the taste of the food, this model allows participants to develop a strong emotional connection by being part of the "process of preparing a meal." According to Pine and Gilmore's (1999) experience economy approach, as consumers increasingly invest in unforgettable experiences, such restaurant models become more appealing. Guests tasting meals they have prepared themselves, kitchen narratives supported by storytelling, and the personal interaction with the host have become key elements in enhancing customer loyalty.

3.7.9. Future Prospects for Home-Style Restaurants

When evaluated in the context of gastronomic tourism and the experience economy, home-style restaurants' workshop and experience-based models are gaining even more importance in the future. Especially through digital platforms, the international promotion of such experiences is becoming easier, and access to a global customer base is possible through online reservation systems. Additionally, in today's world where sustainability and the use of local products are gaining increasing importance, this model offers an environmentally conscious and socially beneficial approach (Hall & Sharples, 2008).

The workshop and experience-based home-style restaurant model has significant potential in terms of sharing gastronomic knowledge, transferring cultural heritage, and enriching customer experiences. This model contributes

to local economies and enables tourists to have unforgettable experiences. For home-style restaurant entrepreneurs, this approach offers opportunities to create a competitive advantage and develop a sustainable business model.

3.8. Home-Style Restaurant Hybrid Model

Home-style restaurant businesses stand out as an area where individual creativity intersects with social needs in the world of gastronomy. While traditional fixed menu models, takeout services, or experience-focused workshop models offer certain advantages, they may be limited in the face of today's diverse consumer demands (Yılmaz, 2021). In this context, the concept of the "hybrid model" brings together different home-style restaurant business models to create a more flexible, sustainable, and customer-focused business model. The hybrid model represents a multifaceted approach that is becoming increasingly important in post-pandemic gastronomy entrepreneurship (Demir & Karaca, 2022).

3.8.1. Definition of the Home-Style Restaurant Hybrid Model

The home-style restaurant hybrid model refers to the integration of multiple operational models within a single business. For example, an establishment may serve guests with a fixed menu on certain days while offering a delivery service based on orders on other days. Additionally, organizing weekly workshops to add an experiential dimension can also be part of the hybrid model (Aksoy, 2020). This approach diversifies revenue streams and enables reaching different customer segments.

3.8.2. Advantages of the Home-Style Restaurant Hybrid Model

The most prominent advantage of the hybrid model is the distribution of risks and the enhancement of the business's economic sustainability. Home restaurants based on a single model may be more vulnerable to sudden changes in customer demand or economic fluctuations. However, the hybrid model reduces this vulnerability by generating income from different channels (Öztürk & Güler, 2019). Additionally, the hybrid model enables businesses to connect with a broader customer base. For example, it can cater to guests seeking an intimate dining experience in a home setting as well as consumers who prefer to quickly enjoy home-cooked meals through delivery services.

Another advantage is that the hybrid model encourages creativity and innovation. Restaurant owners can experiment with different concepts and express their gastronomic identity more freely. This contributes to the branding process (Karadeniz, 2021).

3.8.3. Challenges of the Home-Style Restaurant Hybrid Model

Although the hybrid model offers many opportunities, it also presents some challenges in practice. First, managing the hybrid model is more complex than managing single models. Menu planning, supply chain management, and workforce organization require greater flexibility and professionalism (Çetin, 2020). Additionally, developing a strong marketing strategy is essential for the sustainability of the hybrid model. Presenting different operational formats under the same brand in a cohesive manner is necessary to ensure consistency in customer perception.

Another challenge relates to local government regulations. The hybrid model, which involves both home-based hospitality and commercial delivery services, may require special licensing and oversight regulations (Eroğlu, 2018).

3.8.4. Examples of Home-Style Restaurants in Turkey and Around the World

In Turkey, especially in major cities such as Istanbul, Bursa, and Ankara, examples of the home-style restaurant hybrid model are increasing. For example, a business in Izmir offers fixed-menu dinners featuring Aegean cuisine on weekdays, while hosting cooking workshops led by a chef on weekends. The same business also delivers selected dishes via takeout service during busy workdays. This multi-dimensional approach strengthens customer loyalty and creates additional revenue streams (Kaya, 2022).

Globally, Japanese "omakase" style home restaurants that also offer takeaway and online workshops are powerful examples of the hybrid model. Similarly, some family-run businesses in Italy host guests in their own kitchens while also offering online gastronomy classes, demonstrating the potential of the hybrid model (Smith, 2020).

The home-style restaurant hybrid model is a business model that combines flexibility, sustainability, and innovation in culinary entrepreneurship. The blending of different concepts such as fixed menus, takeaway services, and workshops offers important opportunities in terms of responding to customer demands and reducing economic risks. However, for this model to be successful, a strong management approach, an effective marketing strategy, and compliance with regulations are essential. The hybrid model offers the potential for home-based restaurants to play an increasingly decisive role in the future.

Home-Style Restaurant Business Plan, Budget, Sample Menu Planning, and Operational Structure Elements

4.1. Home-Style Restaurant Business Plan

Home-style restaurants are an attractive business model for individuals seeking to offer unique and personalized culinary services with low capital investment. However, such businesses require a strategic business plan to be sustainable and successful. A business plan serves as a roadmap that concretizes the entrepreneur's vision, sets goals, and structures operational processes. Especially since restaurant activities conducted in a home environment involve specific conditions such as legal regulations, capacity limitations, and customer expectations, the business plan is prepared by taking these dynamics into consideration (Barringer & Ireland, 2019). In this section, the basic components of a home-based restaurant business plan, the preparation process, and implementation strategies are discussed.

Home-based restaurant ventures have strong potential for sustainability and profitability when approached with a professional business mindset. However, it is evident that this potential can only be realized with a comprehensive and well-prepared business plan. A business plan is a tool that concretizes the entrepreneur's vision, determines strategic steps, and serves as a roadmap for investors or supporters (Osterwalder & Pigneur, 2010). In the case of home-based restaurants, the business plan includes not only financial and operational forecasts but also the gastronomic identity, customer segmentation, and connection to local culture.

4.2. The Importance of a Home-Based Restaurant Business Plan

As with any type of business, a business plan for home-based restaurants provides a systematic framework for the business's journey. The business plan encompasses both short-term goals and long-term growth and sustainability strategies. For example, menu creation, target audience identification, pricing, and supply chain management are among the basic components of a business plan (Barrow, Barrow & Brown, 2018). In addition, the business plan includes preparations for legal regulations, hygiene standards, and licensing processes that home-style restaurants may encounter. In this context, the business plan is not merely a management document but also a guide that helps anticipate risks.

4.3. Elements That Should Be Included in a Home-Style Restaurant Business Plan

The key elements to consider when preparing a business plan for a home-style restaurant can be summarized as follows:

4.3.1. Home-Style Restaurant Vision and Mission: This includes the values upon which the home-style restaurant is founded, its gastronomic stance, and cultural references.

4.3.2. Home-Style Restaurant Market Analysis: This includes defining the target audience, analyzing competing restaurants, and researching the demand for home-style meals (Kotler & Keller, 2016).

4.3.3. Home-Style Restaurant Menu and Concept: The harmony between the restaurant's gastronomic identity and menu design. For example, a home-style restaurant focused on Aegean cuisine can reinforce its concept with olive oil-based dishes, herb-based dishes, and various fish dishes.

4.3.4. Home-Style Restaurant Marketing Strategy: Social media promotion, customer loyalty programs, and local partnerships are provided.

4.3.5. Home-Style Restaurant Financial Planning: Provides initial costs, fixed and variable expenses, pricing strategy, and profitability projections (Scarborough, 2016).

4.3.6. Home-Style Restaurant Operational Plan: Includes material procurement, kitchen layout, and service model (such as table setup, takeout service, or workshop concept).

4.3.7. Home-Style Restaurant Legal and Hygiene Requirements: Food safety certifications, licensing, and standards enforced by local authorities.

4.4.1. Implementation Aspect of the Home-Based Restaurant Business Plan

The most critical part of a home-style restaurant business plan is its feasibility. A business plan prepared as a theoretical document does not guarantee the success of the venture unless it is compatible with the practical workflow. Therefore, the business plan must be designed in a flexible structure according to the conditions of the local market. For example, the customer profile and pricing policy of a home-style restaurant established in Istanbul will differ from those of a restaurant established in a rural area. Similarly, the expectations of the target audience may also vary. While fast service and online ordering are prioritized in large cities, experiential food presentations may attract more interest in tourist areas (Harrington & Ottenbacher, 2013).

4.4.2. A Sample Business Plan Framework for a Home-Style Restaurant

For example, when considering a home-style restaurant venture named "Ege Sofrası," the business plan could be structured as follows:

4.4.2.1. Home-Style Restaurant Vision: To offer the naturalness and healthy food culture of the Aegean cuisine in a home environment.

4.4.2.2. Home-Style Restaurant Market Analysis: The target market consists of middle-income consumers living in the city center who are interested in healthy and regional cuisines.

4.4.2.3. Home-Style Restaurant Menu: Includes olive oil-stuffed vegetables, artichoke dishes, various fish dishes, and cinnamon-flavored desserts.

4.4.2.4. Home-Style Restaurant Marketing Strategy: Visual content on social media, "Aegean Flavors Days" events, and invitations to gourmet bloggers.

4.4.2.5 Home-Style Restaurant Financial Plan: Initial investment costs (kitchen equipment, decoration), monthly fixed expenses, and achieving profitability within two years.

4.4.2.6 Home-Style Restaurant Operations: Reservation-based table arrangement, use of the garden area during summer months, and takeout service option.

4.4.2.7. Home-Style Restaurant Legal Process: Food engineering-approved kitchen hygiene certificates and municipal license.

Preparing a business plan for home-based restaurants is a critical step for the success of the venture. This plan serves not only as a guide for the investor or entrepreneur but also as an indirect assurance of quality for customers. Through the business plan, the restaurant's vision becomes concrete, financial risks are minimized, and a sustainable gastronomic model can be established. Therefore, the primary objective of the business plan should be to develop an approach that draws inspiration from cultural roots while embracing professional management principles.

4.4.2.8. Key Components of a Home-Style Restaurant Business Plan

A business plan for home-style restaurants should include the following key sections:

4.4.2.8.1. Home-Style Restaurant Business Description

- The business name, concept, and culinary identity are defined.

- The targeted cuisine type (e.g., Aegean cuisine, vegan home-style meals) and service model (fixed menu, takeout, workshop) are explained.

4.4.2.8.2. Home-Style Restaurant Market Analysis

- The target customer segment is identified: local residents, tourists, health-conscious individuals, etc. - A competitor analysis is conducted; the service formats and pricing policies of similar home restaurants are examined.

- The market size, trends, and opportunities are evaluated (Kotler et al., 2017).

4.4.2.8.3. Home-Style Restaurant Product and Service Definition

- The dishes to be served, menu structure, and special recipes are defined.

- Additional services (workshops, product sales, cultural events) are specified.

- Presentation style, storytelling, and customer experience strategies are explained.

4.4.2.8.4. Home-Style Restaurant Operational Planning

- Kitchen layout, equipment list, and production capacity are determined.

- Daily workflow, reservation system, and delivery service planning are established.

- Supply chain and local producer collaborations are defined (Horng & Tsai, 2012).

4.4.2.8.5. Home-Based Restaurant Legal and Licensing Process

- Legal requirements such as business operation license, food production permit, and tax registration are explained.

- Hygiene standards, safety measures, and insurance planning are specified (Unnevehr & Jensen, 1996).

4.4.2.8.6. Home-Based Restaurant Financial Planning

- Start-up capital, fixed and variable expenses are calculated.

- Revenue forecasts, profitability analysis, and cash flow projections are prepared.

- Pricing strategy and cost control methods are defined.

4.4.2.8.7. Home-Style Restaurant Marketing and Promotion Strategy

- Promotion is planned through social media, websites, and local networks.

- Brand identity, visual design, and communication language are determined.

- Customer loyalty programs and feedback mechanisms are established (Sims, 2009).

4.4.2.8.8. Home-Style Restaurant Implementation Process

After the business plan is prepared, the implementation process is carried out step by step:

- Kitchen layout and equipment procurement are carried out first.

- Legal applications are completed, and the licensing process is carried out.

- A menu and service schedule are created, and operations are initiated.

- Marketing campaigns are launched to build a customer base.

- Initial customer feedback is collected to improve processes.

Flexibility, openness to feedback, and adaptation to local conditions are key factors in achieving success during this process.

4.4.2.8.9. *Home-Style Restaurant Application Examples*

Many home-style restaurants in Turkey operate successfully in accordance with their business plans:

- **4.4.2.8.9.1. Home-Style Restaurant Ayvalık – Zeytin Dalı Sofrası: This home-style restaurant** has implemented its business plan through collaboration with local producers, a fixed menu, and a social media promotion strategy.

- **4.4.2.8.9.2. Home-Style Restaurant Istanbul – Anne Eliyle:** This home-style restaurant, which focuses on delivery services, has developed a low-cost business model by taking orders via WhatsApp.

- **4.4.2.8.9.3. Home-Style Restaurant in Cappadocia – Stone Oven Experience:** This business plan, enriched with workshops and cultural events, contributes to culinary tourism.

These examples demonstrate how a business plan shapes the identity and sustainability of home-style restaurants.

A business plan is a fundamental tool for determining the success of a home-based restaurant. Components such as business definition, market analysis, operational structure, financial planning, and marketing strategies ensure that the restaurant is sustainable both economically and culturally. Especially in small-scale and personal ventures, a business plan facilitates the transformation of vision into concrete steps and the management of risks. In this context, it is recommended that entrepreneurs who want to open a home-style restaurant take into account local conditions, customer expectations, and cultural values when preparing their business plan.

4.5. Home-Style Restaurant Startup Budget and Monthly Budget Plan

Financial planning is a critical step in successfully establishing a home-based restaurant. In particular, accurately calculating the initial capital, identifying expense items, and creating a sustainable monthly budget plan ensures the longevity of the venture (Kotler & Keller, 2016). While operating a restaurant in a home environment may start with lower costs compared to traditional restaurants, factors such as hygiene standards,

licensing, kitchen equipment, personnel expenses, and marketing costs must be considered in the budget plan.

Home-based restaurants are known as an attractive business model for individuals who want to offer unique culinary services with low capital. However, careful financial planning is essential for such businesses to be sustainable and profitable. The initial budget covers the initial investments required to establish the business, while the monthly budget plan aims to manage the business's regular expenses and revenue forecasts. In particular, cost control, cash flow, and return on investment are key factors directly influencing the success of home-based restaurant operations (Barringer & Ireland, 2019). This section examines the components of a startup budget and monthly budget planning for home-based restaurants within a strategic framework.

4.5.1. Home-Based Restaurant Initial Budget Planning

The initial budget covers the first investment items required for a home-style restaurant to begin operations. These items include kitchen equipment (oven, stove, refrigerator, industrial kitchen appliances), table and chair arrangements, decoration, licensing and permit processes, initial inventory purchases, and promotional activities (Hisrich, Peters & Shepherd, 2017). The initial budget for an average-sized home-style restaurant may vary depending on the restaurant's location, target customer segment, and menu variety.

For example, the costs of professionalizing the home kitchen can account for approximately 40% of the budget, while expenses related to decoration and enhancing the customer experience can make up 20%, licensing and permit processes 10%, marketing and promotional activities 15%, and initial food inventory 15%. These ratios help the entrepreneur to see their investment plan more clearly (Gümüş, 2020).

4.5.2. Monthly Budget Planning for Home-Style Restaurants

For the long-term sustainability of home-style restaurants, not only the initial investment but also a regular monthly budget plan is of critical importance. A monthly budget is necessary to ensure income-expense balance, maintain profitability, and keep costs under control (Barrows & Vieira, 2019).

Monthly expenses typically include the following categories:

4.5.2.1. Home-Style Restaurant Food and Beverage Costs: Fresh ingredients, spices, and beverages required for preparing the dishes on the menu. This category can account for approximately 35-40% of the monthly budget.

4.5.2.2. Home-Style Restaurant Staff Expenses: If the home restaurant employs part-time staff, salaries, insurance, and benefits are included in monthly fixed expenses.

4.5.2.3. Home-Style Restaurant Energy and Operating Expenses: Fixed expenses such as electricity, natural gas, water, and internet make up 10-15% of the monthly budget.

4.5.2.4. Home-Based Restaurant Marketing and Customer Relations: Expenses such as social media advertising, event organization, or collaborations may account for up to 10% of the budget.

4.5.2.5. Home-Based Restaurant Unexpected Expenses: It is recommended to allocate 5-10% of the budget for extra items such as hygiene supplies, maintenance and repairs, and legal expenses (Lashley & Morrison, 2018).

4.5.2.6. Home-Based Restaurant Revenue-Expense Balance and Sustainability

For a successful home-based restaurant, budget planning must consider not only expenses but also revenue expectations. An average home restaurant can set revenue targets by estimating the monthly number of customers and the average per-person spending based on its capacity. For example, a home restaurant that operates three days a week and serves 20 people each day would have approximately 240 monthly customers. Calculated based on an average spending of 500 TL per person, the monthly revenue can amount to approximately 120,000 TL. This revenue can be compared with monthly expenses to determine the business's profitability ratio (Okumuş, Kock, Scantlebury & Okumuş, 2020).

Regularly updating the budget plan provides flexibility in response to fluctuations in costs. Additionally, collaborating with local suppliers to reduce costs and ensure sustainable material procurement contributes to home restaurants gaining both economic and environmental advantages (Gümüş, 2020).

The initial budget and monthly budget plan for home-based restaurant businesses serve as the fundamental financial roadmap for entrepreneurs to bring their vision to life. If proper cost planning is not done at the outset, the

business may face financial difficulties in a short period of time. Additionally, regular monthly budget monitoring, profitability analyses, and continuous tracking of income and expenses are critical for home-based restaurants to achieve long-term success. Therefore, home restaurant entrepreneurs must be well-equipped not only with culinary skills but also with financial management and budget planning.

4.6. Home-Style Restaurant Sample Menu Planning

Menu planning in home-style restaurants is known as a strategic process that combines food selection, gastronomic identity, customer experience, and cost balance. The menu is considered one of the most important elements reflecting the restaurant's concept (Ottenbacher & Harrington, 2013). Especially in restaurants inspired by home cooking, menu design serves the dual purpose of preserving traditional culinary culture while also meeting customer expectations with innovative touches.

In this context, menu planning in home-style restaurants is based on selecting recipes suitable for the target customer group, adjusting portion sizes, controlling costs, and effectively using local products (Jones & Mifli, 2018). Additionally, the menu should align with the restaurant's story and concept; for example, in a home-style restaurant focused on Aegean cuisine, olive oil-based dishes, fresh herbs, and seafood take center stage.

4.6.1. Key Considerations in Home-Style Restaurant Menu Planning

Menu planning in home-style restaurants requires the same meticulous approach as in professional kitchens. The key criteria are summarized below:

4.6.1.1. Use of Local and Seasonal Products in Home-Style Restaurants: The use of seasonal and local products in the menu is of great importance in terms of both cost and sustainability (Gustafsson et al., 2006).

4.6.1.2. Home-Style Restaurant Cost and Profitability Analysis: Each dish recipe should be costed per portion, and pricing should be set in line with targeted profit margins.

4.6.1.3. Home-Style Restaurant Nutritional Balance: A balanced distribution of the menu across the categories of appetizers, main courses, and desserts enhances customer satisfaction.

4.6.1.4. Home-Style Restaurant Presentation and Aesthetics: One of the most important distinctions of home-style restaurants is their warm

and unique presentation style. Presentation enhances the value of the dishes on the menu (Harrington, 2005).

4.6.1.5. Sample Menu Planning for Home-Style Restaurants

An example menu based on the Aegean and Mediterranean cuisine concept is presented. The menu reflects a four-course structure consisting of an appetizer, main course, side dish, and dessert.

4.6.1.5.1. Home-Style Restaurant Starter Menu:

Olive Oil-Marinated Orange-Stuffed Artichokes

Ingredients (serves 4):

- 4 artichokes
- 3 oranges
- 1 cup rice
- 1 onion (finely chopped)
- ½ bunch of dill
- ½ bunch parsley
- 1 teaspoon olive oil
- Salt, black pepper, lemon juice

Preparation:

The artichokes are cleaned and soaked in lemon water. For the filling, rice, onion, dill, and parsley are sautéed in olive oil. The filling is stuffed into the artichokes, topped with olive oil, lemon juice, and orange juice, then simmered over low heat.

4.6.1. 5.2. Home-Style Restaurant Side Dish:

Stuffed Zucchini Flowers

Ingredients (serves 4):

- 12 zucchini flowers
- 1 cup of rice
- 2 tablespoons olive oil
- ½ bunch fresh mint
- Salt, black pepper

Preparation:

The zucchini flowers are carefully cleaned. The filling is prepared with rice, mint, and spices. The flowers are stuffed and cooked in a pot over low heat.

4.6.1. 5.3. Home-Style Restaurant Main Course:

Baked Sea Bass (Mediterranean Style)

Ingredients (serves 4):

➢ 2 sea bass (cleaned, filleted or whole)

➢ 2 tomatoes

➢ 1 red pepper

➢ 1 onion

➢ 3 tablespoons olive oil

➢ 1 teaspoon of thyme

➢ Salt, black pepper, lemon slices

Preparation:

The fish is placed in a baking dish with vegetables, marinated with olive oil and spices. Bake at 180 degrees for 25 minutes. Served with arugula salad.

4.6.1. 5.4. Home-Style Restaurant Dessert:

Fig Pudding (Aegean Region)

Ingredients (serves 4):

➢ 10 dried figs

➢ 500 ml milk

➢ 1 tablespoon honey

➢ Cinnamon

Preparation:

• The figs are finely chopped and boiled in milk.

• Honey is added to the mixture and served in bowls.

• Sprinkle cinnamon on top and serve cold.

This **sample menu** reflects the characteristic features of the Mediterranean and Aegean cuisines. Olive oil-based starters, side dishes prepared with fresh herbs, and a main course focused on seafood are harmoniously combined with a healthy eating approach. Additionally, the menu is completed with a traditional dessert, thereby preserving both cultural heritage and gastronomic identity. Such menus enhance the uniqueness of home-style restaurants while strengthening customer satisfaction (Sims, 2009).

Home-style restaurants are among the establishments that highlight the local gastronomic experience with their intimate atmosphere and traditional food presentation. In such restaurants, menu planning plays a critical role in both operational efficiency and customer satisfaction. Preparing menus with local products supports cultural sustainability while also ensuring cost control (Sims, 2009). This section presents a sample weekly menu plan for home-style restaurants, including a main course, a side dish, and a dessert recommendation for each day, along with recipes.

4.6.1.6. Home-Style Restaurant Menu Planning Principles

When planning menus for home-style restaurants, the following principles are considered:

- 🖋️**4.6.1.6.1. Seasonality in Home-Style Restaurant Menu Planning:** Using fresh and local products offers advantages in terms of both taste and cost.

- **4.6.1.6.2.** 🍽️ **Home-Style Restaurant Nutritional Balance:** The menu ensures a balance of protein, carbohydrates, and vegetables.

- **4.6.1.6.3.** ⏱️ **Home-Style Restaurant Preparation Ease:** Practical recipes suitable for home kitchens are preferred.

- **4.6.1.6.4.** 🍲 **Home-Style Restaurant Cultural Representation:** The dishes on the menu reflect the regional culinary culture (Horng & Tsai, 2012).

Menus prepared in accordance with these principles both strengthen the business identity and increase customer loyalty.

4.6.1.7. Home-Style Restaurant Weekly Menu Plan and Recipes

4.6.1.7.1.Monday

➢ **4.6.1.7.1.1.Side Dish:** Yogurt and Purslane Salad

➢ **4.6.1.7.1.2.Dessert:** Semolina Halva

4.6.1.7.1.3.Olive Oil-Braised Artichoke Recipe

4.6.1.7.1.3.1.Ingredients: 6 artichokes, 1 carrot, 1 potato, 1 onion, 1 cup olive oil, 1 lemon, salt, dill

4.6.1.7.1.3.2.Preparation:

- The onion is sautéed in olive oil.

- Diced carrot and potato are added.

- The artichokes are placed in the pan, and water and lemon are added.

- Cooked on low heat.

- Served with dill.

4.6.1.7.1.4.Tuesday

➢ **4.6.1.7.1.4.1.Main Course:** Chicken Stew

➢ **4.6.1.7.1.4.2.Side Dish:** Bulgur Pilaf

➢ **4.6.1.7.1.4.3.Dessert:** Baked Rice Pudding

4.6.1.7.1.4.4.Chicken Stew Recipe

4.6.1.7.1.4.4.1.Ingredients: 500 g chicken breast, 2 tomatoes, 2 green peppers, 1 onion, 2 garlic cloves, salt, black pepper, thyme

4.6.1.7.1.4.4.2.Preparation:

The ingredients are chopped and placed in the casserole dish.

Spices and olive oil are added.

Baked in an oven at 180°C for 45 minutes.

- **4.6.1.7.1.4.5.1.Main Course:** Meat and Fresh Green Beans

- **4.6.1.7.1.4.5.2.Side Dish:** Rice Pilaf

- **4.6.1.7.1.4.5.3.Dessert:** Pumpkin Dessert

4.6.1.7.1.4.5.4.Fresh Green Beans with Meat **Recipe** Ingredients: 300 g diced beef, 500 g fresh green beans, 1 onion, 2 tomatoes, 1 tablespoon tomato paste, salt

4.6.1.7.1.4.5.4.1.Preparation:

- The meat is browned, then the onion and tomato paste are added.

- Add the green beans and tomatoes, then add water.

- Cooked on low heat.
- **4.6.1.7.1.4.5.4.2.1.Main Course:** Stuffed Eggplant
- **4.6.1.7.1.4.5.4.2.2.Side Dish:** Cacık

4.6.1.7.1.4.5.4.2.4.Stuffed Eggplant Recipe

4 eggplants, 250 g ground beef, 1 onion, 2 tomatoes, 2 garlic cloves, salt, black pepper

The eggplants are fried.

The ground beef, onion, and spices are mixed to make the filling.

The eggplants are stuffed and baked in the oven.

- **4.6.1.7.1.4.5.4.2.4.4.Main Course:** Baked Sea Bass
- **4.6.1.7.1.4.5.4.2.4.5.Side Dish:** Arugula Salad
- **4.6.1.7.1.4.5.4.2.4.6.Dessert:** Quince Dessert

4.6.1.7.1.4.5.4.2.4.7.Baked Sea Bass Recipe

4.6.1.7.1.4.5.4.2.4.7.1.Ingredients: 2 sea bass, 1 lemon, 2 garlic cloves, olive oil, salt, thyme

- The fish are cleaned.
- Marinated with spices.
- They are placed in a baking dish and baked at 200°C for 30 minutes.

Menu planning for home-style restaurants is important in terms of both operational efficiency and cultural representation. Balanced menus prepared with seasonal products increase customer satisfaction while reinforcing the restaurant's identity. This sample weekly menu demonstrates that home-style restaurants can sustainably offer traditional culinary culture.

Menu planning in home-style restaurants is one of the most important elements that determine the gastronomic stance of the concept. The use of local products, accurate cost calculation, and consideration of customer expectations are critical to successful menu design. The suggested sample menu reflects the cultural richness of the Aegean and Mediterranean cuisines and can serve as inspiration for home restaurants.

4.7. Home-Style Restaurant Pricing Strategies

The sustainability of home-style restaurants depends on their ability to strike a balance between customer satisfaction and profitability. One of the

most important factors in achieving this balance is pricing strategy. Unlike traditional restaurants, home-style restaurants have more flexible cost items, but without proper pricing, the long-term success of the business may be at risk. Pricing strategies not only cover costs but also reflect how the concept is presented to customers (Kotler & Keller, 2016).

4.7. 1. Basic Elements of Home-Style Restaurant Pricing

The first step in pricing for home-style restaurants is accurately calculating fixed and variable costs. Fixed costs include licenses, kitchen equipment, decoration, and insurance expenses, while variable costs primarily cover material, energy, and labor costs (Yüksel & Yılmaz, 2020). Accurate calculation of these items enables the determination of both realistic and competitive prices. Additionally, the target customer segment plays a decisive role in pricing. For example, boutique home restaurants targeting high-income groups can adopt premium pricing with local products and gourmet menus, while neighborhood-focused establishments can attract a broader customer base with affordable pricing policies (Harrington et al., 2017).

4.7. 2. Pricing Models Applicable to Home-Style Restaurants

4.7. 2.1. Home-Style Restaurant Cost-Plus Profit Method

One of the most commonly used pricing methods is the cost plus profit method. In this model, food costs are determined, and a certain profit margin is added to form the price (Smith, 2019). For example, if the cost of an "olive oil-braised artichoke" dish is 50 TL and a 30% profit margin is targeted, the selling price is set at 65 TL.

4.7. 2.2. Home-Style Restaurant Value-Based Pricing

Pricing based on the value perceived by the customer. In particular, hospitality, authentic atmosphere, and personal touches are seen as factors that increase prices in home-style restaurants (Bowen & Morris, 2018). For example, dishes with a local story or the chef's personal recipes can create value above the cost.

4.7. 2.3. Psychological Pricing in Home-Style Restaurants

Pricing based on consumer perception is particularly preferred in small-scale restaurants. For example, pricing a dish at 100 TL instead of 99 TL creates a different perception in customers (Monroe, 2003). In home-style

restaurants, this method can be particularly effective for takeout or special occasion menus.

4.7. 2.4. Home-Style Restaurant Dynamic Pricing

This involves changing price policies on specific days and at specific times. Examples include pricing weekend brunch menus higher than weekday menus or applying different pricing policies for walk-in customers (Chen, 2017).

4.7. 2.5. The Relationship Between Home-Style Restaurant Pricing and Menu Strategies

Pricing is directly linked to menu design. Each item on the menu must be balanced in terms of both cost and perceived value. In the menu engineering approach, dishes are categorized into star (high profit – high demand), question mark (high profit – low demand), workhorse (low profit – high demand), and dog (low profit – low demand) categories for pricing (Kasavana & Smith, 1982). In home-style restaurants, this strategy can serve as an important guide, particularly in fixed menu and workshop models.

For example, in a fixed menu, "olive oil-stuffed dolma" can be priced to support this product since it has low costs but high customer satisfaction. Similarly, relatively high-cost "seafood" can be priced at a premium to add value to the business.

4.7. 2.6. Home-Style Restaurant Competition and Local Market Conditions

Home-style restaurant pricing strategies depend not only on costs and the menu but also on competitive conditions. Other home restaurants, cafes, or takeout establishments in the local market can influence price levels (Jones & Jenkins, 2019). For example, home restaurants in Izmir specializing in Aegean cuisine must compete with nearby fish restaurants. At this point, the price is not determined solely by the food but by the entire experience: the home-like environment, storytelling, and warm atmosphere are key differentiators in competition.

4.7. 2.7. Home-Style Restaurant Sustainable Pricing Approach

Pricing in the context of sustainability is not solely profit-driven but also considers environmental and social factors. Even if the cost of products sourced from local producers is higher, this can be reflected in the menu as an environmentally conscious and socially beneficial element (Gössling et

al., 2011). Customers, especially those following new gastronomy trends, are more open to accepting such values through price differences.

Pricing strategies are critical for the long-term success of home-style restaurants. Pricing is not only related to cost calculations but also to multi-dimensional factors such as customer perception, menu design, competitive conditions, and sustainability. Therefore, each home restaurant should develop a pricing model suitable for its own concept and target audience.

Home-style restaurants are small-scale businesses that preserve local culinary culture and stand out for their intimate atmosphere. These types of restaurants are typically family-run and have the advantage of establishing a personal relationship with customers. However, this advantage can pose a risk to sustainability if not supported by the right pricing strategies. Pricing does not merely cover costs; it also determines the business's position in the market, customer perception, and competitive strength (Kotler, Bowen, & Makens, 2017). This section discusses appropriate pricing strategies, implementation methods, and customer-centric approaches for home-style restaurants.

4.7. 2.8. Foundations of Home-Style Restaurant Pricing Strategies

When determining pricing strategies for home-style restaurants, three primary approaches stand out:

- **4.7.2.8.1. Home-Style Restaurant Cost-Based Pricing:** Product costs, labor, rent, energy, and other fixed expenses are calculated, and a specific profit margin is added. This method offers advantages, particularly in terms of cost control.

- **4.7.2.8.2. Home-Style Restaurant Value-Based Pricing:** Prices are determined based on the value perceived by the customer. For example, the nostalgic value of a traditional dish may justify a higher price than its cost (Nagle & Müller, 2018).

- **4.7.2.8.3. Home-Style Restaurant Market-Based Pricing:** Prices are set by analyzing competitors' prices and regional economic conditions. This method is important for gaining a competitive advantage.

These strategies enable home-style restaurants to develop a pricing policy that is both profitable and customer-friendly.

4.7.2.8.4. Home-Style Restaurant Implementation Methods

Pricing strategies in home-style restaurants can vary depending on different service models:

4.7.2.8.4.1. Home-Style Restaurant Fixed Menu Pricing

For restaurants with a fixed menu, a single price is set based on the total cost of all meals. This method simplifies cost control and provides clarity for customers. For example, if the total cost of a menu with three dishes is ₺80, the price can be set at ₺104 with a 30% profit margin.

4.7.2.8.4.2. Home-Style Restaurant Takeout Service Pricing

Prices for delivery services should be determined by considering packaging, delivery, and logistics costs. Additionally, different pricing can be applied based on the delivery area. For example, an extra fee of ₺10 can be applied for deliveries to areas farther from the center.

4.7.2.8.4.3. Home-Style Restaurant Experience-Based Pricing

Home-style restaurants, cooking workshops, cultural events, or special occasion organizations may offer experience-based services. In such services, prices are determined not only by food costs but also by the uniqueness and social value of the experience (Horng & Tsai, 2012).

4.7.2.8.4.4. Home-Style Restaurant Customer-Centric Approaches

Pricing strategies are not solely based on operational costs but also on customer expectations and perceptions. The following approaches are recommended for home-style restaurants:

- **4.7.2.8.4.4.1. Home-Style Restaurant Segment-Based Pricing:** Special prices can be offered to different customer groups; for example, discounted menus for students or special campaigns for retirees.

- **4.7.2.8.4.4.2. Home-Style Restaurant Loyalty Programs:** Customer loyalty can be enhanced by offering regular customers special discounts or free products.

- **4.7.2.8.4.4.3. Home-Style Restaurant Dynamic Pricing:** Prices can be adjusted based on seasonal product availability; for example, vegetable dishes can be offered at more affordable prices during the summer months.

- **4.7.2.8.4.4. Home-Style Restaurant Experience Packages:** Packages such as workshop + meal + product gift can be created to increase overall value.

These approaches increase customer satisfaction while optimizing the business's revenue. Pricing strategies in home-style restaurants are

a fundamental management tool in terms of business sustainability and customer satisfaction. Cost-based, value-based, and market analysis-based pricing methods can be applied flexibly according to different service models. Additionally, approaches such as customer segmentation, loyalty programs, and experience packages transform pricing into a strategic marketing tool. In this context, it is recommended that home-style restaurants structure their pricing strategies in alignment with both economic and cultural value creation.

4.8. Home-Style Restaurant SWOT Analysis

Home-style restaurants are one of the entrepreneurial models that are gaining increasing importance today due to the diversification of gastronomic experiences and the growing interest of individuals in unique flavors. The sustainability and competitiveness of these businesses require a systematic evaluation of internal and external factors. In this context, SWOT analysis emerges as an effective method for identifying the strengths (Strengths), weaknesses (Weaknesses), opportunities (Opportunities), and threats (Threats) of home-style restaurants (Gurel & Tat, 2017).

4.8.1. Strengths of Home-Style Restaurants (   )

One of the most fundamental strengths of home-style restaurants is their uniqueness and authenticity. Meals prepared in a home environment are often based on regional recipes, traditional cooking methods, and family culture. This sets home-style restaurants apart from chain restaurants and enables them to offer a unique gastronomic experience (Richards, 2020). Additionally, their small scale provides flexibility, allowing menus to be easily adapted to seasonal and local products.

Furthermore, the close relationship established with customers is a critical factor in building loyalty for home-style restaurants. Guests not only enjoy the food but also experience a cultural and emotional connection in a home-like environment (Bessière, 2013).

The key strengths of home-style restaurants are as follows:

- **4.8.1.1. Home-Style Restaurant Originality and Sincerity:** Food served in a home environment offers customers a warm and personal experience. This increases customer loyalty.

-4.8.1.2. Low Start-up Costs of Home-Style Restaurants: They can be established with less capital compared to large restaurants; the kitchen and service areas are typically compatible with existing home infrastructure.

-4.8.1.3. Home-Style Restaurant Representation of Local and Traditional Cuisine: Regional recipes and family recipes preserve cultural values, which is advantageous for culinary tourism (Sims, 2009).

- 4.8.1.4. Home-Style Restaurant Flexible Operational Structure: The menu, operating days, and service format can be easily adjusted, providing operational flexibility to the entrepreneur.

These strengths support home-style restaurants in differentiating themselves in the market and establishing a unique brand identity.

4.8.2. Home-Style Restaurant Weaknesses (Weaknesses)

One of the most significant weaknesses of home-based restaurants is their inability to achieve economies of scale. Serving customers with a small capacity can make it difficult to reduce costs and price competitively (Kotler & Keller, 2016). In addition, official licensing, hygiene standards, and inspection processes pose challenges for most home-style restaurant entrepreneurs.

Furthermore, limited advertising and marketing budgets may make it difficult to reach a wide audience. The fact that customer traffic is heavily dependent on recommendations and social media shares puts the sustainability of these businesses at risk (Okumus, 2020).

The internal challenges faced by home-based restaurants include:

- **4.8.2.1**. **Limited Capacity of Home-Based Restaurants:** Due to the small physical space, the number of customers and table arrangements are limited.

-**4.8.2.2. Home-Based Restaurant Lack of Professional Equipment:** Home kitchens may offer lower efficiency compared to industrial kitchen equipment.

- **4.8.2. 3. Home-Based Restaurant Legal and Licensing Barriers:** Special permits and licenses may be required to conduct commercial activities in a home environment; this process can be complex (Unnevehr & Jensen, 1996).

- **4.8.2.4**. **Home-Based Restaurant Brand Recognition Issue:** Compared to large restaurant chains, promotional and marketing activities may be more limited.

These weaknesses can affect the business's growth potential and operational sustainability.

4.8.3. Home-Style Restaurant Opportunities

The most important opportunities for home-style restaurants are the growing gastronomy tourism and experience-oriented consumption habits. Especially local and foreign tourists seeking cultural experiences view home-style restaurants as an authentic experience area (UNWTO, 2019). In this context, local government policies that encourage gastronomy tourism can also support the development of home-style restaurants.

Additionally, the widespread use of digital platforms offers new promotional opportunities for home-style restaurants. Social media, food blogs, and online reservation systems increase the visibility of home-style restaurants and expand their customer base (Gretzel, 2021).

There are various opportunities available in the market for home-style restaurants:

- **The Rise of Home-Style Restaurant Gastronomic Tourism:** Interest in local and authentic food experiences is growing; home restaurants can meet this demand (Horng & Tsai, 2012).

- **Home-Based Restaurants Digitalization and Social Media:** Low-cost promotion and order placement are possible through Instagram, WhatsApp, and other digital platforms.

- **Home-Style Restaurant Experience-Based Services:** Customer experiences can be enhanced through cooking workshops, cultural events, and storytelling.

- **Home-Based Restaurant Sustainability Trend:** Collaborating with local producers, using seasonal products, and maintaining a low carbon footprint can help create an environmentally friendly business model.

These opportunities can support the growth of home-style restaurants both economically and culturally.

4.8.4. Home-Style Restaurant Threats

The primary threats faced by home-style restaurants include stricter legal regulations and inspections. The implementation of high food safety and hygiene standards can complicate the legal compliance processes for businesses operating in a home environment (FAO, 2020).

Additionally, rapidly changing consumer trends and competitive conditions can strain the flexibility of home-based restaurants. Home-style restaurants that are unable to adapt to delivery services and online ordering systems may fall behind in the digitalized gastronomy sector. Furthermore,

economic crises, rising food prices, and supply chain issues are among the external factors threatening the sustainability of home-style restaurants (Sharma, 2022).

Home-style restaurants have emerged as a prominent business model in the gastronomy sector in recent years, driven by a growing demand for uniqueness, authenticity, and local flavor. These establishments are typically small-scale, family-run ventures that preserve traditional culinary traditions. However, like any business model, home-style restaurants have their own set of advantages and disadvantages. A SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) allows for a systematic evaluation of an organization's internal and external factors (Kotler, Bowen, & Makens, 2017). In this section, a SWOT analysis of home-style restaurants will be conducted, and their strengths, weaknesses, opportunities, and threats will be discussed within an academic framework.

The external threats faced by home-style restaurants are as follows:

- **Home-Style Restaurant Legal Regulations and Restrictions:** There is a risk of business suspension due to food safety, hygiene, and zoning regulations.

- **Increased Competition in Home-Style Restaurants:** The rise of delivery services and chain restaurants can influence customer preferences.

- **Economic Fluctuations:** Rising food prices, energy costs, and declines in consumer spending can negatively impact the business.

- **Home-Based Restaurant Pandemics and Health Crises:** The service model requiring physical contact may pose risks during health crises.

These threats can jeopardize the long-term sustainability of home-style restaurants and require strategic measures.

Home-based restaurants offer a strong business model in terms of uniqueness and cultural representation; however, they face challenges such as limited capacity, legal barriers, and competition. SWOT analysis helps these businesses develop strategic plans and better manage both their internal resources and external environment. By combining strengths with opportunities and protecting weaknesses from threats, home-style restaurants can become sustainable both economically and culturally.

The SWOT analysis of home-style restaurants reveals that this business model has both strong potential and faces various risks. Among the strengths, authenticity, the sincere bond established with customers, and flexibility stand out, while weaknesses include small scale, limited resources,

and legal difficulties. Opportunities are shaped by gastronomic tourism and digitalization, while threats include legal regulations, economic fluctuations, and competitive pressure.

In this context, it is critical for home-style restaurants to develop innovative business plans, adapt to digitalization, and collaborate with local authorities to become a sustainable model in the future. The SWOT analysis serves as a tool to guide entrepreneurs in determining these strategic directions.

4.9. Home-Style Restaurant Reservation System

Home-style restaurants require a different customer management process than traditional restaurants due to their limited capacity and intimate atmosphere. In this context, the reservation system is not merely a mechanism for organizing customer acceptance but has become a strategic tool that directly impacts the business's efficiency, profitability, and customer experience. Especially in home-style restaurants with small-scale kitchens, reservation management is at the center of both the supply process and workforce planning (Kimes, 2011). Proper management of the reservation system plays a vital role in the sustainability of home-style restaurants, both economically and in terms of customer satisfaction.

Home-style restaurants, which are small-scale gastronomy businesses offering personalized services, have been gaining attention in recent years. Since these types of restaurants typically operate with limited capacity, the reservation system plays a critical role in planning customer flow and maintaining service quality. The reservation system enables the operator to optimize kitchen and service preparation while providing customers with a safe and planned dining experience (Kotler, Bowen, & Makens, 2017). In this section, the function of the reservation system in home-style restaurants, its application forms, and its impact on customer satisfaction are discussed within an academic framework.

4.9.1. Functions of the Reservation System in Home-Style Restaurants

The primary function of a reservation system in home-style restaurants is to predict the number of customers and ensure that kitchen and service processes are planned in a coordinated manner. In these businesses with limited capacity, the reservation system increases customer satisfaction while also contributing to the business's sustainable revenue. Additionally, the reservation system enables the recording of customer profiles and the development of loyalty strategies through this data (Noone & Kimes, 2017).

However, reservations not only provide operational convenience; they can also be used as a marketing tool. For example, reservations made for specific concept days or special menus reinforce the restaurant's gastronomic identity and manage customer expectations (Öztürk, 2020).

The reservation system in home-style restaurants fulfills the following basic functions:

- **4.9.1. 1. Reservation Capacity Management in Home-Style Restaurants:** Due to limited seating, reservations ensure that the number of customers is kept under control. This helps maintain service quality.

- **4.9.1.2. Kitchen Planning in Home-Style Restaurant Reservations:** Thanks to advance reservations, menu planning, ingredient procurement, and preparation processes are carried out more efficiently.

- **4.9.1.3. Time Management in Reservations at Home-Style Restaurants:** Determining service hours and planning customer arrivals and departures helps regulate the operational flow of the business.

- **4.9.1.4. Personalized Service in Home-Style Restaurant Reservations:** Information obtained during the reservation process (e.g., special dietary requests, celebration notes) enables the customer experience to be customized (Horng & Tsai, 2012).

These functions enable home-style restaurants to develop a service model suitable for their small-scale structure.

4.9.1.5. Application Methods for Reservations in Home-Style Restaurants

Reservation systems in home-style restaurants can be implemented using different methods. These methods are shaped according to the business's digital infrastructure, customer profile, and service model.

4.9.1. 6. Phone Reservations in Home-Style Restaurants

Phone reservations, the most traditional method, are preferred, especially for the elderly customer segment. This method allows for direct communication and the handling of special requests.

4.9.1. 7. Social Media Reservations in Home-Style Restaurants

Accepting reservations via messaging on platforms such as Instagram, WhatsApp, and Facebook is a low-cost and accessible method. It is particularly suitable for young and digital users.

4.9.1. 8. Reservations at Home-Style Restaurants via Website or Mobile App

This method offers a more professional approach, enabling the management of details such as reservation calendars, number of guests, and time selections in a digital environment. Additionally, automatic confirmation and reminder systems enhance the customer experience.

4.9.1. 9. Prepaid Reservations in Home-Style Restaurants

Reservations are confirmed by collecting a pre-payment, especially for fixed menus or event days. This method reduces the business's financial risk and strengthens customer commitment (Lee & Kim, 2020).

These application forms enable home-style restaurants to establish a flexible and customer-focused reservation system.

4.9.1. 10. The Impact of Reservations on Customer Experience in Home-Style Restaurants

The reservation system is a service component that directly impacts customer experience. The following contributions stand out:

- **4.9.1.10.1. Reduced Waiting Time in Home-Style Restaurant Reservations:** Thanks to reservations, customers receive service at the specified time, which increases satisfaction.

- **4.9.1.10.2. Safe and Planned Experience in Home-Style Restaurant Reservations:** Especially in the post-pandemic period, the reservation system offers a safe option for customers who want to avoid crowds.

- **4.9.1.10.3. Personal Communication in Home-Style Restaurant Reservations:** Information collected during the reservation process enables personalized presentations and celebrations for customers.

- **4.9.1.10.4.Building Loyalty in Home-Style Restaurant Reservations:** Post-reservation thank-you messages, feedback requests, and special invitations enhance customer loyalty (Sims, 2009).

These effects support home-style restaurants in establishing long-term and emotional bonds with their customers.

4.9.2. Reservations in Home-Style Restaurants Digitalization and Reservation Systems in Home-Style Restaurants

In recent years, with the widespread adoption of digitalization, home-style restaurants have also begun using mobile applications, social media-based reservations, WhatsApp, or web-based systems. These solutions, which have

replaced traditional phone reservations, enable faster communication with customers while also simplifying data management (Ivanov & Webster, 2019).

Social media-based reservations, in particular, offer a two-way benefit for home-style restaurants in terms of promotion: while increasing the visibility of the business, they also enable the personalization of the customer experience. For example, reservation requests received via Instagram both direct the target audience to the right place and reinforce the concept with visuals.

4.9.3. Operational Contributions of the Home-Style Reservation System

One of the most important contributions of the reservation system is that it facilitates the planning of the supply chain. When the number of customers is known in advance, the materials to be used can be calculated more accurately, waste is reduced, and costs are kept under control (Jones, 2021). Especially in home-style restaurants that work with local products, the reservation system helps to plan the seasonal product supply correctly.

Additionally, the reservation system directly impacts service quality. For example, instead of having a large number of guests arrive at the same time, a customer flow distributed through reservations allows the kitchen staff to work more efficiently and ensures that customers have a more comfortable dining experience. This increases customer satisfaction and contributes to the long-term success of the business (Walker, 2020).

4.9.1. Challenges of the Reservation System in Home-Style Restaurants

Although the reservation system offers many advantages to home-style restaurants, it also presents certain challenges. The most common issue is reservation cancellations or no-shows. In small-scale businesses, this can lead to significant revenue losses. For this reason, some restaurants request a deposit or down payment at the time of reservation (Kimes & Wirtz, 2003).

Another challenge is the process of accessing and adapting to the technological tools used to manage reservations. Transitioning to digital reservation management can be difficult, especially for entrepreneurs with a traditional business mindset. However, the increasing digitalization of customer demands makes this transformation inevitable.

In home-based restaurants, the reservation system is not merely a tool for managing customer numbers; it is also a critical component for business planning, supply chain management, cost control, and customer experience. With increasing digitalization, reservation management is becoming more data-driven and providing businesses with strategic advantages. However, cancellations, no-show problems, and technological compatibility issues must be taken into account, and appropriate strategies must be developed for these processes.

In home-style restaurants, a reservation system is a strategic tool that increases operational efficiency and enhances customer satisfaction for these businesses with limited capacity. The reservation system, which can be implemented through various methods such as phone, social media, website, and pre-payment, facilitates the planning process for the business owner while offering customers a secure and personalized experience. In this context, integrating a reservation system into the business model of home-style restaurants is critical for sustainability and brand value.

4.10. Technology Use in Home-Style Restaurants

Home-style restaurants are known as business models that combine the traditional dining experience with hospitality and cultural authenticity. However, in today's digital world, these businesses must effectively adopt technology to increase their sustainability. The integration of technology into home-style restaurants not only provides operational conveniences but also offers significant advantages in terms of customer experience, marketing, reservations, supply chain management, and financial tracking (Öztürk, 2021). Therefore, home-style restaurants' technology usage strategies play a critical role in strengthening their competitive position.

4.11. Digital Marketing and Social Media Use in Home-Based Restaurants

One of the most important needs of home-style restaurants is visibility and customer attraction. Due to the high cost of traditional advertising, social media platforms (Instagram, Facebook, TikTok) have become a low-cost and effective marketing tool for these businesses. For example, sharing a short video of the preparation process of a local dish on the menu can convey the restaurant's culinary identity and authenticity to customers (Kara, 2020). Additionally, digital marketing campaigns significantly contribute to increasing customer loyalty.

4.12. Home-Style Restaurant Digital Online Reservation and Ordering Systems

One of the most common uses of technology is online reservation and ordering systems. Home-style restaurants can gain operational efficiency by transferring reservation management to the digital environment due to their limited capacity. When customers can make table reservations online or through mobile apps, both the business and the customer save time. Additionally, using online platforms for delivery or pre-order systems increases revenue diversity (Çelik, 2019).

4.13. Technology in Financial Tracking and Budget Management for Home-Style Restaurants

Since most home-style restaurants are small-scale businesses, the use of digital tools in financial management processes is quite beneficial. Accounting software and mobile budget tracking applications enable easy management of daily expenses, supplier payments, and income-expense balance. These applications also ensure financial transparency and more efficient tax processes (Yılmaz, 2022).

4.14. Home-Style Restaurant Customer Relationship Management (CRM)

Technology is also simplifying customer relationship management in home-style restaurants. Customers' preferences, past orders, and feedback are digitally recorded, enabling personalized service. For example, informing a customer who previously preferred a vegan menu about new plant-based dishes can increase customer satisfaction. CRM systems also make it easy to implement customer loyalty programs and digital cards (Gürbüz, 2021).

4.15. Digital Solutions in Supply and Material Management for Home-Style Restaurants

For home-style restaurants that source products from local producers, inventory and supply management can be made more efficient with technological tools. Mobile applications and cloud-based inventory tracking systems reduce material waste while enabling more effective communication with suppliers. Especially in today's world, where sustainability is becoming increasingly important, digital solutions enable supply processes to be managed in a more environmentally friendly and economical manner (Demir & Kaya, 2020). The use of technology in home-style restaurants creates value in many areas, from business management to customer

satisfaction. Through the use of digital marketing tools, online reservation systems, financial management software, CRM applications, and inventory tracking solutions, these businesses are able to increase their operational efficiency while also establishing strong customer relationships. Embracing technology not only provides a competitive advantage but also enables home-style restaurants to achieve sustainability and preserve cultural values for future generations.

Going beyond the traditional understanding of gastronomy, home-style restaurants offer a unique customer experience with their intimate atmosphere and personalized service. However, the sustainability of these businesses is not limited to delicious food and a warm environment. Today, technology has become a fundamental tool that enhances the competitiveness of small-scale businesses and optimizes their operational processes. Home-style restaurants are also integrating into the digitalization process, benefiting from technology in many areas, from reservation systems to digital menus, payment infrastructures, and social media management (Pantelidis, 2010). This section discusses the basic technological tools used in home-style restaurants, their effects on business performance, and their reflections on the customer experience.

4.14. Home-Style Restaurant Technological Tools and Application Areas

Although home-style restaurants have more limited resources compared to large chain restaurants, they can increase their efficiency by strategically using technology. The following are the technological tools and application areas commonly used in these businesses:

4.14.1. Home-Style Restaurant Digital Reservation Systems

Due to their limited capacity, reservation management is critical for home-based restaurants. Digital reservation systems organize customer requests, reduce scheduling errors, and provide planning flexibility for the business. Platforms such as OpenTable and ResDiary or custom web-based systems can be used for this purpose (Lee & Kim, 2020).

4.14.2. Home-Style Restaurant QR Code-Based Digital Menus

Digital menus have become widespread in the post-pandemic period due to hygiene concerns. Menus accessible via QR codes prevent paper waste and facilitate menu updates. Additionally, they can positively influence customer decisions when supported by visual content.

4.14.3. Contactless Payment Systems for Home-Style Restaurants

Contactless payment systems such as mobile payments, credit card integration, and digital wallets (Apple Pay, Google Pay, etc.) enhance customer satisfaction while accelerating the business's payment process. These systems also ensure that financial records are kept in a digital format (Kimes, 2011).

4.14.4. Home-Style Restaurant Social Media and Digital Marketing

Social media is an indispensable tool for home-style restaurants in terms of both promotion and customer communication. Visual content sharing, event announcements, and customer interaction are facilitated through platforms such as Instagram, Facebook, and TikTok. This helps increase brand awareness and loyalty (Kaplan & Haenlein, 2010).

4.14.5. Home-Style Restaurant Kitchen Technologies

Smart kitchen appliances (e.g., timed ovens, temperature-controlled cooking systems) make the food preparation process more controlled and efficient. Additionally, inventory management can be done digitally using inventory tracking software.

4.14.6. Effects of Technology on the Operational Efficiency of Home-Style Restaurants

The use of technology optimizes the operational processes of home-style restaurants, reducing costs and improving service quality. These effects are detailed below:

- **Time Savings in Home-Style Restaurants:** Digital reservation and payment systems reduce manual processes, saving time for business owners.

- **Reduction in Home-Style Restaurant Error Rates:** Automatic systems minimize errors in orders, reservations, and payments.

- **Home-Style Restaurant Data Analysis:** Customer data obtained through digital systems can be used for preference analysis and campaign planning.

- **Home-Style Restaurant Inventory and Cost Control:** Digital inventory tracking systems monitor material consumption to prevent waste and keep costs under control.

These effects enable home-style restaurants to use their limited resources more effectively and develop a sustainable business model.

4.14.7. Contributions to the Customer Experience in Home-Style Restaurants

Technology's contribution to the customer experience plays a decisive role in home-style restaurants gaining a competitive advantage. These contributions are summarized below:

-4.14.7.1. Home-Style Restaurant Easy Access: Customers can easily access the business through online reservations and digital menus.

- 4.14.7.2. Home-Style Restaurant Fast and Secure Payment: Contactless payment systems enhance customer satisfaction and provide a secure shopping experience.

- 4.14.7.3. Home-Style Restaurant Personalized Service: Customer data enables the provision of personalized services such as special occasion celebrations and favorite dish recommendations.

- 4.14.7.4. Home-Style Restaurant Interaction and Loyalty: Campaigns conducted via social media and feedback mechanisms strengthen customer loyalty.

These contributions support home-style restaurants in establishing emotional connections with customers and developing long-term relationships.

Home-style restaurants are strategically using technology to increase operational efficiency and improve the customer experience. Tools such as digital reservation systems, QR code menus, contactless payment infrastructure, and social media management enable these businesses to establish themselves in the modern world of gastronomy. The correct and balanced use of technology is a key factor in increasing the sustainability and competitiveness of home-style restaurants

Guest Experience and Emotional Connection in Home-Style Restaurants

5.1. Guest Experience in Home-Style Restaurants

Guest experience is a multidimensional concept in the gastronomy sector, shaped not only by the quality of the food but also by the presentation style, ambiance, service philosophy, and capacity to establish emotional connections. Home-style restaurants differentiate themselves from traditional restaurants by offering this experience in a more personal, intimate, and cultural setting. Their small scale, home-like environment, and menus based on family recipes make the guest experience more unique and memorable (Sims, 2009). In this section, the basic components of guest experience in home-style restaurants, its influential factors, and its contribution to business success are discussed within an academic framework. Home-style restaurants are small-scale, family-run gastronomic establishments that play an important role in preserving local cuisine and cultural heritage. These businesses attract attention with their intimate environments and personalized service approach; however, they also face various operational and managerial challenges (Sims, 2009). This section systematically addresses the main challenges faced by home-style restaurants and the strategies for overcoming these challenges.

5.2. Components of the Guest Experience in Home-Style Restaurants

The guest experience in home-style restaurants is shaped around the following key components:

- **5.2.1. Welcome and First Impression in Home-Style Restaurants:** The way guests are greeted upon entering the premises, the scent of the space, the music, and the decor all contribute to the first impression. The warmth of the home environment positively influences this impression (Kotler, Bowen, & Makens, 2017).

- **5.2.2. Food Presentation and Narrative in Home-Style Restaurants:** The dishes served are not only about taste but also about their story, which becomes part of the experience. Narratives like "My grandmother's tarhana soup" help establish an emotional connection with the guest.

- **5.2.3. Service Style in** Home-Style Restaurants**:** In home-style restaurants, service is typically provided by the business owner or family members. This creates a personalized service experience and makes guests feel special.

-**5.2.4. Atmosphere in Home-Style Restaurants:** Elements such as home decor, serving utensils, table settings, and lighting influence the guest's connection with the space. Traditional objects, nostalgic details, and natural materials enhance this atmosphere.

-**5.2.5. Social Interaction in Home-Style Restaurants:** Shared tables, an open kitchen layout, and a conversational environment encourage social bonding among guests. This interaction transforms the experience from individual to community-based (Horng & Tsai, 2012).

5.3. Elements Enhancing Guest Experience in Home-Style Restaurants

The strategic elements that enhance the guest experience in home-style restaurants are listed below:

- **5.3.1. Menu Storytelling in Home-Style Restaurants:** Sharing the cultural or personal story behind each dish increases guests' interest in the meal. This approach is also valuable from a culinary tourism perspective.

- **5.3.2. Sensory Harmony in Home-Style Restaurants:** Presenting sensory elements such as taste, smell, appearance, and texture in harmony creates a holistic experience. For example, serving Aegean herbs in a lavender-scented environment strengthens the sensory context.

- **5.3.3. Event and Workshop Participation in Home-Style Restaurants:** Involving guests in the food preparation process, teaching them recipes, or sharing kitchen stories makes the experience interactive. Such activities enhance guests' sense of belonging to the venue.

-5.3.4. Feedback and Follow-Up in Home-Style Restaurants: Evaluating feedback from guests and using this information to tailor services for future visits reinforces the personalized experience (Pantelidis, 2010).

These elements ensure that home-style restaurants are not merely places to eat but also spaces for cultural and social experiences.

5.5. Contribution to Business Success in Home-Style Restaurants

Guest experience is a direct factor influencing the brand value, customer loyalty, and marketing power of home-style restaurants. These contributions are detailed below:

- **5.5.1.Word-of-Mouth Marketing in Home-Style Restaurants:** Satisfied guests share their experiences with others, contributing to the restaurant's promotion. This method is the most effective form of marketing for home-style restaurants.

- **5.5.2. Loyalty and Repeat Visits in Home-Style Restaurants:** A strong experience increases the likelihood of a guest returning. This loyalty is particularly enduring in restaurants where personal connections are established.

- **5.5.3. Online Reviews and Digital Influence in Home-Style Restaurants:** Guest experiences are shared with a wider audience through reviews on digital platforms. Positive reviews support the acquisition of new customers (Pantelidis, 2010).

- **5.5.4. Price Flexibility in Home-Style Restaurants:** When experiential value is high, guests are willing to accept higher prices. This increases the business's profitability.

These contributions enable home-style restaurants to establish a strong brand image and customer base despite their small scale.

The guest experience in home-style restaurants is a multidimensional process that goes beyond mere food presentation, enriched by the ambiance of the space, service style, social interaction, and cultural narratives. This experience is one of the key factors determining the success of the business. The emotional connection established with guests, personalized service, and narrative-based presentations elevate home-style restaurants to a unique and compelling position in the culinary world. In this context, it is recommended that home-style restaurants strategically design and continuously improve their guest experience.

Home-style restaurants are special gastronomic spaces where hospitality, authenticity, and cultural values take center stage. The most fundamental difference between these businesses is that they do not merely serve food to their customers; they also offer them an experience related to their lifestyle, cultural heritage, and social ties. Therefore, the guest experience in home-style restaurants is not limited to the quality of the food but is shaped by elements such as atmosphere, communication style, personalized service, and a sense of community (Demir, 2021).

5.6. Hospitality and Sincerity in Home-Style Restaurants

The cornerstone of the guest experience in home-style restaurants is sincerity and hospitality. Unlike traditional restaurants, in home-style establishments, food often gains value through the personal effort of the host and the close relationships they build with guests. Guests feeling like "guests" rather than "customers" enhances the emotional dimension of the experience (Kaya & Yıldırım, 2020). In this context, a warm welcome, a conversational atmosphere, and personal attention are among the strongest aspects of home-style restaurants.

5.7. Cultural Authenticity and Atmosphere in Home-Style Restaurants

Another important factor shaping the guest experience is cultural authenticity. In home-style restaurants, elements such as decoration, kitchen utensils, traditional clothing, or music provide guests with a sense of spatial unity. This authentic atmosphere supports the gastronomic identity and deepens the meaning of the food. For example, breakfast served in the olive grove of a home-style restaurant in the Aegean region is not just food but also a cultural experience (Şahin, 2019).

5.8. Personalized Service in Home-Style Restaurants

Customer-guest interaction in home-style restaurants holds strong potential for providing personalized service. Flexible menus, the ability to make small changes to dishes according to guests' tastes, or preparing options suitable for special dietary preferences make the experience more meaningful. Additionally, direct communication with the host contributes to guests feeling valued (Öztürk, 2022).

5.9. Social Interaction and Community Feeling in Home-Style Restaurants

Home-style restaurants are not merely spaces for consuming food but also venues for social interaction. Guests from different cultural backgrounds coming together at the same table strengthens the sense of community. In this context, the dining table becomes a place for communication and sharing. Especially in the context of gastronomic tourism, home-style restaurants support intercultural interaction by hosting tourists from different countries (Gürbüz & Arslan, 2020).

5.10. The Role of Technology in Guest Experience at Home-Style Restaurants

Although the essence of home-style restaurants lies in tradition, technology also plays an important role in enhancing the guest experience. Online reservations, digital menu applications, or feedback received via social media facilitate guests' experiences and provide feedback to the business. However, it is important that technology is used in a way that enhances service quality without compromising authenticity (Yılmaz, 2021).

5.11. The Importance of Guest Experience in Home-Style Restaurants in Terms of Sustainability

In home-style restaurants, the experience is not just a one-time process; it forms the basis of sustainable customer relationships. Positive guest experiences lead to new customers through word-of-mouth communication. In addition, satisfied guests are more likely to return. This is one of the most important elements of sustainability for small-scale businesses (Çelik, 2020).

Guest experience in home-style restaurants is a multidimensional process shaped by elements beyond food quality, such as atmosphere, warmth, personalized service, cultural authenticity, and a sense of community. Furthermore, the balanced use of technology emerges as a tool that supports this experience. A positive guest experience strengthens the brand value of home-style restaurants while also contributing to culinary tourism.

5.12. Challenges and Solutions in Home-Style Restaurants

Home-style restaurants have gained increasing popularity in the gastronomy world in recent years, creating an alternative model for customers seeking authentic and intimate dining experiences. However, this type of business faces various challenges due to its smaller scale, flexibility, and personal structure compared to professional restaurants. This section

analyzes the fundamental challenges faced by home-style restaurants and presents solution recommendations from an academic perspective.

5.12.1. Legal and Licensing Processes in Home-Style Restaurants

One of the biggest challenges for home-based restaurants is the legal and licensing processes. In Turkey and many other countries, there is no clear legal framework for food production and sales in a home environment. There is uncertainty regarding hygiene standards, food safety conditions, and tax obligations for home kitchens (Kara & Şahin, 2021). This uncertainty makes it difficult for entrepreneurs to make long-term investments and jeopardizes sustainability.

It is recommended that local authorities establish a separate licensing and inspection category for home-based restaurants. For example, in Italy's *home restaurant* program, special permits are granted to businesses that undergo specific hygiene training and inspections (Bianchi, 2020). Similar regulations in Turkey could strengthen the legal framework for home-based restaurants.

5.12. 2. Hygiene and Food Safety in Home-Based Restaurants

Home kitchens are typically small-scale and lack the advanced hygiene infrastructure found in professional kitchens. This poses risks in terms of food poisoning, cross-contamination, and the consistency of quality standards (Demir & Öztürk, 2019).

Solution: Training home-based restaurant operators in hygiene, adapting basic HACCP (Hazard Analysis and Critical Control Points) principles for small-scale businesses, and conducting regular food safety inspections can be proposed as solutions. Additionally, standards for professional cleaning materials, refrigerator organization, and food storage conditions should be developed in kitchens.

5.12.3. Financial and Operational Challenges in Home-Based Restaurants

Most home-style restaurants are established with low capital and operated on a small budget. However, controlling costs, menu planning, supply chain management, and providing operational flexibility according to customer demand are significant challenges in terms of sustainability (Güler, 2022). In addition, irregular customer flow can lead to income instability.

Solution Proposal: It is recommended to reduce fixed costs by starting with small-scale menus and securing affordable and high-quality ingredients

through collaboration with local producers. Demand planning can be carried out using digital reservation systems. Additionally, customer retention can be achieved through effective marketing on social media.

5.12. 4. Customer Expectations and Experience Management in Home-Style Restaurants

The primary appeal of home-style restaurants lies in their ability to offer a warm, home-like environment and an intimate experience. However, rising customer expectations can make it challenging to maintain consistent service quality. Shortcomings in menu variety, seating arrangements, service quality, and hospitality can negatively impact customer satisfaction (Yıldız & Karakaş, 2020).

Solution Proposal: Home-style restaurant owners should prioritize the guest experience and regularly evaluate customer feedback. Offering modern options alongside regional flavors on the menu can enrich the experience. In addition, balancing the intimacy of a home environment with professional service standards increases customer loyalty.

5.12. 5. Competition and Marketing Challenges in Home-Style Restaurants

Home-style restaurants face challenges competing with professional restaurants and delivery services. Especially in large cities, gaining visibility to attract customers is a significant obstacle.

Solution Proposal: Storytelling-based marketing through social media and digital platforms is recommended. For example, sharing the business's recipes, family stories, or local food culture on social media can create a unique value proposition. Additionally, collaborations with travel agencies and gastronomy tours can be explored under the scope of *food experience tourism* (UNWTO, 2021).

5.12. 6. Operational Challenges in Home-Style Restaurants

Home-style restaurants face some fundamental operational challenges due to their limited resources:

- **5.12.6.1. Staff Shortages:** Since these restaurants are usually run by family members, providing professional service can be difficult. Service quality may decline during busy hours.

- **5.12.6.2. Kitchen Capacity and Equipment:** Home-based kitchen infrastructure may be insufficient to serve large groups. The lack of

industrial kitchen equipment can affect production speed and hygiene standards.

- **5.12.6.3. Inventory and Supply Management:** Regular supply can be challenging for small-scale businesses. Dependence on seasonal products can affect menu continuity (Horng & Tsai, 2012).

5.12.6.4. Solution Recommendations:

- Collaborating with local culinary schools to provide internship support.

- Invest in professional kitchen equipment gradually; this investment improves hygiene and efficiency.

- Sustainable stock management can be achieved by entering into direct supply agreements with local producers.

5.12.6.5. Legal and Regulatory Challenges in Home-Style Restaurants

Home-based restaurants, which typically operate in residential areas, may face various challenges in complying with legal regulations:

- **5.12.6.5.1. Licensing and Taxation in Home-Based Restaurants:** Conducting commercial activities in a residential environment may conflict with local regulations. There may be a lack of information regarding tax obligations.

- **5.12.6.5.2. Hygiene and Inspection Standards in Home-Based Restaurants:** Home-based restaurants are subject to the same standards as industrial establishments during official inspections. This can be stressful for business owners.

5.12.7. Solution Recommendations for Home-Based Restaurants:

- By collaborating with municipalities and relevant authorities, customized licensing models can be developed for home-based restaurants.

- Business owners should be educated through hygiene training and consulting services to ensure that inspection processes are conducted more effectively.

- Tax incentives and special incentives for micro-enterprises are provided to encourage transition to the formal economy (Pantelidis, 2010).

5.12.8 Financial Challenges in Home-Based Restaurants

The sustainability of home-based restaurants is at risk due to limited financial resources:

- **5.12.6.8.1.Capital Shortage in Home-Based Restaurants:** Since initial investments are typically funded by personal savings, growth potential may remain limited.

- **5.12.6.8.2. Low Profit Margin in Home-Style Restaurants:** Small-scale production and limited customer capacity reduce profit margins. This situation threatens the long-term sustainability of the business.

- **5.12.6.8.3.Inadequate Marketing in Home-Style Restaurants:** The ineffective use of digital marketing tools makes it difficult to attract customers.

5.12.7. Solutions for Home-Style Restaurants:

- Take advantage of micro-business support programs offered by institutions such as KOSGEB.

- Low-cost marketing strategies should be developed through social media and digital platforms.

- Customer loyalty programs and experience-based services should be implemented to increase repeat visit rates (Kotler, Bowen, & Makens, 2017).

5.12.8. Customer Relations and Expectation Management in Home-Style Restaurants

While home-style restaurants stand out for their warm and personal service, they may sometimes struggle to meet customer expectations:

- **5.12.8.1.Perception of Professionalism in Home-Style Restaurants:** Some guests may compare the service provided in a home environment to professional restaurant standards and shape their expectations accordingly.

- **5.12.8.2.Limits of Personalization in Home-Style Restaurants:** Providing personalized service to every guest can create operational burdens for small businesses.

5.12.9. Recommendations for Home-Style Restaurants:

- Open communication with guests should be established to inform them about the nature of the service.

- Menu and service standards should be clearly defined to ensure effective expectation management.

- Guest feedback should be regularly analyzed to improve service quality (Sims, 2009).

Home-style restaurants play an important role in preserving cultural heritage and promoting local gastronomy. However, these businesses face various challenges related to operations, legal issues, finances, and customer relations. To overcome these challenges, strategic planning, local collaborations, digitalization, and education-based solutions should be developed. Thus, home-style restaurants can both enhance their sustainability and make stronger contributions to culinary tourism.

Home-based restaurants offer an innovative and culturally valuable business model in the gastronomy world. However, they face various challenges such as legal uncertainties, hygiene standards, financial sustainability, customer experience, and marketing. In order to overcome these challenges, both regulatory support from government agencies and a professional approach from entrepreneurs are needed. In this way, home-style restaurants can contribute to both the preservation of local gastronomy and a sustainable entrepreneurship ecosystem.

5.13. The Cultural Layer of the Home-Style Restaurant Experience Influenced by Aegean and Mediterranean Hospitality

The concept of home-style restaurants is emerging as an increasingly important form of entrepreneurship in the modern gastronomy field. These restaurants can be defined as places where individuals professionalize their home kitchens to offer unique dining experiences to guests. The tradition of hospitality, which has deep roots in Aegean and Mediterranean cultures, adds a cultural layer to the service philosophy of home-style restaurants. Hospitality encompasses not only the presentation of food and drink, but also the practice of social belonging, sharing, and friendly relationships (Avieli, 2012). In this context, the experiential aspect of home-style restaurants draws on Aegean and Mediterranean cultures to enable emotional connections with guests.

5.13.1. Historical Origins of the Hospitality Tradition in Home-Style Restaurants

Aegean and Mediterranean cultures have been known throughout history for their open table and hospitality practices. Especially in Turkey's Aegean coast, as well as in Mediterranean countries such as Greece, Italy, and Spain, food culture has been seen not only as nourishment but also as a ritual of togetherness and sharing (Montanari, 2010). In these cultures, when guests are invited to the table, they are considered part of the family; this allows for a blurring of boundaries between customers and hosts in home-style restaurants. Therefore, the experience offered by home-style restaurants is not only gastronomic but also a sociocultural sharing.

5.13.2. Contributions of Home-Style Restaurants to the Home-Style Restaurant Experience in Aegean and Mediterranean Cultures

Aegean and Mediterranean cuisines are distinguished by their use of fresh products, olive oil-based dishes, and seasonal variety. Home-style restaurant operators draw inspiration from this cultural heritage to highlight local flavors and unique presentations in their menus. For example, olive oil-based artichokes, fava beans, and seafood, which are typical of the Aegean cuisine, and mezze, pasta varieties, and olive-based products, which are typical of the Mediterranean cuisine, are among the dishes frequently used in home-style restaurants (Capatti & Montanari, 2003). The sharing-oriented presentation of these dishes allows guests to experience a family table atmosphere.

Additionally, in Mediterranean culture, long conversations over meals and a sense of community add a unique dimension to the home-style restaurant experience. Beyond the food itself, stories, local traditions, and the host's personal narratives enable guests to experience not just a meal but a cultural journey (Counihan & Van Esterik, 2013).

5.13. 3. The Experiential Layer of Hospitality in Home-Style Restaurants

In home-style restaurants, hospitality goes beyond the mere pursuit of customer satisfaction, transforming into a cultural value transfer. For example, in a home restaurant in the Aegean region, guests may be told the story of olive harvesting, experience grape picking, or taste traditional wedding feast dishes. This approach ensures that meals are not merely consumed as objects but are also valued as cultural narratives.

From the guests' perspective, this experience is not only gastronomic but also strengthens their sense of belonging and authenticity. Especially for foreign tourists, home-style restaurants offer the opportunity to come into direct contact with the daily life practices of Aegean and Mediterranean cultures (Richards, 2021). This shows that home-style restaurants also make a valuable contribution to cultural sustainability in the tourism sector.

The concept of hospitality, which has deep roots in Aegean and Mediterranean cultures, adds a deep cultural layer to the home-style restaurant experience. Table sharing, the importance of fresh and local ingredients, and meal rituals accompanied by long conversations position home-style restaurants as not only a commercial experience but also a cultural one. In this context, home-style restaurants can be seen as places that not only serve food to guests but also integrate them into the local culture. It is anticipated that in the future, home-style restaurant operators will make significant contributions to both gastronomic tourism and cultural sustainability by combining the tradition of Aegean and Mediterranean hospitality with contemporary business models.

Home-style restaurants are not merely establishments that serve food; they are also social spaces where cultural narratives, traditional values, and social relationships are preserved. Turkey's Aegean and Mediterranean regions have historically been known for their culture of hospitality, which has been shaped by food sharing, conversations around the table, and welcoming guests in a home-like atmosphere (Sims, 2009). This cultural heritage adds a deep layer to the home-style restaurant experience; the connection established with customers, the atmosphere of the venue, and the presentation of the food are woven together with these cultural codes. In this section, the impact of Aegean and Mediterranean hospitality on the home-style restaurant experience is examined in the context of cultural layers.

5.13.4. Fundamental Characteristics of the Hospitality Culture in Home-Style Restaurants

Aegean and Mediterranean hospitality is not merely a form of service; it is also a way of life and a social value system. The fundamental characteristics of this culture are as follows:

- **5.13.4.1 Home-Style Restaurants' Open Table Tradition:** An extra plate is always prepared for guests; everyone seated at the table is considered equal. This concept is upheld in home-style restaurants through shared table arrangements and fixed menu practices.

- **5.13.4.2. Conversation-Focused Hospitality in Home-Style Restaurants:** Food is not merely nourishment; it is also a means of conversation, story-sharing, and social bonding. The narratives shared during meal service in home-style restaurants ensure the continuation of this tradition (Horng & Tsai, 2012).

- **5.13.4.3. Authenticity and Sincerity in Home-Style Restaurants:** In Aegean and Mediterranean cultures, there is a style of hospitality that is simple yet sincere, free from ostentation. This is reflected in the decoration, service style, and communication language of home-style restaurants.

- **5.13.4.4. Use of Local Products and Recipes in Home-Style Restaurants:** The dishes served to guests are typically prepared using seasonal products from the region, which is important both for health and cultural representation.

These characteristics ensure that home-style restaurants offer not only a gastronomic experience but also a cultural and emotional one.

5.13.5. The Impact of Cultural Layers on the Home-Style Restaurant Experience

The hospitality of the Aegean and Mediterranean regions adds a multi-layered cultural depth to the home-style restaurant experience. These layers are detailed below:

5.13.5.1. Home-Style Restaurant Space Design and Atmosphere

Home-style restaurants are decorated with open spaces, natural light, stone walls, wooden furniture, and regional symbols such as lavender and olive, inspired by Aegean and Mediterranean architecture. This design offers guests a home-like environment and facilitates cultural connection.

5.13.5.2. Language and Communication Style in Home-Style Restaurants

Business owners use a friendly language with guests; phrases such as "Welcome, our table is open to you" are linguistic reflections of cultural hospitality. This communication style helps establish an emotional connection with customers (Kotler, Bowen, & Makens, 2017).

5.13.5.3. Menu and Presentation in Home-Style Restaurants

Olive oil dishes, vegetable dishes, seafood, and homemade desserts frequently featured on menus represent the cuisine of the Aegean and Mediterranean regions. Providing a brief description of each dish supports

cultural transmission. For example, phrases such as "tarhana soup made with tomatoes dried by my grandmother in the summer" transform the dish into a story.

5.13.5.4. Social Interaction in Home-Style Restaurants

Conversation among guests is encouraged; shared table settings, open kitchens, and workshop activities enhance this interaction. This social bond reflects the community-oriented structure of Aegean and Mediterranean cultures.

These cultural layers elevate the home-style restaurant experience beyond a mere dining service, enabling guests to feel like part of a story.

Aegean and Mediterranean hospitality adds a deep cultural layer to the home-style restaurant experience; this layer is evident in every aspect, from the design of the space to the presentation of the food, and from the form of communication to social interaction. This cultural heritage enhances the uniqueness of home-style restaurants and ensures that the bond established with customers is more lasting. In this context, strategically integrating Aegean and Mediterranean hospitality into the experience design of home-style restaurants offers an important advantage in terms of both cultural sustainability and business success.

5.14. Factors Influencing Guest Experience in Home-Style Restaurants

Home-style restaurants are not merely spaces for consuming food but also special venues where cultural experiences, social connections, and emotional interactions take place. Guest experience is a critical element for the sustainability of these businesses, directly affecting customer satisfaction, loyalty, and the likelihood of repeat visits (Pine & Gilmore, 2019). Therefore, factors influencing guest experience in home-style restaurants must be addressed in a multidimensional manner.

5.14. 1. Space Atmosphere and Physical Environment in Home-Style Restaurants

Atmosphere is one of the fundamental determinants of the guest experience in home-style restaurants. Elements such as the decoration of the space, seating arrangement, lighting, tablecloths, and cutlery create the guest's first impression of the venue (Bitner, 1992). For example, ceramic plates, decorative elements made from natural olive trees, and traditional tablecloths used in a home restaurant specializing in Mediterranean cuisine

offer guests an experience that is integrated with the identity of the space. In this context, balancing the warmth of the home with professional organization is an important factor in enhancing the guest experience.

5.14. 2. Menu and Food Experience in Home-Style Restaurants

The quality, taste, freshness, and presentation of food are at the heart of the guest experience. In home-style restaurants, the menu is usually related to the host's area of expertise, family recipes, or regional cuisine. Guests seek not only a satisfying meal but also an authentic gastronomic experience (Richards, 2020). For example, yuvalama or lahmacun served in a home restaurant based on Gaziantep cuisine are not just meals; they also serve as a means of cultural transmission. When the menu design aligns with guests' expectations, the experience becomes unforgettable.

5.14. 3. The Host-Guest Relationship in Home-Style Restaurants

One of the most distinctive aspects of home-style restaurants is the direct and personal interaction between the operator and the guest. The host's warm smile, conversation, sharing the story behind the dishes, and the emotional connection established with the guest deepen the customer experience (Lugosi, 2008). This closeness, which is limited in traditional restaurants, is the embodiment of hospitality in home-style restaurants. For example, when the host serves a mezze prepared with their own hands and shares the family history behind the dish, it adds an emotional dimension to the experience.

5.14. 4. Cultural and Social Elements in Home-Style Restaurants

Another dimension that influences the guest experience in home-style restaurants is cultural layers. Guests often choose these restaurants to discover a different cuisine, explore new flavors, or witness the lifestyle of a community (Fields, 2002). Playing local music, using traditional serving methods at the table, or offering regional beverages before the meal are among the elements that enrich the guest experience. Additionally, social interaction among foreign guests sitting at the same table enhances cultural exchange, adding a different dimension to the experience.

5.14. 5. Technology and Communication Convenience in Home-Style Restaurants

In recent years, technology has become another factor influencing the guest experience in home-style restaurants. The ability to make reservations online, showcase menus on digital platforms, and share reviews via social

media are shaping guest expectations (Tussyadiah, 2014). Home restaurants that use a strong communication language in digital channels can shape the guest experience even before it begins.

The factors that influence the guest experience in home-style restaurants are not limited to food quality; multifaceted components such as the atmosphere of the venue, menu design, interaction with the host, cultural transmission, and technological communication form the building blocks of this experience. Therefore, it is of critical importance for home-style restaurant owners to develop strategic plans by considering the guest experience within a holistic framework for the long-term success of their business.

5.14.6. Factors Influencing the Guest Experience in Home-Style Restaurants

Home-style restaurants are not merely places where food is served; they are unique spaces where cultural interaction, social belonging, and personal connections are formed. The factors influencing guest experience are shaped more by personal interaction, authentic atmosphere, and the reflection of local culture, unlike traditional restaurant businesses. In this section, the basic factors determining guest experience in home-style restaurants are examined in terms of physical space layout, food and beverage quality, service presentation, cultural authenticity, social interaction, and emotional bonding.

5.14.7. The Role of Physical Space and Atmosphere in Home-Style Restaurants

The first factor influencing the guest experience **is the physical space design and atmosphere** of the home-style restaurant. The home environment leaves a more intimate and warm impression compared to the corporate structure of traditional restaurants. Most home-style restaurants use **local objects, family heirlooms, and cultural symbols** in their decoration to provide guests with an authentic environment. Research indicates that the atmosphere of a space significantly influences customer satisfaction and the intention to revisit (Bitner, 1992; Han & Ryu, 2009).

Additionally, elements such as cleanliness, seating arrangement, and natural light usage directly affect the quality of the guest experience. Preserving the "home feel" in home-style restaurants contributes to strengthening emotional bonds by making guests feel like **family guests** rather than customers of a business (Sims, 2009).

5.14. 8. Food and Beverage Quality and Authenticity in Home-Style Restaurants

The most fundamental attraction of home-style restaurants is the quality and authenticity of the food served. Traditional dishes prepared using traditional recipes are not merely a means of nourishment for guests but also a cultural experience. An authentic dining experience plays a critical role in promoting local culture in culinary tourism (Bessière, 1998; Everett & Slocum, 2013).

The fact that food in home-style restaurants is mostly prepared using fresh, local, and seasonal products increases the quality perceived by guests and aligns with sustainable gastronomy principles. Additionally, involving guests in the preparation process (e.g., rolling dough, selecting spices) transforms the experience into a participatory one, thereby enhancing satisfaction.

5.14. 9. Service Presentation and Hospitality in Home-Style Restaurants

One of the most important elements of the guest experience is personalization and hospitality in service delivery. While service in traditional restaurants is mostly standardized, home-style restaurants are based on a host-guest relationship (Lugosi, 2008).

The warm attention shown by the host, one-on-one communication, consideration of the guest's preferences, and sharing personal stories add an emotional dimension to the service. In Turkish hospitality culture, offering the "best" to guests is considered a social norm, so service delivery in home-style restaurants is largely based on this understanding (Avcıkurt & Köroğlu, 2019).

5.14. 10.S Social Interaction and Cultural Sharing in Home-Style Restaurants

Another point that distinguishes home-style restaurants from other types of businesses is the breadth of social interaction opportunities. Guests can form social bonds by sitting at the same table with people from different cultures. This situation creates an opportunity for foreign tourists to interact directly with the local community (Richards, 2011).

Additionally, the hosts' sharing of family stories, local traditions, and insights into the dishes further enhances the cultural sharing dimension. In

this way, the home-style restaurant experience becomes an activity that can be evaluated not only as a gastronomic but also as a cultural tourism activity.

5.14. 11. Building Emotional Bonds and Experiential Satisfaction in Home-Style Restaurants

Finally, one of the most critical factors affecting the guest experience in home-style restaurants is the establishment of an emotional connection. Guests are satisfied not only by the taste of the food but also by the warm atmosphere and the personal connection they establish with the host. This connection contributes to the creation of an "unforgettable experience," one of the fundamental elements of experiential marketing (Pine & Gilmore, 1999).

Especially in repeat visits, the relationship between the host and the customer can turn into a kind of friendship or family bond, which increases customer loyalty. Studies show that emotional satisfaction has a stronger effect on customer loyalty than rational evaluations (Han & Jeong, 2013).

The guest experience in home-style restaurants is not limited to food quality but is influenced by multidimensional factors ranging from the physical atmosphere to service delivery, social interaction, and emotional connection. These establishments differentiate themselves from traditional restaurants by prioritizing experiential satisfaction and offering an unforgettable gastronomic experience for both locals and tourists. In the future, the success of home-style restaurants is expected to depend on their ability to balance professional service quality with traditional hospitality while preserving authenticity.

5.15. Loyalty Programs and Application Examples in Home-Style Restaurants Introduction

In today's competitive gastronomy environment, customer loyalty is one of the cornerstones of sustainability, especially for small-scale businesses and home-style restaurants. Loyalty programs not only encourage customers to return but also strengthen the business's brand identity, customer loyalty, and word-of-mouth marketing processes (Oliver, 2015). Home-style restaurants, which differentiate themselves through warmth and personalized experiences, increase their chances of standing out from competitors by integrating their loyalty strategies with this unique atmosphere. Home-style restaurants, as small-scale, personalized gastronomy businesses, differentiate themselves from traditional restaurants through the emotional connection they establish with customers. This connection is strengthened not only by

food quality but also by hospitality, storytelling, and incentives for repeat visits. Loyalty programs are an effective tool for ensuring the sustainability of this connection and strategically managing customer relationships. Loyalty systems commonly used in large chain restaurants can be adapted to home-style restaurants in a more intimate, cultural, and experiential way (Kotler, Bowen, & Makens, 2017). This section discusses the basic principles, application methods, and successful examples of loyalty programs in home-style restaurants.

5.15.1. The Importance of Guest Loyalty Programs in Home-Style Restaurants

Loyalty programs are strategic tools that encourage repeat purchasing behavior among customers. According to modern marketing theories, customer loyalty depends not only on price or product quality but also on the experience and value chain offered by the business (Kotler & Keller, 2016). In home-style restaurants, loyalty is based on the guest feeling more like a "family member" than a "customer." For example, offering special dishes to regular guests, organizing personal birthday celebrations, or including plates customized with their names on the menu are practices that strengthen loyalty.

5.15.2. Fundamental Principles of Loyalty Programs in Home-Style Restaurants

Loyalty programs are strategic initiatives designed to encourage customers to return and build an emotional connection with the business. The fundamental principles of these programs for home-style restaurants are as follows:

- **5.15.2.1. Personalization in Home-Style Restaurants:** A personalized approach for each customer enhances the success of a loyalty program. For example, remembering a customer's favorite dish or sending a celebration message on special occasions can be effective.

- **5.15.2.2. Experience-Focused Approach in Home-Style Restaurants:** Home-style restaurants can offer experiential rewards such as special event invitations, recipe sharing, and cooking workshops, rather than just discounts.

- **5.15.2.3. Simplicity and Accessibility in Home-Style Restaurants:** Instead of complex digital systems, easy-to-follow point cards, stamp systems, or social media interactions should be preferred (Kimes, 2011).

- 5.15.2.3. Cultural Adaptation in Home-Style Restaurants: The loyalty program should be consistent with the restaurant's cultural identity; for example, an establishment serving Aegean cuisine could offer olive oil gifts or local products as rewards.

These principles enable home-style restaurants to differentiate their loyalty programs from those of large chains and develop a unique customer relationship model.

5.15.3. Implementation Methods in Home-Style Restaurants

Loyalty programs in home-style restaurants can be implemented using both digital and physical methods. The most common forms are listed below:

5.15.3.1. Stamp Card System in Home-Style Restaurants

After each visit, the customer is given a stamp; when a certain number of stamps are collected, a free menu or special treat is offered. This system is particularly suitable for restaurants with a fixed menu.

5.15.3. 2. Social Media Engagement Program in Home-Style Restaurants

Discounts or special invitations can be offered in exchange for posts, comments, or tags on Instagram or WhatsApp. This method enhances digital visibility while encouraging loyalty (Kaplan & Haenlein, 2010).

5.15.3. 3. Membership-Based Loyalty Programs in Home-Style Restaurants

By offering customers a special "home-friendly" membership system, privileges such as a monthly special menu, recipe workshop, or product gift can be provided. This system strengthens the sense of community.

5.15.3. 4. Memory and Story Sharing in Home-Style Restaurants

Customers are encouraged to share their memories of the restaurant; the most meaningful story may be rewarded with a special dinner invitation. This approach supports the establishment of cultural connections.

These application forms make home-style restaurant loyalty programs effective both functionally and emotionally.

5.15.4. Examples of Implementation in Home-Style Restaurants

Home-style restaurants in Turkey and around the world successfully implement loyalty programs within a cultural context:

- **5.15.4.1. Home-Style Restaurant İzmir – The Taste of the Aegean:** This restaurant, which gifts homemade olive oil to customers after every five visits, has combined a stamp card system with local products.

- **5.15.4.2. Home-Style Restaurant Cappadocia – Stone Oven Table:** Customers who share recipes on social media are invited to free workshops, thereby blending digital interaction with physical experiences.

- **5.15.4.3. Home-Style Restaurant Barcelona – Cocina de Casa:** A monthly traditional Spanish menu is offered to loyal customers through a "home-friendly" membership system, which enhances cultural ties.

These examples demonstrate that home-style restaurants use loyalty programs not only for commercial purposes but also as a means of establishing cultural and social connections.

5.15.5. Loyalty Program Models for Home-Style Restaurants

Loyalty programs for home-style restaurants are designed to foster more personal, cultural, and emotional connections, unlike the point-collection systems used by large-scale chain restaurants.

5.15.5.1. Card or Digital Point Systems in Home-Style Restaurants In small-scale home restaurants, point collection systems can be implemented through simple stamp cards or mobile applications. For example**,** offering a free dessert after every five visits is seen as an easy yet effective way to reward loyalty.

5.15.5.2.Special Day Perks in Home-Style Restaurants Offering a free menu or special table decorations on guests' birthdays or anniversaries strengthens the emotional connection between the guest and the restaurant (Berry, 2002).

5.15.5.3.Community and Club Memberships in Home-Style Restaurants

Creating "loyal guest clubs" in home-style restaurants ensures that guests feel not only a dining experience but also a sense of social belonging. Within the scope of these memberships, special cooking workshops, cooking events with the chef, or local gastronomy presentations can be organized.

5.15.5.4. Local Product-Focused Loyalty Programs in Home-Style Restaurants

Especially in home-style restaurants based on local cuisine, gifting local products (e.g., olive oil, jam, spices) to guests after a certain number of visits creates value both culturally and economically (Bessiere, 1998).

5.15.6. Examples of Loyalty Program Implementation in Home-Style Restaurants

The success of loyalty programs may vary depending on the cultural context and customer expectations. In Turkey, loyalty programs based on local cuisine culture are particularly prominent in home-style restaurants. For example, organizing "special menu tasting days" for regular customers at a home restaurant based on Gaziantep cuisine strengthens loyalty.

Globally, the "agriturismo" model in Italy highlights customer loyalty as a natural part of the experience. Here, guests are not only served meals but also provided with a farm life experience, product harvesting activities, and local cooking workshops to build a sense of belonging (Hall & Gössling, 2016). Similarly, personalized menu services in Japanese "ryokan"-style guesthouses increase the rate of repeat visits.

The implementation of loyalty programs in home-style restaurants is not only an economic strategy but also a cultural sustainability tool. In choosing a restaurant, guests are influenced not only by price and taste but also by personal experience, emotional connection, and the "home-like atmosphere." Therefore, loyalty programs developed for home-style restaurants should be built on local culture, guest expectations, and sincerity.

Loyalty programs in home-style restaurants are more personal and culturally focused compared to traditional chain restaurants. The guest's sense of a strong connection with the host forms the foundation of loyalty. Point systems, special day privileges, community memberships, and locally sourced product initiatives are effective tools for fostering this connection. Therefore, loyalty strategies not only ensure customer repeat visits but also strengthen the long-term brand identity and cultural sustainability of home-style restaurants.

Loyalty programs in home-style restaurants are strategic applications that ensure the sustainability of the emotional bond established with customers and support the long-term success of the business. Loyalty programs designed in line with the principles of personalization, experience-centricity, cultural alignment, and accessibility increase customer loyalty while preserving the unique identity of home-style restaurants. In this context, it is recommended that home-style restaurants view their loyalty programs not only as a discount tool but also as a cultural narrative and community-building strategy.

Use of Local Products and Supply Chain Management in Home-Style Restaurants

6.1. The Meaning and Importance of Local Product Use in Home-Style Restaurants

Home-style restaurants are unique gastronomic ventures where individuals can share their own culinary culture with guests in a home-like setting. The ingredients used in these restaurants are one of the most important elements that define the concept's naturalness, uniqueness, and cultural depth. In particular, the preference for local products not only creates an authentic culinary experience but also contributes to sustainability, social development, and the preservation of gastronomic identity. The use of local products creates economic and ecological benefits by shortening the food supply chain, while also providing an important foundation for home-style restaurants to differentiate themselves in the market (Tregear, 2011). Home-style restaurants are small-scale, personalized gastronomy experiences that keep traditional culinary cultures alive. These restaurants are not only food service providers but also representatives of local identity, cultural heritage, and community ties. In this context, the use of local products is a fundamental principle that supports the operational and cultural sustainability of home-style restaurants. Local products offer advantages in terms of freshness, authenticity, and environmental awareness, while also contributing to the regional economy and promoting gastronomic tourism (Sims, 2009). In this section, the meaning and importance of local product use in home-style restaurants are discussed in the context of cultural representation, economic contribution, and sustainability.

6.2. The Impact of Local Products on Gastronomic Identity in Home-Style Restaurants

Local products form the foundation of gastronomic identity by reflecting the geographical, climatic, and cultural characteristics of a region. The use of these products in home-style restaurants offers guests not only food but also the opportunity to experience the story, history, and way of life of that region (Bessière & Tibere, 2013). For example, olive oil and herbs used in Aegean cuisine or bulgur and spices prominent in Southeastern Anatolia strongly represent local identity. In this context, the use of local products directly aligns with the goal of home-style restaurants to offer an "authentic culinary experience."

6.3. The Economic Dimension of Local Product Use in Home-Style Restaurants

The preference for local products in home-style restaurants contributes directly to the regional economy. Vegetables, fruits, grains, and animal products sourced from local producers support the economic sustainability of small-scale agricultural businesses and cooperatives (Ilbery & Maye, 2005). Additionally, the growing consumer interest in products labeled as "local" makes it easier for home-style restaurants to attract different customer segments. Especially guests interested in culinary tourism seek not only food but also an experience of the region's cultural and economic fabric (Everett & Aitchison, 2008).

6.4. Sustainability and Environmental Contributions in Home-Style Restaurants

The use of local products is also important from an environmental perspective. Local supply chains reduce the need for long-distance transportation, thereby decreasing the carbon footprint (Pearson et al., 2011). This approach contributes to home-style restaurants positioning themselves as environmentally conscious businesses. Additionally, using seasonal and naturally produced ingredients facilitates the preparation of healthy and fresh meals, thereby enhancing customer satisfaction. As a result, home-style restaurants add value as businesses that are both ecologically and socially responsible.

6.5. Cultural Sustainability and Storytelling in Home-Style Restaurants

The use of local products is not only a physical choice of materials but also ensures the preservation of cultural heritage. Home-style restaurant owners can implement storytelling strategies by sharing the origins, production processes, and local traditions of the ingredients they use in their dishes with their guests. For example, explaining that tarhana served in a home restaurant is an important part of winter preparations in Anatolia creates a stronger connection and meaning for guests toward the dish (Bessière, 1998). In this way, local products also strengthen the emotional aspect of the gastronomic experience.

6.6. Cultural Representation and Identity Construction in Home-Style Restaurants

Local products are tools that build the cultural identity of home-style restaurants and offer customers a narrative-based experience. Each product is associated with the climate, production methods, and social memory of a specific region.

- **6.6.1. The Story of Food in Home-Style Restaurants:** Dishes prepared with local products carry the historical and cultural narrative of the region. For example, desserts made with figs grown in Aydın are not just a flavor; they are also a reflection of the region's agricultural tradition.

-**6.6.2. Preserving Culinary Culture in Home-Style** Restaurants**:** Home-style restaurants preserve traditional recipes using local products. This contributes to the preservation of cultural heritage and intergenerational transmission (Horng & Tsai, 2012).

- **6.6.3. Narrative-Based Presentation in Home-Style Restaurants:** Providing information about the origin, producer, and seasonality of the products on the menu facilitates the establishment of an emotional connection with guests. This approach is also valuable in terms of gastronomic tourism.

The use of local products transforms home-style restaurants into spaces that not only serve food but also produce cultural narratives.

6.7. Economic Contribution and Community Bonds in Home-Style Restaurants

The use of local products in home-style restaurants not only enhances culinary quality but also directly contributes to the regional economy and community relations.

- **6.7.1. Supporting Local Producers in Home-Style Restaurants:** Direct collaboration with small farmers, cooperatives, and neighborhood market producers strengthens the local economy. This approach promotes fair trade without intermediaries in the food chain (Sims, 2009).

- 6.7.2. **Community Interaction in Home-Style Restaurants:** The use of local products helps the restaurant establish stronger ties with the surrounding area. Guests develop a sense of belonging to the venue by consuming products from producers they know.

- **6.7.3. Cost and Supply Advantages in Home-Style Restaurants:** Seasonal and regional products may be more economical due to lower transportation costs. Additionally, the supply process becomes more flexible and reliable.

These economic benefits enable home-style restaurants to develop a sustainable business model and integrate into the community.

6.8. Sustainability and Environmental Awareness in Home-Style Restaurants

The use of local products ensures that home-style restaurants operate in line with environmental sustainability principles.

-6.8.1. Reducing the Carbon Footprint in Home-Style Restaurants: Using local resources instead of products transported from distant regions reduces carbon emissions from logistics (Sims, 2009).

- **6.8.2. Use of Seasonal Products in Home-Style Restaurants:** Preferring products produced in season aligns with natural cycles and supports agricultural sustainability.

-6.8.3. Waste Management in Home-Style Restaurants: Sourcing local products fresh and directly reduces food waste. Additionally, direct communication with producers enables the minimization of packaging waste.

These environmental contributions ensure that home-style restaurants are not only economically viable but also ecologically responsible businesses.

The use of local products in home-style restaurants has a multidimensional importance in terms of cultural representation, economic contribution, and environmental sustainability. Local products strengthen the restaurant's identity while ensuring that the bond established with guests is more meaningful and lasting. At the same time, values such as supporting regional producers, interacting with the community, and environmental awareness

make home-style restaurants not only gastronomic but also social actors. In this context, it is recommended that home-style restaurants consider the use of local products not as a strategic choice but as a cultural and ethical responsibility.

The meaning and importance of using local products in home-style restaurants is not limited to the choice of ingredients. This choice is a holistic approach that strengthens gastronomic identity, supports the regional economy, contributes to environmental sustainability, and preserves cultural heritage. Local products play a central role in the success of home-style restaurants. Therefore, these businesses' strategic focus on local supply chains enriches the customer experience and contributes to regional development in the context of gastronomic tourism.

6.8.3. Examples of Local Products in Home-Style Restaurants in the Aegean and Mediterranean Cuisine

Home-style restaurants occupy an important place among gastronomic business models that enable the unique and authentic experience of local culinary culture. Unlike large-scale businesses, these restaurants offer guests the opportunity to establish cultural ties and discover authentic flavors by serving home-cooked meals (Çalışkan, 2020). The Aegean and Mediterranean cuisines hold an important place in Turkey's gastronomic geography. Local products such as olive oil, fresh herbs, seafood, grains, and legumes form the basic components of these cuisines (Baysal, 2019). The use of these products in home-style restaurants not only enhances gastronomic quality but also makes important contributions to sustainability, identity, and the preservation of cultural heritage. This section will examine the local products that stand out in the Aegean and Mediterranean cuisines; examples of their use in home-style restaurants will be discussed, and their impact on the guest experience will be analyzed. The Aegean and Mediterranean cuisine represents one of Turkey's most established and rich gastronomic traditions. This culinary culture is shaped around principles of closeness to nature, seasonality, simplicity, and healthy eating. Home-style restaurants are unique establishments that keep the spirit of this cuisine alive and bring local products directly to the table. The use of local products is significant not only in terms of taste but also in terms of cultural representation, economic sustainability, and community ties (Sims, 2009). In this section, examples of local products prominent in the Aegean and Mediterranean cuisines are examined, and the forms and meanings of their use in home-style restaurants are evaluated.

6.8.4. Use of Local Products in Home-Style Restaurants in the Aegean Cuisine

The Aegean cuisine is particularly known for its olive oil, herbs, and seafood. Olive oil is not merely a cooking oil but is also recognized as a cultural value. The aromatic differences of olive oils produced in the Aegean region enhance the flavor of dishes (Akgün, 2021). The use of these oils in salads, olive oil-based dishes, and hot appetizers in home-style restaurants creates an authentic experience for guests.

Another characteristic element is the herbs unique to the Aegean region. Herbs such as shivketibostan, radika, arapsaçı, and ebegümeci can only be found in local markets and are cooked using traditional methods (Şahin & Demirtaş, 2022). Dishes prepared with these herbs in home-style restaurants reflect both the local understanding of health and gastronomic diversity. Since guests often cannot find such products outside the home, the experience becomes more special.

Additionally, seafood such as sardines and octopus, which are widely consumed along the Aegean coast, are prepared and served using simple and natural cooking methods in home-style restaurants. This highlights the naturalness and simplicity of the regional cuisine.

6.8.5. Use of Local Products in the Mediterranean Cuisine at Home-Style Restaurants

The Mediterranean cuisine is characterized by fresh vegetables, legumes, fish, and citrus fruits. Citrus fruits grown in the Antalya, Mersin, and Hatay regions, in particular, have a wide range of uses, from salads to desserts. Products such as lemon, orange, and pomegranate are added to menus in home-style restaurants for both their taste and visual appeal (Yılmaz, 2020).

Mediterranean cuisine also features mezze dishes such as hummus, zahter salad, and babagannuş. The main ingredients of these dishes—chickpeas, tahini, sesame, and local spices—are frequently found on the menus of home-style restaurants in the region. In particular, the Hatay cuisine has been recognized by UNESCO as a gastronomy city due to its diversity (UNESCO, 2017).

Additionally, fresh herbs and spices commonly used in the Mediterranean region give home-style restaurants their distinctive flavor. Products such as oregano, rosemary, basil, and bay leaves enhance the natural taste of meat and fish dishes, creating a depth of flavor.

6.8.6. The Contribution of Local Products to the Guest Experience in Home-Style Restaurants

The use of local products ensures that the experience offered by home-style restaurants is authentic and unforgettable. Guests are not just eating a meal; they are experiencing a culture and a way of life. For example, a home-style restaurant in the Aegean region that serves olive oil-braised artichokes or sautéed herbs is not just serving a meal; it is also sharing a part of a healthy lifestyle culture with its guests (Demir & Steel, 2018).

Similarly, home restaurants in the Mediterranean region highlight the region's fresh products with dishes such as pomegranate salad or lemon fish, appealing to both the palate and the cultural memory of guests. In this context, local products can be considered an important element in the differentiation strategies of home-style restaurants.

Aegean and Mediterranean cuisines offer important gastronomic resources that strengthen the menu identity of home-style restaurants with their abundance of local products. Products such as olive oil, herbs, seafood, citrus fruits, and legumes carry both flavor and cultural meaning. The use of these products in authentic recipes in home-style restaurants offers guests not only a dining experience but also a cultural journey. Therefore, the use of local products is considered an indispensable element for the sustainability, differentiation, and preservation of cultural values of home-style restaurants.

6.8.7. Olive Oil in Home-Style Restaurants: The Region's Treasure

Olive oil is the cornerstone of the Aegean and Mediterranean cuisines. The oil obtained from olives grown in provinces such as Aydın, Muğla, İzmir, and Antalya is used both in dishes and cold appetizers.

- **6.8.7.1. Product Usage Areas in Home-Style Restaurants:** Olive oil is a main ingredient in dishes such as olive oil-based artichokes, stuffed zucchini flowers, and broad bean salad.

- **6.8.7.2. Cultural Value in Home-Style Restaurants:** Olive oil is not merely a food for the local community; it is also a way of life and a symbol of health.

- **6.8.7.3. Menu Presentation in Home-Style Restaurants:** Some restaurants serve their own olive oil at the table or offer it for sale to support local producers (Horng & Tsai, 2012).

Olive oil is the strongest local product that defines the identity of home-style restaurants and establishes a cultural connection with guests.

6.8.8. Herbs and Greens in Home-Style Restaurants: From Nature to the Table

In the Aegean and Mediterranean cuisines, herbs gathered from nature are both nutritious and culturally valuable ingredients. Herbs collected in markets and mountains during spring months are frequently featured on the menus of home-style restaurants.

- **6.8.8.1. Example Products in Home-Style Restaurants:** Radish, sorrel, turnip greens, lamb's ears, and chickweed.

- **6.8.8.2. Preparation Methods in Home-Style Restaurants:** Boiled and served with lemon and olive oil; some are sautéed with eggs to become a main dish.

- **6.8.8.3. Cultural Significance in Home-Style Restaurants:** Herb dishes reflect the region's connection with nature and seasonal eating habits.

Home-style restaurants obtain these herbs directly from producers or by gathering them themselves, offering guests authenticity and uniqueness.

6.8.9. Seafood in Home-Style Restaurants: A Symbol of Coastal Culture

Fishing is both a livelihood and the foundation of culinary culture along the Aegean and Mediterranean coasts. Home-style restaurants incorporate fresh seafood into their menus by sourcing it daily.

- **6.8.9.1. Example Products in Home-Style Restaurants:** Sea bream, sea bass, sardines, squid, and shrimp.

- **6.8.9.2. Preparation Methods for Products in Home-Style Restaurants:** Baked, grilled, or served with olive oil-based sauces.

- **6.8.9.3. Local Product Sourcing in Home-Style Restaurants:** Purchased from fish markets or directly from fishermen; some restaurants determine their menu based on the morning catch.

Seafood is an important component that strengthens the seasonal and local product concept of home-style restaurants (Kotler, Bowen, & Makens, 2017).

6.8.9.4. Fruits and Vegetables in Home-Style Restaurants: From Garden to Table

In the Aegean and Mediterranean cuisines, fruits and vegetables are served both as main dishes and desserts. Especially in summer, products harvested from the garden determine the menu of home-style restaurants.

- **6.8.9.4.1. Example Products in Home-Style Restaurants:** Tomatoes, peppers, eggplants, figs, pomegranates, quinces, and grapes.

- **6.8.9.4.2. Uses of Local Products in Home-Style Restaurants:** Used in salads, stuffed dishes, jams, and desserts.

- **6.8.9.4.3. Cultural Context in Home-Style Restaurants:** Each product is related to the region's climate and agricultural traditions; for example, Aydın figs are recognized at both national and international levels.

Home-style restaurants source these products from local markets or neighboring producers, ensuring both freshness and community support.

The use of local products specific to the Aegean and Mediterranean cuisines in home-style restaurants transforms the gastronomic experience into a cultural and social narrative. Olive oil, herbs, seafood, and seasonal fruits and vegetables represent not only flavor but also the region's way of life, its relationship with nature, and its production culture. The direct sourcing of these products enhances the uniqueness of home-style restaurants while making the connection with guests more meaningful and lasting. In this context, the use of local products is not a preference for home-style restaurants; it is a cultural responsibility and a strategic form of value creation.

6.9. Supply Chain Strategies in Home-Style Restaurants

6.9.1. Local Product-Based Supply Chain in Home-Style Restaurants

A local product-based approach is of great importance in the supply chain strategies of home-style restaurants. Directly sourcing products from local farmers, cooperatives, and small producers not only ensures cost-effectiveness but also enhances the uniqueness of the menu. This approach enables restaurants to strengthen their unique identity and create gastronomic differentiation (Tregear, 2020). For example, sourcing olive oil directly from local producers in the Aegean region not only guarantees product quality but also contributes to the preservation of regional culinary culture.

Local sourcing also offers advantages in terms of sustainability. Reduced transportation costs, lower carbon footprint, and the use of seasonal products support home-style restaurants in positioning themselves as environmentally conscious businesses (Sims, 2009). However, the most significant challenge in sourcing local products is ensuring the continuity and diversity of supply. Capacity constraints among small-scale producers can lead to shortages of certain products. Therefore, establishing long-term partnerships with multiple local suppliers is a critical strategy for home-style restaurants.

Thus, a local product-based supply chain is an indispensable strategy for home-style restaurants, supporting both gastronomic uniqueness and sustainable business practices.

6.9.2. Procurement Through Digital Platforms

The use of digital platforms in the supply chain strategies of home-style restaurants is gaining increasing importance today. E-commerce sites, producer-consumer focused marketplaces, and orders placed through mobile applications enable businesses to procure materials quickly and reliably (Pantano & Gandini, 2017). This method provides practicality, especially for home-style restaurants operating in large cities.

Digital platforms offer restaurant owners the advantage of comparing product prices, evaluating the reliability of suppliers, and managing inventory in real time. Additionally, the logistics solutions provided through these channels facilitate regular material procurement even for home-based restaurants with limited storage capacity. For example, some home-style restaurants in Istanbul have been observed to place daily orders for fresh products through digital food supply platforms, thereby reducing waste.

However, there are also some risks associated with the use of digital platforms. In particular, the inability to control food safety and product quality stands out as a significant issue. Furthermore, purchases made through digital platforms are often subject to high price fluctuations, which can create challenges in budget management (Kotler et al., 2021). Therefore, home-style restaurants should adopt a hybrid strategy when using digital supply methods, balancing both digital platforms and local producer relationships to create a more reliable supply system.

In conclusion, digital supply chain strategies are considered an important innovative method that enhances the flexibility and competitiveness of home-style restaurants.

6.9.3. Hybrid Supply Chain: Integrating Local and Digital Solutions

One of the most effective supply chain strategies for home-style restaurants is the adoption of a hybrid model. This model involves both directly sourcing products from local producers and utilizing practical solutions provided by digital platforms. As a result, businesses can maintain product quality and uniqueness while also achieving logistical flexibility (Christopher, 2016).

In a hybrid supply chain, restaurants source basic products (e.g., olive oil, cheese, legumes) directly from local producers, while turning to digital platforms for rare or urgently needed items. This approach also offers a strategic advantage in terms of risk distribution. For example, a home-style restaurant operating in the Aegean region sourcing vegetables and fruits from village markets while procuring exotic spices through e-commerce is a typical example of the hybrid model.

Additionally, the hybrid system enables businesses to be more resilient during crises (e.g., pandemics, supply chain disruptions) (Ivanov & Dolgui, 2020). Supporting local producers ensures supply continuity, while digital platforms offer a wide product range and quick access. However, for the success of the hybrid model, home-style restaurants must conduct effective planning, cost analysis, and supplier reliability audits.

In conclusion, the hybrid supply chain strategy enables home-style restaurants to both preserve their cultural uniqueness while delivering value to their guests and leverage modern technologies to gain a competitive advantage.

6.9.4. Supply Chain Strategies in Home-Style Restaurants

6.9.4.1. Characteristics of the Supply Chain Structure in Home-Style Restaurants

Home-style restaurants operate on a smaller scale, are more flexible, and are locally focused compared to traditional restaurants. This structure requires supply chain strategies to be simpler, more direct, and community-based. The supply chain is a process that spans from material procurement to storage, production, and service, and in home-style restaurants, this process is typically managed by a single individual or family (Kotler, Bowen, & Makens, 2017).

- **6.9.4.1.1. Low-volume purchasing in home-style restaurants:** Home-style restaurants opt for daily or weekly small-scale procurement

instead of purchasing large quantities of products. This approach provides a freshness advantage while reducing inventory costs.

- **6.9.4.1.2. Seasonal and regional product focus in home-style restaurants:** The supply chain is shaped by the availability of seasonal products. This approach is important for both sustainability and preserving local culinary culture.

- **6.9.4.1.3. Flexible planning in home-style restaurants:** Due to menu variability and fluctuations in customer numbers, supply planning must be flexible. This flexibility enables home-style restaurants to be more resilient in the face of crises (Sims, 2009).

These characteristics are the fundamental elements that distinguish home-style restaurants from large-scale businesses and make them more effective in a local context.

2. 6.9.4.1.4. Local Supply Strategies and Collaborations in Home-Style Restaurants

Direct relationships with local producers play a critical role in the supply chain strategies of home-style restaurants. These collaborations generate both economic and social benefits.

- **6.9.4.1.4.1. Direct sourcing from local producers in home-style restaurants:** Relationships with neighborhood markets, small farms, cooperatives, and family businesses enable the procurement of products without intermediaries and with high reliability. This method improves product quality while reducing costs.

-**6.9.4.1.4.2. Community-based collaboration in home-style restaurants:** Joint purchases can be made with other home-style restaurants operating in the same area. This collaboration creates economies of scale in the supply chain and strengthens the culture of solidarity (Horng & Tsai, 2012).

- **6.9.4.1.4.3. Seasonal Product Planning in Home-Style Restaurants:** Through preliminary discussions with local producers, it is possible to plan which products will be sourced and when. This strategy simplifies menu design and reduces waste.

- **6.9.4.1.4.4. Trust in Home-Style Restaurants:** Continuous and transparent communication enhances the reliability of the supply chain. Home-style restaurants establish long-term collaborations by respecting the producers' labor.

Local sourcing strategies strengthen the cultural identity of home-style restaurants while directly contributing to the regional economy.

6.9.4.1.4.5. Digitalization and Flexible Supply Chain Management in Home-Style Restaurants

Today, digital tools offer solutions that simplify and optimize supply chain management for small-scale businesses. Home-style restaurants can also use these tools to develop more efficient and flexible supply strategies.

- **6.9.4.1.4.5.1. Digital inventory tracking in home-style restaurants:** Product consumption can be monitored using simple mobile apps or online software, enabling timely detection of missing ingredients and placement of orders.

- **6.9.4.1.4.5.2. Online Producer Platforms in Home-Style Restaurants:** Direct orders can be placed through digital marketplaces where local producers offer their products. This system increases product variety and saves time.

- **6.9.4.1.4.5.3. Social media-based sourcing:** Some home-based restaurants communicate with producers through social media groups. For example, products can be sourced through communities such as the "Didim Local Producer Network."

- **6.9.4.1.4.5.4. Flexible delivery planning:** Delivery days and times can be easily planned using digital calendars and messaging apps. This flexibility aligns with the restaurant's operational flow (Lee & Kim, 2020).

Digitalization makes the supply chain of home-style restaurants more transparent, faster, and sustainable, while also increasing their capacity to generate alternative solutions during crises.

Supply chain strategies for home-style restaurants should be designed to be flexible, local, and digitally based in a way that suits their small-scale structure. Successful supply chain management increases the restaurant's operational efficiency while strengthening its cultural identity, customer satisfaction, and connection with the community. Local producer collaborations, seasonal planning, and the integration of digital tools play a critical role in helping home-style restaurants achieve their sustainability and uniqueness goals.

6.10. Storage and Waste Management in Home-Style Restaurants

Home-style restaurant businesses, despite offering a flexible and intimate service due to their small-scale structure, must also be meticulous in matters

such as food safety, material storage, and waste management, just like professional restaurants. In particular, the way food products are stored directly affects their shelf life, cost control, and customer health (FAO, 2020). Additionally, waste management is a critical aspect for home-style restaurants in terms of both economic sustainability and environmental responsibility. Therefore, storage and waste management are fundamental components of home-style restaurants' sustainability policies. Home-style restaurants, as small-scale and personalized gastronomy businesses, have a responsibility to preserve local culinary culture while operating in accordance with sustainability principles. In these businesses, storage and waste management are critical for both cost control and environmental awareness. Compared to large restaurants, home-style restaurants, which operate with more limited space and resources, can gain advantages in terms of both operational efficiency and social responsibility by developing effective storage systems and waste reduction strategies (Sims, 2009). In this section, storage methods, causes of waste, and solution strategies in home-style restaurants are discussed within an academic framework.

6.10.1. Basic Principles of Storage Processes in Home-Style Restaurants

Storage is of critical importance in terms of food safety standards. Since home-style restaurants have small-scale storage areas, materials must be stored under the right conditions and in a systematic manner. The basic principles include temperature control, maintaining humidity levels, labeling products according to their shelf life, and applying the "first in, first out" (FIFO) principle (Kotsanopoulos & Arvanitoyannis, 2017).

For example, meat and dairy products should be stored in a refrigerator at +0 to +4 °C, while frozen foods should be stored at -18 °C or below. Additionally, legumes and dry foods must be stored in a cool, dry, and well-ventilated environment. Such standards not only ensure food safety but also prevent material losses and cost increases (Turkish Food Codex, 2022).

6.10.2. Sources of Waste in Home-Style Restaurants

Food waste in home-style restaurants typically originates from three main sources:

6.10.2.1. Waste during the procurement phase in home-style restaurants: Purchasing excessive or inappropriate materials and limited storage space can lead to losses.

6.10.2.2. Waste during the preparation stage in home-style restaurants: Inaccurate portion calculations during menu planning can lead to increased waste during preparation.

6.10.3. Food waste during service and consumption in home-style restaurants: Food left on guests' plates or incorrect portioning on the menu results in significant waste (Papargyropoulou et al., 2016).

Proper analysis of these resources will help home-style restaurants reduce economic losses and contribute to sustainability goals.

6.11. Strategies for Waste Management in Home-Style Restaurants

Waste management involves not only reducing food waste but also reevaluating this waste. Some strategies that can be implemented in home-style restaurants are as follows:

- **6.11.1. Menu planning in home-style restaurants:** Preparing weekly or monthly menus in line with ingredient procurement significantly reduces waste.

- **6.11.2. Portion Control in Home-Style Restaurants:** Offering flexible portion sizes based on guests' preferences can prevent leftover food.

- **6.11.3. Waste separation and reuse in home-style restaurants:** Organic waste can be composted or used as animal feed.

- **6.11.4. Utilization of Digital Technologies in Home-Style Restaurants:** Inventory tracking software and smart inventory systems are among the tools that can minimize material loss (Caldeira et al., 2019).

For example, in small-scale "osteria" type home restaurants in Italy, collaborating with local cooperatives to distribute excess food to those in need stands out as an exemplary practice in terms of both social responsibility and waste management (Garrone et al., 2014).

6.12. Storage and Waste Management in Home-Style Restaurants in the Context of Sustainability

Storage and waste management are not merely operational processes but also integral components of home-style restaurants' sustainability policies. A sustainable business approach requires balancing environmental, economic, and social benefits. The conscious use of materials and waste management

implemented by home-style restaurants in this process raise awareness in local communities and positively influence consumption habits (Principato et al., 2018).

Storage and waste management in home-style restaurants is a process that must be handled professionally despite the small-scale nature of the business. Proper storage methods ensure food safety and cost control, while waste management offers both environmental and social benefits. Therefore, storage and waste management strategies should be considered an integral part of business planning for the long-term success of home-style restaurants.

6.12.1. Storage Strategies and Small-Scale Applications in Home-Style Restaurants

Storage in home-style restaurants is typically carried out using home kitchen infrastructure. This requires working with limited space and equipment compared to professional kitchens. However, with proper planning and a systematic approach, these limitations can be turned into advantages.

- **6.12.1.1. Seasonal Product Storage in Home-Style Restaurants:** Products commonly used in the Aegean and Mediterranean cuisines (e.g., tomatoes, peppers, herbs) can be stored by drying, canning, or freezing during their season. This method reduces costs and ensures product continuity.

-**6.12.1.2. Labeling and Dating in Home-Style Restaurants:** By writing production and expiration dates on storage containers, inventory tracking is made easier. This practice is also important for food safety (Kotler, Bowen, & Makens, 2017).

-**6.12.1.3. Space Efficiency in Home-Style Restaurants:** Shelving systems, vacuum packaging, and vertical storage solutions can make small spaces more efficient. Glass jars are preferred for dry foods and spices, ensuring both hygiene and aesthetics.

- **6.12.1.4. Cold Chain Tracking in Home-Style Restaurants:** Small-scale refrigerators or deep-freeze systems are used for sensitive materials such as meat, dairy products, and seafood. Temperature control is regularly monitored using manual thermometers.

These strategies enable home-style restaurants to establish an effective and safe storage system even under limited physical conditions.

6.13. Causes and Effects of Food Waste in Home-Style Restaurants

Food waste in home-style restaurants can lead to both economic losses and environmental damage. The main causes of waste are listed below:

-6.13.1. Excessive Production in Home-Style Restaurants: Inaccurate estimation of customer numbers can lead to overproduction of food and, consequently, waste.

- 6.13.2. Poor Inventory Management in Home-Style Restaurants: Failure to monitor product expiration dates increases spoilage and disposal rates.

- 6.13.3. Inadequate Menu Planning in Home-Style Restaurants: Failure to use seasonal products or ensuring menu variety aligns with inventory levels can result in excess materials.

- 6.13.4. Presentation and Portioning Errors in Home-Style Restaurants: Serving large portions can result in guests not being able to finish their meals, thereby increasing plate waste (Papargyropoulou et al., 2014).

Food waste not only increases operational costs but also has negative consequences from an ethical and environmental responsibility perspective.

6.14. Strategies to Prevent Waste in Home-Style Restaurants

Home-style restaurants can develop both operational and cultural strategies to reduce waste. These strategies are detailed below:

- 6.14.1. Reservation-Based Production in Home-Style Restaurants: The daily number of customers is determined in advance, and production quantities are planned accordingly. This method is particularly suitable for restaurants with a fixed menu.

-6.14.2. Utilizing Leftovers in Home-Style Restaurants: Leftovers can be transformed into a different menu item for the next day. For example, boiled vegetables can be used in soup or as filling for pastries.

-6.14.3. Composting and Recycling in Home-Style Restaurants: Organic waste can be included in a composting system for use in the garden. Packaging waste should be sorted and sent for recycling.

-6.14.4. Guest Information in Home-Style Restaurants: Guests can be informed about portion preferences, leftover packaging, and waste awareness to increase social awareness (FAO, 2019).

These strategies strengthen both the economic sustainability and environmental responsibility of home-style restaurants.

Storage and waste management in home-style restaurants, when planned in a way that suits their small-scale structure, provide significant gains in terms of both operational efficiency and social responsibility. Proper storage of seasonal products, regular stock tracking, and production planning based on customer numbers are the basic steps in preventing waste. Additionally, cultural strategies such as repurposing leftover food, composting, and guest education enable home-style restaurants to contribute to a sustainable gastronomy approach. In this context, storage and waste management should not be viewed solely as a technical process but also as an ethical and cultural responsibility.

Home-Style Restaurants: Successful Entrepreneurial Stories and Examples

7.1. Home-Style Restaurant Initiatives Inspired by Turkey

Turkey, with its deep-rooted gastronomic heritage and strong family dining culture, has a very favorable environment for home-style restaurant ventures. Especially in recent years, home-style restaurants that have emerged in both large cities and rural areas offer entrepreneurs low-cost, authentic, and experience-oriented business models. These initiatives not only provide economic benefits but also contribute significantly to the preservation of local cuisines, the diversification of tourism, and the increase in women's employment (Yıldız & Demir, 2020). When examining examples from different regions of Turkey, it is evident that home-style restaurants primarily rely on local culinary identity, hospitality culture, and social solidarity. Home-style restaurants are small-scale businesses that keep Turkey's rich culinary culture alive and offer an intimate and personalized gastronomic experience. These restaurants stand out for their use of local products, cultural narratives, and community-based service approach. In recent years, unique home-style restaurant initiatives that have emerged in different regions of Turkey have contributed to gastronomic tourism and inspired a new generation of entrepreneurs. In this section, prominent home-style restaurant initiatives in Turkey will be examined, and their cultural, economic, and strategic aspects will be evaluated.

7.1.2. Home-Style Restaurants and Anatolian Women's Cooperatives

One of the most powerful examples inspiring home-style restaurant initiatives in Turkey is women's cooperatives. Especially in the Central Anatolia and Aegean regions, home-style restaurants opened by women coming together provide both economic independence and social visibility. For example, a women's cooperative operating in the Beyşehir district of Konya introduces the region's culinary culture to tourists by serving local dishes, thereby generating income for women (Çetin & Karabacak, 2021). This model emphasizes the importance of a collective work culture for home-based restaurant entrepreneurs and demonstrates the power of solidarity in entrepreneurship.

7.1.3. Home-Style Restaurants Examples of Home-Style Restaurants in Cappadocia and Tourist Areas

Cappadocia is one of the key regions where home-style restaurant ventures offer tourists a direct cultural experience. Some home restaurants in Cappadocia have developed an experience-focused gastronomy tourism model by serving local dishes to tourists in stone houses and traditional Anatolian settings. For example, a home restaurant that started as a small family business in Nevşehir has quickly gained international recognition in travel guides by serving tourists local dishes such as tandir bread and testi kebab (Göksel, 2019). This example demonstrates that home-style restaurants can be transformed into tourism-focused business models with proper positioning.

7.1.4. Home-Style Restaurants as Local Flavor Initiatives in the Black Sea Region

In the Black Sea Region, home-style restaurant initiatives are generally based on naturalness, organic farming, and family cuisine. Especially in provinces such as Rize and Trabzon, home restaurants run by women serve tourists dishes such as cornbread, anchovy pilaf, and black cabbage soup. These initiatives are directly linked to the region's agricultural production and mostly adopt a farm-to-table approach (Kara & Yılmaz, 2022). This model inspires home-style restaurant entrepreneurs to achieve sustainability and authenticity in the supply chain.

7.1.5. Home-Style Restaurants Modern Home-Style Restaurant Experiences in Istanbul

In large cities, the concept of home-style restaurants has evolved into more modern and innovative forms. In Istanbul, especially among food enthusiasts and entrepreneurs, homes are being transformed into small-scale restaurants that accept guests through a reservation system. These restaurants offer both traditional Turkish cuisine and examples from world cuisines. For example, an entrepreneur in Kadıköy has developed a home restaurant model focused on healthy living by preparing vegan and gluten-free menus in his home. Such examples demonstrate that home-style restaurants can be implemented with innovative concepts not only in rural areas but also in large cities (Öztürk, 2021).

7.1.5.1. Home-Style Restaurants in Bozcaada – Ada Sofrası: A Story-Based Experience

Ada Sofrası, located in Bozcaada, offers its guests meals prepared with locally sourced ingredients through a fixed menu. The restaurant hosts a limited number of guests each evening and shares the stories behind the recipes during meal service.

-7.1.5.1.1. Cultural Layer in Home-Style Restaurants: The dishes on the menu bring together the Greek and Turkish culinary heritage of the island.

-7.1.5.1.2. Supply Strategy in Home-Style Restaurants: Products such as olive oil, tomatoes, and grapes are sourced directly from local producers on the island.

-7.1.5.1.3. Inspiration Source in Home-Style Restaurants: Storytelling and the fixed menu model serve as examples for experience-focused service design for new entrepreneurs (Sims, 2009).

Ada Sofrası is a successful example of how home-style restaurants can be enhanced through cultural narrative and local context.

7.1.5.2. Home-Style Restaurants in Izmir – The Taste of the Aegean: Seasonal Menu and Workshop Integration

Ege'nin Tadı, located in the Urla district of İzmir, is a home-style restaurant specializing in seasonal herbs and olive oil-based dishes. In addition to offering a fixed menu, the restaurant organizes cooking workshops to involve guests in the production process.

- 7.1.5.2.1 Home-Style Restaurants.Experiential Service: Guests participate in the meal preparation process, learn recipes, and build cultural connections.

- 7.1.5.2.2. Home-Style Restaurants: Loyalty Program: Regular guests are offered special menu days and product gifts.

-7.1.5.2.3. Inspiration for Home-Style Restaurants: Workshop integration demonstrates that home-style restaurants can be more than just places to eat; they can also be places to learn and share (Horng & Tsai, 2012).

Ege'nin Tadı offers an innovative model that transforms the culinary experience into a cultural and educational process.

7.1.5.2.3. Home-Style Restaurants in Cappadocia – Stone Oven Table: Unity of Space and Heritage

Located in the Cappadocia region, Taş Fırın Sofrası is a home-style restaurant venture that operates within a traditional stone house and is known for its tandir dishes. The restaurant operates on a reservation system, and the history of the dishes is explained to guests before each meal.

- 7.1.5.2.3.1. Space Design in Home-Style Restaurants: The restaurant preserves the architectural integrity of the historic stone structure, offering an authentic atmosphere.

- 7.1.5.2.3.2. Use of Local Products in Home-Style Restaurants: The meat cooked in the tandir is sourced from small local producers.

- 7.1.5.2.3.3. Inspiration Source in Home-Style Restaurants: The integration of the space with cultural heritage demonstrates how home-style restaurants can be enhanced through architectural and historical context (Kotler, Bowen, & Makens, 2017).

Taş Fırın Sofrası is a strong example of how home-style restaurants can combine their spatial identity with cultural narrative.

7.1.5.2.4. Home-Style Restaurants in Mardin – Mesopotamia Table: A Multicultural Presentation

Mezopotamya Sofrası, a home-style restaurant operating in Mardin, is a model that combines Arab, Kurdish, Syriac, and Turkish cuisines. The restaurant offers a fixed menu featuring dishes from a different culture each week, providing guests with information about the ethnic origins of the dishes.

- **7.1.5.2.4.1. Multicultural Menu in Home-Style Restaurants:** The dishes on the menu reflect the region's ethnic diversity.

-**7.1.5.2.4.2. Community Participation in Home-Style Restaurants:** Products are sourced through collaboration with local female producers.

-**7.1.5.2.4.3. Inspiration in Home-Style Restaurants:** The representation of cultural diversity through gastronomy highlights the role of home-style restaurants in social inclusion (Sims, 2009).

Mezopotamya Sofrası demonstrates how home-style restaurants can function as tools for cultural diplomacy and social bonding.

Home-style restaurant ventures in Turkey go beyond preserving local culinary culture; they inspire a new generation of entrepreneurs with strategies such as experience design, cultural narrative, architectural integrity, and community collaboration. Ada Sofrası's story-based presentation, Ege'nin Tadı's workshop integration, Taş Fırın Sofrası's spatial heritage, and Mezopotamya Sofrası's multicultural approach demonstrate how home-style restaurants can transform into unique, sustainable, and impactful businesses. In this context, these initiatives from Turkey should be regarded as examples that highlight the cultural and economic potential of the home-style restaurant model.

Home-style restaurant initiatives inspired by Turkey, despite emerging in different regions with different motivations, converge on a common point: the preservation of cultural values and the creation of social benefits. From Anatolian women's cooperatives to tourist home restaurants in Cappadocia, from organic farming-focused businesses in the Black Sea region to modern home restaurants in Istanbul, each initiative demonstrates that home-style restaurants are a versatile and flexible business model. These initiatives offer a strong source of inspiration for entrepreneurs planning to venture into home-style restaurant operations in the future, both economically and culturally.

7.2. Inspiring Models from Around the World for Home-Style Restaurants

The concept of home-style restaurants is not unique to Turkey but is applied in various forms across the globe within different cultural contexts. These models, often referred to as "home restaurants" or "supper clubs," have emerged with the aim of promoting local cuisine, fostering cultural exchange, and offering an alternative dining experience (Lane, 2011). In this context, home-style restaurant models implemented in different

countries offer successful examples that can serve as inspiration for initiatives in Turkey. Home-style restaurants are small-scale, personalized gastronomy experiences that have emerged in different cultural contexts around the world. These restaurants typically operate in a home environment, use local products, and engage directly with guests. Home-style restaurants in Turkey have developed their own unique structures by drawing inspiration from these global models in both operational and experiential terms. In this section, home-style restaurant-like applications in countries such as Japan, Italy, Peru, and Cuba will be examined, and how these models serve as examples for entrepreneurs in Turkey will be evaluated.

7.2. 1. Home-Style Restaurants in Japan – Minshuku and Kappo-Style Home Restaurants

In Japan, "minshuku" are family-run inns that offer accommodation along with home-cooked meals. Additionally, "kappo" style restaurants are experiential gastronomy spaces where the chef prepares meals for a limited number of guests in their home or a small venue.

- **7.2.1.1. Home-Style Restaurants Cultural Connection:** Japanese hospitality, simplicity, and ritual-focused presentation styles inspire home-style restaurants.

- **7.2.1.2. Home-Style Restaurants Operational Structure:** These models, which operate by reservation, offer a fixed menu, and interact with guests through an open kitchen layout, serve as examples for similar applications in Turkey.

- **7.2.1.3. Home-Style Restaurants Experiential Elements:** In Japanese home restaurants, food presentation is conducted like a ceremony; this approach is reflected in Turkish home restaurants through storytelling and presentation rituals (Horng & Tsai, 2012).

Minshuku and kappo-style establishments are examples that reinforce the experience-focused service philosophy of home-style restaurants in Turkey.

7.2.2. Home-Style Restaurants in Italy – Agriturismo and Casa Cucina Models

In Italy, rural tourism businesses called "agriturismo" offer accommodation in a farm setting and traditional food service. Additionally, some restaurants operating under the "casa cucina" (home kitchen) model are unique ventures where hosts entertain guests in their own kitchens.

- **7.2.2.1. Home-Style Restaurants Use of Local Products:** Agriturismo businesses use products they produce themselves, such as olive oil, cheese, vegetables, and wine, in their menus. This approach is reflected in home-style restaurants in Turkey through collaborations with local producers.

- **7.2.2.2. Community Ties in Home-Style Restaurants:** The "casa cucina" model preserves neighborhood culture; guests dine with the host and engage in conversation. This social interaction aligns with Turkish hospitality.

- **7.2.2.3. Home-Style Restaurants as a Source of Inspiration:** These models in Italy serve as examples for home-style restaurants in Turkey in terms of both rural development and cultural sustainability (Sims, 2009).

Italian home restaurants offer an inspiring structure for Turkish entrepreneurs in terms of both product sourcing and community relations.

7.2.3. Home-Style Restaurants in Peru – Picantería and Home Cooking Experience

In Peru, traditional home restaurants called "picantería" are establishments typically run by women and serving local recipes. These restaurants are set up in a part of the house or garden and operate with a fixed menu.

- **7.2.3.1. Home-Style Restaurants** and **Women's Entrepreneurship:** The picantería model is a form of entrepreneurship where women transform their culinary skills into economic value. A significant portion of home-style restaurants in Turkey are also established by women.

- **7.2.3.2. Home-Style Restaurants as Cultural Representation:** The presentation of Peruvian cuisine using local and seasonal ingredients aligns with similar practices in Turkish cuisine.

- **7.2.3.3. Home-Style Restaurants as a Source of Inspiration:** The Picantería model serves as an example for home-style restaurants in Turkey in terms of both women's entrepreneurship and cultural narrative (Kotler, Bowen, & Makens, 2017).

This model in Peru highlights the potential of home-style restaurants to create social impact and preserve cultural heritage.

7.2.4. Home-Style Restaurants in Cuba – The Paladar System

In Cuba, private home restaurants called "paladars" have developed as an alternative to the state-controlled gastronomy sector. These restaurants

serve a limited number of guests in a home environment and are typically family-run businesses.

- **7.2.4.1. Legal and Operational Flexibility:** The paladar system provides an example of how home-based restaurants can operate within a legal framework. Home restaurants in Turkey also face similar licensing and tax regulations.

- **7.2.4.2. Cultural Presentation:** Paladars offer guests a cultural experience through Cuban music, decor, and cuisine. This approach is echoed in Turkish home-based restaurants through music, decor, and storytelling.

- **7.2.3. Source of Inspiration:** The paladar model serves as an example for home-style restaurants in Turkey in terms of both legal flexibility and cultural integrity (Papargyropoulou et al., 2014).

The paladar system in Cuba can be considered a model that enhances the uniqueness and resilience of home-style restaurants.

7.2.1. Home-Style Restaurant Models in Europe

The origins of home restaurants in Europe can be traced back to countries with strong gastronomic identities, such as Italy and Spain. The "Home Food" movement in Italy was developed to preserve regional recipes and generate economic value from family kitchens. In this model, guests have the opportunity to taste traditional dishes prepared by the hosts at the family table (Bessière & Tibère, 2013). In Spain, "cena clandestina" (secret dinners) bring together food enthusiasts, creating a unique experience that strengthens social bonds (Richards, 2015).

In France, the "table d'hôte" model has emerged to support tourism in rural areas. In this model, guests are served fixed-menu home-cooked meals, which are particularly valued as part of rural tourism and combined with regional wines and local products (Poulain, 2017).

7.2.2. Examples from the Americas

The "paladar" model in Cuba is one of the most well-known examples of the home restaurant concept worldwide. Emerging in the 1990s with the government's permission for private ventures, paladars developed by converting living rooms into restaurants. These establishments appeal to both locals and tourists with their limited menus, homemade dishes, and intimate atmosphere (Hernández & Arboleya, 2016).

In the US, home-style restaurants have developed more under the "supper club" or "pop-up dining" concepts. These ventures, which have emerged

particularly in large cities, allow chefs to present their experimental culinary approaches to small groups. The aim here is not merely to sell food but to experience gastronomy as an artistic form of expression (Jakle, 2019).

7.2.3. Home Restaurant Models in Asia

In Asia, home-style restaurants have generally developed within the context of tourism and cultural exchange. In Japan, the practice known as "minpaku dining" allows tourists to participate in traditional Japanese family meals. This experience goes beyond just eating, incorporating tea ceremonies, cooking workshops, and cultural rituals (Ishii, 2018).

In India, the "tiffin service" model is based on home-cooked meals prepared by housewives and delivered to office workers or small groups. This model represents an example where the concept of a home restaurant is blended with takeout service and daily menu concepts (Banerjee, 2020).

7.2.4. Sources of Inspiration and Implications for Turkey

Examples of home-style restaurants around the world offer important insights for initiatives in Turkey. Models in Europe can be emulated in terms of preserving regional cuisines and integrating them with tourism, while the paladar model in Cuba demonstrates how limited resources can be turned into an advantage through creativity. Models in Asia, on the other hand, enrich the guest experience by offering cultural activities in addition to food.

Considering Turkey's rich culinary diversity and hospitality culture, unique home-style restaurant ventures can be designed by synthesizing these global models. In particular, fixed-menu models can be implemented in rural tourism areas, while workshop and experience-oriented models can be applied in large cities to reach different customer segments.

The diversity of home-style restaurants around the world demonstrates that this model is not only a gastronomic venture but also a means of cultural sharing and social bonding. Drawing inspiration from global examples is important for the success of home-style restaurant ventures in Turkey in terms of sustainability, uniqueness, and customer experience.

Home-style restaurant-like models emerging in countries such as Japan, Italy, Peru, and Cuba around the world are inspiring Turkish entrepreneurs both culturally and operationally. Minshuku's ritual-focused presentation, agriturismo's collaboration with local producers, picantería's female entrepreneurship, and paladar's legal flexibility contribute to the development of home-style restaurants in Turkey in terms of experience

design, sustainability, and social impact. In this context, home-style restaurants should be considered not only local but also part of a global gastronomy movement.

Home-style restaurant models emerging in countries such as Japan, Italy, Peru, and Cuba are inspiring Turkish entrepreneurs both culturally and operationally. Minshuku's ritual-focused presentation, agriturismo's local producer collaboration, picantería's female entrepreneurship, and paladar's legal flexibility contribute to the development of home-style restaurants in Turkey in terms of experience design, sustainability, and social impact. In this context, home-style restaurants should be considered not only as local but also as part of a global gastronomy movement.

The Purpose and Methodology of the Study on Home-Style Restaurants as a New Trend

8.1. Purpose of the Research on Home-Style Restaurants as a New Trend

The transformations observed in the gastronomy world in recent years, along with changes in consumer behavior, have led to the emergence of new business models. Home-style restaurants, one of these models, have seen a remarkable rise, especially in the post-pandemic period, as individuals have turned to more personal, local, and experiential dining. Home-style restaurants have been gaining attention as a rising trend in the gastronomy sector in recent years. These businesses, which stand out for their preservation of local culinary culture, experiential service delivery, and low-cost entrepreneurship model, offer a field worthy of examination in terms of both consumer behavior and entrepreneurial dynamics. Home-style restaurants, which preserve traditional culinary culture and offer small-scale, intimate service, fill an important gap both economically and culturally (Sims, 2009). In this context, examining home-style restaurants as a research topic is necessary to contribute to academic literature and generate strategic knowledge in the fields of entrepreneurship, tourism, and local development.

In recent years, there has been a significant transformation in the field of gastronomy. At the center of this transformation is the search for new experiences by individuals in both social and economic contexts. In particular, rapid urbanization, the integration of digitalization into daily life, and individuals' demand for unique experiences have led to the emergence of business types that differ from traditional restaurant models (Okumus,

2020). In this context, home-style restaurants are emerging as a new trend. Home-style restaurants are defined as the transformation of individuals' home environments into small-scale, authentic, and experience-oriented gastronomy spaces (Kadirov, 2021).

Home-style restaurants offer a multi-layered experience that includes not only food presentation but also cultural transmission, the use of local products, the reflection of hospitality culture, and the strengthening of social bonds (Bessière & Tibère, 2013). In this regard, it has become a unique phenomenon that needs to be researched in terms of both gastronomy tourism and the entrepreneurship ecosystem.

The main objective of this study is to reveal why home-style restaurants have gained importance as a rising trend, what their strengths and weaknesses are, what role they play in the social, economic, and cultural context, examples of their development in Turkey and around the world, sample menu content, and their role in sustainable gastronomy and entrepreneurship. In this context, the study aims to examine the extent to which these restaurants meet guests' expectations and the reasons behind their preferences.

The research aims to evaluate the functions of home-style restaurants at a conceptual and practical level by examining different examples in Turkey and around the world. In addition, it aims to analyze the consumer experiences, entrepreneurial opportunities, and sustainability impacts of these restaurants from an academic perspective. This research aims to produce knowledge at both theoretical and practical levels by examining home-style restaurants within a multidimensional framework. In this section, the scope and methodology of the research are detailed.

In line with this general objective, the specific objectives of the research can be summarized as follows:

8.1.1. Analysis of the social dimension: To examine how home-style restaurants strengthen interpersonal interactions, community bonds, and hospitality culture.

8.1.2. Determining the economic contribution: To evaluate the role of home-style restaurants as a small-scale entrepreneurship model in terms of female employment, additional income generation, and micro-entrepreneurship (Chen & Clark, 2021).

8.1.3. Revealing the impact on gastronomic tourism: This involves analyzing the contribution of home-style restaurants to gastronomic tourism by offering unique and authentic experiences in destinations.

8.1.4. Examination of the sustainability dimension: Discussing how elements such as the use of local products, reduction of food waste, and shortening of the supply chain are implemented in the context of home-style restaurants (Hall & Gössling, 2016).

8.1.5. Research on innovative business models: This involves evaluating menu planning, reservation systems, digital marketing, and customer loyalty programs implemented in home-style restaurants within the context of entrepreneurship literature.

8.2. The Importance of Research on Home-Style Restaurants as a New Trend

Home-style restaurants represent an area that has not yet been sufficiently addressed in the academic literature. This research aims to fill the gap in the literature by offering a new perspective in both gastronomy and entrepreneurship. It is also expected to contribute to the development of strategic recommendations for local governments, tourism planners, and entrepreneurs. This study will provide a systematic analysis of home-style restaurants, which will open up a new field of research in the disciplines of gastronomy and tourism. It is expected to fill the national and international gap in the literature. It is anticipated that entrepreneurs in the tourism sector will be supported in the business establishment process by providing example models, SWOT analyses, and recipe development strategies. Additionally, it is anticipated that the research will significantly contribute to women producers and local producers, as it emphasizes social benefits such as collaboration with local producers, women's employment, and the preservation of cultural heritage (Kotler, Bowen, & Makens, 2017). In this regard, the research will enable home-style restaurants to be evaluated not only as a gastronomic but also as an economic and cultural development tool.

8.3. Scope and Methodology of the Study on Home-Style Restaurants as a New Trend

This study encompasses both examples from the international literature and emerging home-style restaurant models in Turkey. A multi-dimensional evaluation was conducted using case analysis, conceptual discussions, literature review, and quantitative analysis methods. Quantitative research methods included a survey form administered to guests who prefer home-style restaurants and those interested in home-style restaurants. Thus, it reveals that home-style restaurants are not merely a gastronomic initiative but also a vehicle for cultural transmission and sustainable development. Home-

style restaurants have emerged as a rising trend in the gastronomy sector in recent years. These businesses, which stand out for their preservation of local culinary culture, experiential service delivery, and low-cost entrepreneurship model, offer a field worthy of examination in terms of both consumer behavior and entrepreneurship dynamics. This research aims to produce theoretical and practical knowledge by examining home-style restaurants within a multidimensional framework. The sample for this research was selected from the provinces of Istanbul, Izmir, and Bursa. Industry pioneers who have visited home-style restaurants at least once, are interested in the home-style restaurant experience, and work in home-style restaurants were reached and asked to answer the survey questions. This section details the scope and methodology of the research. This study examines home-style restaurants as a new gastronomy and entrepreneurship model in the Turkish context, aiming to analyze them in terms of their cultural, economic, social, and operational dimensions. This research addresses the social, economic, cultural, and tourist dimensions of home-style restaurants as a rising phenomenon in the field of gastronomy. The scope of the research includes analyzing the development processes, operational models, and consumer experiences of home-style restaurants in both national and international contexts. Within this scope, the following basic frameworks have been determined:

8.3.1. Geographical Scope and Objectives of the Home-Style Restaurant Study

The study covers home-style restaurant applications both in Turkey and worldwide. Additionally, the findings obtained within the scope of the research were selected from guests who have visited and received services from home-style restaurants in Istanbul, Izmir, and Bursa, and have had at least one home-style restaurant experience, as well as from employees working in home-style restaurants. Examples of home-style restaurants were examined in Europe (France, Italy, Spain), Asia (India, Thailand, Japan), and the Americas (United States, Mexico). In Turkey, the study focused on emerging practices in destinations where culinary tourism is prominent, such as Istanbul, Gaziantep, and Izmir (Okumus, 2020).

8.3.2. Thematic Scope of the Home-Style Restaurant Study:
The study examines home-style restaurants in four dimensions:

- **The social dimension of home-style restaurants:** Hospitality, cultural transmission, and social interaction.

- **The economic dimension of home-based restaurants:** Micro-entrepreneurship, women's employment, and generating additional income.

- **The Touristic Dimension of Home-Based Restaurants:** Providing authentic experiences, contributing to culinary tourism.

- **The Sustainability Dimension of Home-Based Restaurants:** Use of local products, prevention of food waste, and environmental awareness. (Hall & Gössling, 2016).

8.3.3. Time Scope of the Home-Based Restaurant Study: The research covers the rise of home-style restaurants among global gastronomy trends, particularly after the 2000s, and their increasing importance in the post-pandemic period. The post-COVID-19 demand for safe, personalized, and boutique experiences in the home environment has provided a current framework for this research (Kadirov, 2021).

8.3.4. Theoretical Scope of the Home-Style Restaurant Study

The research was evaluated within the framework of gastronomy tourism, the sharing economy, entrepreneurship theories, and sustainable development goals. Thus, home-style restaurants were considered not only as a consumption pattern but also as a socio-economic entrepreneurial model (Bessière & Tibère, 2013).

8.3.5. The Purpose of the Study on Home-Based Restaurants

The primary objective of this study is to examine home-style restaurants as a new gastronomy trend and to reveal the cultural, economic, and social dimensions of this model. The research aims to analyze why home-style restaurants have risen in popularity, what needs they address, and how they can be made sustainable.

- Purpose in the context of the cultural representation of home-style restaurants: Home-style restaurants play an important role in preserving and transmitting local culinary culture. This research aims to evaluate the relationship these businesses have with cultural heritage.

- The purpose of home-style restaurants in the context of economic alternatives: Compared to traditional restaurants, home-style restaurants can be established at a lower cost and offer an economic alternative, especially for women entrepreneurs and individuals living in rural areas (Horng & Tsai, 2012). The research aims to reveal the potential of this model in terms of micro-entrepreneurship.

- The purpose of home-based restaurants in the context of experiential service understanding: Consumers' search for not only food but also cultural and social experiences has become a distinguishing feature of home-based restaurants. The research aims to examine the effects of this experiential structure on customer satisfaction and loyalty.

In line with these primary objectives, the study aims to more clearly define the place of home-style restaurants in the gastronomy sector and offer recommendations for the development of this model.

In addition to the main objective, the research aims to achieve the following sub-objectives:

1. Analyze the historical development and spread of home-style restaurants in Turkey. **2**. Examine the supply chain, menu planning, customer relations, and marketing strategies of these businesses.

3. To evaluate the challenges faced by home-style restaurants and the solution strategies they have developed in response to these challenges.

4. Highlight the unique aspects of Turkish applications by comparing them with similar models worldwide.

5. To measure the contributions of home-style restaurants to culinary tourism and local development.

These sub-objectives expand the scope of the research and support knowledge production at both theoretical and practical levels.

8.4. Limitations of the Home-Style Restaurant Research

The research is designed to cover home-style restaurants operating in different regions of Turkey. The Aegean, Mediterranean, and Southeastern Anatolia regions, which are areas with strong local culinary cultures, are the focus.

8.4.1. Thematic Areas of Home-Style Restaurants Focused on in the Home-Style Restaurant Study

The study covers the following thematic areas:

- Business model and entrepreneurial dynamics
- Menu planning and use of local products
- Customer experience and storytelling
- Supply chain and sustainability strategies

- Digitalization and marketing methods

- Legal regulations and licensing processes

This scope enables the analysis of both the internal operations of home-style restaurants and their relationship with external environmental factors.

8.5. Research Method

This study adopted a quantitative research method. Due to the unique structure, cultural context, and experiential service delivery of home-style restaurants, quantitative data collection and interpretation techniques were preferred. This study was designed based on quantitative research methods. Within this scope, a questionnaire was distributed to guests who prefer and are interested in home-style restaurants, and they were asked to respond voluntarily. Since academic studies on home-style restaurants are limited, a quantitative research approach was deemed appropriate for developing a deeper understanding (Creswell & Poth, 2018).

8.6. Data Collection Techniques in Home-Style Restaurant Research

To reach the findings of the study, LISREL and SPSS 25.0 programs were used. A 95% confidence level was used for the analysis of the study, and the following analyses were conducted.

- Frequency and percentage analysis of demographic characteristics was conducted.

- The reliability of the scale was determined using the internal consistency method, and the Cronbach Alpha reliability criterion was utilized.

Subsequently, the item-total correlation was determined, and the change in Cronbach Alpha values was examined in the event of any scale item being removed.

- To test the validity of the scale, exploratory and confirmatory factor analyses were conducted in sequence. Various fit indices are used to determine the suitability of the model in DFA. In this study, the Chi-square goodness-of-fit index was used along with fit criteria such as IFI, CFI, RMSEA, GFI, and RMR (Schermelleh-Engel and Moosbrugger, 2003).

- Descriptive analyses were conducted to examine participants' perceptions of family-style restaurants, providing total scores, mean scores, and standard deviations.

- To examine the distribution of the data, central tendency measures such as mean and median values, and skewness and kurtosis values were analyzed.

- Pearson correlation analysis was conducted to determine the strength and direction of the relationship between opinions about home-style restaurants and their sub-dimensions.

- To compare opinions about home-style restaurants and their sub-dimensions with categorical variables, an independent samples t-test was used for two groups of demographic characteristics, and a one-way ANOVA analysis was used for three or more groups of demographic characteristics.

8.7. Sample Selection for the Home-Style Restaurant Study

Home-style restaurants operating in different regions, active for at least one year, and offering a fixed menu will be selected using purposive sampling. This selection ensures diversity and comparability.

The scope of this study is based on a multidimensional approach to home-style restaurants and their evaluation at both national and global scales. From a methodological perspective, a qualitative research design was preferred; data obtained from literature review, case analysis, and interviews were examined through thematic analysis. Thus, the contributions of home-style restaurants to gastronomic tourism, entrepreneurship, and sustainable development will be revealed within a holistic framework.

Home-style restaurants represent a rising trend in today's gastronomy world, reflecting not only changes in consumer preferences but also transformations in entrepreneurship models. The aim of this study is to contribute to the academic literature by revealing the functions of home-style restaurants in social, economic, tourist, and sustainability contexts and to provide a guiding framework for future applications.

This research aims to contribute to both academic literature and the field of applied entrepreneurship by examining home-style restaurants in a multidimensional way within the context of Turkey. Conducted through comprehensive thematic areas and qualitative methods, this study will reveal the cultural, economic, and social value production potential of home-style restaurants. At the same time, it will analyze how this model can become

a strategic tool in terms of sustainability, experience design, and local development. Home-style restaurants are attracting attention both locally and globally as a new gastronomy trend. This research aims to contribute to both academic and practical levels by addressing this business model in a multidimensional manner. Analyses conducted through fundamental elements such as cultural representation, economic alternatives, and experiential service understanding will reveal the potential of home-style restaurants in terms of sustainability and innovation. In this context, the aim of the research is not only to understand the current situation but also to develop strategic recommendations for the future.

Findings of the Study on Home-Style Restaurants as a New Trend

9.1. Findings of the Pilot Study on Home-Style Restaurants as a New Trend

This section of the study presents the validity and reliability results of the scale developed based on the data obtained from the pilot study.

9.1.1. Demographic Variables in the Research on Home-Style Restaurants as a New Trend

A total of 200 participants were reached in the pilot study, and the distribution of their demographic characteristics is presented in *Table 1*.

Table 1: Distribution of Demographic Characteristics of Participants in the Pilot Study of the Research on Home-Style Restaurants as a New Trend

Demographic Characteristics	Groups	n	
Gender	Female	108	54
	Male	92	46
Age	35 and under	45	22.5
	36	83	41.50
	46-55	41	20.5
	56 and above	31	15.5

Marital status	**Married**	91	45.5
	Single	109	54.5
Income level	**0-22,000 TL**	18	9
	22,000–50,000 TL	3	16.5
	50,001–100,000 TL	82	41
	100,001–150,001 TL	67	33.5
Education	**High school and below**	30	15
	Associate degree	48	24
	Bachelor's degree	70	35
	Graduate	52	26
Employment status	**Student**	45	22
	Worker	59	29.50
	Civil servant	74	37
	Other	22	11
Meal times	**Morning**	9	4.5
	Morning-Lunch	3	15.50
	Morning-Evening	88	44
	Morning-Noon-Evening	72	36
	Total	200	100

A total of 200 pilot participants were reached within the scope of the research, and it was determined that 54% of the participants were female (n=108) and 46% were male (n=92). The majority of participants were between the ages of 36 and 45 (41.50%; n=83), unmarried (54.50%; n=109), had an income level of 50,001-100,000 TL (41.00%; n=82), held a bachelor's degree (35.00%; n=70), were civil servants (37.00%; n=74), and consumed breakfast and dinner (%44.00; n=88).

9.1.2. Findings Related to the Validity and Reliability of the Scale for Opinions on Home-Style Restaurants

The results of the item analysis regarding the validity and reliability of the home-style restaurant perception scale, reliability levels, and explanatory factor analysis results are presented in Table 2. It is expected that the relationship between the items in the scale and other items should not be below a value of 0.30 (Büyüköztürk, 2009).

Table 2: Reliability, Exploratory Factor Analysis, and Item Analysis Results for the Scale of Opinions on Home-Style Restaurants

Factor Name	Items	Factor			Item-Scale Relationship
		1	2	3	
Effect on consumer behavior	Item 11	0.886			0.747
	Article 12	0.771			0.659
	Article 13	0.734			0.623
	Article 14	0.699			0.591
	Article 15	0.703			0.569
	Article 16	0.716			0.644
	Article 17	0.788			0.636
	Article 18	0.704			0.621
	Article 19	0.695			0.593
	Article 20	0.726			0.577
Perception and preference	Article 1		0.638		0.527
	Article 2		0.929		0.726
	Article 3		0.623		0.495
	Article 4		0.736		0.564
	Article 5		0.718		0.485
	Article 6		0.697		0.564
	Article 7		0.725		0.523
	Article 8		0.751		0.541
	Article 9		0.639		0.489
	Article 10		0.740		0.637
General comments and evaluation	Article 21			0.887	0.415
	Article 22			0.756	0.479
	Article 23			0.779	0.460
Reliability		0.908	0.925	0.826	0.927
Eigenvalue		6,052	5,605	2,286	
Explained variance (%)		26,313	24,371	9,940	60,624

KMO: 0.922; **Bartlett's Sphericity** $X^2(253)$: 2,758.793; p=0.001<0.05

As seen in **Table 2,** since the relationship values of the items on the scale with other items were not below 0.30, it was decided that no further items needed to be removed from the scale. The reliability level of the scale was determined to be high (C.Alpha = 0.927).

The prerequisites for performing factor analysis were examined. The first of these conditions was to determine whether the number of variables in the data was sufficient for factor analysis by examining the KMO and Bartlett's sphericity tests to assess the existence of relationships between the variables (Tabachnick and Fidel, 2014). In **Table 2,** the KMO value was found to be greater than 0.60, and the Bartlett sphericity test was found to be significant (p < 0.05). According to these results, the data collected from the pilot sample is suitable for factor analysis and proves that the obtained data comes from a multivariate normal distribution (Kan and Akbaş, 2005).

To decide whether an item should be retained in the scale, the criterion of a factor loading value greater than 0.45 was used (Büyüköztürk, 2009). Additionally, the overlap of items was examined, and their loading on a factor was also considered. As a result of factor analysis, it was observed that the scale has a three-factor structure and explains 60.624% of the total variance. Since the scale has more than one factor, a "varimax" orthogonal rotation was performed. After rotation, the factors were examined as follows:

When examining the items under Factor 1, which explains 26.313% of the scale with an eigenvalue of 6.052, the factor was named "Effect on Consumer Behavior," and its reliability level was determined to be high at 0.908.

When examining the items under Factor 2, which alone accounts for 5.605% of the scale with an eigenvalue of 24.371%, the factor was named "Perception and Preference," and its reliability level was determined to be high at 0.925.

When examining the items under the factor with a single eigenvalue of 2.286 explaining 9.940% of the scale, the factor was named "General Comment and Evaluation," and its reliability level was determined to be high at 0.826.

Table 3: Testing the Distinctiveness of Items Based on Lower and Upper Groups (27%)

Items	t	p	Items	t	p
Article 1	8,043	0.001	Article 13	13,499	0.001*
Item 2	14.943	0.001*	Item 14	9.966	0.001*
Item 3	8,037	0.001*	Item 15	10.65	0.001*
Item 4	10.177	0.001*	Item 16	12,527	0.001*
Item 5	9,576	0.001*	Item 17	11,781	0.001*
Item 6	10,524	0.001*	Item 18	12,621	0.001*
Item 7	8,752	0.001*	Item 19	12,585	0.001*
Article 8	10,544	0.001*	Item 20	9.645	0.001*
Item 9	7,800	0.001*	Item 21	7,193	0.001*
Article 10	10,507	0.001*	Item 22	8,267	0.001*
Article 11	14,266	0.001*	Item 23	6,147	0.001*
Item 12	12,308	0			

*$p < 0.05$; t: Independent samples t-test

The total scores of the home-style restaurant opinion scale were ranked from lowest to highest to determine the lower and upper 27% groups of participants. The values of the first 54 lowest and the first 54 highest scores corresponding to the 27% of the ranked scores were examined. It was determined that the 27% lower and upper values used to decide the discriminative power of the items were significant for all items ($p < 0.05$) (Flanagan, 1952).

Table 4: Correlation Values Between Scale Items and Scale Total for the Scale of Opinions on Home-Style Restaurants

Items	r	p	Items	r	p
Article 1	0.578	0.001	**Item 13**	0.663	0.001*
Item 2	0.757	0.001*	**Item 14**	0.635	0.001*
Item 3	0.549	0.001	**Item 15**	0.620	0.001*
Item 4	0.613	0.001*	**Item 16**	0.686	0.001*
Item 5	0.538	0.001*	**Item 17**	0.682	0.001*
Item 6	0.610	0.001*	**Item 18**	0.666	0.001*
Item 7	0.575	0.001*	**Item 19**	0.639	0.001*

Item 8	0.594	0.001*	Item 20	0.623	0.001*
Item 9	0.542	0.001*	Item 21	0.462	0.001*
Item 10	0.675	0.001*	Item 22	0.525	0.001*
Item 11	0.777	0.001*	Item 23	0.507	0.001*
Item 12	0.696	0			

*p<0.05; Correlation analysis

Since the item-total relationship value is above 0.30 for all items, it has been determined that the measurement power of the items is at a sufficient level. When *Table 4* is examined, it has been determined that the relationships between the scale items and the average scores obtained from the scale range between 0.462 and 0.777, and these relationships are statistically significant ($p < 0.05$). Based on this result, it was determined that there is no issue with the consistency of the items with each other.

9.2. Main Findings of the Study on Home-Style Restaurants

In this part of the study, the main study reached a total of 400 people, and the results of the analyses conducted in accordance with the research objective based on the obtained data are presented below.

9.2.1. Demographic Variables for Home-Style Restaurants

The main study reached a total of 400 participants, and the distribution of their demographic characteristics is presented in *Table* 5.

Table 5: Distribution of Demographic Characteristics of Participants Reached in the Main Study

Demographic Characteristics	Groups	n	
Gender	Female	205	51.1
	Male	196	48.9
Age	35 and under	56	14
	36-45	129	32.2
	46-55	94	23.4
	56 and above	122	30.40
Marital status	Married	20	50
	Single	200	49.90

Income level	0-22,000 TL	37	9.2
	22,000-50,000 TL	64	16
	50,001–100,000 TL	169	42.1
	100,001–150,001 TL	131	32.7
Educational status	High school and below	55	13
	Associate degree	118	29.40
	Bachelor	128	31.90
	Graduate	100	24.90
Employment status	Student	79	19.70
	Employee	126	31.4
	Civil servant	138	34.40
	Other	58	14.5
Meal times	Morning	3	9.20
	Morning-Lunch	7	18:20
	Morning-Evening	167	41.6
	Morning-Noon-Evening	124	30
	Total	40	100

A total of 400 participants were reached within the scope of the research, and it was determined that 51.10% of the participants were female (n=205) and 48.90% were male (n=196). The majority of participants were between the ages of 36-45 (32.20%; n=129), married (50.10%; n=201), had an income level of 50,001-100,000 TL (42.10%; n=169), held a bachelor's degree (31.90%; n=128), were civil servants (34.40%; n=138), and ate meals in the morning and evening (41.60%; n=167).

9.2.2. Confirmatory Factor Analysis for Home-Style Restaurants

The standardized beta coefficients of the DFA analysis conducted using the LISREL 8.7 program to examine whether the factor structure described in this section of the study was confirmed are presented in *Figure* 1.

The standardized beta coefficients from the DFA analysis conducted using the LISREL 8.7 program to examine whether the factor structure described in this section of the study was validated are presented in *Figure 1*.

Chi-Square=289.45, df=227, P-value=0.00317, RMSEA=0.026
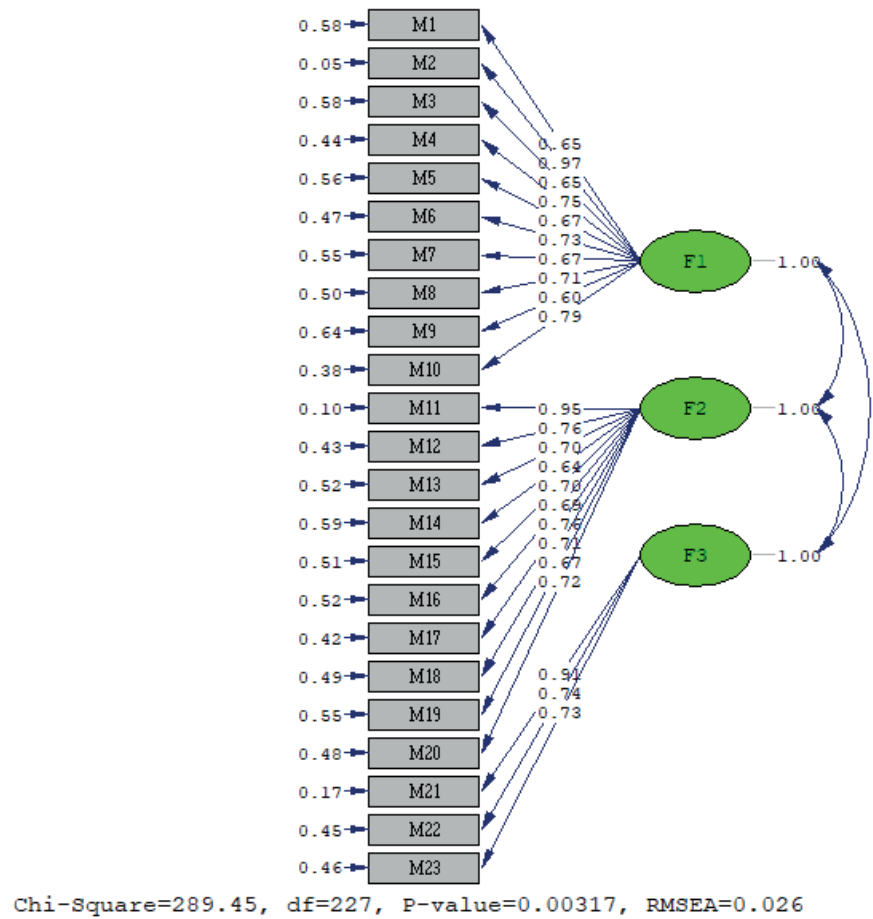
F1: Perception and preference, **F2:** Effect on consumer behavior, **F3:** General comments and evaluation

Figure 1: Path Diagram of Standardized Factor Loadings from DFA Results for the Scale of Opinions on Home-Style Restaurants

When examining *Figure 1*, according to the DFA results of the home-style restaurant opinion scale, no modifications were required between the items in the first stage because the fit criteria were at the desired level. The t-values of the scale factor loadings are presented in *Figure* 2.
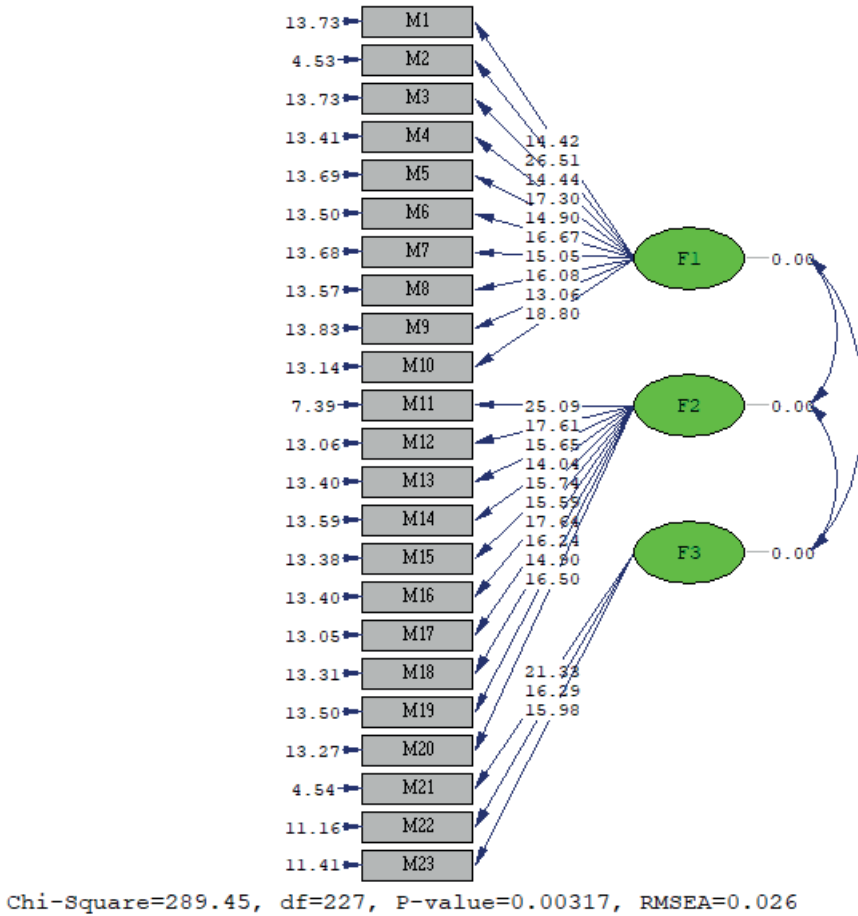
F1: Perception and preference, **F2:** Impact on consumer behavior, **F3:** General comments and evaluation

Figure 2: T-Values of Standardized Factor Loadings from the DFA Results of the Scale for Opinions on Home-Style Restaurants

As a result of DFA, it was determined that the factor loadings of the scale items ranged between 0.64 and 0.97 (**Figure 1**). The t-values, which indicate the statistical significance level of the relationships between the items and the latent variables, were found to be significant at the $p < 0.05$ level, and all values were greater than 1.96 (Figure 2). To determine whether the confirmatory factor analysis model is acceptable, fit criteria are examined. According to Schermelleh-Engel and Moosbrugger, acceptable and excellent fit criteria are presented in **Table 6**.

*Table 6: Findings on the Fit Criteria of the Behavioral Scale for the Use of
Participation Finance in Family-Type Restaurants*

Fit Measure	Good Fit	Acceptable Fit	Value	Comment
X²			289.45	
sd			227	
X²/sd	0<X2<2	2< X2<5	1.125	Good Fit
CFI	0.95<CFI<1	0.90<CFI<0.95	0.99	Good Fit
NFI	0.95 < NFI < 1	0.90<NFI<0.95	0.99	Good Fit
GFI	0.95 < GFI < 1	0.90 < GFI < 0.95	0.94	Acceptable Fit
IFI	0.95 < IFI < 1	0.90 < IFI < 0.95	0.99	Good Fit
RMSEA	0<RMSEA<0.05	0.05<RMSEA<1	0.026	Good Fit

The main result of the developed scale is that the fit criteria are acceptable and within the good fit range. When examining the fit criteria values obtained from the DFA results, it was determined that the most important fit value, X², is at a good fit level with a ratio of 1.125 to the sd value, and the RMSEA value is at a good fit level with 0.026. The CFI value was found to be good at 0.99, the GFI value was found to be acceptable at 0.94, the IFI value was found to be good at 0.99, and the NFI value was found to be good at 0.99. In light of all these findings, it was determined that the factor structure explained in the main study was also confirmed.

9.2.3. Distribution of Data on Home-Style Restaurants, Descriptive Findings, and Correlation Analysis Findings

This section of the study presents the distribution of the data obtained, as well as the relationships between the scales and the descriptive findings related to the scores obtained from the scales.

Table 7: Descriptive Findings, Normality Distribution, and Reliability Analysis Results for Research Data

Measurements	Number of Items	Mean	Median	s.s	Skewness	Skewness	Cronbach's Alpha
Perception and preference	1	33.79	35	9.03	-0.449	-0.821	0.913
Impact on consumer behavior	10	34.87	37	9.21	-0.437	-0.828	0.919
General comments and evaluation	3	10.28	10.00	2.67	-0.124	-0.406	0.828
GENERAL	2	78.94	82.00	16.63	-0.638	-0.200	0.923

The Cronbach's alpha coefficient ranges between 0 and 1. A coefficient in the range of 0.8-1.0 indicates that the test has high reliability, 0.60-0.80 indicates that the test is quite reliable, 0.40-0.60 indicates low reliability, and 0-0.40 indicates that the test is not reliable (Alpar, 2006).

To determine the distribution of the data obtained from the research, the mean and median values were first examined from the central tendency measures, and it was determined that the mean and median values were close to each other. Then, it was examined whether the kurtosis and skewness levels were within the lower limit of -2 and the upper limit of +2. It was observed that the kurtosis values of all measurement tools used in the research were within the lower limit of -2 and the upper limit of +2 (George and Mallery 2010). Another method used to determine the normality of the distribution was the skewness coefficient. -2 and the upper limit of +2, as required by the research (George and Mallery 2010). Another method used to determine the normality of the distribution is the central limit theorem, which states that the sample size must be 30 or more ($n \geq 30$). Based on this theorem, it was decided to use statistical analysis techniques that include parametric methods, which are more powerful than non-parametric measurements, in this study (Ghasemi and Zahediasl, 2012).

To interpret participants' opinions and sub-dimensions regarding home-style restaurants, a 5-point Likert scale with a 0.8 point range ($4/5 = 0.80$) is used. This scoring scale adds 0.8 points to the starting score of 1, and the lower and upper score limits are calculated for each resulting measurement level. In this case, the range "1-1.80" indicates a very low level, "1.81-2.6" indicates a low level, "2.61-3.4" indicates a medium level, "3.41-4.2"

indicates a high level, and "4.21-5.0" indicates a very high level (Durmaz, 2020).

In this case, it was determined that participants' perception level of home-style restaurants was high at 78.94±16.53. When the sub-dimensions were examined, perception and preference were found to be at a moderate level (33.79±9.03), while the dimensions of impact on consumer behavior (34.87±9.21) and general comments and evaluation (10.28±2.67) were found to be at a high level.

Table 8: Results of the Relationship Analysis Between Participants' Perception Levels Toward Home-Style Restaurants and Sub-Dimensions

Measurements		Perception and preference	Impact on consumer behavior	General comments and evaluation	GENERAL
Perception and preference	r	1			
	p				
Impact on consumer behavior	r	0.383	1		
	p	0.001*			
General comments and evaluation	r	0.302	0.497	1	
	p	0.001*	0.001*		
GENERAL	r	0.804	0.842	0.601	1
	p	0.001*	0.001*	0.001	

*$p < 0.05$; Pearson correlation analysis

A correlation coefficient approaching 1 indicates a perfect relationship, while positive or negative values indicate a positive or negative relationship; a value of 0 indicates no relationship. A correlation coefficient between 0.80 and 1.00 is very high, between 0.60 and 0.79 is high, between 0.40 and 0.59 is moderate, between 0.20 and 0.39 is weak, and values less than 0.020 and close to zero indicate no relationship or a very weak relationship (Fowler, Jarvis, and Chevannes, 2021). The relationship between participants' level of opinion toward home-style restaurants and their general comments and evaluations (r: 0.601; $p < 0.05$) is positively high, while the relationship between perception and preference (r: 0.804; $p < 0.05$) and the impact on consumer behavior (r: 0.842; $p < 0.05$).

9.3. Findings Related to Sub-Problems of Home-Style Restaurants

To examine the sub-problems of the study, measurements were compared with categorical variables using an independent samples t-test for two groups and a one-way ANOVA analysis for three or more groups.

Table 9: Comparison of Opinions on Home-Style Restaurants and Their Sub-Dimensions by Gender

Measurements	Gender	n	Mean	s.s	t	p
Perception and preference	Female	205	34.2	8.89	0.945	0.345
	Male	196	33.35	9.18		
Impact on consumer behavior	Female	205	35.81	8.91	**2,108**	**0.036***
	Male	196	33.88	9.4		
General comments and evaluation	Women	205	10.47	2.59	1.469	0.143
	Male	196	10.08	2.75		
GENERAL	Female	205	80.49	16.25	1,919	0.056
	Male	196	77.31	16.9		

*p < 0.05; t: Independent samples t-test

A significant difference was found between the scores obtained by the gender groups of participants regarding the impact of consumer behavior (p < 0.05). When the averages were examined, it was determined that women's impact on consumer behavior was higher than that of men.

No significant difference was found between the scores obtained by the gender groups of participants in terms of their level of opinion, perception and preference, and general comments and evaluation regarding home-style restaurants (p>0.05). As a result, the level of opinion, perception and preference, and general comments and evaluation regarding home-style restaurants do not differ according to gender.

Table 10: Comparison of Opinions Toward Home-Style Restaurants and Their Sub-Dimensions According to Marital Status

Measurements	Marital Status	n	Mean	s.s	t	p
Perception and preference	**Married**	20	33.47	9.1	-0.712	0.477
	Single	200	34.11	8.94		
Impact on consumer behavior	**Married**	20	35.02	9.2	0.336	0.737
	Single	200	34.72	9.24		
General comments and evaluation	**Married**	20	10.32	2.62	0.349	0.727
	Single	200	10.23	2.73		
GENERAL	**Married**	201	78.82	16.27	-0.144	0.886
	Single	200	79.06	17.02		

p > 0.05; t: Independent samples t-test

No significant difference was found between the scores obtained by participants' marital status groups on their level of opinion toward home-style restaurants and their sub-dimensions (p > 0.05). As a result, the level of opinion toward home-style restaurants and their sub-dimensions do not differ according to marital status.

Table 11: *Comparison of Opinions and Subdimensions Regarding Home-Style Restaurants by Age*

Measurements	Age	n	Mean	s.s	F	p
Perception and preference	**35 and below**	56	35.43	8.92	1.518	0.111
	36-45	129	34.75	9.37		
	46-55	94	32.93	8.68		
	56 and above	122	32.68	8.87		
Impact on consumer behavior	**35 and below**	56	34.02	9.09	0.719	0.541
	36-45	129	35.74	9.09		
	46-55	94	34.17	9.78		
	56 and above	122	34.89	8.98		
General comments and evaluation	**35 and below**	56	10.13	2.52	1.769	0.091
	36-45	129	10.62	2.57		
	46-55	94	9.73	3.01		
	56 and above	122	10.40	2.53		

	35 and below	56	79.57	16.03		
	36-45	129	81.11	16.80		
GENERAL					1.407	0.240
	46-55	94	76.83	16.82		
	56 and above	122	77.97	16.47		

p > 0.05; F: One-way ANOVA analysis

No significant difference was found between the scores obtained by participants in different age groups regarding their level of opinion and sub-dimensions toward home-style restaurants (p > 0.05). As a result, the level of opinion and sub-dimensions toward home-style restaurants do not differ according to age.

Table 12: Comparison of Opinions and Subdimensions Toward Home-Style Restaurants According to Income Level

Measurements	Income level	n	Mean	s.s	F	p
Perception and preference	0-22,000 TL	37	32.84	9.74	0.507	0.677
	22,000–50,000 TL	64	33.39	9.19		
	50,001–100,000 TL	169	33.57	9.04		
	100,001–150,001 TL	131	34.53	8.79		
Impact on consumer behavior	0-22,000 TL	37	34.22	9.25	0.191	0.903
	22,000–50,000 TL	64	35.30	8.85		
	$50,000–$100,000	169	35.09	9.4		
	100,001–150,001 TL	131	34.56	9.17		
General comments and evaluation	0–22,000 TL	37	10.41	2.66	0.778	0.507
	22,000–50,000 TL	64	10.70	2.54		
	50,001–100,000 TL	169	10.12	2.71		
	100,001–150,001 TL	131	10.24	2.69		
GENERAL	0-22,000 TL	37	77.46	18.37	0.142	0.935
	22,000–50,000 TL	64	79.39	16.67		
	50,001–100,000 TL	169	78.78	16.95		
	100,001–150,001 TL	131	79.33	15.82		

p > 0.05; F: One-way ANOVA analysis

No significant difference was found between the scores obtained by participants' income level groups on their perceptions of home-style

restaurants and their sub-dimensions ($p > 0.05$). As a result, perceptions of home-style restaurants and their sub-dimensions do not differ according to income level.

Table 13: Comparison of Opinions and Subdimensions Regarding Home-Style Restaurants According to Educational Status

Measurements	Educational Status	n	Mean	s.s	F	p	Scheffe
Perception and preference	High school and below	55	18.05	2.56	169,672	0.001*	4>1,2,3 3>1,2
	Associate degree	11	28	2.9			
	Bachelor	128	37.66	2.36			
	Graduate	10	44.22	1.79			
Impact on consumer behavior	High school and below	55	24.35	6.8	38.307	0.001*	1<2,3,4
	Associate degree	11	35.97	9			
	Bachelor	128	35.52	8.79			
	Graduate	10	38.52	6.70			
General comments and evaluation	High school and below	5	8.53	2.69	12,616	0.001*	1<2,3,4
	Associate degree	11	10.16	2.57			
	Bachelor	128	10.46	2.68			
	Graduate	100	11.14	2.33			
GENERAL	High school and below	55	50.93	9.59	237,096	0	4>1,2,3 3>1,2
	Associate degree	11	74	10.86			
	Bachelor	128	83.65	10.55			
	Graduate	100	93.88	8.22			

*p<0.05; F: One-way ANOVA analysis

A significant difference was found between the scores obtained by the participants' education level groups in terms of their perception level and perception and preference dimensions regarding family-style restaurants ($p < 0.05$). When the Scheffe test was conducted to determine which groups the differences originated from, the results showed that the differences were between participants with postgraduate education and those with high school and below, associate degree, and bachelor's degree education, and

that participants with postgraduate education had higher levels of opinion, perception, and preference toward home-style restaurants. Additionally, a difference was found between participants with a bachelor's degree and those with a high school diploma or lower and an associate's degree, and participants with a bachelor's degree were found to have higher levels of opinion, perception, and preference toward home-style restaurants.

It was determined that there was a significant difference in the scores obtained by the participants' educational status groups in terms of the impact on consumer behavior and the general comment and evaluation dimensions (p < 0.05). When the Scheffe test was conducted to determine the source of the difference, the results showed that the difference was between participants with a high school education or below and those with an associate's, bachelor's, or master's degree, and that participants with a high school education or below had lower scores in terms of the impact on consumer behavior and general comments and evaluation dimensions.

Table 14: Comparison of Opinions on Home-Style Restaurants and Their Sub-Dimensions According to Employment Status

Measurements	Employment Status	n	Mean	s.s	F	p
Perception and preference	Student	79	35.82	8.77	1,804	0.087
	Worker	126	32.76	9.18		
	Civil servant	138	34.01	9.28		
	Other	58	32.71	8.10		
Impact on consumer behavior	Student	7	35.86	9.35	0.759	0.518
	Worker	126	34.06	9.05		
	Civil servant	138	35.25	9.28		
	Other	58	34.40	9.29		
General comments and evaluation	Student	79	10.37	2.83	1.084	0.356
	Worker	126	9.93	2.57		
	Civil servant	138	10.43	2.67		
	Other	58	10.53	2.68		
GENERAL	Student	79	82.05	16.91	1.879	0.132
	Worker	126	76.75	16.71		
	Civil servant	138	79.70	16.30		
	Other	58	77.64	16.44		

p > 0.05; F: One-way ANOVA analysis

No significant difference was found between the scores obtained by participants' employment status groups on their level of perception toward home-style restaurants and their sub-dimensions (p > 0.05). As a result, the level of perception toward home-style restaurants and their sub-dimensions do not differ according to employment status.

Table 15: Comparison of Opinions and Subdimensions Toward Home-Style Restaurants According to Meal Type

Measurements	Meal consumed	n	Mean	s.s	F	p	Scheffe
Perception and preference	Morning	37	31,32	8.42	3.408	0.018*	4>1.2
	Morning-Afternoon	7	31.7	9.38			
	Morning-Evening	167	34.08	9.10			
	Morning-Noon-Evening	124	35.31	8.64			
Impact on consumer behavior	Morning	37	31.22	10.51	4.341	0.005*	3>1
	Morning-Afternoon	7	33.32	9.75			
	Morning-Evening	167	36.43	8.59			
	Morning-Noon-Evening	124	34.77	8.93			
General comments and evaluation	Morning	37	9.97	3.03	0.568	0.636	
	Morning-Afternoon	73	10.01	2.89			
	Morning-Evening	167	10.42	2.51			
	Morning-Noon-Evening	124	10.33	2.66			
TOTAL	Morning	37	72.51	17.20	4.367	0.005*	4.3 > 1.2
	Morning-Afternoon	7	75.11	17.94			
	Morning-Evening	167	80.93	16.01			
	Morning-Noon-Evening	124	80.41	15.78			

*p<0.05; F: One-way ANOVA analysis

A significant difference was found in the scores obtained from participants' perceptions of home-style restaurants based on the meal groups they consumed (p < 0.05). When the Scheffe test was conducted to determine the source of the difference, the results showed that the difference was between participants who ate breakfast and dinner and those who ate

breakfast, lunch, and dinner, and that participants who ate breakfast and lunch had higher levels of opinion toward home-style restaurants.

A significant difference was found between the scores obtained by participants in the meal groups they ate in terms of perception and preference dimensions ($p < 0.05$). When the Scheffe test was conducted to determine the source of the difference, the results showed that the difference was between participants who ate dinner and those who ate only breakfast and lunch, and that participants who ate dinner had higher perception and preference scores.

A significant difference was found in the scores obtained by participants regarding the impact of meal groups on consumer behavior ($p < 0.05$). When the Scheffe test was conducted to determine the source of the difference, the results showed that the difference was between participants who ate morning and evening meals and those who only ate morning meals, and that participants who ate morning and evening meals had higher impact dimensions on consumer behavior.

9.4. Results and Recommendations of the Study on Home-Style Restaurants as a New Trend

In this study and this book, home-style restaurants were examined in terms of how they are positioned as a rising gastronomy and entrepreneurship trend in Turkey and worldwide. The findings show that home-style restaurants are not only an economic business model but also play an important role in terms of cultural transmission, strengthening social bonds, and sustainable gastronomic practices (Çakmak & Çavuşoğlu, 2021).

Through participant observations, literature reviews, and case analyses, three main conclusions were reached:

1. **Contribution to Cultural Identity and Gastronomic Tourism** Home-style restaurants stand out as an important tool for preserving local culinary culture and passing it on to future generations. Especially in tourism-oriented destinations, these types of businesses offer authentic experiences to tourists and facilitate the preservation of cultural heritage (UNWTO, 2022).

2. **Economic and Entrepreneurship Dimension** The low capital required to establish home-style restaurants creates an alternative employment opportunity for women entrepreneurs and young people. Additionally, these businesses contribute directly to the local

economy through the micro-entrepreneurship model (Demir & Giritlioğlu, 2020).

3. **Customer Experience and Social Capital** Research findings reveal that home-style restaurants are not merely dining venues for customers but also social spaces that offer the warmth of a "home environment." This enhances customer loyalty and repeat visit rates for these businesses.

This research has revealed how home-style restaurants have emerged as a rising gastronomy and entrepreneurship model in Turkey, the cultural and economic dynamics that support them, and the challenges they face. The research findings show that home-style restaurants are not merely food-serving businesses; they are also carriers of cultural heritage, community connectors, and examples of micro-entrepreneurship.

The key characteristics of home-style restaurants are as follows:

- Preserving local culinary culture and establishing an emotional connection with guests through narrative-based presentations.

- A business model that can be established at low cost, offering flexible and personalized services.

- They establish sustainable supply chains through direct collaboration with local producers.

- Enhances visibility and customer engagement through digitalization and social media.

- It has an economic structure that supports women's entrepreneurship and rural development.

However, some fundamental challenges faced by these businesses have also been identified:

- Legal uncertainties and licensing barriers.

- Limited physical capacity and lack of professional equipment.

- Low brand awareness and limited marketing resources.

- Economic fluctuations and rising food prices.

These findings highlight the potential of home-based restaurants while also indicating the need for strategic interventions to ensure that this potential can be realized in a sustainable manner (Sims, 2009; Kotler, Bowen, & Makens, 2017).

Recommendations

The following recommendations are proposed for the sustainable development of home-style restaurants:

1. **Establishing a Legal Framework** There is no clear legislation for home-based restaurants in Turkey. A legal framework that is simplified in terms of hygiene, safety, and licensing processes but includes oversight mechanisms is necessary. This framework will increase the confidence of both entrepreneurs and consumers.

2. **Education and Support Programs for Entrepreneurs** It is important to support home-based restaurant owners with training in areas such as business management, hygiene, customer experience, and digital marketing. Additionally, the financial sustainability of these ventures should be ensured through microcredit and incentive programs.

3. **Sustainability and Integration with the Local Economy** The use of local products in home-based restaurants should be encouraged, and partnerships with local producers should be established in the supply chain. This practice will both reduce the carbon footprint and contribute to the rural economy (Gössling et al., 2020).

4. **Digitalization and Promotion Strategies** The visibility of home-style restaurants should be increased through social media and digital platforms. Digital maps and online reservation systems targeting gastronomic tourism, in particular, enable these businesses to reach a wider audience.

5. **Expanding Research** Academic literature on home-based restaurants is limited. Future research should increase knowledge in this area through comparative analyses in different destinations, customer satisfaction surveys, and economic impact analyses.

Based on research findings, the following recommendations are proposed to support the development of home-style restaurants:

1. Legal and Institutional Support

- A specialized licensing model should be developed for home-based restaurants. Municipalities and relevant authorities should establish flexible and locally focused regulations for these businesses. - Tax incentives and micro-entrepreneurship support should be provided to facilitate the transition to the formal economy.

2. Education and Capacity Building

- Training programs should be organized on topics such as hygiene, food safety, digital marketing, and customer relations. - Collaboration with local gastronomy schools can provide consulting services to home-based restaurant owners.

3. Digitalization and Visibility

- Digital platforms (mobile apps, web directories) should be created for home-based restaurants to streamline reservation, promotion, and customer feedback processes. - Social media campaigns and content creation should be supported to increase brand awareness.

4. Cultural and Touristic Integration

- Home-based restaurants should be included in gastronomy tourism routes to contribute to the promotion of local culture. - Experiential services such as cooking workshops, storytelling, and product gifts should be encouraged.

5. Community and Producer Collaboration

- Direct supply agreements should be made with local producers; cooperation with cooperatives and neighborhood market networks should be strengthened. - Community-based events (e.g., "neighborhood dinners") should be organized to strengthen social bonds (Horng & Tsai, 2012).

These recommendations include strategic steps to support home-style restaurants in becoming a sustainable and effective business model from both economic and cultural perspectives.

In conclusion, home-based restaurants are not merely a culinary initiative but also hold strategic value in terms of cultural sustainability, economic development, and strengthening social bonds. However, realizing this potential to its fullest extent will require appropriate policies, effective entrepreneurship strategies, and academic research. Home-style restaurants have great potential in terms of preserving Turkey's gastronomic heritage, supporting local production, and offering experiential services. This study has contributed to the academic literature by providing a multidimensional analysis of this business model and has also served as a guide for applied entrepreneurship. The recommended strategies will contribute to making home-style restaurants more visible, effective, and sustainable in the future.

References

Batat, W. (2021). *Experiential marketing: Consumer behavior, customer experience and the 7Es*. Routledge.

Richards, G. (2015). Evolving gastronomic experiences: From food service to food design. *Tourism Recreation Research, 40(*1), 66-75.

Scarpato, R. (2002). Sustainable gastronomy as a tourist product. In A. Hjalager & G. Richards (Eds.), *Tourism and Gastronomy* (pp. 132–152). Routledge.

Yüksel, H. (2020). Home-based restaurants: A rising model of women's entrepreneurship in rural areas. *Anadolu Social Sciences Journal, 6(*2), 233–247.

Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2017). *Entrepreneurship* (10th ed.). McGraw-Hill Education.

Jones, P., & Robinson, P. (2012). *Operations Management in the Hospitality Industry*. Routledge.

Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy: Work Is Theatre & Every Business a Stage*. Harvard Business Review Press.

Bayramoğlu, A., & Yılmaz, E. (2019). Women entrepreneurship and gastronomy: An examination in the context of home-style restaurants. *Journal of Women and Entrepreneurship, 2(*1), 45–59.

Counihan, C., & Van Esterik, P. (2013). *Food and culture: A reader*. Routledge.

Henken, T. (2008). *Cuba: A global studies handbook*. ABC-CLIO.

Işın, A. C. (2015). *History of gastronomy: The cultural history of food*. Everest Publications.

Karabağ, S. (2021). The social function of kitchen culture in Anatolia. *Anatolian Cultural Research Journal, 10(*3), 233–248.

Ray, K. (2016). The migrant's table: Meals and memories in Bengali-American households. *Temple University Press*.

Sanders, D. (2017). Pop-up restaurants and alternative economies of food. *Journal of Consumer Culture, 17(*3), 540–558.

Slow Food. (2020). *Why we support home cooking and local food systems*. Retrieved from www.slowfood.com

Bharati, S. (2019). Women entrepreneurs and home-based food services in India. *Journal of Entrepreneurship and Innovation*, 4(2), 85–98.

Everett, S. (2016). *Food and Drink Tourism: Principles and Practice*. SAGE Publications.

Hall, C. M., & Sharples, L. (2003). *Food Tourism Around the World: Development, Management and Markets*. Butterworth-Heinemann.

Long, L. M. (Ed.). (2010). *Culinary Tourism*. University Press of Kentucky.

Bharati, S. (2019). Women entrepreneurs and home-based food services in India. *Journal of Entrepreneurship and Innovation*, 4(2), 85–98.

Everett, S. (2016). *Food and Drink Tourism: Principles and Practice*. SAGE Publications.

Küçükkömürler, H. (2020). Local flavors and gastronomy education in entrepreneurship: The Culinary Arts Academy model. *Gastronomy Journal*, 6(1), 45–59.

Long, L. M. (Ed.). (2010). *Culinary Tourism*. University Press of Kentucky.

Richards, G. (2011). Creativity and tourism: The state of the art. *Annals of Tourism Research*, 38(4), 1225–1253. https://doi.org/10.1016/j. annals.2011.07.002

Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management,* 36, 12–21.

Yıldırım, G., & Yalçın, G. (2016). Sharing culture and gastronomic values in traditional Turkish cuisine. *Anadolu University Journal of Social Sciences,* 16(2), 55–70.

Williams, C. C., & Horodnic, I. A. (2015). Informal entrepreneurship in emerging economies. *International Journal of Entrepreneurship and Innovation*, 16(1), 5–16.

Yıldırım, G., & Yalçın, G. (2016). Sharing culture and gastronomic values in traditional Turkish cuisine. *Anadolu University Journal of Social Sciences*, 16(2), 55–70.

Bessière, J. (1998). Local development and heritage: Traditional food and cuisine as tourist attractions in rural areas. *Sociologia Ruralis, 38(*1), 21–34.

Henken, T. (2008). *Cuba: A global studies handbook*. ABC-CLIO.

Işın, A. C. (2015). *History of gastronomy: The cultural history of food*. Everest Publications.

Karabağ, S., & Demirtaş, A. (2021). Gastronomy tourism in the context of women's cooperatives: The example of Safranbolu. *Tourism Academic Journal, 8(*2), 113–127.

Ray, K. (2016). *The migrant's table: Meals and memories in Bengali-American households.* Temple University Press.

Richards, G. (2020). Gastronomic experiences as a driver of tourism. In M. Hall & R. Mitchell (Eds.), *Gastronomy and Tourism* (pp. 59–74). Channel View Publications.

Yücel, A., & Demirtaş, S. (2022). Home-style restaurants and the sustainability of local gastronomy. *Journal of Regional Food Cultures, 4(*1), 87–102.

Gibson-Graham, J. K. (2008). Diverse economies: performative practices for 'other worlds'. *Progress in Human Geography,* 32(5), 613–632.

Keleş, R. (2016). *Local Governments.* Cem Publishing House.

Küçükkömürler, H. (2020). Local gastronomy initiatives: women producers and local development. *Gastronomy Journal,* 6(1), 45–59.

OECD. (2020). *Regions and Cities at a Glance 2020.* OECD Publishing.

Republic of Turkey Ministry of Interior. (2022). *Local Government Legislation and Municipal Services.* Ankara: General Directorate of Local Administration.

UN-Habitat. (2022). *Digital Transformation and Local Governments.* United Nations Human Settlements Programme.

World Health Organization. (2015). *Food Safety: What You Should Know.* WHO Regional Office for South-East Asia.

Altunışık, R., & Özdemir, A. (2020). Social entrepreneurship in rural development policies: The role of local governments. *Journal of Public Administration Studies, 5*(2), 145–162.

Gürsoy, D., & Karahan, A. (2018). The impact of the home production model on rural development in women's entrepreneurship. *Journal of Socioeconomics, 26*(38), 33–48.

Lu, S., & Fine, G. A. (2016). The presentation of ethnic authenticity: Chinese food as a social accomplishment. *The Sociological Quarterly, 36*(3), 535–553.

Pine, B. J., & Gilmore, J. H. (2011). *The Experience Economy*. Harvard Business Review Press.

Richards, G. (2015). Evolving gastronomic experiences: From food service to food design. *Tourism Recreation Research, 40*(1), 66–75.

Seferihisar Municipality. (2022). *Cittaslow applications and local development report*.

TÜRSAB. (2023). *Field report on food and beverage tourism and local entrepreneurship*.

Yüksel, H. (2020). Home-style restaurants: A rising model of women's entrepreneurship in rural areas. *Anadolu Social Sciences Journal, 6*(2), 233–247.

Horng, J. S., & Tsai, C. Y. (2012). Culinary tourism strategic development: An Asia-Pacific perspective. *International Journal of Tourism Research*, 14(1), 40–55. https://doi.org/10.1002/jtr.837

Kivela, 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. https://doi.org/10.1177/1096348006286797

Sims, R. (2009). Food, place and authenticity: Local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321–336. https://doi.org/10.1080/09669580802359293

Bessière, J. (1998). Local development and heritage: Traditional food and cuisine as tourist attractions in rural areas. *Sociologia Ruralis, 38*(1), 21–34. https://doi.org/10.1111/1467-9523.00061

Cousins, J., Foskett, D., & Pennington, A. (2011). *Food and Beverage Management* (4th ed.). Goodfellow Publishers.

Horng, J. S., & Hu, M. L. (2008). The mystery in the kitchen: Organizational aesthetic in hospitality. *International Journal of Hospitality Management, 27*(3), 437–447.

Jones, P., Hillier, D., & Comfort, D. (2016). Sustainability in the global hotel industry. *International Journal of Contemporary Hospitality Management, 28*(4), 698–719.

Kivela, J. (1997). Restaurant marketing: Selection and segmentation in Hong Kong. *International Journal of Contemporary Hospitality Management, 9*(3), 116–123.

Richards, G. (2012). Food and the tourism experience: Major findings and policy orientations. *OECD Publishing*.

Sloan, P., Legrand, W., & Hindley, C. (2015). *The Routledge Handbook of Sustainable Food and Gastronomy*. Routledge.

Walker, J. R. (2016). *The Restaurant: From Concept to Operation* (8th ed.). Wiley.

Björk, P., & Kauppinen-Räisänen, H. (2016). Local food: A source for destination attraction. *International Journal of Contemporary Hospitality Management*, 28(1), 177–194. https://doi.org/10.1108/IJCHM-05-2014-0214

Everett, S., & Aitchison, C. (2008). The role of food tourism in sustaining regional identity: A case study of Cornwall, South West England. *Journal of Sustainable Tourism*, 16(2), 150–167. https://doi.org/10.2167/jost696.0

Getz, D., & Robinson, R. N. S. (2014). Foodies and food events. *Scandinavian Journal of Hospitality and Tourism*, 14(3), 315–330.

Hall, C. M., & Mitchell, R. (2005). Gastronomic tourism: Comparing food and wine tourism experiences. In M. Novelli (Ed.), *Niche tourism: Contemporary issues, trends and cases* (pp. 73–88). Elsevier.

Hjalager, A. M. (2010). A review of innovation research in tourism. *Tourism Management*, 31(1), 1–12.

Kivela, 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.

Richards, G. (2012). An overview of food and tourism trends and policies. *OECD Studies on Tourism,* 2012(1), 13–46.

Horng, J. S., & Tsai, C. Y. (2012). Culinary tourism strategic development: An Asia-Pacific perspective. *International Journal of Tourism Research*, 14(1), 40–55. https://doi.org/10.1002/jtr.837

Kivela, 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. https://doi.org/10.1177/1096348006286797

Sims, R. (2009). Food, place and authenticity: Local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321–336. https://doi.org/10.1080/09669580802359293

Cohen, E., & Avieli, N. (2004). Food in tourism: Attraction and impediment. *Annals of Tourism Research, 31(*4), 755-778.

Hall, C. M., & Mitchell, R. (2001). Wine and food tourism. In N. Douglas, N. Douglas, & R. Derrett (Eds.), *Special Interest Tourism* (pp. 307-329). Wiley.

Miele, M., & Murdoch, J. (2002). The practical aesthetics of traditional cuisines: Slow Food in Tuscany. *Sociologia Ruralis, 42*(4), 312–328.

Scarpato, R., & Daniele, R. (2003). New global cuisine: The "slow food" movement. In C. M. Hall, L. Sharples, R. Mitchell, N. Macionis, & Cambourne, B. (Eds.), *Food Tourism Around the World* (pp. 266-285). Butterworth-Heinemann.

Tellström, R., Gustafsson, I. B., & Mossberg, L. (2006). Consuming heritage: The use of local food culture in branding. *Place Branding, 2*(2), 130–143.

Horng, J. S., & Tsai, C. Y. (2012). Culinary tourism strategic development: An Asia-Pacific perspective. *International Journal of Tourism Research*, 14(1), 40–55. https://doi.org/10.1002/jtr.837

Kotler, P., Bowen, J. T., & Makens, J. C. (2017). *Marketing for Hospitality and Tourism* (7th ed.). Pearson Education.

Smith, W. R. (1956). Product differentiation and market segmentation as alternative marketing strategies. *Journal of Marketing,* 21(1), 3–8. https://doi.org/10.2307/1247695

Bryła, P. (2016). Organic food consumption in Poland: Motives and barriers. Appetite, 105, 737-746.

Gössling, S., Scott, D., & Hall, C. M. (2021). Pandemics, tourism, and global change: A rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 29(1), 1-20.

Hall, C. M., & Sharples, L. (2008). *Food and wine festivals and events around the world: Development, management and markets*. Routledge.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Öztürk, R. (2020). The place of traditional Turkish cuisine in gastronomic tourism. *Journal of Tourism and Gastronomy Research*, 8(2), 113-129.

Solomon, M. R., Marshall, G. W., & Stuart, E. W. (2019). *Marketing: Real people, real choices* (9th ed.). Pearson.

Fog, K., Budtz, C., Munch, P., & Blanchette, S. (2010). *Storytelling: Branding in Practice* (2nd ed.). Springer.

Salmon, C. (2010). *Storytelling: Bewitching the Modern Mind*. Verso Books.

Woodside, A. G., Sood, S., & Miller, K. E. (2008). When consumers and brands talk: Storytelling theory and research in psychology and marketing. *Psychology & Marketing*, 25(2), 97–145. https://doi.org/10.1002/mar.20203

Brown, S., Kozinets, R. V., & Sherry, J. F. (2003). Teaching old brands new tricks: Retro branding and the revival of brand meaning. *Journal of Marketing,* 67(3), 19–33. https://doi.org/10.1509/jmkg.67.3.19.18657

Denning, S. (2006). *The leader's guide to storytelling: Mastering the art and discipline of business narrative*. Jossey-Bass.

Fog, K., Budtz, C., & Yakaboylu, B. (2005). *Storytelling: Branding in practice*. Springer.

Pine, B. J., & Gilmore, J. H. (1999). *The experience economy: Work is theater & every business a stage*. Harvard Business Press.

Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology,* 15(1), 77–91. https://doi.org/10.1207/s15327663jcp1501_10

McCall, M., & Lynn, A. (2008). The effects of restaurant menu item descriptions on perceptions of quality, price, and purchase intention. *Journal of Foodservice Business Research*, 11(4), 439–445. https://doi.org/10.1080/15378020802519850

Cousins, J., Foskett, D., & Gillespie, C. (2017). *Food and beverage management* (5th ed.). Routledge.

Hanefors, M., & Mossberg, L. (2003). Searching for the extraordinary meal experience. *Journal of Business and Management*, 9(3), 249–270.

Kimes, S. E., & Wirtz, J. (2007). Has revenue management become acceptable? *Journal of Service Research*, 9(2), 125–135. https://doi.org/10.1177/1094670506298902

Leung, R., Law, R., Van Hoof, H., & Buhalis, D. (2013). Social media in tourism and hospitality: A literature review. *Journal of Travel & Tourism Marketing*, 30(1-2), 3–22. https://doi.org/10.1080/10548408.2013.750919

Ozdemir, B., & Caliskan, O. (2020). Concept–menu fit: An exploratory study on restaurant customer loyalty. *Journal of Culinary Science & Technology*, 18(5), 411–430. https://doi.org/10.1080/15428052.2019.1640158

Pavesic, D. V. (2005). The psychology of menu design: Reinvent your "silent salesperson" to increase check averages and guest loyalty. *Hospitality Faculty Publications*, 9, 1–17.

Sims, R. (2009). Food, place and authenticity: Local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321–336. https://doi.org/10.1080/09669580802359293

Walker, J. R. (2021). *Introduction to hospitality* (8th ed.). Pearson.

Woodside, A. G., Sood, S., & Miller, K. E. (2008). When consumers and brands talk: Storytelling theory and research in psychology and marketing. *Psychology & Marketing*, 25(2), 97–145. https://doi.org/10.1002/mar.20203

Kotler, P., Bowen, J. T., & Makens, J. C. (2017). *Marketing for Hospitality and Tourism* (7th ed.). Pearson Education.

Woodside, A. G., Sood, S., & Miller, K. E. (2008). When consumers and brands talk: Storytelling theory and research in psychology and marketing. *Psychology & Marketing*, 25(2), 97–145. https://doi.org/10.1002/mar.20203

Brown, L. (2019). *Home-based food businesses: Opportunities and challenges.* Journal of Culinary Business, 12(3), 45-58.

Keller, P. (2017). *Culinary concepts and consumer experience.* Gastronomy Studies, 5(2), 101-118.

Kotler, P., & Keller, K. (2016). *Marketing management* (15th ed.). Pearson Education.

Lefevre, J. (2020). *Table d'hôtes et réglementation en France*. Paris: Presses Universitaires de France.

Smith, R. (2021). *The rise of home restaurants: A global perspective.* International Journal of Hospitality Trends, 8(1), 23-37.

Ministry of Agriculture and Forestry. (2022). *Food production and sales regulations.* Ankara: Official Publications.

World Health Organization (WHO). (2021). *Food safety in small-scale enterprises.* Geneva: WHO Press

Barringer, B. R., & Ireland, R. D. (2019). *Entrepreneurship: Successfully launching new ventures* (6th ed.). Pearson Education.

Kotler, P., Bowen, J. T., & Makens, J. C. (2017). *Marketing for Hospitality and Tourism* (7th ed.). Pearson Education.

Ministry of Interior of the Republic of Turkey. (2020). Regulation on Workplace Opening and Operation Licenses. https://www.icisleri.gov.tr

Unnevehr, L. J., & Jensen, H. H. (1996). HACCP as a regulatory innovation to improve food safety in the meat industry. *American Journal of Agricultural Economics*, 78(3), 764–769. https://doi.org/10.2307/1244324

Harrington, R. J. (2005). The how and who of menu design: A review of the literature. *International Journal of Hospitality Management, 24*(3), 423–440. https://doi.org/10.1016/j.ijhm.2004.10.003

Jones, P., & Mifli, M. (2001). Menu development and analysis in UK restaurant chains. *International Journal of Contemporary Hospitality Management, 13*(1), 13–20.

Kivela, J., & Crotts, J. C. (2016). Gastronomy tourism: A meaningful travel market segment. *Journal of Culinary Science & Technology, 14*(1), 42–55.

Lockyer, T. (2013). The perception of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Hospitality & Tourism Research, 27*(3), 253–275.

Pavesic, D. V. (2005). The psychology of menu design: Reinvent your 'silent salesperson' to increase check averages and guest loyalty. *Hospitality Faculty Publications*, 2.

Sharma, A., Moon, J., & Strohbehn, C. (2020). Restaurant diners' knowledge of menu labeling and its impact on meal choice. *Journal of Foodservice Business Research, 23*(3), 240–257.

Sigala, M. (2018). Social media and customer engagement in the foodservice sector. *International Journal of Hospitality Management, 76*, 1–9.

Bianchi, L. (2021). *Home-based restaurants in Italy: Tradition meets innovation*. Journal of Gastronomy and Tourism, 5(3), 211-227. https://doi.org/10.3727/216929721X16154019662121

European Food Safety Authority. (2020). *Food safety guidelines for small-scale catering*. EFSA Journal, 18(6), e06123. https://doi.org/10.2903/j.efsa.2020.6123

Jones, P., & Taylor, S. (2021). *Home-based gastronomy and micro-entrepreneurship*. International Journal of Hospitality Management, 94, 102839. https://doi.org/10.1016/j.ijhm.2020.102839

Kasavana, M. L., & Smith, D. I. (2020). *Menu engineering: A practical guide to profitability*. Hospitality Press.

Kivela, J., & Crotts, J. C. (2019). Gastronomy tourism: A meaningful travel market segment. *Journal of Culinary Science & Technology*, 17(2), 129-144. https://doi.org/10.1080/15428052.2018.1463582

Republic of Turkey Ministry of Interior. (2022). *Regulation on the issuance of business establishment and operation permits*. https://www.icisleri.gov.tr

Republic of Turkey Ministry of Agriculture and Forestry. (2023). *Hygiene and safety criteria for food establishments*. https://www.tarimorman.gov.tr

Horng, J. S., & Tsai, C. Y. (2012). Culinary tourism strategic development: An Asia-Pacific perspective. *International Journal of Tourism Research*, 14(1), 40–55. https://doi.org/10.1002/jtr.837

Kotler, P., Bowen, J. T., & Makens, J. C. (2017). *Marketing for Hospitality and Tourism* (7th ed.). Pearson Education.

Unnevehr, L. J., & Jensen, H. H. (1996). HACCP as a regulatory innovation to improve food safety in the meat industry. *American Journal of Agricultural Economics*, 78(3), 764–769. https://doi.org/10.2307/1244324

Woodside, A. G., Sood, S., & Miller, K. E. (2008). When consumers and brands talk: Storytelling theory and research in psychology and marketing. *Psychology & Marketing,* 25(2), 97–145. https://doi.org/10.1002/mar.20203

Getz, D., & Robinson, R. (2014). *Foodies and food tourism*. Goodfellow Publishers. Harrington, R. J., & Ottenbacher, M. C. (2018). Culinary tourism—A case study of the gastronomic capital. *International Journal of Hospitality & Tourism Administration, 19*(1), 1-19.

Karim, S. A., & Chi, C. G. Q. (2010). Culinary tourism as a destination attraction: An empirical examination of destinations' food image. *Journal of Hospitality Marketing & Management, 19*(6), 531–555.

Lane, C. (2010). The cultivation of taste: Chefs and the organization of fine dining. *Oxford University Press*.

Pine, B. J., & Gilmore, J. H. (2011). *The experience economy*. Harvard Business Review Press.

Richards, G., & Marques, L. (2018). Creating synergies between cultural policy and tourism for sustainable urban development. *Journal of Policy Research in Tourism, Leisure and Events, 10*(2), 174–193.

Horng, J. S., & Tsai, C. Y. (2012). Culinary tourism strategic development: An Asia-Pacific perspective. *International Journal of Tourism Research*, 14(1), 40–55. https://doi.org/10.1002/jtr.837

Kotler, P., Bowen, J. T., & Makens, J. C. (2017). *Marketing for Hospitality and Tourism* (7th ed.). Pearson Education.

Sims, R. (2009). Food, place and authenticity: Local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321–336. https://doi.org/10.1080/09669580802359293

Woodside, A. G., Sood, S., & Miller, K. E. (2008). When consumers and brands talk: Storytelling theory and research in psychology and marketing. *Psychology & Marketing*, 25(2), 97–145. https://doi.org/10.1002/mar.20203

McCall, M., & Lynn, A. (2008). The effects of restaurant menu item descriptions on perceptions of quality, price, and purchase intention. *Journal of Foodservice Business Research*, 11(4), 439–445. https://doi.org/10.1080/15378020802519850

Bessière, J. (1998). Local development and heritage: Traditional food and cuisine as tourist attractions in rural areas. *Sociologia Ruralis, 38*(1), 21-34.

Cousins, J., Foskett, D., & Gillespie, C. (2019). *Food and beverage management*. Routledge.

Harrington, R. J. (2005). The how and who of strategy making: Modeling the context of strategic decision making. *Journal of Hospitality & Tourism Research, 29*(3), 372-395.

Jones, P., & Mifli, M. (2017). Operational issues and strategic decisions in foodservice. In P. Jones (Ed.), *Handbook of hospitality operations and IT* (pp. 23-41). Routledge.

López-Guzmán, T., & Sánchez-Cañizares, S. (2012). Gastronomy, tourism, and destination differentiation: A case study in Spain. *Review of Economics & Finance, 2*(1), 63–72.

Okumus, B., Okumus, F., & McKercher, B. (2013). Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey. *Tourism Management, 24*(2), 213-221.

Lee, S., & Kim, H. (2020). The impact of food delivery service attributes on customer satisfaction and loyalty. *Journal of Hospitality and Tourism Technology*, 11(3), 387–401. https://doi.org/10.1108/JHTT-12-2019-0143

Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer Services*, 35, 150–162. https://doi.org/10.1016/j.jretconser.2016.12.013

Arslan, T. (2021). *Low-cost business models in entrepreneurship: The case of home-based restaurants*. Istanbul: Beta Publications.

Çavuşoğlu, N. (2021). *Home-based gastronomy entrepreneurship and new-generation restaurant models*. Ankara: Detay Yayıncılık.

Çetin, M. (2019). Food production in home environments and local government regulations. *Journal of Food Safety, 7*(2), 55–67.

Demir, A., & Şahin, E. (2020). The healthy eating trend in consumer behavior. *Journal of Nutrition and Dietetics Research, 3*(1), 41–59.

Deshpande, R. (2019). The tiffin service model in Mumbai: A cultural and economic phenomenon. *Journal of Food Studies, 8*(4), 101–117.

Ergin, Z. (2022). The impact of digital platforms on home-based restaurant businesses. *Journal of Food and Beverage Management, 5*(1), 89–104.

FAO. (2020). *Food safety and home-based catering*. Food and Agriculture Organization Report.

Gürbüz, H., & Öztürk, M. (2022). Post-pandemic trends in food delivery services. *Journal of Tourism and Gastronomy Research, 6*(2), 112–128.

Küçük, A. (2020). Innovative business models in home-based restaurants. *Journal of Gastronomy and Entrepreneurship, 2*(3), 77–93.

Yılmaz, O., & Karaca, H. (2021). Contributions of digitalization to small-scale food businesses. *Journal of Entrepreneurship and Innovation, 4*(2), 59–73.

Bessière, J., & Tibère, L. (2013). Traditional food and tourism: French tourist experience and food heritage in rural spaces. Journal of the Science of Food and Agriculture, 93(14), 3420-3425. https://doi.org/10.1002/jsfa.6284

Ellis, A., Park, E., Kim, S., & Yeoman, I. (2018). What is food tourism? Tourism Management, 68, 250-263. https://doi.org/10.1016/j.tourman.2018.03.025

Hall, C. M., & Sharples, L. (2008). Food and Wine Festivals and Events Around the World. Elsevier.

Okumus, B. (2020). Food tourism research: A perspective article. Tourism Review, 75(1), 69-73. https://doi.org/10.1108/TR-09-2019-0387

Pine, B. J., & Gilmore, J. H. (1999). The Experience Economy: Work is Theatre & Every Business a Stage. Harvard Business Press.

Richards, G. (2018). Cultural tourism: A review of recent research and trends. Journal of Hospitality and Tourism Management, 36, 12-21. https://doi.org/10.1016/j.jhtm.2018.03.001

Scarpato, R. (2002). Gastronomy studies in search of hospitality. Hospitality, Tourism and Leisure Management, 1(1), 1-12.

Nagle, T. T., & Müller, G. (2018). *The Strategy and Tactics of Pricing: A Guide to Growing More Profitably* (6th ed.). Routledge.

Unnevehr, L. J., & Jensen, H. H. (1996). HACCP as a regulatory innovation to improve food safety in the meat industry. *American Journal of Agricultural Economics*, 78(3), 764–769. https://doi.org/10.2307/1244324

Lee, S., & Kim, H. (2020). The impact of food delivery service attributes on customer satisfaction and loyalty. *Journal of Hospitality and Tourism Technology*, 11(3), 387–401. https://doi.org/10.1108/JHTT-12-2019-0143

Ivanov, S., & Webster, C. (2019). *Robots in tourism: A research agenda for tourism economics*. Tourism Economics, 25(2), 274-291. https://doi.org/10.1177/1354816618766571

Jones, P. (2021). *Hospitality operations: Managing operations in the food service industry*. Routledge.

Kimes, S. E. (2011). *The future of hotel revenue management*. Journal of Revenue and Pricing Management, 10(1), 62–72. https://doi.org/10.1057/rpm.2010.47

Kimes, S. E., & Wirtz, J. (2003). Has revenue management become acceptable? *Journal of Service Research,* 6(2), 125–135. https://doi.org/10.1177/1094670503257038

Noone, B. M., & Kimes, S. E. (2017). Dining duration and customer satisfaction. *Journal of Service Management,* 28(3), 461–482. https://doi.org/10.1108/JOSM-11-2015-0362

Öztürk, B. (2020). Customer experience management in gastronomy entrepreneurship: A home-style restaurant example. *Anadolu Gastronomy Journal,* 4(2), 55–72.

Walker, J. R. (2020). *Introduction to hospitality management* (6th ed.). Pearson.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

Kimes, S. E. (2011). The future of restaurant revenue management. *Journal of Revenue and Pricing Management,* 10(1), 66–72. https://doi.org/10.1057/rpm.2010.42

Lee, S., & Kim, H. (2020). The impact of food delivery service attributes on customer satisfaction and loyalty. *Journal of Hospitality and Tourism Technology*, 11(3), 387–401. https://doi.org/10.1108/JHTT-12-2019-0143

Pantelidis, I. S. (2010). Electronic meal experience: A content analysis of online restaurant comments. *Cornell Hospitality Quarterly*, 51(4), 483–491. https://doi.org/10.1177/1938965510378574

Çelik, A. (2019). *The role of digital reservation systems in small-scale businesses*. Istanbul: Beta Publishing.

Demir, F., & Kaya, M. (2020). *Sustainable supply chain management in the food industry*. Ankara: Detay Publishing.

Gürbüz, S. (2021). *Digitalization in customer relationship management*. Journal of Business Research, 13(2), 45-58.

Kara, N. (2020). *The effects of social media marketing on the gastronomy sector*. International Journal of Gastronomy and Tourism Research, 4(1), 67-80.

Öztürk, B. (2021). *The transformation of small-scale businesses in the digital world*. Istanbul: Literatür Publishing.

Yılmaz, E. (2022). *Financial management tools and digital solutions in SMEs*. Anadolu University Publications.

Çelik, A. (2020). *Customer experience management in small-scale businesses*. Istanbul: Beta Publishing.

Demir, F. (2021). *Experiential marketing in gastronomy businesses*. Ankara: Detay Publishing.

Gürbüz, S., & Arslan, H. (2020). Community feeling and social interaction in home-style restaurants. *International Journal of Gastronomy Research,* 5(2), 77-94.

Kaya, M., & Yıldırım, E. (2020). The effects of hospitality on gastronomy tourism. *Journal of Tourism and Cultural Studies,* 8(3), 56-70.

Öztürk, B. (2022). *The importance of personalized service in traditional businesses*. Eskişehir: Anadolu University Publications.

Şahin, D. (2019). Cultural authenticity and gastronomy experience: Examples of home-style restaurants. *Journal of Gastronomy and Tourism Studies,* 2(1), 45-60.

Yılmaz, E. (2021). The impact of digitalization on customer experience. *Journal of Business Research,* 13(4), 101-115.

Avcıkurt, C., & Köroğlu, A. (2019). Hospitality culture and gastronomy tourism: The case of Turkey. *Journal of Gastronomy Research*, 7(2), 85–102.

Bessière, J. (1998). Local development and heritage: Traditional food and cuisine as tourist attractions in rural areas. *Sociologia Ruralis*, 38(1), 21–34. https://doi.org/10.1111/1467-9523.00061

Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57–71.

Everett, S., & Slocum, S. L. (2013). Food and tourism: An effective partnership? A UK-based review. *Journal of Sustainable Tourism*, 21(6), 789–809.

Han, H., & Jeong, C. (2013). Multi-dimensions of patrons' emotional experiences in upscale restaurants and their role in loyalty formation:

Emotion scale improvement. *International Journal of Hospitality Management,* 32, 59–70.

Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality & Tourism Research,* 33(4), 487–510.

Lugosi, P. (2008). Hospitality spaces, hospitable moments: Consumer encounters and affective experiences in commercial settings. *Journal of Foodservice*, 19(2), 139–149.

Pine, B. J., & Gilmore, J. H. (1999). *The experience economy: Work is theater & every business a stage.* Harvard Business Press.

Richards, G. (2011). Creativity and tourism: The state of the art. *Annals of Tourism Research,* 38(4), 1225–1253.

Sims, R. (2009). Food, place and authenticity: Local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321–336.

Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57-71. https://doi.org/10.1177/002224299205600205

Fields, K. (2002). Demand for the gastronomy tourism product: Motivational factors. In A. M. Hjalager & G. Richards (Eds.), *Tourism and gastronomy* (pp. 37-50). Routledge.

Lugosi, P. (2008). Hospitality spaces, hospitable moments: Consumer encounters and affective experiences in commercial settings. *Journal of Foodservice*, 19(2), 139-149. https://doi.org/10.1111/j.1748-0159.2008.00103.x

Pine, B. J., & Gilmore, J. H. (2019). *The experience economy*. Harvard Business Review Press.

Richards, G. (2020). Designing creative places: The role of creative tourism. *Annals of Tourism Research*, 85, 102922. https://doi.org/10.1016/j.annals.2020.102922

Tussyadiah, I. P. (2014). Toward a theoretical foundation for experience design in tourism. *Journal of Travel Research*, 53(5), 543-564. https://doi.org/10.1177/0047287513513172

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

Kimes, S. E. (2011). The future of restaurant revenue management. *Journal of Revenue and Pricing Management,* 10(1), 66–72. https://doi.org/10.1057/rpm.2010.42

Kotler, P., Bowen, J. T., & Makens, J. C. (2017). *Marketing for Hospitality and Tourism* (7th ed.).

Pearson Education. Sims, R. (2009). Food, place and authenticity: Local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321–336. https://doi.org/10.1080/09669580802359293

Berry, L. L. (2002). Relationship marketing of services: Perspectives from 1983 and 2000. *Journal of Relationship Marketing, 1*(1), 59–77.

Bessiere, J. (1998). Local development and heritage: Traditional food and cuisine as tourist attractions in rural areas. *Sociologia Ruralis, 38*(1), 21–34.

Hall, C. M., & Gössling, S. (2016). *Food tourism and regional development: Networks, products, and trajectories*. Routledge.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

Oliver, R. L. (2015). *Satisfaction: A behavioral perspective on the consumer*. Routledge.

Akgün, M. (2021). *The place and importance of olive oil in Turkish cuisine*. Istanbul: Gastronomy Publications.

Baysal, A. (2019). *Turkish culinary culture and regional differences*. Ankara: Ministry of Culture and Tourism Publications.

Çalışkan, V. (2020). The role of home-style restaurants in gastronomic tourism. *Journal of Tourism and Gastronomy Research, 8*(2), 115-132.

Demir, F., & Çelik, G. (2018). Healthy eating culture and the Aegean cuisine. *Journal of Nutrition and Dietetics, 46*(1), 45-59.

Şahin, R., & Demirtaş, M. (2022). Gastronomic evaluation of local herbs: The Aegean Region example. *Anatolian Gastronomy Researches, 5*(1), 87-103.

UNESCO. (2017). *Creative Cities of Gastronomy*. UNESCO.

Yılmaz, E. (2020). Mediterranean cuisine and sustainable gastronomy. *Mediterranean Culture and Tourism Research Journal, 12*(3), 201-219.

Caldeira, C., De Laurentiis, V., Corrado, S., van Holsteijn, F., & Sala, S. (2019). Quantification of food waste per product group along the food supply chain in the European Union: A mass flow analysis. Resources, Conservation and Recycling, 149, 479-488. https://doi.org/10.1016/j.resconrec.2019.06.011

FAO. (2020). Food loss and waste database. Food and Agriculture Organization of the United Nations.

Garrone, P., Melacini, M., & Perego, A. (2014). Opening the black box of food waste reduction. Food Policy, 46, 129-139.

Kotsanopoulos, K. V., & Arvanitoyannis, I. S. (2017). The role of auditing, food safety, and food quality standards in the food industry: A review. Comprehensive Reviews in Food Science and Food Safety, 16(5), 760-775.

Papargyropoulou, E., Lozano, R., Steinberger, J. K., Wright, N., & bin Ujang, Z. (2016). The food waste hierarchy as a framework for the management of food surplus and food waste. Journal of Cleaner Production, 76, 106-115.

Principato, L., Pratesi, C. A., & Secondi, L. (2018). Towards zero waste: An exploratory study on restaurant managers. International Journal of Hospitality Management, 74, 130-137.

Turkish Food Codex. (2022). Turkish Food Codex Regulation. Ministry of Agriculture and Forestry of the Republic of Turkey.

Papargyropoulou, E., Lozano, R., Steinberger, J. K., Wright, N., & Ujang, Z. (2014). The food waste hierarchy as a framework for the management of food surplus and food waste. Journal of Cleaner Production, 76, 106–115. https://doi.org/10.1016/j.jclepro.2014.04.020

Çakmak, E., & Çavuşoğlu, S. (2021). Culinary heritage and gastronomic entrepreneurship: A case of home-based restaurants. *Journal of Gastronomy and Tourism, 5*(2), 85-102.

Demir, M., & Giritlioğlu, İ. (2020). Gastronomy entrepreneurship in the context of women's entrepreneurship and home economics. *Tourism Academic Journal, 7*(1), 33-48.

Gössling, S., Hall, C. M., & Scott, D. (2020). *Food tourism and regional development: Networks, products and trajectories*. Routledge.

UNWTO. (2022). Tourism and gastronomy: Sustainable pathways. United Nations World Tourism Organization.

The Concept of Home-Style Restaurants as a New Trend and Its Sustainability

Prof. Dr. Mehmet SARIOĞLAN
Rana ŞAT
Prof. Dr. Cevdet AVCIKURT