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| 12. | Zoran Mihanovic University of Split, Faculty of Economics, Split, Croatia | Service marketing management and reputation of service organizations: the case of adult education in Croatia |

Session 3A

| Time: 28.10.2011, 10.00-12.00h | | |
|---|---|---|
| Session title: - <i>Competitiveness in tourism in terms of changing environment</i> - <i>Current tendencies in gastronomy and nutrition</i> | | |
| Hall: Ohrid | | |
| Chair: Pere Aslimoski, PhD; Angela Vasileska, PhD; Bayram Şahin, PhD | | |
| No | Speaker | Title |
| 1. | Pere Aslimoski, PhD Faculty of Tourism and Hospitality - Ohrid Sase Gerasimoski, PhD Faculty of Security-Skopje | Food and nutrition as tourist phenomenon |
| 2. | Angela Vasileska, PhD Faculty of Tourism and Hospitality - Ohrid Gordana Rechkoska, PhD Faculty of Tourism and Hospitality - Ohrid | Global and regional food consumption patterns and trends |
| 3. | Bayram Şahin, PhD Balıkesir University The School of Hotel and Tourism Management, Balıkesir, Turkey Seda Şahin, Research Assistant | Changing consumer tendency and effects of local kitchens on tourism movements |



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|----|---|--|
| | <p>Balikesir University The School of Hotel and Tourism Management, Balikesir , Turkey Nuray Tetik, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey Göksel Kemal Girgin, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey</p> | |
| 4. | <p>Nako Taskov, PhD Faculty of Tourism and Business Logistics - Gevgelija Dejan Metodijeski Faculty of Tourism and Business Logistics - Gevgelija Nikola V. Dimitrov, PhD Faculty of Tourism and Business Logistics - Gevgelija</p> | <p>Collecting - from hobby to profession, from private ownership to tourism offer, from balck market to legal activity</p> |
| 5. | <p>Muhammad Irbaz Khan, Senior Research Associate Department of English Language and Literature, University of Management and Technology Lahore, Pakistan</p> | <p>Humor as an essential component in tourism education</p> |
| 6. | <p>Vera P. Simovska, PhD Faculty of Technology and Technical Sciences-Veles Dragan Damjanovski, PhD Faculty of Technology and Technical Sciences-Veles MilaP. Vidin, MSc HEPA Macedonia National organization for the promotion of Health-Enhancing Physical Activity Valentina Pavloska, PhD Faculty of Technology and Technical Sciences-Veles Sasko Martinovski, MSc Faculty of Technology and Technical Sciences-Veles</p> | <p>Evaluation of dietary habits and physical activity levelas basis for a new health promotion strategy of the Republic of Macedonia</p> |
| 7. | <p>Seda Şahin, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey Nuray Tetik, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey Göksel Kemal Girgin, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey Bayram Şahin, PhD Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey</p> | <p>Culinary tourism and the role of tourist guides in presenting kitchen and food culture</p> |
| 8. | <p>Michael Risteski, BA in tourism</p> | <p>Spatial planning and sustainable</p> |

CHANGING CONSUMER TENDENCY AND EFFECTS OF LOCAL KITCHENS ON TOURISM MOVEMENTS

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Abstract – Individuals, who have enough time, purchasing power and holiday tendency, have been attending tourism activities with different purposes like visiting relatives, having fun and adventure, shopping or visiting different cultures. In recent years, changing environment and different alternatives motivate tourists to choose different holiday choices. Besides, local foods & beverages and kitchens can attract tourists to the destinations which supply different alternatives. The aim of this study is to examine the viewpoints of foreign tourists towards local foods and to determine how local foods and kitchens affect their destination preferences. In this frame the questionnaire form was designed and was conducted on foreign tourists. Then data obtained from questionnaires were analyzed by using statistical analyses. At the end of the study, recommendations related to gastronomy were given about alternative strategies in service sector within the changing environment conditions.

Keywords: Tourism, Kitchen, Gastronomy, Local Foods, Food&Beverage.

1. INTRODUCTION

Parallel with the changing travel tendency throughout the world, today the proportion of resort tourism in tourism market is decreasing. Changes in tourists' need and expectations force tourism market to create demand-based products [1]. Most of studies in the literature stressed the importance of creating products and services according to changing needs and expectations of the tourists [2], [3], [4]. Individuals have a variety of motivations for traveling, such as family gatherings, meeting friends, relaxation and the opportunity to

experience different cultures. Identifying the changes and trends in travel motivations over the years can help businesses to provide more customized travel packages [5].

With the change in travel tendencies, different tourism diversities displace traditional tourism which depends on resting and relaxation. Moreover competition existing in tourism sector forces the countries to create new strategies to stand towards these changes. Thus countries use different tourism products instead of resort tourism in order to gain competitive advantages in tourism sector. Resort tourism, also known as coastal tourism, is a diversity of tourism product which is commonly used by Mediterranean countries and by many destinations around the world. Natural, cultural and archaeological sources may not be used efficiently as resort tourism is preferred mostly rather than other tourism diversities in many countries. On the other hand tourists' needs and expectations are changing rapidly in international tourism market. So countries need to make tourism product diversification in order to keep up with these changes.

The advantages of tourism sector create fierce competitions between countries which want to benefit from these advantages. When taking into consideration the changes of tourists' travel choices, particularly producing new policies on this area and using them effectively become a necessity for countries to expand their market share in tourism sector.

Cultural values are one of the leading elements that answer tourists' needs and provide advantages to countries. One of these cultural values is gastronomy tourism. 'Gastronomy' is a concept referring to 'the art, or science, of good eating' [6]. The Encyclopaedia Britannica defines gastronomy as the art of selecting, preparing, serving, and enjoying fine food [7]. More

generally, gastronomy is concerned with the enjoyment of good food and beverages. It denotes appreciation of wine and other beverages and how they pair with food; it is concerned with the total consumption of the meal and often denotes an affluent or aesthetically superior lifestyle [6].

In the promotional literature, the cuisine of tourist destinations is widely advertised. Indeed, the few publications on food in tourism mostly deal with it as a significant attraction. There are hardly any detailed studies of the actual eating practices of tourists, or of the processes of transformation of local food majority of papers dedicated to local food as an attraction to different destinations [8]. Gastronomic leisure lifestyles can be important in destination image-building. A benefit of using gastronomy as a promotional vehicle may be that the type of tourist likely to be attracted will be more culturally aware, and less problematic than many types of 'mass' tourist [9].

Although tourism motivation in general has been extensively studied in recent years [9], [10], [11], [12] gastronomy has been a relatively neglected aspect of motivation. There are few researches on gastronomy tourism which was made in Southwest United Kingdom [13], New Zealand and Australia, Gallar, South Africa [14], Hong Kong [15] and some American cities [6].

2. LITERATURE REVIEW

Boyne et.al. (2003) determined that food-related tourism initiatives need to be promoted using the World Wide Web. The research highlights inadequacies in the web-based promotion of food-related tourism initiatives in the UK and suggests to be considered this situation for the sake of regional tourism development [16].

Hornig and Tsai (2009) stated in their study that the content of government tourism websites was very important for promoting a tourist destination's exciting cuisine and food culture and, these websites helped to shape a country's, region's or locality's culinary cultural image. So traditional and local foods, restaurants, gastronomic tours, recipes and culinary cultures (including table manners and other dining customs) needed to be introduced and advertised in government websites [17].

Everett and Aitchison (2008) undertook an in-depth interview with 12 restaurateurs in four popular tourism destinations. At the end of the interview, the results showed that food tourism increases social and cultural benefits and enhances environmental awareness and sustainability. It also increased tourist spending and extends the tourism season [13].

In his study, Frochot (2003) analyzed French regional tourism brochures. He emphasized the importance of representing food images followed by wine and vineyards images in brochures and in

country's and region's promoting strategies. He stressed that food represents a powerful eye-catcher and a strong symbol of quality of life and authenticity. Therefore, the use of different food images needed to be increased by tourism advertisers in their promotional material [18].

In their study, Ignatov and Smith (2006) defined three a priori segments; food-related activities, wine-related activities, food and wine-related activities. They made research on tourists who attend these activities and determined their ratings. At the end of the study, they found that food segment was the largest of the three, with nearly 25% of responds. They also realized significant differences between education level and income level according to culinary segments [19].

Skuras vd. (2006) determined that buying local food was related to how informed respondents were prior to visiting the area and to various socio-demographic characteristics. Also well-educated and married consumers collected high level of information before their trip and purchased tourism services of a high unit price. It was stated in the study that the increase in demand of local foods contributed the increase in local income as well [20].

Jacobsen and Haukeland (2002) approached food tourism in a different view in their study which they carried out in Norway. The results showed that service and friendliness of the staff, food quality, interior/atmosphere, location/accessibility, air quality, choices on the menu, price level were important factors that effect tourist's satisfaction level [21].

Rand et.al. (2003), determined that local food held much potential to enhance sustainability in tourism; contributed to the authenticity of the destination; strengthened the local economy; and provided for the environmentally friendly infrastructure [14].

Another study was done by Smith and Costello (2009) in order to determine push motivation factors of tourists who attended culinary festivals and whether there was a difference between food focusers and event seekers. The results indicated that food focusers had a much higher proportion of respondents indicating "to see and taste the food" (71%) was the primary reason for attending the culinary event as compared to the event seekers (42%). When analyzing expenditures per person per day, food focusers spent \$5.36 for food and \$22.38 for restaurant and eating while seekers spent \$5.02 and 14.23 respectively [22].

Okumuş et.al. (2007) compared Turkey and Hong Kong in terms of using food as a marketing tool. The findings indicated that both destinations used food in their marketing efforts. However, Hong Kong was marketed and promoted more as a culinary destination than Turkey. In addition, Hong Kong offered local and international cuisines, whereas Turkey only tried to promote its own national cuisine. Finally, Hong Kong placed far more emphasis on food and conveys the

message about cuisine in a much more sophisticated manner than Turkey [23].

In other researches was done in Didim, Kayseri and Cappadocia by Budak and Çiçek (2002) in order to determine foreign tourists' perceptions on Turkish foods and service quality. The results showed that 46.1% of the respondents found Turkish food tasty and expressed that diversity and good taste of Turkish food was a motivating factor for them to revisit Turkey. Also 50% of the respondents indicated that they got wide information about Turkish foods from books, brochures and travel agents before visiting Turkey [24].

3. RESEARCH METHODOLOGY

The questionnaire of the study was designed by taking into consideration of the researches studied by Boyne and et.al. 2003; Cohen and Avieli 2004; Everett and Aitchison 2008; Ignatov and Smith 2006. The prepared questionnaire form includes two parts. To start with, respondents' socio-demographic profiles were tried to be determined. Eleven items were then developed to analyse tourists' aspects on local kitchen. These items were rated using a 5-point Likert Scale, ranging from "strongly disagree (1)" to "strongly agree (5)". The study was carried out between March and April 2011 and, Antalya, the city of Turkey, was chosen for conducting the study. The sample included 150 foreign tourists who stayed at five-star hotels. 20 of 150 questionnaire form were not evaluated as they were filled randomly. Data obtained from questionnaires were analysed using SPSS 11.5 Statistical Program.

3.1 Data Analysis

Initially Cronbach's Alpha was calculated to test the reliability. Then, descriptive statistics including frequencies and distribution percentage were conducted to determine respondents' socio-demographic profiles. Mean score and standard deviation of the variables related to Local Kitchen Aspects (LKA) were analysed. In conclusion, Independent Samples T Test and ANOVA was calculated in order to analyse whether there was a significant difference between variables in terms of local kitchen aspects.

Table 1. Socio-Demographic Profiles of the Respondents

| | (n) | (%) |
|-----------------------|-----|------|
| Gender | | |
| Female | 57 | 43,8 |
| Male | 73 | 56,2 |
| Age | | |
| 25 and below | 23 | 17,7 |
| Between 25-34 | 29 | 22,3 |
| Between 35-44 | 35 | 26,9 |
| Between 45-55 | 24 | 18,5 |
| 56 and above | 19 | 14,6 |
| Marital Status | | |
| Single | 52 | 40,0 |
| Married | 46 | 35,4 |
| Divorced or Separated | 32 | 24,6 |
| Education | | |
| Postgraduate | 17 | 13,1 |
| Undergraduate | 32 | 24,6 |
| Secondary School | 56 | 43,1 |
| Primary School | 25 | 19,2 |
| Employment | | |
| Employed | 83 | 63,8 |
| Unemployed | 47 | 36,2 |
| Nationality | | |
| English | 7 | 5,4 |
| Dutch | 3 | 2,3 |
| German | 28 | 21,5 |
| Russian | 87 | 66,9 |
| Other | 5 | 3,8 |

The results of socio-demographic profiles of the respondents are shown in Table 1. According to the table, 44% of the participants were female, while 56% of them were male. The main age groups were "from 35-54" represented 27% of the respondents and "from 25-34" represented 22% of them. When analyzing respondents' marital status, 40% of them interviewed were single, 35% were married and 25% were divorced or separated. With regard to the education level of the respondents, the results showed that 43% of the respondents were with secondary school education and 25% of them were undergraduate education. Most of the respondents were employed with the percentage of 64, remaining were unemployed. When analyzing nationalities most of the respondents were Russian (67%). The others were Belgian (20%), English (19%), American (16%) and French (15%) respectively.

Table 2. The Mean and Standard Deviation and Reliability Analysis of the Items

| | \bar{X} | Std. Dev. | Alpha if Item Deleted |
|--|-----------|-----------|-----------------------|
| National cuisine and local kitchen are important factors for choosing destination | 2,62 | 1,07 | 0,7175 |
| I would prefer to try national foods rather than my country's food during my holiday | 3,32 | 1,12 | 0,6201 |
| Hospitality establishments and food&beverage establishments which are serve national foods are effective for me to satisfy with my holiday | 3,14 | 1,15 | 0,7502 |
| Personnel dressed in national costumes at national restaurants | 3,49 | 1,06 | 0,6257 |

| | | | |
|---|------|------|--------|
| attract my interest | | | |
| I give attention to health and food hygiene standards while choosing food&beverage establishments | 4,26 | 0,96 | 0,7548 |
| Travel brochures which are illustrated with national kitchen photos are more interesting for me | 2,54 | 0,98 | 0,6302 |
| The view of the national foods is an important factor for me to choose them | 3,23 | 1,08 | 0,7434 |
| I am interested in attending festivals about national foods | 3,39 | 0,99 | 0,6316 |
| National foods have important effect on me to choose the destination again | 3,40 | 0,99 | 0,7234 |
| I prefer to choose hospitality establishments which serve national foods | 2,72 | 1,09 | 0,6232 |
| The price of the national foods are important factor form me to prefer them | 3,33 | 1,08 | 0,7220 |

Mean 3,22
Standard Deviation 0,53
Cronbach's Alpha 0,7127
KMO 0,854
Bartlett Test 995,158

Cronbach's Alpha value obtained for scale was .71. This showed that scale was considered to be acceptable and reliable. KMO value (0,854) and Barlett value (995,158) was also calculated in order to investigate whether the scale is appropriate for factor analysis. The results showed that the factor analysis identified four factors. But it was not needed to analyse factor analysis as the item number was poor.

The mean score of the scale was calculated

$\bar{X} = 3,22$ showed that the respond value was close to "agree" rate. The item of "I give attention to health and food hygiene standards while choosing food&beverage establishments" got the highest mean score with 4,26. The second highest item was "Personnel dressed in national costumes at national restaurants attract my interest" with a mean score of 3.49. The item of "National cuisine and local kitchen are an important factors for choosing destination" with a mean score of 2,62 and "Travel brochure which are illustrated with national kitchen

photos are more interesting for me" with a mean score of 2,54 got the lowest values.

3.2 The Results of T Test

Independent Samples T Test was analysed in order to determine whether there was a significant difference between genders according to selection of a destination.

Table 3. Group Statistics Related to Gender

| | Gender | N | Mean | Std. Deviation |
|-----------------------|--------|----|--------|----------------|
| Local Kitchen Aspects | Female | 57 | 3,1611 | ,52421 |
| | Male | 73 | 3,2752 | ,54587 |

As it can be seen at Table 3 the Independent Samples T Test Result showed that there was no significant difference ($p < 0.05$) between female and male in terms of LKA with a mean score of 3.16 and 3.27 respectively.

Table 4. Independent Samples T Test Related to Gender

| | | Levene's Test for Equality of Variances | | T-Test for Equality of Means | | | |
|----------------------|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference |
| Local Kitchen Aspect | Equal variances assumed | ,331 | ,566 | 1,204 | 128 | ,231 | ,1141 |
| | Equal variances not assumed | | | 1,210 | 122,61 | ,229 | ,1141 |

*sig.<0,05, (sd)

As a result of analysis, it has been decided that the variance of gender was not different because the significance level of Levene test for LKA Sig. value 0,566 is over $p < 0.05$ value. Therefore, equal variance assumed t value was taken into account and defined as Sig. 0.566. In this respect, it has

been analyzed that gender creates no significant difference according to LKA.

Table 5. Group Statistics Related to Occupation Status

| | Occupation Status | N | Mean | Std. Deviation |
|-----------------------|-------------------|----|--------|----------------|
| Local Kitchen Aspects | Employed | 83 | 3,2344 | ,55518 |
| | Unemployed | 47 | 3,2089 | ,51002 |

As it can be seen at Table 5 the Independent Samples T Test Result showed that there was no significant difference ($p < 0.05$) between employed and unemployed respondents in terms of LKA with a mean score of 3.23 and 3.20 respectively.

Table 6. Independent Samples T Test Related to Occupation Status

| | | Levene's Test for Equality of Variances | | T-Test for Equality of Means | | | |
|----------------------|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference |
| Local Kitchen Aspect | Equal variances assumed | ,699 | ,405 | ,259 | 128 | ,796 | ,0255 |
| | Equal variances not assumed | | | ,265 | 102,54 | ,791 | ,0255 |

*sig.<0,05, (sd)

As a result of analysis, it has been decided that the variance of gender was not different because the significance level of Levene test for LKA Sig. value 0,405 is over $p < 0.05$ value. In this respect, it has been analyzed that occupation status created no significant difference according to LKA.

3.3 ANOVA Results

One Way ANOVA Test was analysed in order to determine whether there was a significant difference between ages, education levels, marital statuses and nationalities according to aspects of local kitchen. The results of ANOVA test were given in Table 7 below.

Table 7. One Way ANOVA Results

| | | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|----------------|-----|-------------|-------|------|
| Age | Between Groups | 40,239 | 27 | 1,490 | ,847 | ,681 |
| | Within Groups | 179,461 | 102 | 1,759 | | |
| | Total | 219,700 | 129 | | | |
| Education | Between Groups | 19,611 | 27 | ,726 | ,801 | ,741 |
| | Within Groups | 92,458 | 102 | ,906 | | |
| | Total | 112,069 | 129 | | | |
| Marital Status | Between Groups | 19,851 | 27 | ,735 | 1,228 | ,230 |
| | Within Groups | 61,072 | 102 | ,599 | | |
| | Total | 80,923 | 129 | | | |
| Nationality | Between Groups | 22,580 | 27 | ,836 | 1,289 | ,183 |
| | Within Groups | 66,190 | 102 | ,649 | | |
| | Total | 88,769 | 129 | | | |

As it can be seen in Table 7, no significant difference was assessed at the significance level of 0.05. As a result there was no significant difference between ages (sig. 0,681), education levels (sig. 0,741),

marital statuses (sig. 0,230) and nationalities (sig. 0,183) in terms of aspects of local kitchen.

3.4 Correlation Analysis

Table 8. Correlations Analysis Table

| | | Gender | Age | Education | Marital Status | Nat. | Occ. Status | LKA |
|--------|---------------------|--------|-----|-----------|----------------|------|-------------|-----|
| Gender | Pearson Correlation | 1 | | | | | | |
| | Sig. (2-tailed) | . | | | | | | |

| | | | | | | | | |
|-------------------|---------------------|-------|-------|-------|----------|-------|-------|---|
| Age | Pearson Correlation | -,075 | 1 | | | | | |
| | Sig. (2-tailed) | ,396 | . | | | | | |
| Education | Pearson Correlation | -,151 | ,082 | 1 | | | | |
| | Sig. (2-tailed) | ,087 | ,352 | . | | | | |
| Marital Status | Pearson Correlation | -,024 | -,090 | ,154 | 1 | | | |
| | Sig. (2-tailed) | ,785 | ,309 | ,080 | . | | | |
| Nationality | Pearson Correlation | ,149 | -,064 | -,058 | -,044 | 1 | | |
| | Sig. (2-tailed) | ,091 | ,466 | ,513 | ,623 | . | | |
| Occupation Status | Pearson Correlation | -,116 | ,119 | ,066 | -,178(*) | -,037 | 1 | |
| | Sig. (2-tailed) | ,187 | ,176 | ,456 | ,043 | ,674 | . | |
| LKA | Pearson Correlation | -,106 | -,077 | -,041 | -,014 | -,075 | -,023 | 1 |
| | Sig. (2-tailed) | ,231 | ,383 | ,640 | ,874 | ,399 | ,796 | . |

* Correlation is significant at the 0.05 level (2-tailed).

Bivariate correlation analyze was done whether there was a significant difference between socio-demographic variables and LKA. As it can be seen from the Table 8, no significant difference was determined between these variables.

3.5 Discussion

The respondents of the study indicated that local kitchen was an important factor in selection of a destination. One of the striking results of the study was that even if the reason of travelling was not only local kitchen, respondents stressed the importance of local kitchen as destination selection criteria. They indicated that they were interested in tasting local kitchen instead of their national kitchen. This result is important for producers as they can use this tendency during menu planning. Another result was that establishments which served local tastes increased the satisfaction level of tourists. Hygiene was another leading factor for food&beverage establishments which served local kitchen. Respondents emphasized the importance of hygiene of local kitchen during production process. Good appearance and presentation of local foods was one of the other important factors of destination selection. Thus establishments need to give attention to hygiene, appearance and presentation of local foods. It was indicated in the study that revisiting desire of the respondents was also effected positively by local kitchen experience. It can be said that producing hygienic and qualified local foods is an effective way of attracting tourist to a destination. Serving local foods in accommodation establishments also effect destination and accommodation selection. As it was indicated in the study that food price was determinative for respondents as well.

As it can be seen from the results, there were no significant differences among the variances of

gender, age, education levels, marital statuses and nationalities in terms of local kitchen aspects of the respondents. This showed that socio-demographic factors of the respondents did not create any significant difference according to LKA.

4. CONCLUSION AND RECOMMENDATIONS

Food consumption is not only a casual eating habit for tourists. It is also characterized as an art which affect their destination preferences. Thus, local foods means more than merely consuming on a trip, it also means the experience of a destinations' food and kitchen culture. Food is an important element of their holiday experience as they seek information relating to local kitchens and foods in addition to natural and historical values of a destination. Moreover it can be seen from the literature that there are tourists, can be named as food tourists, who travel with food&beverage motivations, to try new tastes and to have food experiences. Thus, local kitchens and local foods can be considered as a supportive attraction.

Determining the desire of tourists towards consuming local foods makes the establishments to use local elements during menu planning. Serving local tastes, instead of serving international foods and kitchens, is one of the first important determinants that help establishments to be successful. They can also gain economic income, contribute to sustainability and, conserve cultural values by serving local foods.

Tourists can gain good experiences by tasting local food, but it might not be enough to satisfy them fully. Other travel components like accommodation, transportation, services of travel agencies, all play an important role for satisfying tourists. Once one of these services does not fulfil tourist's expectations, whole experience of his/her travel would somehow be negatively influenced. Under this circumstance local

foods can make them to satisfy with their travel experiences. In this frame some recommendations can be given as it can be seen below.

Local kitchen is an increasingly important part of tourism marketing strategies. Thus the marketers need to develop marketing strategies for local kitchens by considering food tourists' expectations and needs. Marketing and promotion need to be coordinated by both tourism establishments and marketing organisations. Marketing companies can also help to introduce tourism establishments which serve local foods. Tour operators and travel agencies need to design brochures, booklets, web sites and other tour materials by emphasising local kitchens and foods during preparing and selling tour packages. Differentiating these promotional materials considering different cultural and national background of potential tourists can also be another way of promoting local kitchens. Local kitchens and foods are one of the powerful marketing tools for hotels as well.

Food festivals can be another promotional tool for local foods. Advertising and promoting festivals can attract international tourists. Countries and tourism establishments can organize food festivals in order to increase tourism demand and introduce local foods and kitchens.

Coordination is also essential between tourism establishments and local authorities. Local authorities might work actively to encourage education about local kitchen for employees. Especially education about implementing food safety regulations and caring food hygiene are very important factors which effect tourist's food quality perception. Local authorities are also play an important role in marketing local foods and kitchens. Countries or regions should not only focus on its local foods, but they also need to provide information about tourism establishments which serve local foods and kitchens. So that tourists can design their travel priorities and state local foods among these preferences.

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