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	Ice Ilijevski, MSc Faculty of Security-Skopje	data in the fight against the organized crime
9.	Tome Nenovski, PhD University American College - Skopje Evica Delova Jolevska, PhD University American College - Skopje Ilija Andovski, MSc National Bank of the Republic of Macedonia	Banking services in terms of changing environment
10.	Shkelqim Sinanaj University of Vlora "Ismail Qemali", Faculty of Economy, Albania Evelina Bazini, PhD University of Vlora "Ismail Qemali", Faculty of Economy, Albania Liljana Elmazi University of Tirana, Faculty of Economy, Albania	The relationship between marketing culture and marketing effectiveness & profitability in financial service organisations in Albania
11.	Elsa Gega Faculty of Economy, University "Aleksander Moisiu", Elbasan, Albania Ilir Elmaz Faculty of Economy, University of Vlora "Ismail Qemali", Albania	The impact of service quality on customer loyalty: A study of financial organizations in Tirana, Albania
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



	<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>

CULINARY TOURISM AND THE ROLE OF TOURIST GUIDES IN PRESENTING KITCHEN AND FOOD CULTURE

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Abstract-Food culture is a culture which shows both the materials used in the preparation of food and beverages and the ropes of cooking art. In terms of tourism, food culture is an important factor for tourists while visiting a country. However, foods which are related to tourists' culture are generally served in tourism destinations and presenting national kitchen are not considered important.

Guidance is a very important service for the tourists who wishes to obtain new and different cultural experiences. So, tourist guides have important responsibilities in presenting national kitchen and food culture. A guide should be well informed about tourist culture and also his/her own culture in order to be a mediator between cultures and to introduce national and food culture to the tourist. The aim of this study was to emphasize the important role of tourist guides in presenting kitchen and food culture. At the end of the study some recommendations were given about presenting kitchen and food culture more efficiently.

Index Terms- Culinary Tourism, Food Culture, Tourist Guide.

1. INTRODUCTION

Nowadays countries with their tourism destinations use different tourism products instead of "sun, sea and sand" tourism for gaining competitive advantage in the sector. Sun, sea and sand 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. Preference of coastal tourism rather than other tourism diversities in many countries causes natural, cultural and archeological sources not to be used efficiently. On the other hand tourists' needs and expectations are changing rapidly in international tourism market and in this situation turning potential

into advantages for countries depend on tourism product diversification.

In the popular, and especially the promotional tourism literature, food at a prospective destination is generally presented as an attraction [1]. Food is one of the most enjoyable activities that tourists undertake during their holiday, and, interestingly, is the item that they are least likely to consider reducing expenditure to consume. Local cuisines represent a core manifestation of a destination's intangible heritage, and through its consumption, tourists can gain a truly authentic cultural experience. Moreover, food can play an important role in differentiating destinations in a meaningful way. Because cuisines are 'branded' by nationality (Chinese, French, Italian, Turkish, Mexican, etc.), the opportunity exists to create a positive association between a style of food and a destination [2].

A large number of destinations use culinary as a tourism marketing tool, and many also use tourism to promote culinary. Gastronomy and travel destinations benefit each other, and through the combining of foods, recipes, chefs, and cultures, culinary tourism is becoming an increasingly dominant segment of the international tourist business destinations that use gastronomy as their key attraction need to continue to strengthen their culinary-cultural identity [3].

Until recently, food was considered a secondary resource within the travel product mix. Eating was viewed as a necessity rather than an attraction; thus, its availability was required to satisfy the needs of the visitors. Currently, however, food tourism is being identified as a primary activity or attraction, whereby people travel and visit a destination specifically for the unique food products offered. Food tourism markets are being recognized as a segment of the larger tourism industry [4]. The first step in promoting culinary tourism is to introduce a

country's cuisine and food culture (gastronomy) so that prospective tourists can have a deeper understanding of this before their arrival [3]. The mass media regarding lifestyles and tourist information, such as magazines, booklets, TV or the Internet, are powerful marketing tools for advertising food [5], [6] however, Handszuh [7] pointed out that while the practical purpose of any culinary tourism marketing strategy is to view the local food and dining culture as an important tourism resource, this culture need not normally be presented in publicity material and promotional messages prepared for mainstream tourism [3].

While culinary tourism is a relatively new field of academic enquiry, a growing body of literature suggests that trying authentic food may be the main or an important reason for traveling [8], [9], [10], [11] and, most significantly, an important source of visitor satisfaction [2], [8], [12].

Various researchers suggest that culinary tourism is an indication of cultural motivation as the primary reason for travel [4]; however, to date no studies have proven the role of tourist guides in presenting kitchen and food culture. Given this absence, the purposes of this research was to emphasize the important role of tourist guides in presenting kitchen and food culture, and also giving some recommendations about presenting kitchen and food culture more efficiently.

Culinary tourism as defined by Long [10] is any experience of food or foodways other than one's own. Long [10] described foodways as the "full spectrum" of behavior surrounding food, to include physical, social, cultural, economic, spiritual, and aesthetic places. A variety of food-related characteristics can be included in the construct of foodways, such as food preparation, preservation, cooking techniques, menus planning, presentation, eating styles, food culture and origin, and lastly food consumption. Hall and Mitchell [13] offered a comprehensive definition of culinary tourism including "visitations to primary and secondary food producers, food festivals, restaurants, and special locations for which food tasting and/or experiencing the attributes of specialist food production as the primary motivation for travel" [4].

Food tourism includes a broad spectrum of food-related activities developed for visitors to enjoy while traveling, such as restaurant dining, food festivals, factory tours, educational seminars, and farm visits [14]. Travel for the taste of food represents several terms, to include food tourism, cuisine tourism, culinary tourism, gastronomy tourism, and taste tourism [4].

Tourists are mostly curious on the culture, lifestyle and food & beverage habits of the destination that they have visited. Tourists are curious on the local kitchen and they often want to try these flavors. As a basic result of tour guide and tourist relation, tourists get information about the region they visit from the

tourist guide. So tourist guides should be equipped with information that tourist may need. Therefore, local culture and local food & beverage habits are the most required knowledge that a tourist guide should have. Acquiring these information can only provided with the integration of these information to the education process [15].

On the other hand, tourists guides play an extremely important role on tourists' remaining pleased with tour organization and travel experience, creating and presenting countries and national image. Except the business enterprises which show activity in the tourism area and guide, while the other staff couldn't find the possibility to communicate with tourist all the time, tour guides have the chance to set a direct communication with tourists. So, with their knowledge and skills, tourist guides play an important role in presenting kitchen and food culture. They have an importance to inform tourists about foods and beverages in a right way.

1.1. CULTURE AND FOOD CULTURE

Culture, cultural identity, cultural rights are the words that humanities increasingly utilize in their daily life. Culture does not have a single meaning. The oldest usage of the term is "agriculture"; another usage is "psyculture" that means fishpond and the other one is "viviculture" that means market gardening. This term here dates back to 15th century [16].

Culture which can be defined as faith, knowledge and behaviors that is passed on from generation to generation has a very long and rich past. Term of culture which is used in daily life and also art, and science studies was derived from the Latin term of "Colere" which means producing and cultivating from French to Turkish. Turkish Language Association Dictionary gives the meaning "crop" to the term of colere. The term has assumed a different meaning when Voltaire used it as creation and development of human brain. The term has passed to German language and was placed as "kultur" in one of the German Dictionary dated 1973. From then the term has changed "culture" and has been used by other nationalities [17].

Culture is an umbrella word that encompasses a whole set of implicit, widely shared beliefs, traditions, values and expectations that characterize a particular group of people. It identifies the uniqueness of social unit, its values and beliefs [18].

As Kaplan [19] mentioned, culture is a shape of life of a community or a group. Culture is a pattern of behaviors which is learned by communities and passes on new generations. He defined culture as an integrated pattern which includes knowledge, belief, morals, law, tradition and any other capabilities and habits by a person as a member of community.

Culture is often conceived of as encompassing the pattern of learned values, behaviors and beliefs that are shared within a group. From an anthropological

perspective, Kleinman and Benson describe culture as a dynamic process 'through which ordinary activities and conditions take on emotional and moral tone and meaning for participants' [20].

When considered these elements it is understood that gastronomy or food and beverage is an element that reflects a country's cultural heritage. Gastronomy is as effective as other cultural elements on developing tourism.

Kitchen which comprises a nationality's local foods reflects not only foods and beverages but also preparing and serving them, materials that are used for preparing and cooking, the place of cooking and its architecture, food festivals, and other facilities, and so on [21]. Cwiertka [22] defined cuisine as a complex system of foodstuffs, cookery techniques, dishes and the names of the dishes, tableware and table manners. It contains a strong cultural message, and symbolizes the culture where it originated.

In this frame kitchen culture can be defined as a combined and specific cultural structure which includes kinds of foods and beverages, a process of their preparation, cooking, conservation and consumption; cooking place and materials, traditions of eating, beliefs and applications [23].

Food means more than eating. Food relates to issues of identity, culture, production, consumption and, increasingly issues of sustainability [2]. Habituation of eating differentiates in communities as it is a part of culture. Nutrition culture of a community has a close relationship with way of life of the community. The changes in way of life cause the changes in nutrition culture. Thus nutrition culture of communities and nutrition models develop under the effect of some factors. As different communities have different cultural values, the preference of food changes according to community's habituations. Every country's culture differs from each other by diverse of foods, flavours and characteristic of foods. Foods depend not only on geography but also on culture. As an example, Muslims do not eat pork because of their religious beliefs and Hindus do not eat meat because of same reason. Chinese do not like to drink milk [21].

1.2. CULINARY TOURISM

A variety of terms have been used to express the linkage between food and tourism: cuisine tourism, culinary tourism and gastronomic tourism. According to their definitions, "cuisine" focuses on styles of food preparation and cooking alone, while "gastronomy" is concerned with the consumption of food and drink in a more general sense, and particularly with the enjoyment of good food and beverages as part of an affluent or aesthetically superior lifestyle. "Culinary" is the adjectival form of "cuisine" (meaning "kitchen" in French) but it tends to emphasize the actual practice (e.g. "culinary utensils") and style of food preparation and consumption as well as (like the noun "cuisine") the social context in which food is acquired, prepared

and eaten. "Culinary" can thus refer to ingredients, prepared foods, beverages, food production, motivations, activities, institutional structures, and food tourism itself [3], [24].

The phrase "culinary tourism" was coined in 1998 and refers to international tourists who plan their travels partly or largely on the basis of a desire to experience different and "exotic" culinary specialties and traditions [10]. That is, the primary goal of such tourists is to explore, experience, and enjoy the unique gastronomy (or cuisine) of a particular destination [25]. As Ignatov and Smith [24] point out, culinary tourism may be defined as "trips during which the purchase or consumption of regional foods (including beverages), or the observation and study of food production (from agriculture to cooking schools), represent a significant motivation or activity". Although it is accepted that food is an inextricable element of the touristic experience and can act as a primary trip motivator, it remains on the fringes of tourism research [26].

Culinary tourism, properly understood, is not simply one more niche product such as eco-tourism but recognition of the vital role that cuisine can play in the creation of a satisfying tourism experience as well as its role in expressing a destination's cultural heritage [24].

Traditionally many local people did not hold their own cuisine in high regard, and often viewed it as not being sophisticated enough and definitely not something a tourist would want [6]. All indications are that this attitude is changing and is in accordance with the market trend where tourists want to experience and "taste" the region they are visiting [8], an underlying reason being that culture is playing an increasingly important role in tourism and food is one of the key elements of culture [6].

Unlike other forms of travel activities and attractions, tourism dining is an art form that gratifies all of the five human senses-vision, tactile, auditory, taste, and olfaction. With such an idiosyncratic nature, tourism dining is often considered a sensory pleasure activity that fulfills the experiential part of a holiday experience. In addition, food is an essential aspect in understanding the culture of a society, and an important medium for cultural expression. Thus, food comprises a substantial part of the appeal a destination offers. Further contends that food satisfies all the conventional requirements of cultural tourism products. Hence, tourism dining has increasingly become a major conduit for tourists to appreciate the local culture of a destination [27].

Based on the typology of motivators proposed by McIntosh, Goeldner, and Ritchie (1995), namely, physical, cultural, interpersonal, and status and prestige motivators, Fields (2002) describes how gastronomy can be a motivator within each of these categories. First, it can be a physical motivator as the act of eating is predominately physical in nature involving tourists' sensory perceptions to appreciate

the food. Second, gastronomy can also be a cultural motivator because when tourists are experiencing new local cuisines, they are concomitantly experiencing a new culture. Third, it might serve as an interpersonal motivator as meals taken on a holiday have a social function including building new social relations and strengthening social bonds, and the leisurely way tourists eat on holiday is likely to facilitate the interpersonal aspect of dining. Finally, local delicacies can also be a status and prestige motivator for tourists can build their knowledge of the local cuisine by eating as the locals do, and exploring new cuisines and food that they or their friends are not likely to encounter at home [27].

Culinary tourism is therefore one form of cultural tourism, for cuisine is an integral part of the culture of all communities, even if only some of these ever become important tourist destinations. After all, not just a community's or culture's food but its whole "food culture" (including cooking and dining) may become the basis of narratives, rituals, festivals or other aspects of cultural expression. Thus, culinary tourism means more than merely consuming food on a trip: it also means the direct experience of a given area's unique culinary culture and "local knowledge" [24].

Food related tourism can allow tourists to achieve desired goals of relaxation, excitement, escapism, status, education and lifestyle [28]. Culinary tourism has the potential to offer great variety, quality and value as a tourism experience. Furthermore, culinary tourism has the potential to extend the length of stay and spending of visitors, and to draw visitors throughout the year [24]. Tourists enjoy indigenous food, particularly items of local or ethnic nature. Furthermore knowledge of the local, regional and national cuisine has become an interest for tourists [6]. Remington and Yuksel [29] found that food was the fourth most important contributor to the satisfaction of visitors, and the most important reason why tourists return to Turkey. Similarly, Jenkins [30] ranked food in the ninth position. Enright and Newton [31] food was found as the second most important attractor for Hong Kong, fourth for Bangkok and fifth for Singapore. Hu and Ritchie [32] found that food was the fourth most important attribute in the way tourists perceive the attractiveness of a destination, after climate, accommodation and scenery. Baloglu and McCleary [33] found that visitors rated Italy as having appealing local cuisine in their comparative research among Turkey, Egypt, Greece and Italy. Yuksel [34] found that both the first time and repeat visitor commonly regard quality of food as one of the main reasons to go back to Turkey.

The ever-expanding culinary tourism industry offers both tourist destinations and tourist businesses (industries) the opportunity to create for themselves a unique competitive advantage by creating a positive connection between food and particular local and national traits [2]. Thus Cohen and Avieli [1],

pointing out that towns, cities and regions as well as entire countries may become famous for their unique cuisines, explore the role of food as an important vehicle for tourism because of its power to define tourist destinations [3], [10].

1.3. TOURIST GUIDES AND TOURIST GUIDING

Tourists are unlikely to want to spend much of their limited time to seek out the practical details, or use a lot of energy to acquire local knowledge to function in their new environment. But without the information and knowledge, their holiday would be less smooth and enjoyable. Therefore, tourists often consult tourism mediators to make their travels less bothersome and more seamless. Tourism mediators guide tourists to interesting sights, activities and events [35].

Today's tourists want to [36]:

- Interact with locals
- Be guided by experts who will take them inside a particular world
- Try diverse cuisine
- Enjoy rural life
- Witness culture in all its manifestations
- Participate in authentic traditions
- Learn about historical and archaeological resources

As the tour leader has knowledge about the destination, customers will rely on him/her and seek his/her advice on almost everything. Such a relationship entails trust and mutual agreement. The tour leader is important to the tourist's perception of the whole tour and is a critical service feature in group package tours. The quality of tour guides/leaders influence travelers' decisions in the selection of all-inclusive tours and are a more effective endorser for group package tour brochures than the traditional brochure design [37].

These mediators offer shortcuts to tourists by directing tourists' attention to ways that will make life easier for tourists, such as where tourists can have good food, seek help, find interesting sights, meet welcoming locals and participate in exciting activities. Otherwise, being dislocated into a new physical environment, dislodged from their normal social contexts, tourists would find such situations stressful, uncomfortable and bewildering, and tourism mediators assist tourists to achieve less stressful, more comfortable and better informed holidays [35].

Tourist guides provide information and anecdotal stories about sites visited, places photographed and people encountered; they provide a text to the silent panorama passing outside the windows of tour buses. They are often the culture interpreters or culture-brokers-being the go-between for the tourists and local hosts; and their cultural and communication competence plays an important role for those local hosts receiving "hordes of culture-hungry tourists" [38].

A tour guide is defined as a guide who bears different roles throughout the journey, including information giver, instructor, motivator, ambassador, entertainer and leader. The tour leader is a leader of the tour for the whole journey. He/She serves as the coordinator in the destination and a buddy for the tour members. Instrumentally, the tour leader acts as a leader, communicator and organizer [37].

The guide is “a person with an effective combination of enthusiasm, knowledge, personality qualities and high standards of conduct and ethics who leads groups to the important sites (in our city), while providing interpretation and commentary” [39].

Fine and Speer [40] and Geva and Goldman [41] describe tourist guides as salespersons, Salazar [42] points out that they should also be as small entrepreneurs who sell their services to different types of tourist groups. Bowie and Chang [43] define a tourist guide as one who conducts a tour, or one with a broad-based knowledge of a particular area whose primary duty is to inform. Several other authors also describe tourist guides as “an information giver and fount of knowledge” [44], [45], [46], [47], [48], [49].

While there are various definitions of a tour guide, an internationally accepted definition given by the International Association of Tour Managers and the European Federation of Tourist Guide Associations (EFTGA) is that a tour guide is a person who-“Guide groups or individual visitors from abroad or from the home country around the monuments, sites and museums of a city or region; to interpret in an inspiring and entertaining manner, in the language of the visitor's choice, the cultural and natural heritage and environment [39].

Tourist guides play a very crucial role in the interaction between tourist and host culture. They also assume the role of culture broker, being responsible for providing tourists with an insight into the local life, acting as a buffer between the tour group and the “unfamiliar” [38].

The role of the guide includes one who is [39]:

- a leader capable of assuming responsibility;
- an educator to help the guest understand the places they visit;
- an ambassador who extends hospitality and presents the destination in a way that make visitors want to return;
- a host who can create a comfortable environment for the guest; and
- a facilitator who knows how and when to full the previous four roles.

The roles of tourist guides may provide the basis for identifying the necessary competencies and attributes for tourist guides. For many young people, to be a tourist guide may be an attractive and favorite job [50]. Whereas, tourist guiding is a difficult job and guides must have certain competencies and attributes. Yu and Weiler [51] stress that as a tourist guide, one

need to have broad knowledge, good skills, and right attitude to do their job. Guides do not only guide to domestic tourists but also guide foreign visitors who come from different countries. So, linguistic knowledge is one of the essential competencies that tourist guides must have [52]. Beside linguistic knowledge tourist guides need to be the more professionalized and highly trained ones not only in geography, archaeology, economy, international relations, and history of the region but also in sociological and psychological areas, such as dynamics, motivation, and cultural background [50], [53]. Tourist guides must also ensure visitor safety. As the leader of a group of people on the road, a tourist guide has to be able to cope with emergencies and contingencies [50].

The interaction between tourists and tour guides are also very important, and the communication competence of a tour guide plays a significant role in the perceived success or failure of the tourist experience [38]. Kukeysel [54] points out that tourist guides have to know their group, culture, and their country's basic features for succeeding in interactive communication. They are interpreters and mediators who enable tourists to experience the other culture.

A guide has to be punctual, has to make decision quickly when necessary. If guide wants to do his/her job effectively, he/she needs to be tolerant, and he/she should able to control himself/herself [52], [55].

Guides routinely have to deal with maps, itineraries, timetables, airline check-in procedures, and early morning bag pulls from hotel corridors. To run a route, they need to know about traffic patterns on tour routes, availability of motor coach parking at various destinations, and procedures for entering tourist attractions. So tourist guides need to handle all procedures for not to have problems during the tour. Also answering tourists' questions in a sensible way is important as tourists expect guides to have authoritative answers to all their questions [50].

For a tourist guide, it pays to have a good sense of humor, an outgoing personality, honesty and ethics, and diplomacy and tact [50]. A tourist guide also has an important role as a buffer between the visitor and the destination visited [56] and they also need to have attitudes conducive to effective mediation, including empathy for both the visitors they lead and their hosts. Tour guides, who serve foreign visitors, bear the heavy burden of ambassadorial responsibility, which at a minimum must involve conspicuous displays of respect and empathy for both cultures [57]. Tourist guides need to behave as a leader who is capable of assuming responsibility, an ambassador who extends hospitality and presents the destination in a way that make visitors want to return, and a host who can create a comfortable environment for the guests [39], [44].

The review of the literature above suggests that the interaction between the visitor and host country is a

major concern in the tourism industry. Foreign visitors tend to view their tourist guides as representatives of the country visited [58]. Therefore, the role and basic qualities of a tourist guide can be acknowledged to play a very important role in tourist guides' performances perceived by visitors.

1.4. THE IMPORTANCE OF TOURIST GUIDES IN PRESENTING KITCHEN AND FOOD CULTURE

Yüksel [34] found in his study that for the first-time visitors, the food quality was one of the significant predictors of return intentions. In another study of Yüksel [59] it was indicated that tourists' food service experience, an inseparable part of the holiday experience, might be instrumental and important in engendering tourist satisfaction. It can be said that kitchen culture enriches tourist experiences. So it is extremely important for tourist guides to have knowledge about kitchen culture besides having historical, archaeological and cultural knowledge.

Tourist guides need to be the more professionalized and highly trained ones not only in geography, archaeology, economy, international relations, and history of the region but also in sociological and psychological areas, such as dynamics, motivation, and cultural background [50], [53]. Tourist guiding requires knowledge about different areas. Tourist guides, who work in a sector that requires communication with tourist too much, acting like a culture ambassador while they are equipped with integrated information on local culture, lifestyle, environment, climate and politics.

It is obvious that tourist guides have a strong communication with tourists. According to Leclerc and Martin [38] the interaction between tourists and tour guides are very important, and the communication competence of a tour guide plays a significant role in the perceived success or failure of the tourist experience. Persuasiveness and reliability of tourist guide is very important competency from the viewpoint of tourists. For this reason giving information about local kitchen and recommending tourists to taste Turkish food by tourist guides will probably increase tourist's interest in Turkish kitchen.

The presentation of the tourist guide should include "Introduction to the country" (including types of food, Royal Cuisine, Festive Foods, and Food Culture Series), "How to Eat" (including Table Manners, Types of Table Settings, and a Reference Guide to Names of Food), "What to Eat" (e.g. Famous Food, Traditional Liquors and Wines, Traditional Teas, Popular Snacks), and "Where to Eat" (e.g. Gourmet Restaurants Series, Restaurants for Vegetarians, Food Festivals, Best Culinary Day Tour, Islamic & Indian Cuisine). The tourist guide should also present details about gastronomical history, festival (or festive) cuisines, seasonal cuisines, local food, table manners, and chefs. The tourist guide should create a strong identity about the

country and offer a guide to national cuisine and gastronomy [3].

The issue when providing meal is to pay attention to each customer's dietary habits. Due to the wide range of possible dietary habits nowadays, hotels' buffets are sometimes inadequate. For example, those who are vegetarians, vegans, and avoiders of specific meats (e.g. beef, pork) need special arrangements for their meal. Hence, tour leaders may be required to ask each customer's dietary habit and inform the restaurant in advance. Furthermore, quality of the food and staff's customer services are important factors affecting customer satisfaction [60].

Some tourists have special dietary habits for physical or religious reasons, so it may be inconvenient for them to enjoy the local food: for example, Muslims do not eat pork, and visitors from any country might be vegetarians. Thus, tourists should specify whether dry fish, fish sauce, or shrimp sauce can be added when ordering. For instance, in Thailand white meat, especially seafood, is actually considered vegetarian; the Japanese believe seafood can be considered vegetarian as well [3]. So, the tourist guide should be aware of these issues and should present these information to tourists.

Guide informs tourists on the practical aspects of their stay and advises them to consume local food and drinks or buy products made on the spot, thus supporting local economy [61].

2. CONCLUSION AND RECOMMENDATIONS

Lots of strategies like publishing books and magazines, preparing brochures, making TV programs, using internet as a marketing tool or giving information to the travel agencies that welcome tourist to the country, can be used in order to present national kitchen to the tourist. On the other hand, all these marketing and presenting strategies wouldn't be effective and reasonable as a tourist guide. Because the guide is the person who companies tourist during their travel and have a great impact on tourist satisfaction. So it is clear that tourist guides will be more effective in presenting national kitchen then other marketing tools and strategies. That's why tourist guides play an important role in presenting national kitchen.

When it is prompted to increase the number of tourist in a destination, national kitchen should be strengthened and the presentation of the local cuisines should be made at first, and then tourist guides should be equipped with information about national kitchen and they should transfer their information to the tourists. Tourist guides can not provide information to the tourists and can not present a subject that he/she doesn't know. In order to engross the presentation tourist guides should be well equipped.

As the domination of tourist guides on tourists is taken into consideration, it is obvious that tourist guides are more efficient then lots of marketing tools.

Tourist guides are already used as an efficient marketing tool but they are also acting as a cultural ambassador who represents his/her country. Tourists are usually acting from the tourist guides point of view while recognizing a country. Therefore, to foreground the national kitchen and giving advises about local cuisines during their tour will increase the demand to national kitchen and culinary tourism. So, tourist guides will provide a global marketing activity.

Educational experiences in both theoretical and practical need to be provided in the theme of national kitchen so that tourist guides can represent their kitchen culture as they can equipped with full of knowledge about kitchen culture. Education about national kitchen culture and gastronomy in tourist guiding departments at universities enable them to inform tourists about national foods' and beverages' flavor. This will be the first step of promoting national kitchen culture effectively by tourist guides.

Tourist guides are interpreters and mediators who enable tourists to experience the other culture. Kukeyse [54] points out that tourist guides have to know their group, culture, and their country's basic features for succeeding in interactive communication. As being an element of culture, national kitchen plays an important role on luring tourists to a country.

National kitchen culture needs to be taken into consideration by tourist guides in their presentations. Moreover one of the effective ways of promoting national kitchen culture is to inform tourists and provide them to taste national foods.

An effective coordination has to be built between tourist guides and food and beverage managements for promoting national kitchen culture. As Cohen and Avieli [1] stressed it is important to learn which dimensions of the process of preparation, presentation, and consumption of food are in the eyes of tourists' diacritical indicators of the "authenticity" of the local cuisine. Especially managements need to be well informed about tourist's kitchen culture. As an example olive oil foods can be preferred for Indian tourist group instead of foods that are prepared with great cattle meats. This kind of knowledge should be given to food and beverage managements and tourists by tourist guides. In this concept the coordination between food and beverage managements and tourist guides need to be built for promoting national kitchen culture.

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