



AN APPLICATION ON VIEW OF TOUR GUIDING UNDERGRADUATE STUDENTS ABOUT TURKISH KITCHEN EDUCATION

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ОТНОШЕНИЕТО НА СТУДЕНТИТЕ - ЕКСКУРЗОВОДИ КЪМ ОБУЧЕНИЕТО ПО ТЕОРИЯ
И ПРАКТИКА НА ТУРСКАТА КУХНЯ И НЕГОВОТО ПРИЛОЖЕНИЕ

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ABSTRACT: *The people, who spend time most with tourists that are participating to international tourism movements, and company them during their travel, are tour guides. Tour guides have a great impact on developing the county image and tourist satisfaction. So, tour guides should have wide knowledge about their country's culture.*

Tourists are mostly curious about the kitchen culture among the country's culture. Consequently kitchen education is very important during tour guiding education. The aim of this study is to define the view of tour guiding undergraduate students about Turkish kitchen education. It is also aimed with this study to determine if there is any difference between the tour guiding students' view that take Turkish kitchen education and do not.

Key Words: Tour Guiding, Tour Guiding Education, Kitchen Education.

Introduction

As tourism becomes a vital industry in Turkey, there is an increasing need for qualified tourist guides. Tourist guides known as the front-line staff are key determinant of service quality, the tourist satisfaction, and loyalty. Cohen [1], Ryan and Dewar [2], Yu, Weiler and Ham [3] and Leclerc and Martin [4] emphasise the communicative role of tourist guides in providing a quality experience for visitors and enhancing social interaction with host people.

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 [5], [6].

Yüksel [7] 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 [8] 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.

Kitchen Culture and Turkish Kitchen Culture

The term of kitchen derived from the Arabic word "matbah" which means "the place where cooking takes place" and this term was transliterated into Turkish as "kitchen" [9]. Moreover the term of kitchen can also be seen either a physical place or a cultural elements [10]. When it is seen as a physical place, it can be defined as the places where targeted quantity, quality and standards of food are produced [11].

Özdemir and Kınay [12] mentioned that kitchen which compromises 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. Cwierka [13] 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. Local cuisines represent a core manifestation of a destination's intangible heritage, and through its consumption, tourists

can gain a truly authentic cultural experience [14].

In this frame kitchen culture can be defined as a combined and specific cultural structure which of their preparation, cooking, conservation and consumption; cooking place and materials, traditions of eating, beliefs and applications [15]. 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 [11].

The basic structure Turkish kitchen was established by Turks who came Anatolia from a wide range of region-from Siberia to Mongolia-and Anatolian region added richness to diverse of Turkish kitchen culture as this region is full of richness in foods [16]. On the other hand the other reasons of Turkish kitchen's richness are rich history of Turks, their traditions, cultures and their resident geography [17]. The variety of products offered by the lands of Asia and Anatolia, interaction with numerous different cultures over a long historical process, the new tastes developed in the palace kitchens of the Seljuk and Ottoman Empires have all played a part in shaping the new character of our culinary culture. The Turkish tribes that once took the long trek from Asia to Anatolia had carried with much success this rich culture which stemmed from the far and which they had enriched with the materials gathered from every country along their pathway to their new homeland cradling so many civilizations. It was quite logical that the Culinary would receive its right place in this process [11].

Educate Tourist Guides about Turkish Kitchen Culture

It is obvious that tourist guides have a strong communication with tourists. According to Le-

clerc and Martin [18] 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.

One of the important duty that tourist guide has to undertake for promoting Turkish kitchen culture is to provide serving Turkish local foods and beverages. It has a vital importance to redirect tourists to food and beverages which are peculiar to Turkish kitchen culture [11].

Both Ministry of Culture and Tourism in Turkey and universities are responsible for training and education of tourist guides in Turkey. Ministry of Culture and Tourism in Turkey organises guiding courses and gives lessons about tourism, Turkish history, culture, archaeology, art, and so on. But lessons about kitchen culture are not given at courses [19]. The other tourist guiding education is offered by vocational high schools (two-year degree) and by tourism and hotel management schools (four-year degree) of universities. There are five universities which provide four-year-degree tourist guiding education. When examining their course program only two of them are giving lessons about kitchen culture [20].

It can be possible to promote Turkish kitchen culture in an effective way by tourist guides in way of using tourists, so long as they are educated in these subjects at universities. Educational experiences in both theoretical and practical need to be provided in the theme of Turkish kitchen so they can equip with full of knowledge about kitchen culture. Education about Turkish kitchen culture and gastronomy in tourist guiding departments at universities enable them to inform tourists about 'Turkish foods' and beverages' flavour. This will be the first step of promoting Turkish kitchen culture effectively by tourist guides [9].

Methodology

This study was conducted by using survey technique in order to compare students' perception on Turkish kitchen culture. The survey based on literature review related to kitchen cul-

ture [10], [21], [22], [23], [24], [25], [26], [27], [28], [29], [30].

A close-ended questionnaire form was designed for collecting data. To start with, respondents' socio-demographic profiles were tried to be determined. Thirteen items were then developed to analyse the students' perceptions on Turkish kitchen lesson. These items were rated using a 5-point Likert Scale, ranging from "strongly agree (5)" to "strongly disagree (1)"

Initially the questionnaire was pre-tested in January 2010 among the students to rate their opinion about Turkish Kitchen education. The questionnaire form was then rearranged according to pre-test results and other recommendations. Then a questionnaire survey was used to measure the perceptions of the students from both Nevşehir Faculty of Tourism and Balıkesir School of Tourism and Hotel Management. The students from Nevşehir and Balıkesir were chosen because both of them were the first universities that provide four-year tourist guiding education in Turkey.

The data were collected between February 2010 and April 2010. A total of 100 question-

naire forms were applied to per school by using survey technique. Some of them were eliminated because of contradictory data and half done expressions. Because of these reasons 90 from Nevşehir and 93 from Balıkesir were taken into consideration.

Data obtained from questionnaires were analysed using SPSS Program. Descriptive statistics including frequencies and distribution percentage were conducted to determine respondents' socio-demographic profiles and to compare the students' perceptions Paired Samples T-Test was used.

Findings

Profile of Respondents

Table 1 presents the socio-demographic features of the tour guiding students participating in the survey. The majority of the students from both schools are female (above 65%). 48.1% of students from Nevşehir and 59.1% are of students from Balıkesir are aged between 20 and 22. The majority of the students from Nevşehir are third grader (42.2%) and the majority of the students from Balıkesir are first grader (47.3%).

Table 1 Profile of Respondents from both Nevşehir and Balıkesir

<i>Demographic Characteristics</i>	<i>Category</i>	<i>Nevşehir</i>		<i>Balıkesir</i>	
		<i>Percent (%)</i>	<i>Subject (no.)</i>	<i>Percent (%)</i>	<i>Subject (no.)</i>
Gender	Male	34.4	31	33.3	31
	Female	65.6	59	66.7	62
Age	17-19	1.1	1	23.7	22
	20-22	48.9	44	59.1	55
	23-25	47.8	43	15.1	14
	>25	2.2	2	2.2	2
Class	1st	-	-	47.3	44
	2nd	28.9	26	26.9	25
	3rd	42.2	38	6.5	6
	4th	28.9	26	19.4	18

The Educational Status of Respondents about Turkish Kitchen

Table 2 presents the educational status of tour guiding students from both Nevşehir and Balıkesir about Turkish Kitchen. All of the students from Nevşehir indicated that they are informed about Turkish Kitchen and the majority of them (40%) get their knowledge during their undergraduate education. On the other hand, there is no lesson about Turkish Kitchen in Balıkesir School of Tourism and Hotel Management. The majority (53.8%) of the students

from Balıkesir indicated that they get information about Turkish Kitchen from newspapers and magazines.

The majority of the students that have participated in the survey from both schools (Nevşehir 95.6%, Balıkesir 94.6%) indicated that Turkish Kitchen education should be given as a part of guiding education. The majority (64.5%) of the students from Balıkesir indicated that Turkish Kitchen education should be given during undergraduate education.

Table 2 Educational Status of Respondents about Turkish Kitchen from both Nevşehir and Balıkesir

<i>Questions</i>	<i>Answers</i>	<i>Nevşehir</i>		<i>Balıkesir</i>	
		<i>%</i>	<i>(n)</i>	<i>%</i>	<i>(n)</i>
1- Are courses related with Turkish Kitchen offered at your school?	Yes	100.0	90	-	-
	No	-	-	100.0	93
2- Do you have information about Turkish Kitchen?	Yes	100.0	90	53.8	50
	No	-	-	46.2	43
3- If your answer is 'yes' for the second question please indicate where you got the information about Turkish Kitchen?	Ministry Course	-	-	-	-
	High School Education	13.3	12	1.1	1
	Service Training Seminars	-	-	-	-
	Special Courses	2.2	2	-	-
	Newspaper and Magazines	28.9	26	37.6	35
	Undergraduate Education	40.0	36	-	-
	Other	15.6	14	15.1	14
4- Is education about Turkish Kitchen necessary?	Yes	95.6	86	94.6	88
	No	4.4	4	5.4	5
5- Where should training about Turkish Kitchen received?	Ministry Courses	11.1	10	11.8	11
	High School Education	41.1	37	7.5	7
	Special Courses	5.6	5	10.8	10
	Undergraduate Education	38.9	35	64.5	60
	Postgraduate Education	1.1	1	5.4	5
	Other	2	2	-	-
6- I have been faced with questions related to Turkish Kitchen during my internship or work as a guide.	Yes	78.9	71	66.7	62
	No	21.1	19	33.3	31

The students from both Nevşehir and Balıkesir indicated that they have faced with questions related to Turkish Kitchen during their internship or work as a guide. So this finding shows us that there should be lessons about Turkish Kitchen at university where tour guiding education is given.

The Vision of Respondents about Turkish Kitchen and Turkish Kitchen Education

13 items has been presented in order to define the vision of tour guiding students about

Turkish Kitchen and Turkish Kitchen Education. The t-test was performed to measure to what extent the assessment 'I have no idea' is different belonging to each statement with a mean value of the scale.

The statistical significant level was used as 0.05 at the used tests. As a result of the analysis it has been defined that there is difference according to the value of 'I have no idea' in participation in all levels in 13 item that has been presented to the students who participated in the survey.

Table 3 Standard Deviation, Arithmetic Mean, t-test and p-value of the Vision of the Students from Balıkesir School of Tourism and Hotel Management

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>t</i>	<i>Sig. (2-tailed)</i>
1- Guides should have information about Turkish Kitchen.	93	4.65	.59	26.66	.000*
2- It is really important to granting Turkish Kitchen education at undergraduate level.	93	4.00	.75	12.82	.000*
3- Guides should have information about the whole Turkish Kitchen.	93	3.56	1.11	4.92	.000*
4- It is enough for guides to have information only about the local kitchen where they work.	93	2.52	1.18	-3.85	.000*
5- Guides should provide information about region's food and beverage culture while introducing the region.	93	4.38	.72	18.50	.000*
6- Doesn't matter which region the guides work, guides should get education about Turkish Kitchen during their	93	4.17	.80	14.08	.000*

undergraduate education.					
7- Education about other country's Kitchen should be given besides the education about Turkish Kitchen during undergraduate education.	93	3.36	.98	3.57	.001*
8- Lack of Turkish Kitchen education during undergraduate education is a great deficiency.	93	3.82	.86	9.20	.000*
9- The inducement of tourist about Local Kitchen by malicious people can be prevented if Turkish Kitchen education is taken.	93	4.09	.73	14.32	.000*
10- Guides, that take education about Turkish Kitchen, can increase the satisfaction level of tourists.	93	4.24	.73	16.43	.000*
11- Turkish Kitchen education, that is given/ will be given during undergraduate education, makes it harder to understand the other lessons.	93	2.01	.85	-11.18	.000*
12- Turkish Kitchen Education should be given to guidance department students for specialization.	93	3.67	.97	6.66	.000*
13- Guides, who take Turkish Kitchen education, will contribute positive effect on Turkish Kitchen advertisement.	93	4.56	.64	23.31	.000*

* p <0.05

Table 3 presents the standard deviation, arithmetic mean, t-test and p-value of the vision of the students from Balıkesir School of Tourism and Hotel Management. "Guides should have information about Turkish Kitchen" is the closest item to "Strongly Agree" option with a mean of 4.65. "Guides, who take Turkish Kitchen education, will contribute positive effect on Turkish Kitchen advertisement" is the second closest

item to "Strongly Agree" option with a mean of 4.56. The participation to the fourth (It is enough for guides to have information only about the local kitchen where they work) and eleventh (Turkish Kitchen education, that is given/ will be given during undergraduate education, makes it harder to understand the other lessons) items are closer to "Disagree" option.

Table 4 Standard Deviation, Arithmetic Mean, t test and p-value of the Vision of the Students from Nevşehir Faculty of Tourism

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>t</i>	<i>Sig. (2-tailed)</i>
1- Guides should have information about Turkish Kitchen.	90	4.67	.68	23.26	.000*
2- It is really important to granting Turkish Kitchen education at undergraduate level.	90	4.12	.85	12.39	.000*
3- Guides should have information about the whole Turkish Kitchen.	90	3.28	1.10	2.48	.015*
4- It is enough for guides to have information only about the local kitchen where they work.	90	2.51	1.12	-4.12	.000*
5- Guides should provide information about region's food and beverage culture while introducing the region.	90	4.37	.85	15.27	.000*
6- Doesn't matter which region the guides work, guides should get education about Turkish Kitchen during their undergraduate education.	90	4.21	.74	15.48	.000*
7- Education about other country's Kitchen should be given besides the education about Turkish Kitchen during undergraduate education.	90	3.95	.84	10.70	.000*
8- Lack of Turkish Kitchen education during undergraduate education is a great deficiency.	90	3.91	.97	8.83	.000*
9- The inducement of tourist about Local Kitchen by malicious people can be prevented if Turkish Kitchen education is taken.	90	4.24	.78	15.07	.000*
10- Guides, that take education about Turkish Kitchen, can increase the satisfaction level of tourists.	90	4.25	.80	14.86	.000*

11- Turkish Kitchen education, that is given/ will be given during undergraduate education, makes it harder to understand the other lessons.	90	1.95	.77	-12.74	.000*
12- Turkish Kitchen Education should be given to guidance department students for specialization.	90	3.50	.99	4.75	.000*
13- Guides, who take Turkish Kitchen education, will contribute positive effect on Turkish Kitchen advertisement.	90	4.44	.65	20.91	.000*

* p<0.05

Table 4 presents the standard deviation, arithmetic mean, t-test and p-value of the vision of the students from Nevşehir Faculty of Tourism. The results of test is remarkable because the closest options to “Strongly Agree” and “Disagree” option are the same with the students from Balıkesir.

Conclusion

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.

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.

According to the results of the study tourist guide candidates’, who are studying vocational tourism educations in two different schools in Turkey, have similar attitudes towards Turkish Kitchen education. According to research results it is possible to say that tourist guides should have knowledge about local kitchens and especially during their undergraduate education they should get information on Turkish Kitchen and Cuisine. Moreover according to the results, it is possible to indicate that specialization in Turkish Kitchen is necessary in tourist guiding education process.

Effective promotion of local culture and local cuisine, as a part of culture, contributes directly

to destination marketing. According to some studies [10], [21], [22], [23], [24], [25], [26], [27], [28], [29], [30] people are going on journeys just for this reason. According to this study it is possible to say that the information that the guides will give about country kitchen will contribute assistance to the promotion of the country and will be effective in creating tourist activity.

Tourist guiding is a profession area where background, experience, manner and information are marketed. Tourist guides’ capital is their information and they should market their information in the best way they can in order to create incentive to buy again by increasing the level of tourist satisfaction. Kitchen knowledge and make the tourist, that com to Turkey, well informed on Turkish Kitchen are important issues to meet the expectations on tour guide.

As a result, it is possible to indicate that tour guides should have enough information about Turkish Kitchen in order to inform tourist well. Regardless of the school that they attended, tourist guides should get education about local kitchens and food & beverage habits during their education process. Having this knowledge is important to meet the expectations of tourists and increase tourist satisfaction.

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