'COMPARISON OF GASTRO TOURISTS' VALUE PERCEPTIONS OF GASTRONOMIC PRODUCT AND SOCIO DEMOGRAPHIC CHARACTERISTICS'[1]

Hacı Ahmet ÇAKIR[2]*

ORCID: 0000-0001-7210-5897

ABSTRACT

Tourists travel to destinations where various gastronomy events are held and delicious and different taste are served in order to have unique gastronomic experiences. Hatay, which is declared as a gastronomy city within the scope of the UNESCO creative cities network, which constitutes the application area of this research, is one of these destinations. In this sense, this study aims to compare the socio-demographic characteristics of gastro-tourists visiting Hatay and their value perceptions formed as a result of their gastronomy product experiences. The sample of the study consists of 400 domestic tourists visiting Hatay and selected by convenience sampling method, which is one of the non-probability based sampling types. The gastronomic experiential value scale was analysed in 6 dimensions by exploratory factor analysis. The findings show that there is a difference between tourists' perceptions of gastronomic experiential value and gender, marital status, travel preference, age, education level and income, but there is no difference between occupation and frequency of visit.

Keywords: Experiential value, gastronomy experience, gastronomy tourism, local food

[2]* Sorumlu Yazar: Öğr. Gör. Dr., Muğla Sıtkı Koçman Üniversitesi, Ortaca Meslek Yüksekokulu, Otel Lokanta ve İkram Hizmetleri Bölümü, Aşçılık Programı, Muğla, Türkiye, ahmetcakir@mu.edu.tr

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR[Q]R | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

87

GASTRO TURİSTLERİN GASTRONOMİK ÜRÜN DENEYİMLERİNDEN ELDE ETTİKLERİ DEĞER ALGILARI İLE SOSYO DEMOGRAFİK ÖZELLİKLERİNİN KARŞILAŞTIRILMASI

ÖZ

Turistler eşsiz gastronomik deneyimler yaşamak için çeşitli gastronomi etkinliklerinin yapıldığı ve lezzetli ve değişik yemeklerin sunulduğu destinasyonlara seyahat etmektedirler. Bu araştırmanın uygulama alanını oluşturan UNESCO yaratıcı şehirler ağı kapsamında gastronomi şehri olarak ilan edilen Hatay da bu destinasyonlardan biridir. Bu anlamda bu çalışma, Hatay'ı ziyaret eden gastro-turistlerin sosyo demografik özellikleri ile gastronomi ürününü deneyimleri sonucu oluşan değer algılarının karşılaştırılmasını amaçlamaktadır. Araştırmanın örneklemini Hatay'ı ziyaret eden ve olasılığa dayalı olmayan örneklem türlerinden kolayda örnekleme yöntemi ile seçilen 400 yerli turistten oluşturmaktadır. Gastronomik deneyimsel değer ölçeği açımlayıcı faktör analizi ile 6 boyutta çözümlenmiştir. Elde edilen bulgular turistlerin gastonomik deneyimsel değer algıları ile cinsiyet, medeni durum, seyahat tercihi, yaş, eğitim düzeyi ve gelir arasında fark olduğunu ancak meslek ve ziyaret sıklığı arasında bir fark olmadığını göstermektedir.

Anahtar kelimeler: Deneyimsel değer, gastronomi deneyimi, gastronomi turizmi, yerel yemek

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR**A**R | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

88

1. Introduction

Tourism is a dynamic sector that develops in terms of quality and quantity every year and offers various and different experiences for the touristic product that tourists need. Today, rather than meeting the needs of a touristic product, travelling comes to the forefront in order to obtain different experiences such as having a pleasant time, meeting with friends to socialise, learning new things. Accordingly, tourism stakeholders offer products that produce experiences, are the source of positive memories, and are integrated with pleasant and enjoyable moments. In this sense, tourism has started0to be seen as a phenomenon that creates experiential value.

The concept of experience stands out especially in the service sector due to its nature (Uriely, 2005) and follows a process intertwined with experiences in the tourism sector. Those who visit a destination for holiday purposes encounter different experiences from their daily lives in that destination. At least, they participate in tourism with such an expectation. These expectations or these different experiences are directly related to the satisfaction of the individual. Therefore, tourism businesses need to offer differentiated, memorable and unique experiences to their customers if they intend to gain an advantage or superiority over their competitors (Harman, 2015: 493). Experiences are created with the use of the product by the tourist and the tourist obtains experiential value.

Gastronomy tourism is a phenomenon directly related to the quality and quantity of food and beverages of a region and their presentation, cooking methods and culinary culture. In addition to being a tool for cultural interaction, these elements also affect the experiences of tourists in the scope of the culinary culture of the region they visit. According to McKercher et al. (2008), the cuisine culture of the region has a significant impact on the increase in touristic demand for that region and the experience of tourists visiting that region. The motivational factor of gastronomy tourism is an experiential concept with a sociocultural dimension that includes visiting food producers, restaurants, food festivals, and seeing different production processes of food or eating a meal made by a famous chef to taste a special type of food or to see the production of a food (Hall et al., 2003: 60).

Hatay, which is an important gastronomy destination of Turkey as the area where this study is applied, has undoubtedly a cultural accumulation by hosting many different civilisations throughout history. Because Hatay is a very important city with its many local dishes and local restaurants developed due to its rich cultural background (Duman & Saçlı, 2023; Keskin et al., 2022). Hence, it is very significant to reveal the gastronomic experiences of tourists visiting

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR𝖺R | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

89

this city towards local gastronomy tourism products (Ademoğlu & Şahan, 2023). The aim of this paper is to compare the socio demographic characteristics of tourists who visit the region with gastronomy motivation and their perceptions of experiential value as a result of their gastronomy product experiences. Within the framework of this purpose, the determination of the tourist profile visiting the region was found important for this study.

2. Experiential value components analysed in the scope of the research

It is seen that many components emerge in the measurement of experiential value. These dimensions were used with some limitations according to the field and subject of the research. Therefore, it is inevitable to limit the experience dimensions for this study, which will focus on gastronomic experiential value. Because including all experience dimensions in the study in order to measure experiential value in the field of gastronomy tourism will not yield effective results. In this context, the concept of experiential value was categorised in the scope of this study with the dimensions in the Cho and Kim 2018 study. Those of these dimensions in the scope of the research are explained below.

Emotional value is the ability of the product to mobilise emotions or emotional states. It is also the emotional reactions to the purchased product. The product often encounters emotional reactions (Sheth et al., 1991). An individual expressing that he/she is fascinated when he/she tastes a different flavour is an example of this. On the other hand, consumers who want to experience the feeling aroused by a good or service may purchase the product in question (Long and Schiffman, 2000: 218). The fact that a good or service causes emotional reactions in the consumer may have a direct impact on the purchase decision. For example, when purchasing a hotel service, the staff's individual attention to the customer or effective service can create a positive emotional reaction in the customer (Chang, 2008: 331).

Tourists consume food both to fulfil their daily nutritional needs and to enjoy different flavours. Especially if they are in the consumption of enjoying different flavours other than their daily nutritional needs, they generally want to have a positive emotional experience (Choe and Kim, 2018). In a study, it was concluded that tourists who participated in the gastronomy experience in order to obtain emotional experiences such as being happy, excited, and enjoying, are willing to visit the restaurant again if they are satisfied with their experience (Ha and Jang, 2010). Therefore, emotional value is an effective dimension in tourists' evaluation of touristic product (Gentile et al., 2007; Nawagasa 2008; Ha & Jang, 2010).

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR**A**R | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

90

Epistemic value is defined as the desire to acquire knowledge motivated by intellectual curiosity or the search for novelty. Consumer behaviour is shaped by the fact that a product is intriguing, complex or different. The information that a product arouses curiosity, provides innovation or satisfies a desire is the perceived epistemic value. Consumers may want to change a product they use because they feel bored or satisfied (such as tasting a different coffee), they may be curious (visiting a new destination) or they may want to learn new things (such as learning different cultures and languages). Therefore, new and different experiences constitute epistemic value. Epistemic value arises when a good or service is new or surprising for a person and depends on the product's capacity to arouse curiosity (Whittaker et al. 2007: 347). Epistemic value, which occurs mostly in the experiential service process, offers satisfaction and innovations to consumers who demand different experiences. Epistemic value can be used to provide professional service, especially in customer-oriented businesses to improve their skills and increase their level of knowledge. Epistemic value is an significant factor to create positive attitudes in the hospitality and tourism sector (Ha and Jang, 2013; Jang and Feng, 2007; Oh, 2000; Williams and Soutar, 2009).

Quality value is what tourists participating in gastronomy tourism get from the dining experience, especially the taste of the food, the sensory aspects of the food, the variety and performance of the food are effective in creating positive attitudes (Kim & Eves, 2012; Kivela & Crotts, 2006). Characteristics such as colour, aroma, smell and texture of foods give consumers important clues to enjoy the "good". There are some expectations about these characteristics. Differences outside these expectations can indicate that a food is poisonous or spoilt. Each technique used in the food preparation process (washing, chopping or draining), cooking (roasting, grilling or frying) or storage (pickling, drying, curing or fermenting) affects the flavour (Kittler and Sucher, 2004: 200). There is ample evidence that the sensory characteristics of food, particularly taste and flavour, have a significant influence on consumers' food choice.

Interaction value is realised by providing two way communication between the customer and the business. During the interaction, tourists and employees can be both leaders and actors, which strengthens the experience (Qian & Liu, 2009). The tourist interacts with other tourists and business employees in the same business during the use of the touristic product. The employees and other tourists with whom the tourist will interact during the touristic consumption affect the experience of the consumer. In its measurement, items related to

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR**Q**R | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

91

the socialisation of the person with the employees and other customers and the inclusion of the person in the environment are included (Holbrook, 1994).

The experience of prestige is a concept related to how people are perceived by others, such as personal satisfaction and self-actualisation motivations (Riley, 1995). Prestige is defined as a process by which individuals seek to enhance their respect or honour through the consumption of tourism experiences that surround, give reputation to, and symbolise both individuals and others (Correia and Kozak, 2012).

Health value is explained as general attitudes towards functional foods for consumers, attitudes specific to functional fibre-rich foods, and evaluates the relationship of individuals' health knowledge with these attitudes (Lau et al. 1986; Cho and Kim 2018).

2.1. The relationship between gastronomic product experiences and socio-demographic characteristics of gastro tourists

The related literature shows that tourists' socio demographic characteristics affect their preferences for gastronomy products (Mitchell & Hall, 2003; Ignatov & Smith, 2006; Kim et al., 2009; Vuksanovic et al., 2017; Şahin & Tosun, 2020; Orden-Mejía & Zambrano-Conforme 2020). In studies on gastronomy tourism, socio-demographic characteristics are considered as important variables in explaining the differences in tourists' food consumption preferences in various contexts (Furst et al. 1996; Randall & Sanjur, 1981). In terms of gender, studies show that female participants are more interested and excited to experience food while on holiday (Kim et al. 2009), participate in food-related activities much more (Ignatov, Smith, 2006) and are more price sensitive and also willing to taste new or unfamiliar dishes (Mitchell, Hall, 2003). In a study investigating attitudes towards new gastronomy products, it was found that the attitudes of married participants towards gastronomy products were higher than those of single participants. It was determined that married tourists were more interested in new gastronomy products than single participants, albeit to a lesser extent (Şahin & Tosun, 2020). Some studies (Tse & Crotts, 2005; Kim et al., 2009) show that the choice of available food in a particular destination narrows in older participants and that they have more health concerns. Şahin and Tosun (2020) found in one of their studies that tourists' attitudes towards gastronomy products differ according to their age and this difference is between the younger age group and the older age group. It is stated that as the education level of gastro-tourists increases, they prioritise health in their food consumption preferences and that there is a direct proportion between education level and local product consumption (Kim et al., 2009 Glanz et al., 1998).

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR**Q**R | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

92

Orden-Mejía & Zambrano-Conforme (2020), in their study on the importance of gastronomy in terms of consumer satisfaction, found that tourists with higher education levels have a better attitude towards flavour and quality in culinary experiences. It can be said that participants with higher income and working in jobs that bring higher income also have higher positive perceptions about food (Wadolowska et al., 2008; Glanz et al., 1998). Şahin and Tosun (2020) found a significant difference between tourists' attitudes towards gastronomy products and the frequency of visiting the destination. In the study, it was determined that as the number of visits to the destination increases, the positive attitude towards the gastronomy product increases. Considering the relevant studies in the literature, the research problem is expressed as follows:

Is there a statistical significance difference between the socio demographic characteristics of tourists participating in gastronomy tourism and their perceptions of value obtained as a result of gastronomic product experiences?

3. Method and data analysis

The main purpose of this research is to compare the demographic characteristics of gastro-tourists visiting Hatay and their perceptions of experiential value obtained as a result of gastronomic product experiences. In addition, it is to determine the profile of tourists coming to Hatay with gastronomy tourism motivation. In this context, the universe of the research consists of gastro-tourists visiting Hatay. The reason for choosing Hatay as the universe is that it was declared as a gastronomy city under the category of UNESCO creative cities network, gastronomy city theme in 2017. Hatay is also known as a city that has hosted many different civilisations in Turkey. Therefore, the fact that Hatay is a city rich in terms of food culture has been effective in determining Hatay as the universe. The sample of the research consists of domestic gastro-tourists who visit Hatay and are selected by convenience sampling method, which is one of the non probability based sampling types. A questionnaire was used as data collection. The reason for using the questionnaire technique is to reach wider masses by minimising the communication difficulties and time loss that may occur during the data collection phase (Coşkun et al., 2012: 80). The questionnaire consists of two parts. In the first part, there are 29 (5-point Likert type) statements regarding the participants' perceptions of gastronomic experiential value. The statements related to gastronomic experiential value were adapted to this study from the studies of Choe and Kim (2018). In the second part, there are closed-ended variables regarding the socio demographic characteristics of the participants. These variables are gender, marital status, travel preference, age, education level, occupation,

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TURAR | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

93

average monthly personal income, number of visits to Hatay, sources of information collection, and places visited in Hatay. It is possible to tick more than one option for the statements under the "information gathering sources" and "places visited" groups.

The English expressions in the sources used in the development of the questionnaire were translated into Turkish by two lecturers who are experts in their field. In order to test whether the translated questionnaire statements were correctly understood by the participants, a pilot study was conducted in Gaziantep province for domestic tourists. The purpose of the pilot study is to see how the data collection tool works. The effectiveness of each statement in the questionnaire form and the overall effectiveness of the data collection tool can be evaluated (Yazıcıoğlu & Erdoğan, 2014: 106) and possible errors can be corrected before the actual field application (Coşkun et al., 2012: 90). The pilot study was carried out via questionnaire with 103 domestic tourists who participated in the Gastronomy Festival held in Gaziantep between 21.09.2018 and 22.09.2018. At the end of the application, it was determined that the statements in the questionnaire were understood by the participants.

In August-September 2019, 500 questionnaires were distributed in order to collect data from areas where gastro-tourists can be reached such as touristic food and beverage venues, festival areas and culinary museums of Hatay cities, and 480 of these distributed questionnaires could be collected. After removing the questionnaires with missing data and outlier data, it was determined that the number of questionnaires that could be used in the analyses was 400. Calculating the sample size according to the population, the number of observations should be 10 times the number of questions. However, in general, it has always been more preferable to reach a large sample size (Yoon, 2002: 60). According to Sekaran and Bougie (2016), 384 samples are sufficient to represent the universe at 95% confidence interval. Considering all these opinions, 500 questionnaires were distributed in order to reach a sample size of at least 384. SPSS 20 package program was used for the analyses.

The demographic characteristics of the participants were analysed using absolute and percentage values. The items related to their perceptions of the value of gastronomic experiences were analysed using mean and standard deviation. It was then analysed whether the arithmetic means differed according to their demographic characteristics. Before carrying out the tests of difference, it was checked whether the data set was normally distributed. It was observed that 'the skewness and kurtosis' values related to the normality of the data set were between acceptable values ($-1.5 <$ skewness and kurtosis < 1.5) (Tabachnick and Fidell, 2013).

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR☉R | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

94

Hence, the data set related to the scale shows normal distribution feature. Therefore, 'independent sample t-test' was used to compare two groups (gender, marital status, travel preference), and 'one-way ANOVA' was used to compare three or more groups (age, education level, occupation, average monthly income, frequency of visit). In the groups where there was a difference as a result of variance analysis, Tukey or Games-Howell test was used to determine which groups the difference originated from. In statistical analyses (significance level) $p<0.01$ and $p<0.05$ values were accepted.

As test the construct validity of the scale items, exploratory factor analysis (EFA) was applied using principal component analysis and varimax axis rotation techniques. It was found that the 'Kaiser Meyer Olkin (KMO)' sampling adequacy value was 0.872 and the sample size was sufficient for factor analysis. Bartlett's test of sphericity was significant (x2 (300) 6065,097 $p<0.001$) meaning that the correlations between items were suitable for factor analysis. In EFA, factors are created if the eigenvalues are greater than 1. Since one item had a tendency to cross-load and 3 items had factor loadings below 0.4, it was decided to remove each item from the EFA, scale one item at a time and rerun the analysis. The EFA resulted in 6-factor structure consisting of 25 items. These factors were named as emotional value, quality value, health value, epistemic value, prestige value and interaction value respectively. It was seen that the factors explained 68,744% of the total variance and the factor loadings of the items were greater than 0.5 (Table 1). As seen in the table, emotional value (E) explains 9.10% variance, quality value (Q) 2.41%, health value (H) 2.02%, epistemic value (Ep) 1.41%, prestige value (P) 1.22% and interaction value (I) 1.04%. The reliability of the gastronomic experiential value scale was calculated by Cronbach's Alpha test and found to be $\alpha=0.791$ and $p<0.01$.

Table 1. EFA Results for the Gastronomic Experiential Value Scale

Items and label	1	2	3	4	5	6
I think that Hatay food makes me crave it. (E5)	,820					
I think that I am fascinated by Hatay food. (E4)	,785					
I think that eating Hatay food gives me pleasure. (E2)	,781					
I think that eating Hatay food makes me feel excited. (E6)	,725					
I think that eating Hatay food changes my mood positively. (E3)	,718					
I think that eating Hatay food makes me feel happy. (E1)	,696					
I think that Hatay food is tasty. (Q4)		,850				

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TURQR | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

95

I think that Hatay food provides appealing flavors. (Q3)	,798					
I think that Hatay food provides good quality ingredients. (Q2)	,753					
I think that Hatay food provides high standard of quality. (Q5)	,644					
I think that Hatay food provides variety of ingredients. (Q1)	,575					
I think that Hatay food makes me healthy. (H2)		,757				
I think that Hatay food is safe. (H3)		,729				
I think that Hatay food provides good nutrition. (H4)		,696				
I think that Hatay food is hygienic. (H1)		,637				
I think that eating Hatay food is good opportunity for me to learn new things. (Ep3)			,709			
I think that I want to try more diverse Hatay food. (Ep4)			,704			
I think that my knowledge of Hatay culture has increased. (Ep5)			,627			
I think that I want to seek out more information about Hatay food. (Ep1)			,617			
I think that I am more curious about Hatay food. (Ep2)			,600			
I think that I have higher social status when eating well known Hatay food. (P2)					,900	
I think that eating well known Hatay food gives me prestige. (P3)					,875	
I think that eating Hatay food gives me chance to show off my food experiences to others. (P1)					,715	
I think that my friendship/kinship with my travel companion has increased while eating Hatay food together. (I1)						,845
I think that eating Hatay food helps me to interact with the people I travel with. (I2)						,828
Eigenvalues	9,107	2,415	2,026	1,411	1,222	1,04
Explained variance	19,16	12,58	10,92	10,13	9,06	6,87
Total explained variance	68,744					
KMO (Kaiser-Meyer-Olkin) Sample value	,873					
Barlett Testi	6065,097					
Df	300					

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR**AR** | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

96

4. Findings

Of those surveyed, 54.3% were female and 57.3% were married. 80.8% of the participants book their holidays through a travel agent. 40.5% of the participants are between the ages of 35-44 and 8.3% are between the ages of 18-24. In terms of education, 47% of the participants are university graduates and 21.5% are high school graduates. In terms of occupation, 28.5% of the participants are employed in the private sector, 25.8% are employed in the public sector, 22.3% are unemployed, 15.8% are self-employed and 7.8% are retired. 42.8% of the participants have an average personal monthly income between 3501 - 5000 TL. Frequency of visits to Hatay, it is understood that 44.5% have visited Hatay twice, 33.3% for the first time and 22.3% for three times or more (Table 2).

Table 2. Findings on Demographic Characteristics of Participants (n=400)

	F	%		F	%
Gender			**Marital Status**		
Male	183	45,8	Single	171	42,8
Female	217	54,3	Married	229	57,3
Travel Preference			**Age**		
Travel agency	77	19,2	18 – 24	33	8,3
Individual Travel	323	80,8	25 – 34	91	22,8
Education Level			35 – 44	162	40,5
Primary	46	11,5	45 – 64	114	28,5
High school	86	21,5	**Vocation**		
Associate Degree	67	16,8	Unemployed	89	22,3
Bachelor's degree	188	47	Self-employment	63	15,8
Postgraduate	13	3,3	Public employee	103	25,8
Income			Private sector employee	114	28,5
2000 TL and below	84	21	Retirement	31	7,8
2001 – 3500 TL	46	11,5	**Visit Frequency**		
3501 – 5000 TL	171	42,8	Once	133	33,3
5001 – 6500 TL	64	16	Twice	175	44,5
6501 TL and above	35	8,8	Three time or more	89	22,3

The food and beverage venues visited by the participants who came to Hatay with gastronomy motivation are presented (Figure 1). Accordingly, the most visited gastronomy venue is local

restaurants, while the least visited is ethnic restaurants. This is followed by fastfood restaurants, local markets, street flavours, festival areas and hotel restaurants, respectively.

Figure 1. Visited gastronomic venues
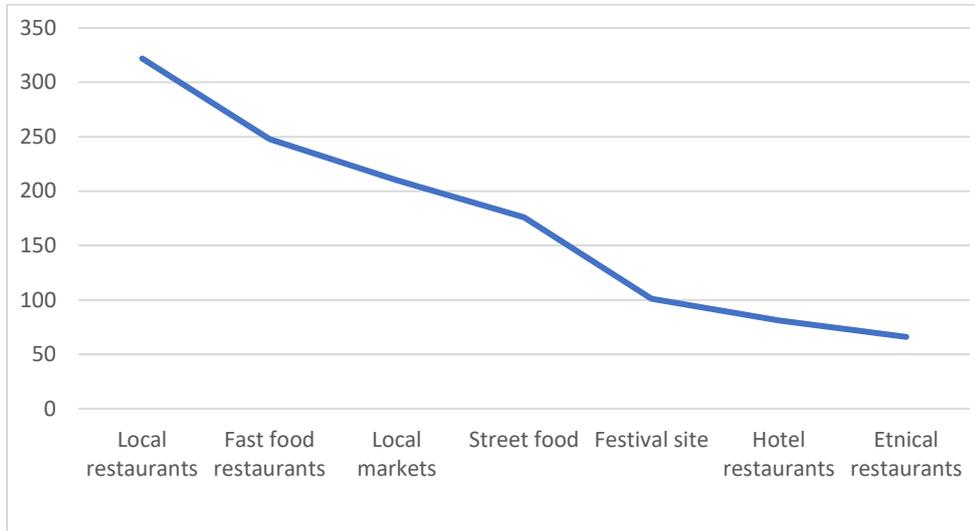
The sources of information about the participants' gastronomy motivated visits to Hatay, in other words, the channels of obtaining information about the gastronomy richness of Hatay are given (Figure 2). The participants obtain information about Hatay's gastronomy mostly through social media, while the least frequently used information acquisition channel is the websites of Hatay local administrations. The other most frequently used sources of information are personal experiences, travel guides, friends, food blogs, travel magazines, travel agencies and television programmes.

Figure 2. Information sources
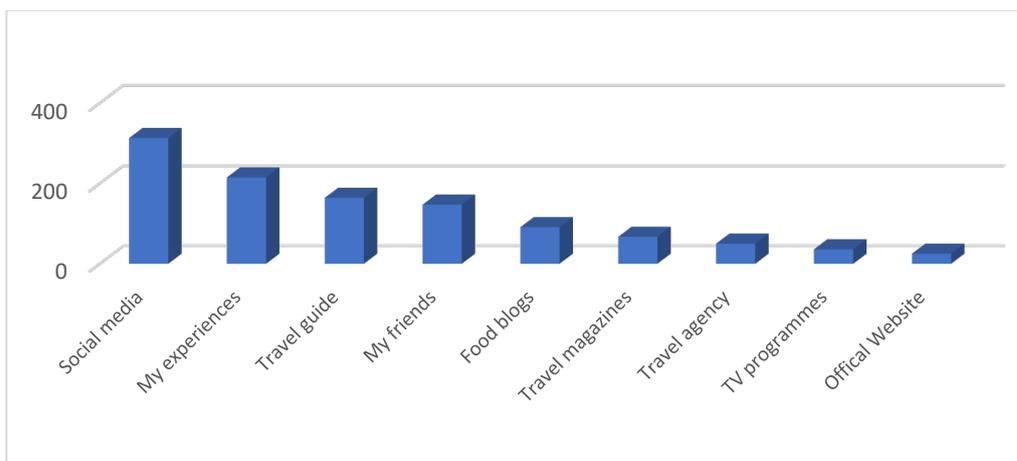
The arithmetic means and standard deviations of the gastronomic experience value dimensions and the items in these dimensions are presented (Table 3). The highest mean in the gastronomic

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR**O**R | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

98

experience value variable is epistemic value (m=4.87) and the lowest mean is prestige value (m=2.09). The item with the highest mean is 'E1' (m=4.91; ss=0.29) in the emotional value dimension, and the lowest mean is 'P2' (m=1.84; ss=1.13) in the prestige dimension.

Table 3. Analysis of gastronomic experiential value items

Dimension	Item	Mean	Ss.	Dimension	Item	Mean	Ss.
	E1	4,91	0,29		Q1	4,87	0,42
	E2	4,90	0,30		Q2	4,88	0,36
	E3	4,89	0,33		Q3	4,88	0,36
	E4	4,82	0,53		Q4	4,89	0,34
Emotional Value	E5	4,83	0,45	Quality Value	Q5	4,84	0,40
	E6	4,85	0,42		Total mean	4,87	
	Total mean	4,86					
	H1	4,78	0,50		Ep1	4,87	0,37
	H2	4,85	0,38		Ep2	4,85	0,40
	H3	4,85	0,40		Ep3	4,84	0,40
Healty Value	H4	4,85	0,43	Epistemic Value	Ep4	4,85	0,36
	Total mean	4,83			Ep5	4,81	0,44
					Total mean	4,84	
	P1	1,98	1,23		I1	4,10	1,07
	P2	1,84	1,13		I2	4,50	0,79
Prestige Value	P3	2,45	1,42	Interaction Value	Total mean	4,30	
	Total mean	2,09					

The arithmetic means of the factors related to the value perceptions of the participants as a result of their gastronomic product experiences were compared with the variables of gender, marital status and travel preference (Table 4). Epistemic value (t=1,324 p=0.031) and health value (t=1,304 p=0.038) show statistical significance according to gender. On the other hand, no significant difference was found between emotional value, prestige value, quality value and interaction value and gender. The arithmetic means of the answers given by men and women

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR**QR** | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

99

were close in all dimensions. A statistically significant difference was found between marital status and emotional value (t=1.307 p=0.003) and health value (t=-1.174 p=0.005). No statistically significant difference was found between marital status and epistemic value, prestige value, quality value and interaction value. While women's perceptions of epistemic value are higher than the other groups (m=4.88 sd=0.27), the group with the lowest mean is men's perceptions of prestige value (m=2.01 sd=0.99). A statistically significant difference was found between travel preference and epistemic value (t=2.012 p=0.007) and prestige value (t=1.847 p=0.004). No significant difference was found between the other groups and travel preference. Looking at the arithmetic mean of the answers given by the participants regarding the variable travel preference, the dimension with the highest mean is the epistemic value (m=4.87 sd=0.28/0.30) and the dimension with the lowest mean is the prestige value (m=2.02 sd=1.01).

Table 4. Independent sample t-test results

		Gender		Marital Status		Travel Preference	
		Male	Female	Single	Married	Acenta	Bireysel
	n	183	217	171	229	77	323
Emotional value	m	4,86	4,86	4,84	4,88	4,83	4,86
	Sd.	0,33	0,32	0,38	0,27	0,36	0,32
	t	-0,017		-1,307		-0,808	
	p	0,982		**0,003**		0,202	
Epistemic value	m	4,85	4,86	4,83	4,85	4,77	4,86
	Sd.	0,29	0,33	0,33	0,3	0,33	0,3
	t	1,324		-0,669		-2,012	
	p	**0,031**		0,098		**0,007**	
Health value	m	4,81	4,85	4,85	4,28	4,79	4,84
	Sd.	0,36	0,31	0,29	0,84	0,36	0,33
	t	-1,304		-1,174		-1,261	
	p	**0,038**		**0,005**		0,074	
Prestige value	m	1,98	2,16	2,01	2,12	2,31	2,02
	Sd.	1,07	1,05	0,99	1,11	1,25	1,01
	t	-1,735		-1,021		1,847	
	p	0,999		0,113		**0,004**	
Quality value	m	4,86	4,88	4,85	4,88	4,86	4,88
	Sd.	0,31	0,29	0,31	0,29	0,28	0,3

	t	-0,436		-0,943		-0,073	
	p	0,435		0,113		0,804	
Interaction value	m	4,24	4,34	4,32	4,28	4,16	4,33
	Sd.	0,79	0,85	0,81	0,84	0,8	0,83
	t	-1,166		0,485		-1,562	
	p	0,22		845		0,48	

The dimensions related to the value perceptions of the participants included in the study as a result of their gastronomic product experiences were compared with the variables of age, education level, occupational status, income level and frequency of visit (Table 5). A statistically significant difference was found between age and quality score (F=2.884 p=0.036). This difference was found between the 18-24 age group and the 45-64 age group. According to the arithmetic mean of the answers given by the participants, it can be assumed that with increasing age, the value perceptions obtained as a result of gastronomic product experiences increase.

Table 5. One-way ANOVA results

		Emotional value				**Epistemic value**				**Health value**			
Age	n	m	Sd	F	p	m	Sd	F	p	m	Sd	F	p
18 – 24	33	4,78	0,42			4,77	0,43			4,79	0,35		
25 – 34	91	4,84	0,36	2,56	0,055	4,83	0,31	1,026	0,381	4,8	0,39	0,76	0,517
35 – 44	162	4,85	0,33			4,84	0,31			4,84	0,32		
45 – 64	114	4,93	0,23			4,88	0,26			4,86	0,29		
Education Primary	33	4,85	0,32			4,8	0,33			4,86	0,29		
High school	91	4,78	0,41			4,78	0,36			4,78	0,35		
Associate Degree	162	4,85	0,34	3,098	**0,027**	4,82	0,38	2,669	**0,047**	4,83	0,3	1,007	0,389
Bachelor's degree and above	114	4,91	0,27			4,88	0,25			4,85	0,34		
Vocation Unemployed	89	4,85	0,32			4,82	0,35			4,85	0,29		
Self-employment	63	4,86	0,3			4,86	0,27			4,82	0,3		
Public employee	103	4,84	0,37	0,5	0,736	4,83	0,36	0,366	0,833	4,83	0,37	0,275	0,894
Private sector employee	114	4,88	0,32			4,86	0,28			4,84	0,33		
Retirement	31	4,92	0,25			4,87	0,25			4,79	0,38		

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR**Q**R | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

101

	N	m	Sd	F	p	m	Sd	F	p	m	Sd	F	p
Income													
2020 and below	84	4,82	0,33			4,82	0,31			4,82	0,3		
2021 – 3500	46	4,85	0,35			4,8	0,36			4,79	0,37		
3501 – 5000	172	4,87	0,33	0,646	0,63	4,86	0,29	0,929	0,447	4,84	0,33	0,714	0,583
5001 - 6500	64	4,87	0,36			4,89	0,26			4,83	0,4		
6501 and above	34	4,93	0,19			4,81	0,39			4,91	0,22		
Visit frequency Once	133	4,82	0,4			4,81	0,36			4,81	0,36		
Twice	178	4,87	0,29	1,924	0,147	4,85	0,29	1,603	0,203	4,83	0,33	1,689	0,186
Three times or more	89	4,91	0,25			4,88	0,26			4,89	0,27		

No statistically significant difference was found between emotional value, epistemic value, health value, prestige value and interaction value and age. Statistically significant differences were found between education level and emotional value (F=3.098 p=0.027), epistemic value (F=2.669 p=0.047) and prestige value (F=3.173 p=0.024). These statistically significant differences were found in all groups between high school graduates and those with a bachelor's degree or higher. A statistically significant difference was found between average monthly personal income and the interaction value (F=5.115 p=0.001). This difference is between the income groups of 2020 TL and below, 2021 - 3500 TL, 3501 - 5000 TL and 5001 - 6500 TL. There is no statistically significant difference between income groups and other factors. The arithmetic means of the dimensions related to the value perceptions of the participants as a result of their gastronomic product experiences were compared with their occupations and frequency of visits to Hatay. In both comparisons, no statistically significant difference was found in all dimensions (Table 5).

Table 5 (devamı). One-way ANOVA results

	Prestige value				Quality value				Interaction value			
	m	Sd	F	p	m	Sd	F	p	m	Sd	F	p
18 – 24	2,39	1,26			4,76	0,42			4,46	0,63		
25 – 34	2,16	1,12			4,85	0,31			4,29	0,8		
35 – 44	2,04	1,05	1,572	0,196	4,86	0,3	2,884	**0,036**	4,25	0,89	0,665	0,574
45 – 64	1,97	0,94			4,93	0,23			4,32	0,79		
Primary	2,2	1,24			4,92	0,23			4,18	0,89		
High school	2,32	1,2			4,82	0,36			4,33	0,8		
Associate	2,14	1,08	3,173	**0,024**	4,86	0,27	1,45	0,228	4,29	0,76	0,36	0,782
Degree												

Bachelor's degree and above	1,93	92			4,88	0,29			4,31	0,84		
Unemployed	2,14	1,11			4,86	0,34			4,43	0,78		
Self-employment	2,33	1,26			4,87	0,26			4,29	0,9		
Public employee	1,98	0,96	1,678	0,154	4,87	0,32	0,125	0,973	4,26	0,86	0,855	0,491
Private sector employee	1,95	0,95			4,87	0,28			4,26	0,84		
Retirement	2,18	1,13			4,9	0,26			4,19	0,55		
2020 and below	2,38	1,26			4,85	0,34			4,48	0,78		
2021 – 3500	2,02	1,14			4,86	0,33			3,82	1,06		
3501 – 5000	1,97	0,94	2,307	0,058	4,86	0,3	0,557	0,694	4,32	0,77	5,115	**0,001**
5001 - 6500	1,98	0,98			4,89	0,26			4,34	0,7		
6501 and above	2,14	1,09			4,93	0,19			4,29	0,88		
Once	2,25	1,17			4,84	0,32			4,24	0,86		
Twice	2,02	1,01	2,699	0,068	4,86	0,32	2,699	0,068	4,27	0,89	1,892	0,152
Three times or more	1,94	0,95			4,93	0,18			4,44	0,6		

5. Discussion and Conclusion

In this study, the experiential value perceptions of tourists who visit Hatay with the motivation of gastronomy tourism and their socio-demographic characteristics were compared. According to the results of the exploratory factor analysis applied to the items of gastronomic experiential value, the scale was grouped into 6 dimensions. These dimensions were named as emotional value, epistemic value, quality value, health value, prestige value and interaction value as in previous studies (Aho 2001; Gentile et al., 2007; Choe and Kim 2018).

In order to understand the profile of tourists who come to Hatay with the motivation of gastronomic tourism, the demographic characteristics of the participants were interpreted. According to the results, more than half of the participants are women and singles. The majority of the participants do not travel to Hatay with an agency but individually. Participants between 35 and 44 years of age make up the majority of participants in terms of other age groups, participants with a bachelor's degree in terms of other educational levels, and participants with an income between 3501 and 5000 TL in terms of other income groups. More than half of the participants are private and public sector employees. Almost half of the participants have visited Hatay twice. The most visited place of the participants who visited Hatay with gastronomic

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR**A**R | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

103

motivation is the restaurants where local products of Hatay cuisine are served. The most common way of obtaining information about Hatay cuisine is through the social media channel.

According to the arithmetic mean of the participants' responses to the gastronomic experiential value scale, it was observed that the dimension with the highest mean was epistemic value and the lowest dimension was prestige value. Accordingly, it can be said that tourists' perceptions such as curiosity and knowledge acquisition regarding Hatay gastronomy are high, but they perceive the prestige value provided by Hatay gastronomy at a lower level.

It is understood that the gastronomic experiential value perceptions of the participants included in the research differ in terms of gender, marital status, travel preference, age, education level and income, but not in terms of occupation and frequency of visit. Women's perceptions of epistemic value and health value differ from men. In general, experiential value perceptions of women towards Hatay gastronomy are higher than men. Kim et al. (2009) found that female tourists are more eager and excited to experience food than male tourists; Ignatuv and Smith (2006) found that women participate in gastronomy activities more than men, which supports the findings of this study. In terms of gender, it is seen that the participants' perceptions of gastronomic experiential value are quite high in all dimensions except the prestige value dimension. Participants' perceptions of emotional value and health value differ according to their marital status. The health value perceptions of singles are higher than married people, and the emotional value perceptions of married people are higher than singles. Şahin and Tosun (2020) found that the interest of married tourists towards the gastronomy product is higher than single tourists. A difference was found between the travel preferences of gastro-tourists and their perceptions of epistemic value and prestige value. When the averages were examined, it was observed that the gastronomic experiential value perceptions of individual travellers were generally higher than those travelling with an agency.

A significant difference was found between the quality value perceptions of the participants among the gastronomic experiential value sub-dimensions and their ages. The fact that this difference is between the young age group and the middle-aged group and that the average is generally higher in the third age group can be interpreted as the gastronomic products of Hatay are perceived as relatively higher quality by the third age group. In general, it is seen that as the age of the participants increases, their perceptions of experiential value increase in parallel. While a difference was found between the education levels of the participants and emotional value, epistemic value and prestige value, no difference was found between health value, quality

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR**Q**R | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

104

value and interaction value. Within the scope of this study, although the gastronomic experiential value perceptions of gastro-tourists do not increase in parallel with the level of education, they are generally high except for the prestige value dimension. In a study by Kim et al. (2009), it was found that gastro-tourists prioritise health more in their food preferences as their education level increases.

A difference was found between the income of the participants and their perception of interaction value, but no difference was found between the other dimensions. Considering the gastronomic elements and cultural values of Hatay, it is possible to create an interaction value for gastro-tourists. However, according to this study, gastro-tourists with high income status have not only high perceptions of interaction value but also high perceptions of emotional value, epistemic value, health value and quality value. Even individuals with lower income status have high perceptions of gastronomic experiential value. However, as in the comparison with other socio-demographic variables, the prestige value perceptions of gastro tourists are quite low in terms of income. This may lead to the conclusion that Hatay gastronomy is perceived as less prestigious by gastro tourists. In a study by Wadolowska et al. (2008), it was stated that participants with higher income and working in jobs that bring higher income also had higher positive perceptions about food. Within the scope of this study, it has been observed that the participants' perceptions of the prestige value obtained from the gastronomic product experiences of Hatay do not show a parallel fluctuation according to income level.

No significant difference are found between the participants' perceptions of gastronomic experiential value and their occupations. In the comparison made, the average of the responses of the occupational groups to the gastronomic experiential value statements in terms of all dimensions are quite close to each other. This can be interpreted as gastro-tourists' perceptions of experiential value as a result of gastronomic product experiences in Hatay do not differ in terms of their professions.

No significant difference is found between the participants' perceptions of gastronomic experiential value and the frequency of visits to Hatay with gastronomy motivation. Unlike this result, Şahin and Tosun (2020) found a significant difference between tourists' attitudes towards gastronomy products and the frequency of visiting the destination. As the frequency of visits to Hatay increases, there is a decrease in the perception of prestige value. However, it is understood that there is a linear increase between the frequency of visits and emotional, epistemic, health, quality and interaction dimensions.

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR̄AR | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

105

6. Suggestions

This study is limited to domestic gastro-tourists who experience the gastronomic products of the Hatay destination. Similar studies can be carried out for UNESCO gastronomy cities and a comparison can be made between gastronomy cities and non-gastronomy destinations. In this way, it can be examined whether a destination's status as a gastronomy city or not makes a difference in terms of the gastronomic experience value perceptions of gastro-tourists. In the analysis process of this study, since the statements related to price, which make up the gastronomic experience value scale, could not be analysed, these statements were excluded from the analysis. Therefore, the price value perceptions of gastro-tourists towards gastronomic product experiences could not be measured in this sample. Future studies can be conducted in which price value perceptions can be unambiguously measured. The average of the gastro-tourists' responses to the prestige value statements is quite low for all variables. For this reason, some activities that will make Hatay a prestigious experience area for gastro-tourists can be supported by the local administrations. To increase the perception of prestige value, workshops organised by famous chefs with the participation of gastro-tourists and various food festivals with presentations by famous people will be effective. In addition, it will be useful to ensure the participation of more domestic tourists by announcing these events on relevant platforms. In fact, the results of this study show that the perceived experience value of gastronomic product experiences is higher for individual gastro-tourists than for those who travel with an agency. In other words, it may be possible to increase the prestige value of the city more with individual tourists travelling to the region.

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR⊘R | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

106

References

Aho, S. K. (2001). Towards a general theory of touristic experiences: Modeling experience process in tourism. *Tourism Review*. 56 (3, 4): 33-37.

Ademoğlu, A. & Şahan, M. (2023). The effects of gastronomic experience and food image towards the gastronomic products of local tourism on the intention to eat local foods: The case of Hatay. *Journal of Multidisciplinary Academic Tourism*, *8*(2), 129-140.

Coşkun, R., Bayraktaroğlu, S., Yıldırım, E., & Altunışık, R. (2012). Research methods in social sciences: SPSS applied. Sakarya Publishing.

Chang, H. S. (2008). Increase Hotel Customer Value by Reducing Relevant Perceived Risk in Taiwan, *Journal of Hospitality and Leisure Marketing, 16(4),* 324-342.

Choe Ja Y. & Kim S., (2018). Effects Of Tourists' Local Food *Consumption Value on Attitude, Food Destination Image, and Behavioral Intention. International Journal of Hospitality Management 71,* 1–10.

Correia, A. & Kozak, M. (2012). Exploring prestige and status on domestic destinations: The case of Algarve. *Annals of Tourism Research*, *39*(4), 1951-1967.

Duman, D. & Saçlı, Ç. (2023). The mediation effect of destination image on the relationship between local cuisine elements and destination selection: The case of Hatay. *Journal of Multidisciplinary Academic Tourism*, 8 (1), 51-66. DOI: 10.31822/jomat.2023-8-1-51

Furst, T., Connors, M., Bisogni, C. A., Sobal, J. & Falk, L. W. (1996): *Food choice: a conceptual model of the process*, Appetite, vol. 26, no. 3, pp. 247-266.

Gentile, C., Spiller, N. & Noci, G. (2007). How to Sustain the Customer Experinece: An Overview of Experience Components that Co-create Value with the Customer. *European Management Journal. 25(5):* 395-410.

Glanz, K., Basil, M., Maibach, E., Goldberg, J. & Snyder, D. (1998): Why Americans eat what they do: taste, nutrition, cost, convenience, and weight control concerns as influences on food consumption, Journal of the American Dietetic Association, vol. 98, no. 10, pp. 1118-1126.

Ha, J. & Jang, S. (2010). Effects of Service Quality and Food Quality: The Moderating Role of Atmospherics in an Ethnic Restaurant Segment, *International Journal of Hospitality Management 29(3):*520-529.

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUROR | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

107

Hall, C. M., Sharples, L., Mitchell, R., Macionis, N., & Cambourne, B. (Eds.). (2003). Food tourism around the world. Routledge.

Harman, S. (2015). *Experiential marketing.* In B. Kılıç, B. & Z. Öter (Eds.), Current approaches in tourism marketing (2nd ed., pp. 491-515). Istanbul: Beta Basım.

Holbrook, M. B. (1994). *The Nature of Customer Value: An Axiology of Services in the Consumption Experience*, İçinde (Ed.) Rust, R.T ve Oliver R.L. Service Quality: New Directions in Theory and Practice, Thousand Oaks, CA: Sage Publications, 1994.

Ignatov, E. & Smith, S. (2006): *Segmenting Canadian culinary tourists*, Current Issues in Tourism, vol. 9, no. 3, pp. 235.

Jang, S. & Feng, R. (2007). Temporal Destination Revisit Intention: The Effects of Novelty Seeking and Satisfaction, *Tourism Management, 28(2),* 580-590.

Keskin, E., Ardıç Yetiş, Ş., & Nevres, S. (2022). The Relationships Between Destination Food Image, Perceived Value, Memorable Experiences and Satisfaction: The Case of Hatay. Tourism Academic Journal, 9(1), 55-82.

Kim, G., Y. & Eves, A. (2012). Construction and Validation Of A Scale To Measure Tourist Motivation To Consume Local Food, *Tourism Management 33(*6):1458–1467.

Kim, Y.G., Eves, A. & Scarles, C. (2009). "Buiding a Model of Local Food Consumption on Trips and Holidays: A Grounded Theory Approach", *International Journal Hospitalty Management*. 28 (3), 423–431.

Kittler, P. G. & Sucher, K. P. (2004). Accent On Taste, An Applied Approach To Multicultural Competency, *Diabetes Spectrum, 17(4),* 200-204.

Kivela, J. & Crotts, J. C. (2006). Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination, *Journal of Hospitality and Tourism Research*, *30(3):* 354-377.

Lau, R. R., Hartman, K.A. & Ware, J. E. (1986). Health As A Value, Methodological And Theoretical Considerations, *Health Psychology, 5(1)*, 25.

Long, M. & Schiffman, L. (2000). Consumption Values and Relationships: Segmenting The Market For Frequency Programs, J*ournal of Consumer Marketıng, 17(3),* 214-232.

Mckercher, B., Okumuş, F. & Okumuş, B. (2008). Food tourism as a viable market segment: it's all how you cook the numbers. *Journal Of Travel & Tourism Marketing, 25,* 2,137-148.

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR**Q**R | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

108

Mitchell, R. D. & Hall, C. M. (2003): *Seasonality in New Zealand winery visitation:An issue of demand and supply,* Journal of Travel & Tourism Marketing, vol. 14, no.3-4, pp. 155-173.

Nagasawa, S. (2008). Customer Experinece Management: Influencing on Human Kansei to Management of Technology, *The TQM Journal*, *20 (4):* 312-323.

OH, H. (2000). The Effect of Brand Class, Brand Awareness, and Price on Customer Value and Behavioral Intentions, *Journal of Hospitality and Tourism Research, 24(2*) :136-162

Orden-Mejía, M. A. & Zambrano-Conforme, D. C. (2020). Motivations, satisfactions and the socio-demographic aspect of visitors in typical restaurants. *Afr. J. Hosp. Tour. Leis*, *9*, 1-13.

Qian, M. & Liu Y. (2009). The SWIPE Strategy of Experiential Marketing Mix: A Case Study of GERAGEM, *Journal of Chinese Marketing*. *2(1):* 78-87.

Randall, E. & Sanjur, D. (1981): *Food preferences—their conceptualization and relationship to consumption*, Ecology of food and nutrition, vol. 11, no. 3, pp. 151-161.

Riley, R. W. (1995). Prestige worthy tourist behavior. Annals of Tourism Research, 22(3): 630–49.

Sheth, J, N., Newman, B, I. & Gross, B, L. (1991b). "Why We Buy What We Buy: A Theory of Consumption Values". *Journal of Business Research*. *22:* 159-170.

Şahin, S. Z., & Tosun, C. (2020). Tourists' Attitudes Towards New Gastronomy Products. *Electronic Journal of Social Sciences*, *19*(74), 564-586.

Tabachnick, B. G., Fidell, L. S., & Ullman, J. B. (2013). Using multivariate statistics (Vol. 6, pp. 497-516). Boston, MA: pearson.

Tse, P. & Cotts, J. C. (2005): Antecedents of novelty seeking: International visitors' propensity to experiment across Hong Kong's culinary traditions, Tourism Management, vol. 26, no. 6, pp. 965-968.

Uriely, N. (2005), The Tourist Experience, *Annals of Tourism Research*, *32* (1):199–216.

Vuksanović, N., Tešanović, D., Kalenjuk, B., Portić, M. & Knežević, M. (2017). Socio-demographic characteristics as determinants of differences in perception of local gastronomy. *Економика пољопривреде*, *64*(1), 359-373.

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUR**Q**R | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

109

Wadolowska, L., Babicz-Zielinska, E. & Czarnocinska, J. (2008): Food choice models and their relation with food preferences and eating frequency in the Polish population, Food Policy, vol. 33, pp. 122–134.

Whittaker, G., Ledden, L. & Kalafatis, S. (2007). A Re-Examination of The Relationshaip Between Value, Satisfaction, and Intention in Business Services, *Journal of Services Marketing, 21(5),* 345-357.

Williams, P. & Soutar, N. G., (2009). Value, Satısfactıon And Behavıoral Intentıons In An Adventure Tourısm Context, *Annals of Tourism Research*, *Vol. 36/3,* 413–438.

Yazicioğlu, Y. & Erdoğan, S. *SPSS Applied Scientific Research Methods,* Detay Publishing, Ankara 2014.

Turizm ve Araştırma Dergisi
Journal of Tourism and Research

TUROR | TURİZM & ARAŞTIRMA

Cilt / Volume: 14
Sayı / Number: 1

Yıl / Year: 2025
ISSN: 2147-0618

110