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RESEARCH ARTICLE

Kitchen Staff's Intention to Use Geographical Indication Food Products in the Context of Theory of Planned Behavior[1]

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Abstract

The purpose of this study is to determine the intentions of kitchen staff working in hotels to use geographical indication (GI) food products and the factors affecting their intentions within the scope of the Theory of Planned Behavior. Within the research framework, the relationship between staff's familiarity with GI food products and their intention to use these products has been examined. The study was conducted in 4 and 5-star hotels located in Istanbul. Data were collected from a total of 423 participants by questionnaire technique by interviewing the kitchen staff of the food and beverage departments of these enterprises. The data obtained were analyzed using descriptive statistics, regression analysis and difference tests. As a result of the research, it was determined that the most important factor affecting the intention to use these products among the participants was familiarity with the products. It was observed that individuals with knowledge of GI food products and those who have previously worked with these products exhibit a notably positive attitude towards using them. In addition, it has been determined that the reason for the negative attitudes of the decision-making managers in the enterprises where the participants work towards the use of GI food products is the high purchasing costs and seasonality of the products. Finally, it was observed that the positive attitude towards GI food products increased from the lower to the higher positions in the kitchen hierarchy, and this was due to the knowledge of recognizing and using the product correctly gained with professional experience.

Keywords: Theory of Planned Behavior (TPB), Geographical Indication (GI), Food Products, Kitchen Staff, Hotels.

Öz

Bu araştırmanın amacı, Planlı Davranış Kuramı kapsamında otel işletmelerinde görev yapan mutfak çalışanlarının coğrafi işaretli gıda ürünlerini kullanmaya yönelik niyetlerinin ve niyetlerini etkileyen faktörlerin belirlenmesini sağlamaktır. Araştırma kapsamında, çalışanların coğrafi işaretli gıda ürünlerine karşı sahip oldukları aşinalıkları ile bu ürünleri kullanma niyetleri arasındaki ilişki incelenmiştir. Çalışma alanı olarak İstanbul ilinde yer alan 4 ve 5 yıldızlı otel işletmeleri belirlenmiştir. Bu işletmelerin yiyecek ve içecek departmanlarının mutfak bölümünde çalışan aşçıları ile görüşülerek toplam 423 katılımcıdan anket tekniği ile veriler toplanmıştır. Elde edilen veriler, tanımlayıcı istatistikler, regresyon analizi ve farklılık testleri gerçekleştirilerek analiz edilmiştir. Araştırma sonucunda, katılımcılar arasında bu ürünleri kullanma niyetlerini etkileyen en önemli faktörün, ürünlere karşı aşinalık olduğu tespit edilmiştir. Coğrafi işaretli gıda ürünleri konusunda bilgi sahibi olan, daha önce bu ürünler ile çalışmış kişilerin, ürünleri kullanmaya karşı olumlu tutumlarının oldukça yüksek olduğu anlaşılmıştır. Buna ilaveten, katılımcıların görev yaptığı işletmelerde karar verici konumunda yer alan yöneticilerin, coğrafi işaretli gıda ürünlerini kullanmaya yönelik sahip oldukları olumsuz tutumlarının gerekçesinin ürünlerin yüksek satın alma maliyetleri ve mevsimsellik özellikleri olduğu belirlenmiştir. Son olarak, mutfak hiyerarşisi içinde alt pozisyonlarda çalışanlardan, üst pozisyonlara doğru gidildikçe, coğrafi işaretli gıdalara yönelik olumlu tutumunun arttığı bunun nedeninin mesleki tecrübeyle beraber kazanılan ürünü tanıma ve doğru kullanma bilgisinin olduğu görülmüştür.

Anahtar Kelimeler: Planlı Davranış Kuramı (PDK), Coğrafi İşaret (Cİ), Gıda Ürünleri, Mutfak Çalışanı, Otel İşletmeleri.

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Introduction

Consumers' awareness of the foods they buy leads to changes in the culinary cultures of societies over time. Among the main reasons for these changes, the need to access safe food can be shown. People investigate the origin information of foods with the desire to have information about the foods they buy. With the aim of protecting the efforts of producers against counterfeit products and the competitive environment, GI systems have been created and developed in order to protect and standardize local values and quality production (Demir, 2020).

With the introduction and widespread use of geographical indication systems, it has become possible for local cuisines to be recognized worldwide. Thanks to GI food products, people can change their travel routes to the regions where the products they want to taste are grown. Considering these reasons, it is considered as an important topic that the kitchen staff responsible for food production, especially in the food and beverage departments of 5- and 4-star hotels hosting international guests, should have the necessary awareness about food products with GI and include these products in their menus.

In this context, the study framework focuses on determining the intention of kitchen staff responsible for food production to use GI products in their menus and revealing the factors affecting their intention to use these products. For this purpose, the relationships between the Theory of Planned Behavior and the concepts of attitude, subjective norm, and perceived behavioral control, which are under the heading of behavioral factors that affect the intention of kitchen staff responsible for food production to use GI products in their menus, are examined. In addition, the study was carried out by addressing the staff's familiarity with GI food products and the effect of this familiarity on their intention to use the products.

In the literature, there are studies on food in the context of Theory of Planned Behavior (Conner et al., 2002; Khalek & Ismail, 2015; Doğdubay & Saatçi, 2016; Yay & Çalışkan, 2016; Kumar & Smith, 2017; Yılmaz & Şenel, 2017; Ülker, 2017; Ünlüönen & Işın, 2018; Aksoy & Çekiç, 2019; Şahin & Solunoğlu, 2019; Dursun, 2020). In addition, there

are studies on GI food products (Mercan & Üzülmez, 2014; Sukenti, 2014; Seal & Piramanayagam, 2018; Chilla et al., 2020; Şahin, 2020) and the inclusion of these products in menus (Küçükyaman et al., 2018; Kaya & Akdemir, 2021).

Theoretical Framework

Theory of Planned Behavior

Based on the Theory of Planned Behavior put forward by Icek Ajzen, there are three independent variables that affect individuals' intentions to perform behaviors. These independent variables are attitude, subjective norm, and perceived behavioral control (Beck & Ajzen 1991). The difference of the Theory of Planned Behavior, which emerged as a continuation of the Theory of Reasoned Action, from the other theory is the addition of the perceived behavioral control variable to the model. The most important point that connects both theories is that the most important factor for individuals to perform their behaviors is the intention towards the behavior (Warshaw, 1980).
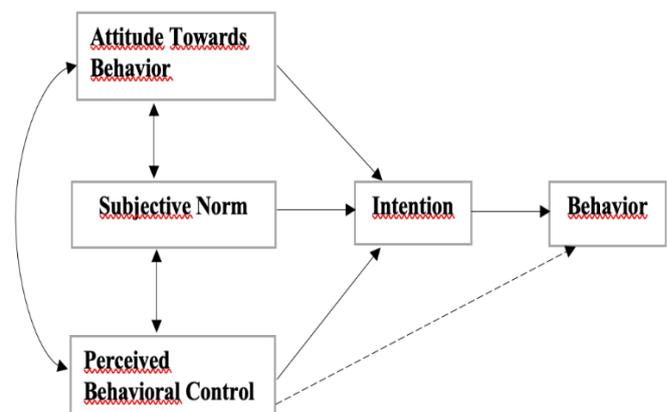

Figure 1. Theory of Planned Behavior Model (Ajzen, 1991)

The attitude towards behavior variable in the model is defined as the way individuals perceive and measure the situation, conditions, and as a state of perceiving and measuring people (Ajzen & Fishbein, 1997). The subjective norm variable, on the other hand, is related to the approval and support of the behavior by the people whom individuals take as reference. The knowledge, thoughts and discourses of the people taken as reference for the behavior affect the subjective

norm of individuals towards performing that behavior (Rutherford & DeVaney, 2009). The perceived behavioral control variable, which is included in the theory with Ajzen, is formed as a result of individuals' perceptions towards behaviors. It refers to the difficulty and ease that individuals perceive to perform the behavior. This concept is also affected by the conditions and resources that individuals have for behavior. These resources can be multiplied as received trainings, mental and physical conditions, beliefs, and circumstances. (Ajzen 1991). The concept of intention is explained as the motivations that individuals have at the point of performing behaviors. The stronger the intention of individuals, the more likely they are to perform the behavior (Conner & Armitage, 1988).

Geographical Indication (GI)

The concept of GI is a registration system that offers the origin information of products to consumers and has emerged to protect the rights of producers. With this registration system, it is aimed to clearly show that the characteristics of the products are provided by the origin of the products and to prevent the production of counterfeit products by protecting local products. In this way, consumers are assured of the authenticity and quality of the products and the rights of the producers are protected. GI is divided into groups as Protected Geographical Indications (PGI), Protected Designation of Origin (PDO) and Speciality Guaranteed Products (Türkpatent, 2021). PGI is the registration given to the products obtained by realizing at least one of the production, processing and other necessary processes of the products that take their characteristics from a region whose borders are determined. PDO, on the other hand, is the type of registration used for the products obtained within the region with defined borders, after the production and processing stages are carried out within those borders (Kızıltepe, 2005). Speciality Guaranteed Products registration does not include geographical borders. In order for a product to obtain this type of registration, it must be proven that it has been traditionally known and used with the same name for at least 30 years in the relevant

area (Türkpatent, 2021). Registered GI and the names of these registrations show semantic differences in other countries (Tepe, 2008).

Looking at the historical process of GI, it is seen that many international conventions have emerged to protect products in various fields and the scope of these protections has increased over time. The most comprehensive agreement where registered GI is conveyed and its conditions are clearly stated is the "Agreement on Trade-Related Intellectual Property Rights of April 15, 1994" (TRIPS). Turkey is one of the parties to the TRIPS agreement. This convention clearly states that GI are part of intellectual industrial property rights (Yıldız, 2008). When the development processes of GI for Turkey are analyzed, it is seen that Turkey is a party to most of the international conventions in this field. In addition, the "Decree Law No. 555 on the Protection of GI" was adopted and put into force by Turkey and the necessary regulations regarding the registered GI processes were officially provided (Gürsu, 2008).

GI create a different market area by providing added value to products and provide economic benefits to countries. Registered GI food products create touristic attraction to the regions they belong to and create opportunities to support the development of the regions. For this reason, it has become an important issue to protect and transfer local products to future generations through registration (Yıldız Coşkun, 2001). In their study, Hoang et al. (2020) took Cao Phong Orange as an example of the economic contribution of GI to countries. With the registration of this type of orange, which was identified as a potential product, the demand for the product was increased by creating a different market area for the product and carrying out various promotional activities, and in this way, it contributed to the increase in employment opportunities for producers.

By marketing local food products in the areas where they originate, tourists can experience the products by seeing and tasting them in the regions where they are grown. In addition, it has been determined that it is possible to deliver the products to anywhere in the world by paying the financial compensation for the labor of the people who produce the products. In regions where local

food products are considered as tourism products, it has been observed that these products contribute to the economic development of the regions (Akdemir & Selçuk, 2018). It is known that the points known for local food products have a high potential to be visited by people for touristic purposes. It is known that foods grown and served in the lands where they belong with traditional methods create attraction points for tourists in these regions where they are grown (Polat, 2017). The geographical indication system, which emerged to protect the rights of local products and producers, is an important factor in promoting the culinary cultures of destinations and transferring these values to future generations (Hazarhun & Tepeci, 2018).

Table 1. Distribution of Registered GI Food Products by Groups

Processed and unprocessed fruits, vegetables and mushrooms	178	Butter, fats and oils	12
Meals and soups	133	Beers and spirits	10
Bakery and pastry products, pastries, desserts	104	Non-alcoholic drinks	7
Chocolate, confectionery and confectionery type of products	33	Dairy products other than cheeses and butter	6
Cheeses	21	Seasonings/flavorings, sauces and food grade salt	5
Processed and raw meat products	14	Ice creams and edible ices	4
Honey	13	Other products	16
Total			*556*

Table 1, an analysis of Turkey's products with registered GI on March 1, 2021 shows that there are 675 registered products in all product groups. When the food and beverage groups in the field of food are analyzed, it is determined that there are 556 products in total. It is determined that the group with the highest number of registrations among food products is processed and unprocessed fruits and vegetables and mushrooms group with 178 products. When the other products group is analyzed; Isparta Rose Oil, Isparta Rose, Konuralp Rice, Bolu Kıbrıscık Rice, Kastamonu Siyez Wheat, Kastamonu Siyez Bulgur, Tosya Rice, Kangal Sheep, Van Breakfast, Antep Menengiç Coffee, Antep Firiği, Antep Bulgur, Karacadağ

Rice, Mardin Bulgur, İpsala Rice, Bilecik Hops, a total of 16 products are included in this list. In addition, there are 7 registered food products in the registered GI Turkey list.

The highest number of registered GI with GIs in Turkey is in the Black Sea Region (109) on the basis of region and Gaziantep (35) on the basis of province. The provinces with no registered GI food products are Istanbul and Yalova.

Research Model and Hypotheses

The model of the research was formed within the framework of the Theory of Planned Behavior and hypotheses were established in line with the model.

H1: Kitchen staff's perceptions of familiarity with GI food products are statistically significant in explaining behavioral factors towards GI food products.

H2: Kitchen staff's perception of familiarity with GI food products is statistically significant in explaining their intention to use GI food products.

H3: Kitchen staff's attitudes towards using GI food products are statistically significant in explaining their intention to use GI food products.

H4: Kitchen staff's subjective norms towards using GI products are statistically significant in explaining their intention to use GI products.

H5: Kitchen staff's perceived behavioral control towards using GI food products is statistically significant in explaining their intention to use GI food products.

H6: There is a significant difference between the accommodation class in which kitchen staff work and their intention to use GI food products

H7: There is a significant difference between the position of kitchen staff and their intention to use GI food products.

In addition to the variables in the Theory of Planned Behavior, the perception of familiarity created by GI food products was added to this research model. When the concept of familiarity perception is examined, the definition of familiarity is explained as people easily recognize, know and perceive situations, objects or people (Dural & Köseoğlu, 2019). The perception of familiarity created by foods with GI is considered as the knowledge of kitchen staff about registered

products, having encountered and worked with the products before.

In the model created, the intention to use GI products is included as the dependent variable, while the perception of familiarity created by GI products, attitude, subjective norm and perceived behavioral control are determined as independent variables. The Research Model is presented in Figure 2.
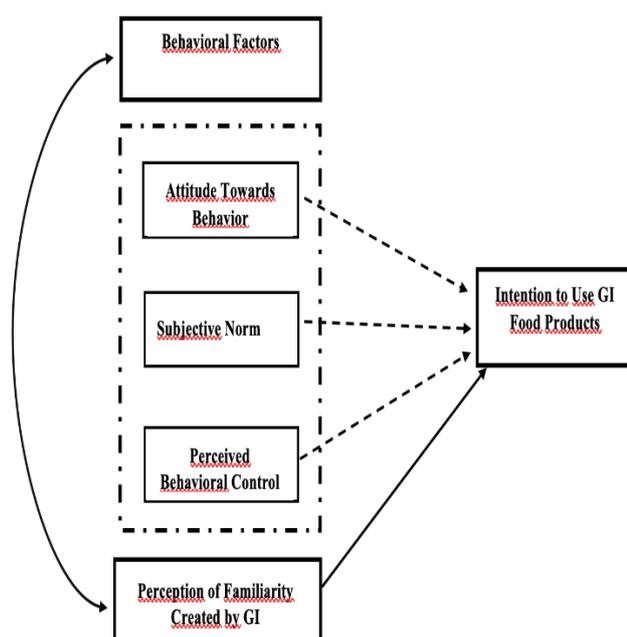

Figure 2. Research Model

Methods

For the purpose of this study, a descriptive survey model was adopted. In survey studies, it is expected to reveal the demographic characteristics of the participants as well as their thoughts and attitudes towards the event and situation. In survey models, it is possible to observe the situation that existed in the past or present (Karasar, 2012; Mazlum & Atalay, 2017).

Sample of the Study

The research population was determined as the personnel working in the kitchen department responsible for food production in hotels operating in Istanbul. Since it is not possible to reach the entire population within the limits of the research, the sample group, which is assumed to represent the research population in the most accurate way, was determined. The sample of the research was determined as the kitchen staff of 4- and 5-star hotels operating in Istanbul. The reason for this is that since 4- and 5-star hotels host people from many different cultures, the data of the menu contents and kitchen staff will reveal a much clearer picture of the awareness and usage rates of GI food products.

According to July 2020 data, there are 139 5-star hotels and 169 4-star hotels in Istanbul (Ministry of Culture and Tourism 2020). At the time of the fieldwork, due to the Covid-19 pandemic, many hotels either closed down or reduced the number of personnel. For this reason, no clear information on the number of staff could be reached.

Data Collection

The quantitative method was used in the study and the data were obtained through a questionnaire. In the first part of the questionnaire form consisting of two parts, there are questions about the demographic characteristics of the participants such as gender, marital status, age, education level, income level, position, working time in the profession and the class of the business they work in. In addition to demographic characteristics, there are 3 questions about the inclusion of GI food products in the menu contents of the enterprises they work in. The second part of the questionnaire form includes a 33-item questionnaire scale taken from Ülker's (2017) master's thesis. The "local food expression" in the study from which the scale was taken was changed to GI food products in accordance with the study. While Ülker's scale includes a 5-point Likert-type rating, "No Opinion" was added to the scale for this study.

In the data collection process, a pilot study was conducted with 30 participants on December 1-15, 2020. Afterwards, the questionnaire form was administered both through "Google Forms" and face-to-face by the researcher in February-March 2021 and all data were collected. In total, 430 participants were reached. With the removal of incorrect and incomplete questionnaire forms from the study, 423 participant questionnaires were subjected to analysis.

Data Source

The hypotheses formed within the framework of the research model were analyzed in the Statistical Program for Social Sciences (SPSS). In Ülker's (2017) study, from which the scale used to collect the research data was taken, the scale items consisted of 6 dimensions with statements measuring positive and negative attitude, subjective norm, perceived behavioral control, intention and familiarity variables, while in this study, the positive and negative attitude dimensions were considered only as attitude as in the Theory of Planned Behavior model and the data were evaluated in 5 dimensions. In the data analysis process, in addition to simple linear regression and multiple regression analyses, difference tests were performed for the hypotheses deemed appropriate. The ethics committee permission required for the collection of the data used in this study was obtained from Kocaeli University Ethics Committee on 20/12/2020 with the decision number 2020/15 and decision number 8.

Findings

When the information on the participants' gender, age, marital status, educational status, monthly income levels, business class, position and working hours are analyzed, it is seen that the majority of the participants are between the ages of 25-34 (29.6 percent). When the gender distribution rates are analyzed, it is seen that there are 257 male and 166 female participants, and the majority of the marital status distribution is single (52.0 percent). In the educational status of the participants, it is seen that the level of associate degree (32.9 percent) is high, and in the distribution of monthly income, the majority is between 2501-5000 TL (42.1 percent). It was observed that the majority of the enterprises they work in are 5-star enterprises (53.9 percent) and the Other option (61.0 percent) is the leading position. The answers given to the Other option are Sous Chef, Junior Sous Chef, Commis Chef, Demi Chef, Pastry Chef, Staff Cook, Butchery Chef, Chocolate Chef and Kitchen Employees. When the working years of the participants are

analyzed, it is seen that they are in the range of 6-10 years (34.5 percent).

Table 2. *Findings on the Inclusion of GI Food Products in Menus*

Do you include food products with GI in the 1078 menu of the hotel you work in?		
Variables	Frequency	%
Yes	*261*	*61,7*
No	162	38,3
Total	423	100

Table 2 shows that, the majority of the participants (61.7 percent) answered yes to the question "Are there GI food products on the menu of the hotels where you work?". In addition, 51.5 percent of the participants answered yes to the question.

Table 3. *Findings on the Reasons for Not Preferring GI Food Products*

For which of the following reasons do you not use products with GI in the menu of the hotels where you work? (You can check more than one option.)		
Variables	Frequency	%
Cost	123	15,6
Governance	112	14,2
Supply Difficulty	95	12,1
Seasonality of Products	87	11,0
Dislike of Products	39	4,9
Product Quality	48	6,1
Waste rates	29	3,7

Table 3 shows that, in this question, which accepts more than one answer, the total sample size is high. When the results are analyzed, it is seen that 123 (15.6%) of the participants who did not include GI food products in their menus stated Cost as the most common reason for this. After the cost of the products, Management was stated by 112 (14.2%) participants at the highest rate. Waste rates are at the bottom of the list with 29 (3.7%) respondents.

Table 4. *Simple Linear Regression Analysis (H1)*

R	R²	Adjusted R2	ANOVA F Value	ANOVA Level of Significance	Durbin-Watson
,712	,507	,506	432,577	0,000	1,895

Model	Non-Standardized Coefficients	Standardized Coefficients	t	Level of Significance

	B	Standard Error	Beta			
(fixed)	1,390	,081	-	17,246	,000	
Perception of Familiarity Created by GI Food Products	,522	,025	,712	20,798	,000	

Table 4 shows that, when the simple linear regression results for H1 are examined, it is seen that the power of the perception of familiarity created by GI food products on explaining behavioral factors is 50.2 percent with an R2 value of ,507. When the findings regarding the coefficients are considered, it is concluded that the H1 hypothesis is confirmed with a significance value of ,000.

Table 5. Simple Linear Regression Analysis (H2)

R	R²	Adjusted R2	ANOVA F Value	ANOVA Level of Significance	Durbin- Watson
,751	,564	,563	545,144	0,000	1,767

Model	Non-Standardized Coefficients		Standardized Coefficients	t	Level of Significance
	B	Standard Error	Beta		
(fixed)	,855	,099	-	8,620	,000
Perception of Familiarity Created by GI Food Products	,721	,031	,751	23,348	,000

Table 5 shows that, The results of the simple linear regression for H2 show that the power of the perception of familiarity created by the GI food products on explaining the intention to use GI food products is 56.4 percent with an R2 value of ,564. When the findings related to the coefficients are analyzed, it is concluded that the H2 hypothesis is confirmed with a significance value of ,000.

Tablo 6. Multiple Linear Regression Analysis (H3, H4, H5)

R	R²	Adjusted R2	ANOVA F Value	ANOVA Level of Significance	Durbin- Watson
,808	,654	,651	263,496	0,000	1,774

Model	Non-Standardized Coefficients		Standardized Coefficients	t	Level of Significance	VIF Value
	B	Standard Error	Beta			
(fixed)	,090	,118	-	,764	-	-
Attitude	,208	,061	,158	3,391	,001	2,613
Subjective Norm	,532	,047	,494	11,217	,000	2,394
Perceived Behavioral Control	,261	,050	,237	5,262	,000	2,451

Table 6 shows that, the results of the multiple linear regression analysis conducted for H3, H4 and H5 show that the power of the independent variables of attitude, subjective norm and perceived behavioral control variables in explaining the intention to use GI food products is 65.4 percent with an R2 value of ,654. Since the VIF values are below 10 and the significance values are less than 0.05 in all dimensions, it is concluded that the hypotheses H2, H3 and H4 are confirmed. In addition, when Beta values are analyzed, it is seen that the subjective norm variable affects the intention to use GI food products at the highest rate (,494).

Table 7. Comparison of Intention to Use GI Food Products and Business Classification Variable by t-Test

Intention to Use GI Food Products	Business Classification	Number of Participants (n)	Mean	t Value	P Significance Value
	4 star	195	3,086	2,301	0,022
	5 star	228	2,7756		

Table 7 shows that, Since Levene's test result was p=0.014; p>0.05, it was accepted that the variance distribution was not homogeneous. For this reason, average values were taken as basis. It has been concluded that 4 star hotels have a higher rate of using GI food products than 5 star hotels with an average of 3,0863. According to this result, "H6 hypothesis is accepted".

Table 8. Comparison of the Intention to Use GI Food Products with the Position of the Participants, Anova Test

	Position	Number of Participants (n)	Mean	P Significance Value
Intention to Use GI Food Products	Chef de Cuisine	40	1,9708	0,000
	Assistant Chef	43	2,6977	
	Chef de partie	82	3,0671	
	Other	258	3,0556	

In table 8, since the result of Levene's test for equality of variance distribution of the groups was p=0.087; p>0.05, it was concluded that one-way analysis of variance could be performed. Since the difference in the number of participants between the sample groups was high, Scheffe, one of the Post Hoc analyzes, was used. Since the significance value of the one-way ANOVA analysis was p=0.000; p>0.05, hypothesis H7 was accepted.

Conclusion and Discussion

Today, consumers' awareness of food products with GI is increasing. As of March 1, 2021, 556 (82.4%) of the 675 registered GI in Turkey are food products. In this context, it is important to prefer these products, which are numerically high. One of the important issues is that the use of these products in the kitchen menus of hotels that host international guests will contribute to the sustainability and promotion of the products. For this purpose, it is thought that it is very important to determine the intentions of the kitchen staff responsible for food production to use GI food products in the menus of the hotels where they work and to understand the strength of the factors affecting their intentions.

According to the findings of the study, it was observed that one third of the participants included GI food products in their menus. It was determined that the majority of the participants who included registered products in their menus worked in 5-star hotels. The participants who did not include GI food products in their menus cited the cost of the products and management factors as reasons.

Another finding of the study is that the participants' perception of familiarity with GI food products directly affects their intention to use the products. Icek Ajzen revealed that intentions are the precursors of behaviors with the Theory of Planned Behavior. In this study, it was concluded that among the behavioral factors affecting the participants' intention to use GI products, the subjective norm variable had the highest effect. Based on this result, it can be said that kitchen staff care about the opinions and attitudes of the people they take as a reference about GI food products. In addition, it has been determined that the intention to use GI food products progresses in direct proportion with the participants' experience, knowledge and seniority in the profession. In this context, it is thought that the different chefs, people from different cultures, different kitchen concepts, the perspectives of the enterprises on culinary cultures, the budgets allocated to the kitchen department, the awareness gained through the contributions to one's personal and professional development in addition to all these, significantly affect his/her perspective on local products, the labor of producers and the promotion of his/her cuisine in the world during the professional experience process in which a cook progresses from the lowest seniority to the highest seniority in his/her culinary adventure. It is seen that the perspective of a cook working at the lowest seniority level on registered GI is not the same as that of a head chef. This awareness is gradually increasing from cooks working in lower positions to cooks working in higher positions.

In accordance with the findings of this study, recommendations for the sector are presented below:

The positive attitudes of kitchen staff towards the products, the fact that the people around them have worked with these products, their knowledge and awareness of the products lead them to use these products more.

It is a very important issue for businesses to provide kitchen staff with the opportunity to purchase and use GI food products and to allocate a budget in this regard, and it is thought to contribute to the solution of this problem.

It is seen that kitchen staff support producers by using GI food products. In this way, it helps the creation of new employment areas and the economic development of the region of geographical to which the products belong. It is understood how important the registration processes are for kitchen staff who want to reach quality products to meet with producers and to protect the labor of both parties.

The most important limitation of this research is that it was conducted during the Covid-19 pandemic. In this process, hotels either closed down or reduced their staff. For this reason, future studies can be conducted by reaching more kitchen staff over the same sample. In addition, the lack of GI food products in Istanbul is another limitation of this study. In the coming years, after there is a food product that is in the registration process and registered, it can be investigated by making comparisons with other provinces for kitchen staff in Istanbul. In addition, the intention of consumers staying in hotels to purchase GI food products can be investigated and recommendations can be presented by comparing the results with the results. Finally, the perspectives of purchasing departments in hotels towards GI food products can be investigated.

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