LOCAL FOOD AS A PULL UP FACTOR OF DESTINATIONS: A STUDY ON THE VISITORS OF A RESTAURANT SERVING HATAY'S ROOTED FOOD-BEVERAGES IN ISTANBUL

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ABSTRACT

Different tourism activities enable experiencing different cultures. Local food, assumed one of these activities, is an important part of whole tourism experiences as much as local culture. The main purpose of this study made in this respect is to analyze motivations of local food consumption of local visitors eating in the restaurants offering Hatay's rooted local food and to establish whether the motivations of local food consumption are a pull up factor of destination. The research is important in terms of identifying consumers' local food consumption motivations and revealing the role of these motivation factors in participating in the local tourism movement. Within the scope of the study, the data were collected by a questionnaire form "Gastronomy as a tourism resource: Profile of the culinary tourist" adapted from Akdağ, Akgündüz, Güler and Benli (2015) from Canizares and Guzman (2012). Carried out with 364 people in total by convenience sampling method and statistical tests were started with 364 people as a result of missing value analysis. The study has been subjected to factor analysis and multilinear regression analysis, which are one of the descriptive statistics techniques. Considering the findings of the study, it has been identified that there are respectively six factors affecting local food motivations, named as "sensory charm", "pursit of thrills", "cultural experience", "the expectation of socialization", "the expectation of prestige" and "the expectation of being healthy". In addition, "pursuit of thrills" factor has been detected to become effective on general food and drink customer satisfaction, local food and drink image and the intention of visiting a specific destination.

Keywords: Destination, Local Food-Beverage, Gastronomy

DESTİNASYON ÇEKİCİLİK UNSURU OLARAK YEREL YİYECEKLER: İSTANBUL İLİNDE HATAY'A ÖZGÜ YİYECEK-İÇECEK SUNAN RESTORAN ZİYARETÇİLERİNE YÖNELİK BİR ARAŞTIRMA

ÖZ

Farklı turizm faaliyetleri farklı kültürlerin deneyimlenebilmesini olanaklı kılmaktadır. Bu faaliyetlerden biri olarak görülen yerel yiyecek ve içecekler toplam turizm deneyiminin olduğu gibi yerel kültürün de önemli bir parçasıdır. Bu bağlamda yapılan çalışmanın temel amacı, Hatay'a dair yöresel yiyecek içecek sunan restoranlarda yemek yiyen ziyaretçilerin yerel yiyecek tüketme motivasyonlarını incelemek ve yerel yiyecek tüketim motivasyonlarının destinasyon çekicilik unsuru olup olmadığını tespit etmektir. Araştırma, tüketicilerin

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yerel yemek tüketim motivasyonlarını tespit etmek ve bu motivasyon faktörlerinin yerel turizm hareketlerine katılmadaki rolünü ortaya koymak açısından önem göstermektedir. Çalışma kapsamında veriler Akdağ, Akgündüz, Güler ve Benli (2015) tarafından Canizares ve Guzman (2012)'dan uyarlanan "Gastronomy as a tourism resource: Profile of the culinary turist" adlı anket formu ile toplanmıştır. Kolayda örnekleme yöntemiyle toplamda 364 kişiye ulaşılmış ve kayıp veri analizi sonucunda istatistik testlere 364 kişi ile başlanmıştır. Veriler tanımlayıcı istatistiki tekniklerden açıklayıcı faktör analizi ve çoklu doğrusal regresyon analizlerine tabi tutulmuştur. Araştırma bulgularından hareketle yerel yiyecek motivasyonlarını etkileyen sırasıyla "duyusal çekicilik", "heyecan arayışı", "kültürel deneyim" , "sosyalleşme beklentisi", "prestij beklentisi" ve "sağlık beklentisi" olmak üzere altı faktör olduğu tespit edilmiştir. Ayrıca "heyecan arayışı" faktörünün genel yiyecek içecek memnuniyeti, yerel yiyecek içecek imajı ve destinasyonu ziyaret niyeti üzerinde etkili olduğu sonucuna ulaşılmıştır.

Anahtar Kelimeler: Destinasyon, Yerel Yiyecek İçecek, Gastronomi

Introduction

Today tourism is one of the most developed industries. As a result of this fast change, differantiations in tourism products and destinastions have been occurring. Thus, the need for new and different tourism alternatives and different products is increasing day-by-day (Lordkipanidze et. al., 2004). Cuisine is considered as an attraction factor which seperates a destination from others (Selwood, 2003). Starting from this point of view, it can be stated that one of the most important reasons of tourists to prefer a destination is local food and drink. Thus, local cuisines have started to become a significant part of whole tourism experience (Au and Law, 2002). The aim of the study made in this repects is to analyze the motivations of local food consumption of local visitors eating in the restaurants offering Hatay's rooted local food and to establish whether the motivations of local food consumption is a pull up factor of a destination.

Conceptual Environment

Eating is considered as an important part of tourism marketing as well as being a part of general tourism experience. Tourists are generally tend to eat outside but eating itself also causes a strong impulse to travel. For many people, eating outside gives an opportunity to comfort and to escape from daily routine as well. Eating may also be considered as a window to other cultural identities explaining ones' origin, and as a pleasuring experience. On the other hand it can be in the center of travelling experience for tourists. A destination separates itself from others with its one or a few prominent characteristics such as its cultural and historical values, art events, sports events, entertainment and shopping opportunities, and it cuisine. In this respect, a destination's having a deep history of cuisine has become more important in recent years (Selwood, 2003; Cömert, 2004).

Local cuisine culture may be shown as one of the pull up factors owned by destinations. In this context, local cuisine draws attention as a factor increasingly becoming important in the tourism movement (Rand et. al., 2003). That is because local food play a significant role in the process of generating tourism potential to a specific destination and individuals can afford even long travels to experience local food. In Western Europe high profile tourists' travelling to Toscano region of Italy to wine tasting with goat cheese, wine and gourment tours to Portofino & Cinque Terre regions of Italy, cooking holidays in Tuscany and wine tasting tours of Bordoux are good examples for this (İnceöz, 2009; Yergaliyeva, 2011; Aslan et. al., 2014). When considered from this

point of view, it is clear that local food has an important potential in enhancing visitors' experiences, branding of destinations, and contribution to the competitive marketing of destinations (Rand et. al., 2003).

The fact that local food and drinks' becoming a motivation factor and a pull up element for tourists in selecting a destination has been supported in many studies (Kim, et. al., 2009; Mak et. al., 2012; Kim et. al., 2013; Akdağ et. al., 2015; Bayrakçı and Akdağ, 2016; Gürbaşkan Akyüz, 2019). For example, Kim, Eves and Scarles tried to identify the relation between the characteristics of tourists who attend food events and their satisfaction and loyalty. They established the nine-factor local food theory by the data collected by interviewing technique. According to the study "pursuit of thrills", "alienation from routine", "health concerns", "knowledge acquisition", "authentic experience", "association", "prestige", "sensesory charm", and "physical environment" have been determined as factors affecting local food consumption. In addition to this, they have concluded that local food consumption increases sense of satisfaction of tourists and they see eating not as a way to eat their fill but as an important part of their holiday experience. As a result of the study they made to determine the underlying factors of tourists' food consumption, Mark et. al. (2012) have found five factors affecting tourists' food consumption. These factors are identified as cultural/religious effects, socio-demographic factors, personal charasteristics regarding eating, exposure effect/previous experiences and motivational factors. In addition to this, it was stated that motivational factors play an important role in tourists' food consumption Kim et. al. (2013). By looking the local food consumption model established by Kim et. al. (2009), they analyzed the correlations among the basic factors in the model. As a result of the study, they have discovered five factors affecting local food consumption which are cultural experience, interpersonal relationships, thrill, health concerns and sensorial properities. In addition, it has been concluded that demographical variables are effective on motivational factors.

Method
The aim of this study is to analyze motivations of local food consumption of local visitors eating in the restaurants offering Hatay's rooted local food and to establish whether the motivations of local food consumption is a pull up factor of destination. The scope of the study is confined to local food consumption motivations and pull-up factors of destinations.

Thanks to its special geological location, Hatay historically has become a settlement to many civilizations having various belief systems. Hatay, where many different socities can still live together in peace, has been announced "Peace City" by UNESCO with this characteristics of it. At the same time, Hatay has been affected by the cuisines of different socities and this interaction has played a significant role in Hatay's having a rich culture of cusine. Because of these reasons, UNESCO announced Hatay as the 26th Gastronomy City of The World in 2017. In this context, three hypotheses and 18 research questions have been created based on the previous studies in the literature. In the research questions, motivation factors were examined separately. While creating hypotheses, the works of Rand et. al. (2003), Kim et. al. (2011), Tao (2012), Bayrakçı and Akdağ (2016), Şengül and Türkay (2018) and Gürbaşkan Akyüz (2019) were used.

H1: Local food consumption motivations of local tourists have a significant effect on food and beverage satisfaction.

H2: The local food consumption motivations of local tourists have a significant effect on their motivation to visit Hatay.

H3: Local food consumption motivations of local tourists have a significant effect on local food and beverage image perceptions.

The research questions examined within the scope of the research include motivation factors; its effect on food and beverage satisfaction, its effect on motivation to visit Hatay and its effect on local food and beverage image perceptions. These questions are;

•Does sensory charm have an impact on overall food and beverage satisfaction?
•Does the pursuit of thrills have an impact on overall food and beverage satisfaction?
•Does cultural experience have an impact on overall food and beverage satisfaction?
•Does the expectation of socialization have an impact on overall food and beverage satisfaction?
•Does the expectation of prestige have an impact on overall food and beverage satisfaction?
•Does expectation of being healty have an impact on overall food and beverage satisfaction?
•Does sensory charm have an impact on motivation to visit Hatay?
•Does the pursuit of thrills have an impact on the motivation to visit Hatay?
•Does cultural experience have an impact on motivation to visit Hatay?
•Does the expectation of socialization have an impact on the motivation to visit Hatay?
•Does the expectation of prestige have an impact on motivation to visit Hatay?
•Does expectation of being healty have an impact on motivation to visit Hatay?
•Does sensory charm have an impact on local food and beverage image perception?
•Does the pursuit of thrills have an impact on local food and beverage image perception?
•Does cultural experience have an impact on local food and beverage image perception?
•Does the expectation of socialization have an impact on local food and beverage image perception?
•Does the expectation of prestige have an impact on local food and beverage image perception?
•Does expectation of being healty have an impact on local food and beverage image perception?

In the research, both single and correlational screening model have been used. The single screening model is designed to describe the structures related with the interested notion separately while separately represented variables in the correlational screening model are designed as to be made a correlational analysis on (Karasar, 2012). The population of the research consists of visitors of restaurants serving Hatay's rooted food-drink in Istanbul. Since there has not been a statistics regarding number of visitors in the restaurants from where the data has been collected, the population has been assumed over 10.000 and the infinite sample size formula ($n=p.q.z^2 \alpha/e^2$) 454 has been used in the determination of sample size (Ural and Kılıç, 2006). Sample size has been 384 people and it has been identified considering the rate maximizing variant as (p: 0, 50), at the 5 %

statistical inference level with 5% sampling error. Neverthless the number of observations has remained as 364 because of time limitation.

In the scope of the study, it has been applied to the questionnaire form which was used in the study titled as "Gastronomy as a tourism resource: Profile of the culinary tourist" adapted from Akdağ et. al. (2015) from Canizares and Guzman (2012).

The questionnaire was carried out with visitors face to face in 1st of February 2017 – 1st of March 2017. The visitors were chosen with the convenience sampling method. Questionnaire forms were collected from 364 participants in total. Since there has not been found any missing or mistaken form, all 364 form were received to be analysed. "Travelling motivation" parameter in the questionnaire was subjected to a reliability analysis. It has been referred to the Cronbach Alpha Statistics to test internal reliability of travelling motivation parameter consisting of 12 (twelve) items. As a result of the analysis, Cronbach Alpha Statistics has been identified as 0,924 Akdağ et. al. (2015). According to Hair, Black et. al. (2010), 0,70 was maximum rate value. Scales over this rate are reliable.

Findings

364 (three hundred and sixty four) local tourists attending to the study have been asked some questions with a personal information form to determine what their demographical characteristics. Descriptive analysis results regarding the sample group have been discovered.364 (three hundred and sixty four) local tourists have been analysed. 194 (53,3%) of them were at or under the age of 29. 88 (24,2%) of them were between the ages of 30-39. 38 (10,4%) of them were between the ages of 40-49. 28 (7%7) of them were between the ages of 50-59 and 16 (%4,4) of them were at or over the age of 60. 182 (50%) of the participants were female and the rest 182 (50 %) were male. When their marital status has been checked, it was seen that 168 (46,2%) of them were single and the rest 196 (54,8 %) were married.

13 (3,6%) of these local tourists were graduated from primary school, 23 (6,3%) of them were graduated from secondary school, 148 (40,7%) of them were graduated from high school, 56 (15,4%) of them were with license (4 years) degree, 23 (6,3%) of them were with master degree and 17 (4,7%)of them were with doctoral degree.

The income groups of local visitors were as following. 32 (8,8%) of them were minimum wage workers. 36 (9,9%) of them were paid between 1.301 – 1.500 TL, 66 (18,1%) of them were paid between 1.501 – 2.000 TL. 38 (10,4%) of them were paid between 2.001 – 2.500 TL, 52 (14,3%) of them were paid between 2.501 – 3.000 TL, 61 (16,8%) of them were paid between 3.001 – 3.500 TL, 16 (4,4%) of them were paid between 3.501 – 4.000 TL, 27 (7,4%) of them were paid between 4.001 – 4.500 TL and 36 9,9%) of them had an income 4.501 TL and over. The results of the numerical and percentage distribution of participants' demographic features are shown in Table 1.

Table 1. Numerical and Percentage Distribution of Participants According to Demographic Features

Variable	Frequency (n)	Percentage (%)	Variable	Frequency (n)	Percentage (%)
Gender			**Age**		
Female	182	50,0	29 and under	194	53,3
Male	182	50,0	30 – 39	88	24,2
Total	364	100,0	40 – 49	38	10,4
Martial Status			50 – 59	28	7,7
Single	168	46,2	60 and over	16	4,4
Married	196	54,8	Total	364	100,0
Total	364	100,0	**Income (TL)**		
Education Statıs			Minimum Wage	32	8,8
Primary school	13	3,6	1.301 – 1.500	36	9,9
Secondary school	23	6,3	1.501 – 2.000	66	18,1
High school	148	40,7	2.001 – 2.500	38	10,4
Associate degree	84	23,1	2.501 – 3.000	52	14,3
Licence degree	56	15,4	3.001 – 3.500	61	16,8
Master degree	23	6,3	3.501 – 4.000	16	4,4
Doctoral degree	17	4,7	4.001 – 4.500	27	7,4
Total	364	100,0	4.501 and over	36	9,9
			Total	364	100,0

After the analysis of numerical and percental distribution of descriptive statistics, outliers were checked with multivariable analysis made to identify whether there were observations which could not be controlled, which produced by other variables and did not belong to the variance in data set (Çokluk et. al, 2012). According to the results of analysis, it was found that t distribution of observations is lower than critical t value t=2,326 (number of item: 53), (tmax=2,266) at ‰1 mean score, in other words it was discovered that data set was without outliers (Coşkun et. al., 2007).

With the aim of determining whether the variables in data set complied with multivariant statistical analysis such as factor analysis (Şencan, 2005), multivariate-

normal distribution test was made to the satisfaction variables in the data set such as local food consumption motivation, motivation of visiting Hatay, local food-drink image perception and general food-drink satisfaction.

Coefficient of correlation found in variables was 994 and critical coefficient of correlation was 962 at 0,005 mean score, having 54 degrees of freedom. Since the calculated coefficient of correlation was higher than critical coefficient of correlation, it could be stated that multivariant normal distribution requirement was fulfilled (Kalaycı, 2016). With the aim of testing construct validity of Local Food Consumption Motivation Scale, which was ued as an independent variant in the study and determining its compliance with internal structure known in conceptual field up to now, it was benefitted from explanatory factor analysis (Çokluk et. al., 2012). The results of the explanatory factor analysis regarding to the local food consumption motivation is shown in the Table 2.

Tablo 2. Factor Analysis Results Regarding Local Food Consumption Motivation

Local Food Consumption Motivation	Eigenvalues	Factor Loading	Eigenvalue	Explained variance	Average	Alpha
1st Factor : Sensory Charm (5 Items)			**3,647**	**14,589**	**3,9867**	**,910**
It is important that the taste of local food I eat to be good	,775	,758				
Local food eaten in its homeland becomes different from the one eaten in other places	,738	,744				
It is important the appearance of local food I eat to be good	,776	,724				
It is important the consistency of local food I eat to be good	,755	,707				
It is important the smell of local food I eat to be good	,778	,672				
2nd Factor: Pursuit Of Thrills (4 Items)			**3,437**	**13,750**	**3,7402**	**,903**
Local food tasting is exciting	,805	,808				
Local food experience in its original place thrills me.	,793	,788				

I expect local food experience to be exciting	,797	,773				
Local food experience enjoys me	,724	,736				
3rd Factor: Cultural Experience (6 Items)			**3,255**	**13,020**	**3,8755**	**,904**
Local food experience enables me to discover new things about local culture	,749	,746				
Local food experience enables me to learn how local food taste	,698	,715				
The local food offered by local people gives me an opportunity to understand their local culture	,741	,651				
Local food experience provides an authentic and unique experience when eaten in its original place	,769	,647				
It is important to taste local food in its original place	,677	,504				
It is a special experience to taste local food served in its traditional way	,670	,489				
4th Factor: Expectation Of Socialization (3 Items)			**2,940**	**11,759**	**3,7381**	**,833**
Local food enhance relationships by bringing friends and families together	,767	,737				
Local food shared with friends and family gives me an opportunity to spend time enjoying.	,712	,704				
Local food experience enables me to meet people having similar interests	,702	,684				
5th Factor: Expectation Of Prestige (4 Items)			**2,870**	**11,479**	**3,6593**	**,875**
I would like to give local food advices to people who want to travel	,778	,736				
Local food experience enriches me intellectually.	,758	,717				

I enjoy taking local food photos to show my friends	,704	,670				
I become happy from mentioning my local food experiences to everybody.	,724	,548				
6th Factor: Expectation Of Being Healthy (3 Items)			**2,387**	**9,549**	**3,6969**	**,798**
Local food is healthy.	,787	,796				
Local food is nutritious.	,746	,728				
Local food contains many fresh ingredients grown in a local place	,614	,585				
Varimax Rotation Principal Component Analysis – Described Total Variance: % 74,146 KMO Sample Adequacy: ,953 – Bartlett Sphericity Test: χ^2: 6626,717 s.d.: 300 p<0.001 General Avergae: 3,8036 – Alpha for Whole Sample: ,960 Possible Answers: (1) Strongly Disagree (2) Disagree (3) Neither Agree Nor Disagree (4) Agree (5) Strongly Agree						

When Table 2 is analyzed, it can be seen that the factor analysis results made to Local Food Consumption Motivation Scale do not support seven-factor structure as in 31-item scale used by Kim and Eves (2012). The items "Tasting local food destresses me", "local food tasting moves me away from crowd and noise", " local food tasting prevents me from being ordinary" which establish the escape from daily routine factor have been omitted from the analysis since they are positioned under an irrelevant factor. In addition, the items "local food experience gives me an opportunity to improve my knowledge about different cultures", "local food experience helps me to understand how different people live" and "local food experience enables me to understand things which normally I cannot see" are under the cultural experience factor. These items have been omitted as well since they are positioned under an irrelevant factor. Results have shown that 25 items explaning local food consumption motivation are grouped under six factors and they explain 74,146% of total variance.

The first factor contributes to the explained variance at the rate of 14,589 % and it is represented by five items. Sub-items of this factor contain statements such as "It is important that the taste of local food I eat to be good".

The second factor contributes to the explained variance at the rate of 13,750 % and it is represented by four items. Sub-items of this factor contain statements such as "Local food tasting is exciting". When sub-items are analysed, it can bee seen that they are related with "sensory charm".

The third factor contributes to the explained variance at the rate of 13,020 % and it is represented by six items. Sub-items of this factor contain statements such as "Local food experience enables me to discover new things about local culture". When sub-items are analysed, it can bee seen that they are related with "cultural experience".

The fourth factor contributes to the explained variance at the rate of 11,759 % and it is represented by six items. Sub-items of this factor contain statements such as "Local

food enhance relationships by bringing friends and families together". When sub-items are analysed, it can bee seen that they are related with "expectation of socialization".

The fifth factor contributes to the explained variance at the rate of 11,479 % and it is represented by five items. Sub-items of this factor contain statements such as "I would like to give local food advices to people who want to travel". When sub-items are analysed, it can bee seen that they are related with "expectation of prestige".

The sixth factor contributes to the explained variance at the rate of 9,549 % and it is represented by three items. Sub-items of this factor contain statements such as "Local food is healthy". When sub-items are analysed, it can bee seen that they are related with "the expectation of being healthy". The average of the first factor (sensory charm) is 3,9867, the average of the second factor (pursuit of thrills) is 3,7402, the average of the third factor (cultural experience) is 3,8755, the average of the fourth factor (the expectation of socialization) is 3,7381, the average of the fifth factor (the expectation of prestige) is 3,6593. Finally, the average of the sixth factor (the expectation of being healthy) is 3,69695. Participants of the research have given the highest average to sensory charm, the first factor with 3,9867 and the lowest average to the expectation of prestige which is the fifth factor with 3,6593 (5 is the highest value and 1 is the lowest value).

As local food consumption motivations, which are sensory charm, pursuit of thrills, cultural experience, the expectation of socialization, the expectation of prestige and the expectation of being healthy to be independent variables and general food-drink satisfaction to be a dependent variable, a multilinear regression analysis has been been made. This analysis has been made to test linear correlations between variables, to research in what scale local food consumption motivation sub-factors can explain the change in general food-drink satisfaction, and to express the correlation between the variables mathematically. The answer of the first research questions is being looked for with this regressional analysis. The findings obtained from the analysis are shown in the Table 3.

Table 3. The Effect of Local Food- Drink Motivation Sub-Factors on General Food-Drink Satisfaction

Model	Unstandardised Coefficients		Standardised Coefficients	t	Mean Score	Tolerance	V.I.F.
	B	Std. Error	Beta				
(Invariant)	2,710	,237		11,412	,000		
Sensory Charm	,113	,082	,110	1,382	,168	,402	2,487
Pursuit of Thrills	,207	,069	,221	3,010	,003**	,469	2,130
Cultural Experience	-,110	,095	-,104	-1,151	,250	,310	3,223
The Expectation of Socialization	,002	,078	,002	,026	,979	,404	2,475
The Expectation of Prestige	,152	,077	,165	1,984	,048**	,366	2,730
The Expectation of Being Healthy	-,077	,076	-,076	-1,022	,307	,456	2,193
Dependent Variable: General Food-Drink Satisfaciton							
R: 0,305; R²:0,093; Corrected R²: 0,078; for Model F: 6,103; p=0,000; s.d.: 6; D-W: 1,928							

When the results of multilinear regressional analysis have been anaylsed, it is seen that the model is significant (F=6,103; p<0,05). VIF values have been found 2,130 as lowest and 2,730 as highest and it can be said that there is no multicollinearity problem (VIF<10).

D-W value is 1,928. This finding is a sign of auto correlation absence. T statistics are significant for pursuit of thrills (t=3,010; p<0,05) and the expectation of prestige (t=1,984; p<0,05), and they are not significant for sensory charm (t=1,382; p>0,05), cultural experience (t=-1,151; p>0,05), the expectation of socialization (t=,026; p>0,05) and the expectation of being healthy (t=-1,022; p>0,05).

It can be said that only the correlations between general food-drink satisfaction and the subfactors "pursuit of thrills" and "the expectation of prestige" of general food consumption motivation are statistically significant (p<0,05). There is a positive correlation (R=0,305) among variants. R² value that is independent variants' ("pursuit of thrills" and "the expectation of prestige") explaining dependent variant value is calculated as 0,093. This result shows that 9,3 % of the change in general food-drink satisfaction is explained with pursuit of thrills and the expectation of prestige, which are the subfactors of local food consumption motivation. There is no effect of sensory charm, cultural experience, the expectation of socialization and the expectation of being healthy on explaining general food-drink satisfaction.

1 unit of increase in pursuit of thrills increases general food-drink satisfaction 0,207 unit. On th other hand 1 unit of increase in the expectation of prestige increases general food-drink satisfaction 0,512 unit. Regarding the data collected, Multilinear

regression model can be established as Y=2,710+0,207X1+0,152X2 while a=2,710; b=0,207 and c=0,152 (Y=a+bX1+cX2+dX3+…).

As local food consumption motivations, which are sensory charm, pursuit of thrills, cultural experience, the expectation of socialization, the expectation of prestige and the expectation of being healthy to be independent variables and the motivation of visiting Hatay to be a dependent variable, a multilinear regression analysis has been been made. This analysis has been made to test linear correlations between variables, to research in what scale local food consumption motivation sub-factors can explain the change in the motivation of visiting Hatay, and to express the correlation between the variables mathematically. The answer of the second research question is being looked for with this regressional analysis. The findings obtained from the analysis are shown in the Table 4.

Table 4. The Effect of Local Food- Drink Motivation Sub-Factors on the Motivation of Visiting Hatay

Model	Unstandardised Coefficients		Standardised Coefficients	t	Mean Score	Tolerance	V.I.F.
	B	Std. Erros	Beta				
(Invariant)	3,435	,192		17,848	,000		
Sensory Charm	,040	,067	,049	,602	,548	,402	2,487
Pursuit of Thrills	,252	,056	,337	4,522	,000**	,469	2,130
Cultural Experience	-,056	,077	-,067	-,730	,466	,310	3,223
The Expectation of Socialization	-,002	,063	-,002	-,028	,978	,404	2,475
The Expectation of Prestige	-,038	,062	-,052	-,616	,538	,366	2,730
The Expectation of Being Healthy	-,083	,061	-,103	-1,358	,175	,456	2,193
Dependent Variable: The Motivation of Visiting Hatay							
R: 0,260; R²:0,068; Corrected R²: 0,052; for Model F: 4,325; p=0,000; s.d.: 6; D-W: 1,527							

When the results of multilinear regressional analysis have been anaylsed, it is seen that the model is significant F=4,325; p<0,05. VIF values have been found 2,130 as lowest and 2,730 as highest and it can be said that there is no multicollinearity problem (VIF<10). D-W value is 1,527. This finding is a sign of auto correlation absence. T statistics are significant for pursuit of thrills (t=4,522; p<0,05) and they are not significant for sensory charm (t=,602; p>0,05), cultural experience (t=-,730; p>0,05), the expectation of

socialization (t=-,028; p>0,05), the expectation of pretige (t=-,616; p>0,05) and the expectation of being healthy (t=-1,358; p>0,05).

It can be said that only the correlations between the motivation of visiting Hatay and the subfactors "pursuit of thrills" of general food consumption motivation is statistically significant (p<0,05). There is a positive correlation (R=0,260) among variants. R^2 value that is independent variants ("pursuit of thrills") explaining dependent variant value is calculated as 0,068. This result shows that 6.8 % of the change in the motivation of visiting Hatay is explained with pursuit of thrills, which is the subfactor of local food consumption motivation. There is no effect of sensory charm, cultural experience, the expectation of socialization, the expectation of prestige and the expectation of being healthy on explaining the motivation of visiting Hatay.

1 unit of increase in pursuit of thrills increases the motivation of visiting Hatay 0,252 unit. Regarding the data collected, Multilinear regression model can be established as $Y=3,435+0,252X1$ while a=3,435; b=0,252 ($Y=a+bX1+cX2+dX3+…$).

As local food consumption motivations, which are sensory charm, pursuit of thrills, cultural experience, the expectation of socialization, the expectation of prestige and the expectation of being healthy to be independent variables and local food-drink perception of image to be a dependent variable, a multilinear regression analysis has been been made. This analysis has been made to test linear correlations between variables, to research in what scale local food consumption motivation sub-factors can explain the change in local food-drink perception of image, and to express the correlation between the variables mathematically. The answer of the third research question is being looked for with this regressional analysis. The findings obtained from the analysis are shown in the Table 5.

When the results of multilinear regressional analysis have been anaylsed, it is seen that the model is significant (F=8,799; p<0,05). VIF values have been found 2,130 as lowest and 2,730 as highest and it can be said that there is no multicollinearity problem (VIF<10). D-W value is 1,599. This finding is a sign of auto correlation absence. T statistics are significant for pursuit of thrills (t=3,443; p<0,05) and the expectation of pretige(t=2,826; p<0,05) and they are not significant for sensory charm (t=-,856; p>0,05), cultural experience (t=-,948; p>0,05),), the expectation of socialization (t=1,349; p>0,05) and the expectation of health(t=-,840; p>0,05)

It can be said that only the correlations between local food-drink perception of image and the subfactors "pursuit of thrills" and " the expectation of prestige" of general food consumption motivation is statistically significant (p<0,05). There is a positive correlation (R=0,359) among variants. R^2 value that is independent variants ("pursuit of thrills and the expectation of prestige") explaining dependent variant value is calculated as 0,129. This result shows that 11,4 % of the change in local food-drink perception of image is explained with pursuit of thrills and the expectation of prestige, which are the subfactors of local food consumption motivation. There is no effect of sensory charm, cultural experience, the expectation of socialization and the expectation of being healthy on explaining local food-drink perception of image.

Table 5. The Effect of Local Food- Drink Motivation Sub-Factors on Local Food-Drink Perception of Image

Model	Unstandardised Coefficients		Standardised Coefficients	t	Mean Score	Tolerance	V.I.F.
	B	Std. Error	Beta				
(Invariant)	2,840	,202		14,092	,000		
Sensory Charm	-,060	,070	-,067	-,856	,393	,402	2,487
Pursuit of Thrills	,201	,058	,248	3,443	,001**	,469	2,130
Cultural Experience	-,076	,081	-,084	-,948	,344	,310	3,223
The Expectation of Socialization	,092	,066	,107	1,379	,169	,404	2,475
The Expectation of Prestige	,184	,065	,231	2,826	,005**	,366	2,730
The Expectation of Being Healthy	-,054	,064	-,061	-,840	,402	,456	2,193
Dependent Variable: General Food-Drink Perception of Image							
R: 0,359; R²:0,129; Corrected R²: 0,114; for Model F: 8,799; p=0,000; s.d.: 6; D-W: 1,599							

1 unit of increase in pursuit of thrills increases local food-drink perception of image 0,201 unit. On the other hand 1 unit of increase in the expectation of prestige increases local food-drink perception of image 0,184 unit. Regarding the data collected, Multilinear regression model can be established as Y=2,840+0,201X1+0,184X2 while a=2,840; b=0,20 and c=0,184 (Y=a+bX1+cX2+dX3+…).

Results and Suggestions

The aim of the study made is to analyze motivations of local food consumption of local visitors eating in the restaurants offering Hatay's rooted local food and to establish whether the motivations of local food consumption is a pull up factor of destination. Considering the findings of the study, it has been identified that local food consumption motivations are classified under six factors. These factors are determined as "sensory charm", "pursit of thrills", "cultural experience", "the expectation of socialization", "the expectation of prestige" and "the expectation of being healthy". Local food consumption motivations were stated as cultural experience, thrill, interpersonal relationships, sensory charm and health concern in the study made by Kim and Eves (2012). Thus in this study the expectation of prestige factor is presented that is different from the factors presented in the study of Kim and Eves (2012).

Within the scope of research, it has been determined that the most effective factor on local food consumption of visitors is "Sensory Charm". In this respect the study supports the results of the study made by Kim and Eves (2012). It is seen that the second

most effective factor of the study is "Pursuit of Thrills". Bayrakçı and Akdağ determined that the most effective factor on local food consumption of local tourists visiting Gaziantep was pursuit of thrills in the study they made in 2016. According to Urry (2002), pursuit of thrills is one of the physical motivations of tourists. In addition to this, it can be said that excitement, joy and relief of discovering new tastes is an important motivation factor. The third most effective factor affecting local food consumption is "Cultural Experience". Local food appears as one of the most important tools in societies' promotion of their culture (Fields, 2002). In the study they made to discover local food consumption motivations of local tourists visiting Beypazarı, Kodaş and Özel (2016) discovered that the tourists were affected most by cultural factors in local food consumption. For this reason it can be said that cultural experience is an important motivation factor in local food consumption. "Social Interaction" is the fourth most effective factor affecting local food consumption. Visitors can prefer local food because of the reasons such as communication with different people, enhancement of communication with friends and family, sharing local food consumption experience with other as well as consuming local food. Also in several studies (Fields, 2002; Kim and Eves, 2012) the importance of social interaction on local food consumption motivations has been mentioned. "The Expectation of Prestige" is the fifth factor and "the Expectation of Being Healthy" is the sixth factor establishing local food-drink consumption motivation. The expectation of prestige defines the experiences gained during and after local food consumption, sharing these experiences and their return as an intellectual background. Satisfaction with local food consumption also shows up in visitors thanks to new knowledge and new experiences obtained. In this way, the expectation of prestige comes forward as another factor affecting local food consumption of visitors. "The expectation of Being Healthy" factor represents that local food is healty in its ingredients and the way it is cooked and it is nutritional in terms of nutrition characteristics. It can be said that local food consumers possibly have such an expectation by the nature of local food. Thus Semerci determined that statements related with health expectations were collected within the factor of "Pursuit of Thrills" in his study (2018).

It has been determined that "pursuit of thrills" and "the expectation of prestige" factors are effective on general food-drink satisfaction as a result of the multilinear resression analysis which is made on the affects of general food consumption motivaton sub factors on general food-drink satisfaction. In parallel with increasing competitiveness in these days, it is inevitable for destinations to become distinctive. For this reason an elaborate presentation of local cuisine to tourists, which is a part of the charm of a destination, gains importance. Against the risks (Au and Law, 2002) such as local food's loosing their natural and local characteristics, local food-drink blended with indigenious ingredients and culture, can be an important pull up factor for tourists expecting innovation and distinction. Considering the money expended for food-drink during tourism activities, it can be said that there is a necessity for for destinations' marketing experts to focus on promotion and marketing related with indigenions products. In addition to this, because of the increase in social media usage, it can be said that tourists sharing the destinations they visit on social media create a tourism potential. When it is considered from this aspect, local food is one of the best way to meet visitors' satisfaction. Pursuit of thrills factor to be effective on analaysed three study variants shows that tourists desire to have new and different experiences in the destinations they visit. It can be stated

that visitors may desire to visit and experience a destinatiton on site to discover new characteristics of it thanks to the satisfaction they feel as result of new tastes and flavours. Local food must be seen as a "culture to taste" and must be used as an important pull up factor by tourism marketing experts in the promotion and marketing acitivities of a destination. So that a substantial data regarding the destination can be given to potential tourists and pursuit of thrills and the expectation of prestige of tourists can be increased. In addition to this to make this study in different destinations or restaurants offering local food-drink in the destination itself can provide an opportunity to have more different and more accurate comments. In addition, it is foreseen that since the usage of different scales in the scope of the study will enhance the discovery of more various findings, it will enrich the scientific literature.

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