THE FACTORS THAT PREVENT THE PRESENTATION OF THE REGIONAL FOODS IN RESTAURANTS: THE CASE OF CAPPODOCIA*

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Abstract

The aim of this study is to examine the relationship between restaurant managers and the owners' perceptions of the barriers to serving local food in restaurants and the intention to offer local food. Quantitative and qualitative research approaches were used as data collection tool in the research. During the first phase of the research, a focus group interview was held with the restaurant managers and a questionnaire form was developed and applied to 90 restaurant owners and administrators in Cappadocia (Ürgüp, Göreme and Avanos) between 10-12 April 2017. Through the forms returned by 73 people, data was examined by means of correlation and regression analysis. According to the findings, it is found that the local restaurants' high costs, lack of support from agencies, lack of ties between suppliers and restaurant owners, and inadequate access to local products in the cooking of local dishes, have a negative relationship with the restaurant owners and managers' intention to offer local food. Therefore, it's found that the restaurant owners' perception towards relationship between stakeholders and lack of support from tourism agencies, the cost of the cooking of regional dishes affect the owner's intention of serving regional food adversely.

Keyword: Gastronomy, Local Food, Cappadocia, Restautants

INTRODUCTION

The concept of gastronomic tourism product is related to the presentation of gastronomic activities carried out in a tourism destination to tourists (Harrington, 2005). Regional cuisine, cooking competitions, festivals, wine tasting and restaurants are among the main gastronomic tourism products (Kızılırmak, Albayrak ve Küçükali, 2014). In this context, restaurants serving local food are important for tourism. Because in recent years changes related to the demand in tourism destinations have pointed to the fact that local foods play a big role in the choice of destinations by tourists. In the concerned literature when the studies related to local foods are examined, it is seen that the topics are how to give local food a place in restaurants and tourist demand for local foods (Reynolds, 1993; Yurtseven ve Kaya, 2011; Cömert, 2014), motivation elements affecting local food consumption of tourist (Yurtseven ve Kaya, 2011), the role of regional cuisine on the choice of destinations by tourists, inability about advertising of regional cuisine (Zağralı ve Akbaba, 2015).

LITERATURE

In todays increasingly globized world, it is seen that all destinations resemble each other increasingly and loose authentic and unique characteristics makes them different from other destinations (Fax, 2007). At this point it can be said which makes gastronomic identity so important in terms of tourism is that providing a competitive advantage for destinations. The definition of gastronomic identity is determined by number of factor. According to Harrington (2005) this dominant elements in the environment include geography and climate which in turn impact agricultural products that are available and the dominant agricultural elements include religions, history, level of etnic diversity innovations,

capabilities, traditions, belief and values. In this context Cappodocia as a destination standing out by its local food. Primarily Testi Kebabı, haricot bean and Nevşehir Tava served as main local foods to tourists (Kara, 2003). And the desert of Cappodocia are Haside dalaz, katmer, kaşık dökmesi and sini baklavası. Because tourists don't accustomed traditional foods in restaurants this food firstly offered tourists for tasting than if they want it can be served (Aslan, Güneren ve Çoban, 2014).

When the current literature on the topic is evaluated, it is revealed that the regional factors related to how much local food is occupied in restaurant menus are determined and the factors that prevent the presentation of local foods in restaurants are not included in a comprehensive manner. Therefore, in this study by examining relation between the factors that prevent the presentation of regional foods in restaurants and the intention of restaurant managers'presenting regional foods, In the region of Cappadocia, it was tried to determine the way in which restaurant owners and managers perceive the factors that prevent the presentation of local food in the restaurant menus and the effective mean of not being in the restaurant menus.

MATERIALS AND METHODS

The study area

This study was conducted on Cappodocia region. The region has a privileged and important place in Turkey within the scope of culture tourism with its tradition and culture spreading over the years that different civilizations have formed. Along with the alternative tourism activities in the region, gastronomic tourism products and wine tourism are included in the scope of culture tourism besides not being frequent and intense.

The experimental design

Questionnaire method was used as data collection tool. The focus group interviews were conducted for the creation of the questionnaire and the related literature was used. A focus group interview is a specific group interview technique structured to identify detailed information and ideas of a selected group of participants within the scope of a specific subject (Yıldırım ve Şimşek, 2011). According to the authors, a focus group interview can be conducted in order to deal with a limited subject in a multidimensional manner. Within the scope of the literature, content analysis was done by using the literature about the intention of serving local food and the factors preventing the presentation of local food in restaurants and the necessary forms of interviews were prepared for the focus group interviews with the help of the findings obtained from the content analysis. Three researchers met on 25.02.2017 to form focus group interview forms and drafted the planned focus group interview form. This draft form was finalized on 02.03.2017. Five open-ended questions were developed for the planned focus group interview. In Cappadocia (Ürgüp, Göreme and Avanos), it was made an appointment from 12 restaurant managers in business and owners and an interview was held. Interviews were recorded with sound recorder. The interviews last about an hour Table 1 contains information on the demographic characteristics and work experiences of restaurant managers and owners who participated in the survey. According to the information in Table 1, all of the chefs in the sample of the survey are male and aged between 45 and 60 years. 4 of the owners and managers of the restaurant are university and 6 of them are high school and 2 of them primary school graduates. Their job experiences varies between 10 and 50. The recorded interviews were deciphered and transferred into a paper. Then, 3 researchers conducted a content analysis and created a questionnaire. The questionnaire form was distributed to 110 restaurant managers in Cappadocia (Ürgüp, Göreme and Avanos).

Analyses

In the study, the findings about the demographical characteristics and professional profiles of the restaurant owners and managers participating in the research were evaluated and the validity and reliability of the scales were evaluated and the interrelationships between the variables were examined.

Findings Related to Participants Demographic Characteristics

The results of the participants' gender, education status, operation and positions they work in Table1; age, total working time, and working time in the current operation are shown in Table 2. 93.5% of the respondents were male and 39% were high school graduates; 65.7% of them are working in the

hotel and 81.8% of them are working in the restaurant.

Table 1. Participants' Gender, Educational Status, Findings Related to Their Workplace and Their Positions

Variables		Frequency	Percentage %
Gender	Female	3	6.5
	Male	70	93.5
	Total	**73**	**100**
Educational Background	Primary Education	38	52,5
	High School	25	39
	Associate Degree	8	5.3
	Bachelor's Degree	2	3.2
	Total	**73**	**100**
The Business where s/he works	Hotel	41	65
	Restaurant	32	34.3
	Total	**73**	**100**
Position in which s/he works	Restaurant Owner	61	81.8
	Restaurant Manager	12	18.2
		73	**100**

Table 2: Respondents Age, Total Work Hours, and the Findings related to Working Hours in Current Business

Variables	Average	Standard Deviation	Minimum value	Maximum value
Age	47.47	7.395	31	68
Total Working Hours (Years)	36,71	8.128	9	38
Term of Employment in Current Business (Years)	12,43	6.409	2	25

Table 3: Findings related to Factor analysis and Reliability Analysis

Scales and Scale Materials	Factor Load	Eigen Value	Described Variance%	KMO Value %	Barttlett's Globosity Test X^2 (p)	Cronbach Alpha Value
The Intention Of The Present Regional Foods In Restau-		3.150	53,28	83.8	145,750	79.3
I would like to have local food on my restaurant menu if the agency cooperates with the restaurants that provide the necessary local food	74.8					
I would like local foods to be served on the menu of my restaurant if the local cooking times are shorter.	75.6					
If the cost of local dishes is lower, we have local dishes on the menu.	66.2					
If I have experienced staff to work in the kitchen, I will have local food in the menu.	65.3					
Factors Preventing Local Meals from Taking Place in the Restaurant Menu				64.8	117.074 (0.000)	74.2
Factor 1		2.100	24.272			
Poor ties between producers and restaurant operators	79.2					
Lack of support from Agencies	81.8					
Lack of access to sufficient local products	62.4					
Factor 2		1.980	22.653			
Inadequacy of vocational knowledge of kitchen staff	79.7					
Lack of chefs willing to learn regional cuisine	89.3					
Not having a training institution for Cappadocia cuisine	65.4					
Factor 3		1.834	20.157			
Long duration of cooking regional foods	49.0					
Requiring of preliminary preparation for cooking regional foods	89.0					
Need for skill and effort for regional foods	79.3					

When Table 2 is examined, it is seen that the average age of the participants is 47, the average working hours is 36 years and the average term of employment in current enterprises is about 12 years. Explanatory factor analysis was performed to examine the structural validity of the two scales used in this study. The results of the analyzes are presented in Table 4.

In Table 3, the factor loadings related to the scale items identified as a result of the factor analysis, eigenvalues of each scales, variance explanation ratios, Kaiser-Meyer-Olkin's Measure of SamplingAdequacy (KMO) values of each scale and Barttlett's sphericity test results are given. It is understood from the values of Table 3 that the scale of intention to present local food in restaurants has a one-factor structure. It is understood that the scale that measures the factors that prevent the local foods from being included in restaurant menus has a three factor structure and that the degree of globalization is statistically significant for each scale. When the Cronbach Alpha values are examined (74% to 79%), it is possible to say that the scales are satisfactory.

Descriptive statistics

The average, standard deviation, minimum and maximum values of the scales were checked to assess the perceptions of restaurant owners and managers about the factors that hamper the provision of local food at restaurants. Test results are presented in Table 4.

Table 4: Descriptive statistics on perceptions of purchase barriers

	Average	Standard Deviation	Minimum value	Maximum value
Factors Preventing Local Meals from Taking Place in the Restaurant Menu				
High cost of regional dishes	1.76	.986	1	5
Poor ties between producers and restaurant operators	2.18	1.254	1	5
The absence of chefs willing to learn regional cuisines.	1.64	.880	1	5
Longer duration of cooking regional foods	1.83	961	1	5
Lack of support from agencies	2.30	1.197	1	5
Requiring of more effort to cook regional foods	2.14	1.167	1	5
Need for preliminary preparation of cooking regional foods	2.14	1.220	1	5
The lack of experienced personnel to work in the kitchen	2.22	1.184	1	5
Not having a training institution for Turkish cuisine	1.97	1.163	1	5
Lack of access to sufficient local products	1.62	730	1	5

*It was coded as follows: **1= Totally agree 5= Totally disagree*

The average values for purchasing hurdles range from 1.64 to 2.30. However, it can be said that the agencies are not given the necessary support and the obstacles such as not being able to reach the local product in sufficient quantity are perceived more negatively than others. The perception that the regional cooking requires more labor and a preliminary work is least negative perception among many other perceptions.

Findings

When the results of factor analysis and normality test were evaluated together, the relationship between variables was examined and the reason that parametric tests don't meet the assumptions is usage of not parametric Spearman's Rhokorelasyon analysis. The results of the analysis are presented in Table 5.

Table 5: The Intention Of The Present Regional Foods

	(Correlation Coefficient)	Significance level
Obstacles		
High cost of regional dishes	-44.4 *	0.016
Poor ties between producers and restaurant operators	-32.2 *	0.358
Longer duration of cooking regional foods	-11.8	0.377
Need for more effort to cook regional foods	-10.8	
Need for preliminary preparation for regional foods	-11.4	0.009
The lack of experienced personnel to work in the kitchen	-17.0	0.211
Not having a training institution for Turkish cuisine	-10.8	0.045
Lack of access to sufficient local products	-38.0*	0.016
Lack of support from agencies	-41.1 *	0.000

  * *p<0,05*□ ** *p<0,001*

According to the results in Table 5, four from nine of the variants related to the perception of the factors that impede the presentation of local foods included in the analysis are statistically related to the intention of serving regional foods negatively. With a more open expression for regional food cost (correlation coefficient =-0.444; pvalue = 0.009); the agency does not have the necessary support (correlation coefficient =-0.411; p value =-0.045); local food don't reach a sufficient amount of food(correlation coefficient = .380; p value =-0.016) and supplier-restaurant business owners have weak ties between them (correlation coefficient =-0.322; p value = 0.000) variables on negative relationships with restaurant owner and managers' intentions of presenting regional food. Therefore, restaurant owners and managers have a negative perception of the cost of regional food, problems with reaching local food, the role of agencies and incoordination among stakeholders; they affect the intentions of presenting regional food on the negative side.

CONCLUSION

Sea holiday tourism based on sea, sand and sun trio is still an important attraction in the world scale. However, there are significant changes in the tourist understanding and preferences. Tourists prefer districts that provide these extremely commercialized regions less favorably than in the past. Today, therefore, destinations can not gain a competitive advantage in the international arena with a tourism product based solely on the sea, sand and sun trio. When evaluated in this context, the region of Cappadocia has a privileged and important place in Turkey within the scope of culture tourism with its tradition and culture spreading over the years that different civilizations have formed. Along with the alternative tourism activities in the region, gastronomic tourism products and wine tourism are included in the scope of culture tourism besides not being frequent and intense. However, when restaurants are considered as a gastronomic tourism product, it is seen that the number of enterprises offering only local food in the region is inadequate. When the relevant area related to the topic is scanned, it is seen that the factors preventing the inclusion of local food in restaurant menus are not investigated using quantitative research methods, although some qualitative studies (Aslan at all, 2014) are not included. In qualitative research, the generalization of research findings is considered as a limitation. For this reason, the relationship between the factors that prevent the presentation of regional dishes to restaurants and the intention of restaurant managers to offer local food in this study was investigated so that factors affecting presentation of local food in restaurants in the region of Cappadocia were perceived by the owner and managers of the restaurant and the influence of the local foods on restaurant menus was tried

to be determined.

It can be argued that restaurant owners and managers' perceptions of the lack of support from agencies, the lack of access to local product in sufficient quantity, and the lack of ties between producers and restaurant operators have an adverse effect on the intention to offer regional food. In these results is strategically pointing to the existence of certain gaps in the restaurant menus for the presentation of regional food.

In this way, it is proposed to strengthen the links between the stakeholders (agency owners, suppliers, restaurant operators and producers) and the necessary strategies for this. In line with the strategy to be created, tourists who will visit the region, especially for gastronomic tourism, can be identified as the target audience.

The fact that the survey is limited to the Cappadocia region alone and that the region where a single tourist species predominates may constitute a limitation on the part of the research. Conducting similar studies in destinations where sea, sand, sun, or other cultural assets are intended to be visited will also shed light on findings from this study.

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