



ANADOLU UNIVERSITY
FACULTY OF TOURISM

TOLEHO

Journal of Tourism, Leisure and Hospitality
Volume 6 Issue 1

2024



Odunpazarı is the old town in Eskişehir, Türkiye.

Odunpazarı means "Wood Bazaar" and known as the meeting point of thousands within the realm of tourism mobilities today. The district is famous for the traditional Ottoman Houses which have been around for centuries and reflects the beauty of traditional Turkish social life. Likewise, Kursunlu Külliyesi, as a 500-year-old social complex, is a must-see place with its facilities such as Kurşunlu Mosque and Mevlevi Lodge. Visitors can enjoy attractions such as Odunpazarı Modern Museum, Wax Sculptures Museum, and Turkish Bath Museum during their time in town. It is quite easy to get to the town by public transportation. Odunpazarı awaits for wanderers' visit and offers them a joyful experience in each moment.

Eskişehir Midas-Yazılıkaya City

This archaeological site is on the UNESCO World Heritage Tentative List, which includes the most important cultural heritage of the Phrygians (9th-7th century BC) such as rock-cut monuments built in the name of the mother goddess Cybele, as well as rock-cut settlements, ancient road ruins, rock-cut cisterns and tombs. The monumental or small-scale religious monuments, carved into the rocks in Midas City and Yazılıkaya Valley reflect the deep respect and devotion of the Phrygians to the Mother Goddess Matar Kubileya, who symbolizes nature with all its vitality. Also the city is named after the famous Phrygian king Midas (740-700 BC). Midas Yazılıkaya City, is the most valuable cultural treasure the Phrygian Region, with its unique monuments in the world.

eISSN : 2687-3737

Published online biannually under the supervision of Anadolu University Faculty of Tourism.

Editor-in-Chief

İnci Oya COŞKUN, Ph.D.
 Anadolu University, Turkey

Associate Editors

Deniz KARAGÖZ, Ph.D.
 Anadolu University, Turkey

Ebru ZENCİR ÇİFTÇİ, Ph.D.
 Anadolu University, Turkey

Emre Ozan AKSÖZ, Ph.D.
 Anadolu University, Turkey

Gökçe YÜKSEK, Ph.D.
 Anadolu University, Turkey

Hakan SEZEREL, Ph.D.
 Anadolu University, Turkey

Hakan YILMAZ, Ph.D.
 Anadolu University, Turkey

Hilmi Rafet YÜNCÜ, Ph.D.
 Anadolu University, Turkey

Sibel ÖNÇEL, Ph.D.
 Anadolu University, Turkey

Regional Editors

Central Europe
 Desmond WEE, Ph.D.
 Cologne Business School, Germany

Northern Europe
 Jane WIDFELDT MEGED, Ph.D.
 Roskilde University, Denmark

South East Asia
 Nor'Ain OTHMAN, Ph.D.
 Universiti Teknologi MARA, Malaysia

South West Asia
 Rahim Heydari CHIANEH,
 Ph.D.
 University of Tabriz, Iran

Western Europe
 Raquel HUETE, Ph.D.
 Universidad de Alicante, Spain

Eastern Europe
 Tamara GAJIĆ, Ph.D.
 Novi Sad School of Business, Serbia

North America
 Tarık DOĞRU, Ph.D.
 Florida State University, USA

Design Editor

Murat YARIKKAYA
 Anadolu University, Turkey

Language Editor

İnci Oya COŞKUN, Ph.D.
 Anadolu University, Turkey

International Editorial Board

Bahattin ÖZDEMİR, Ph.D.
 Akdeniz University, Turkey

Bendegul OKUMUS, Ph.D.
 University of Central Florida, USA

Branislav RABOTIC, Ph.D.
 Academy for Applied Studies, Serbia

Cihan COBANOGU, Ph.D.
 University of South Florida Sarasota-
 Manatee, USA

Çağrı Hale ÖZEL, Ph.D.
 Anadolu University, Turkey

Deniz KARAGÖZ, Ph.D.
 Anadolu University, Turkey

Dilek ACAR, Ph.D.
 Anadolu University, Turkey

Ebru GÜNLÜ
 KÜÇÜKALTAN, Ph.D.
 Dokuz Eylül University, Turkey

Emre Ozan AKSÖZ, Ph.D.
 Anadolu University, Turkey

Ercan SIRAKAYA -TURK, Ph.D.
 Clemson University, USA

Erdogan EKIZ, Ph.D.
 King Abdulaziz University, Saudi Arabia

Erkan SEZGİN, Ph.D.
 Anadolu University, Turkey

F. Xavier MEDINA, Ph.D.
 Universitat Oberta de Catalunya, Spain

Gökçe YÜKSEK, Ph.D.
 Anadolu University, Turkey

Hakan SEZEREL, Ph.D.
 Anadolu University, Turkey

Hilmi Rafet YUNCU, Ph.D.
 Anadolu University, Turkey

Kivanc INELMEN, Ph.D.
 Bogazici University, Turkey

Jovan POPESKU, Ph.D.
 Singidunum University, Serbia

Maria DOLORES ALVAREZ,
 Ph.D.
 Bogazici University, Turkey

Marianna SIGALA, Ph.D.
 University of South Australia, Australia

Mehmet Ali KOSEOGLU, Ph.D.
 The Hong Kong Polytechnic University,
 China

Mehmet ALTIN, Ph.D.
 University of Central Florida, USA

Meltem CABER, Ph.D.
 Akdeniz University, Turkey

Mladen KNEŽEVIĆ, Ph.D.
 Libertas International University, Croatia

Muharrem TUNA, Ph.D.
 Haci Bayram Veli University, Turkey

Murat DOĞDUBAY, Ph.D.
 Balikesir University, Turkey

Murat KIZILDAG, Ph.D.
 University of Central Florida, USA

Oktay EMİR, Ph.D.
 Anadolu University, Turkey

Osman Mubin KARATEPE,
 Ph.D.
 Eastern Mediterranean University, TRNC

Osman Nuri ÖZDOĞAN, Ph.D.
 Adnan Menderes University, Turkey

Ozan BAHAR, Ph.D.
 Mugla Sıtkı Kocman University, Turkey

Ram HERSTEIN, Ph.D.
 College of Law and Business, Israel

Rıdvan KOZAK, Ph.D.
 Anadolu University, Turkey

Rosario GONZÁLEZ-
 RODRÍGUEZ, Ph.D.
 Universidad de Sevilla, Spain

Salih KATIRCIOGLU, Ph.D.
 Eastern Mediterranean University, TRNC

Semra GÜNAY AKTAŞ, Ph.D.
 Anadolu University, Turkey

Sibel ÖNÇEL, Ph.D.
 Anadolu University, Turkey

Stanislav IVANOV, Ph.D.
 Varna University of Management, Bulgaria

Tina ŠEGOTA, Ph.D.
 University of Greenwich, United Kingdom

Yasuo OHE, Ph.D.
 Chiba University, Japan

Yaşar SARI, Ph.D.
 Eskişehir Osmangazi University, Turkey

Editorial Staff

Beza UYANIK, M.Sc.
 Anadolu University, Turkey

İpek İttr CAN, M.Sc.
 Anadolu University, Turkey

Merve KALYONCU, Ph.D.
 Anadolu University, Turkey

eda E, h.
 Anadolu University, Turkey

CONTENTS

From the Editor**Peer-reviewed Articles**

- DETERMINANTS OF ORGANIZATIONAL STRESS: A RESEARCH THE FRAMEWORK OF ATTRIBUTION THEORY.....1-26
Gözde Kumaş, Didar Sarı Çallı
- ASSESSMENT OF VIRTUAL KITCHEN USE INTENTION AMONG KENYAN RESTAURANTS: A QUANTITATIVE RESEARCH USING UTAUT MODEL..... 27-43
George Otieno Obonyo, Violet Chebet
- THE EFFECT OF TOURISTS' RELATIONSHIP WITH NATURE ON GLOBAL SOCIAL RESPONSIBILITY AWARENESS WITHIN THE SCOPE OF LAST CHANCE TOURISM..... 44-58
Sarp Tahsin Kumlu, Emre Samancioğlu, Selda Uca
- A NEW ALTERNATIVE IN THE FIELD OF TOUR GUIDING EMERGING AFTER COVID-19: ONLINE GUIDED VIRTUAL TOUR 59-71
Muhammed Kavak, Oktay Emir, Yalçın Arslantürk
- THE 'PLACE' AND THE 'OTHERNESS' THROUGH THE EYES OF A RESTAURANT SCAPE 72-80
Francesc Fusté-Forné
- POLITICAL ECOLOGY OF TOURISM: A BIBLIOMETRIC ANALYSIS 81-98
Sevinj Isayeva, Şirvan Şen Demir
- FOOD AND BEVERAGE RITUALS AT THE PERIOD OF BIRTH, MARRIAGE, AND DEATH IN SHAMANIST TURKS AND ITS MODERN REFLECTIONS.....99-108
Sarp Tahsin Kumlu, Emre Samancioğlu, Selda Uca

Peer-Review Policy**Ethical Principles and Publication Policy****Copyright Principles****Abstracting and Indexing****Appreciations To Reviewers**

Dear Readers, Researchers, and Practitioners,

After 5 years of publication, it is with great pleasure that we welcome you to the latest Journal of Tourism, Leisure and Hospitality issue. In this issue, the articles presented delve into various aspects of tourism, leisure, and hospitality industries, aiming to reflect the latest developments in the field. The tourism industry is undergoing continuous transformation, influenced by technological advancements, and understanding these changes has become crucial for achieving success in the sector. The studies and analyses featured in this issue provide a solid academic foundation for tourism and hospitality management. The articles encompass not only theoretical research but also practical applications within the sector. This approach seeks to serve as a valuable resource for anyone tracking innovations in the tourism industry.

I sincerely thank our authors, reviewers, and editors for their contributions. I hope our esteemed readers find this issue insightful.

I wish you a healthy and productive reading experience.

Best regards,

İnci Oya Coşkun
Editor-in-Chief

Journal of Tourism, Leisure and Hospitality



ANADOLU UNIVERSITY
FACULTY OF TOURISM

TOLEHO

Journal of Tourism, Leisure and Hospitality



eISSN : 2687-3737