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## **Journal of Multidisciplinary Academic Tourism 2021, (6), 1**

### **Aim & Scope**

Journal of Multidisciplinary Academic Tourism (JOMAT) is an explicitly international and multidisciplinary peer-reviewed scientific journal founded in 2016. JOMAT aims to publish both empirically and theoretically based articles which advance and foster knowledge of tourism and research that explores one or more of the economic, social, cultural, political, organizational, marketing, management or environmental aspects of the subject. We are also trying to give a new perspective to tourism-related activities. The journal encourages short commentaries and rejoinders and provides a rapid turnaround of submissions. In addition to regular length submissions, the journal also welcomes extended peer-reviewed papers on a single topic that combines detailed literature reviews with substantive empirical research and policy analysis. We also welcome supplementary material in the form of video, audio, photographs and additional supplementary about data, not included in the paper. The journal publishes Main Papers, Book Reviews, Review Essays and occasional Opinion Pieces. Book reviews and Opinion Pieces are by invitation only.

The Journal invites contributions related to the following subjects and their applications in tourism and hospitality: marketing management; innovations; global issues; economics; consumer behavior; organizational behavior; culture; methodology; sustainability; beverage management; planning and development; financial management; gender issues; ethics; entrepreneurship; education; and future trends. We also commission Special/Additional Issues – please contact the editors if you have a proposal for a Special Issue or Opinion Piece.

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# Analysis of the perception of foreign tourists about Turkish cuisine through the word association test: The case of Cappadocia region

Serkan Yiğit\*, Nilüfer Şahin Perçin

## ABSTRACT

### Keywords:

Turkish cuisine,  
Perception,  
Word association test,  
Cappadocia

Countries, which are rich in historical, natural, and cultural, are advantageous in terms of tourism compared to other countries. Cuisines, one of the cultural richness, attracted the attention of tourists in recent years. With its historical and cultural background, Turkish cuisine has always made itself known amongst the world's cuisines. Considering the increasing popularity of Turkish cuisine; of foreign tourists coming to Turkey, their thoughts about Turkish cuisine has become extremely important. The aim of this study is to determine opinions of foreign tourists coming to Cappadocia region of Nevşehir about Turkish cuisine. In order to determine their decision Word Association Test (WAT) was applied. As a result, Turkish cuisine offers delicious, spicy, various, healthy foods, but is not well-known.

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## 1. Introduction

People can participate in the tourism movement in order to see the authentic and cultural values they have not seen before and gain experience (Kim, Eves, & Scarles, 2009). As a result, there is a motivation for people to experience the local foods and beverages of a country (Arslan, 2010; Ting et al., 2019). The desire of today's tourists to recognize different cultures causes the national cuisine cultures to be the center of attention. This may also affect the travel motivations of tourists. Tourists organize trips not only to see different places but also to experience food from different cultures. Experiencing foods belonging to different cultures can be interpreted not only as a physiological need but also as a sociological reading of culture over the cuisine (Bucak, Yiğit, and Okat, 2019). Tourists in increasing gastronomic tourism mobility often try local dishes in activities to get to know different cultures (Fields, 2002; Smith & Xiao, 2008; Seyitoğlu and Çalışkan, 2014; Yuan, 2015; Ahmad et al., 2020).

Although the action of eating is important for people to continue their lives, the content of the food, how it is prepared and served differs from each society (Albayrak, 2013). These differences create the features of the cuisines and cause them to differ from other cuisines (Sanchez-Canizares and Castillo-Canalejo, 2015; Tseng et al., 2015). Differences among cuisines create an element of attraction in tourism marketing (Kivela and Crofts, 2006; Okumus, Okumus, & McKercher, 2007). Tourism is one of the important means of economic, social, human, and political cooperation between countries. Tourism is also an industry that enables communities to get to know each other better with social and cultural values (Şanlıer, 2005). In tourism mobility; cuisines, one of the cultural values, come to the fore. Tourists experience through the national's cuisine and as a result of these experiences they start sympathizing with the country and the society (Çakıcı and Eser, 2016). In fact, national cuisines can also be used as a marketing tool in promoting the country (Gökdemir, 2009).

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Research Paper

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At this point, Turkish cuisine is considered as one of the well-known cuisines in the world (Belge, 2001). Turkish cuisine, with the diversity of Central Asian and Anatolian lands, the interaction of Turks with other nations in the historical process. New flavors that developed in the palaces of the empires such as the Seljuk and the Ottoman, played a role in gaining the new structure of the Turkish cuisine (Ministry of Culture and Tourism, 2020). The main general features of Turkish cuisine are (Önçel, 2015):

- Pastries have an important role in Turkish cuisine.
- Vegetables use in Turkish cuisine; it is common to cook it with meat, onions, tomatoes, and tomato paste.
- Olive oil is frequently used in Turkish cuisine. Olive oil is mostly used in Western Anatolian cuisine. The use of butter and animal oils is also common in Turkish cuisine.
- Spices are common in Turkish cuisine. Although it varies from region to region, spices such as chili peppers, mint, and thyme are used.

When the Turkish cuisine is examined in terms of its general characteristics; it is a cuisine based on agricultural and animal products in general, differing in geographical regions, special days and ceremonies and social structure in the historical development process and the effects of the religion of Islam are also seen (Güler, 2007). There are traditional foods that are important for the nutrition of countries with culinary and food culture and which are known to be national-specific (Sormaz et al., 2019). Traditional tastes that come to mind when it comes to Turkish cuisine; examples of foods and beverages such as pita, lahmacun, meatballs, buttermilk, baklava, sherbets, döner, and kebabs (Ministry of Culture and Tourism, 2020).

Knowing the opinions of foreign tourists coming from different cultures about Turkish cuisine can provide clues about the expectations, wishes, and needs of the tourists. With the word association test used in this study, the general judgments of the participants about Turkish cuisine can be determined. One of the main purposes of the word association test is to reveal instant thoughts about a topic. With this study, it is planned to fill the gap in the literature. Therefore, the purpose of this study is; to determine the opinions of foreign tourists visiting the Cappadocia region of Nevşehir

about Turkish cuisine with the word association test (WAT).

## 2. Literature Review

When the literature on the subject is examined, many studies have been carried out in which Turkish cuisine is evaluated from the perspective of foreign tourists. These studies and their results are listed below.

Akman and Hasipek (1999) examined the attitudes and behaviors of foreign tourists about Turkish cuisine in their study. Tourists who participated in the study, among the reasons for coming to Turkey, the Turkish cuisine has taken seventh place. It was determined that 94% of the tourists had consumed any food or beverage belonging to Turkish cuisine before. Özdemir and Kınay (2004) conducted a study in order to determine the views of foreign tourists on Turkish cuisine. Tourists participating in the study gave a positive opinion about Turkish cuisine in general. Tourists described Turkish cuisine as delicious, diverse, interesting, hygienic, and nutritious. Some of the tourists, on the other hand, stated negative opinions that Turkish cuisine is fatty, too much tomato paste, and spicy. Şanlıer (2005) conducted a study to examine the views of local and foreign tourists on Turkish cuisine. As a result, it has been determined that foreign tourists find Turkish cuisine delicious, interesting, fatty, and spicy. Albayrak (2013) tried to determine the views of tourists from different nationalities on Turkish cuisine. According to the data obtained, tourists; Although they find Turkish food delicious, fragrant, appetizing, satisfying, good-looking, different, healthy, and safe, they also found it too tomato paste, spicy, fatty and calorie. Birdir and Akgöl (2015) have carried out their study they evaluated the gastronomic experience of foreign tourists visiting Turkey. In the results of the study; The food tasting request specific cause of Turkish cuisine to foreign tourists prefer Turkey have determined that it is in third place. It was emphasized that the first choice of foreign tourists participating in the study was restaurants serving local foods. Çakıcı and Eser (2016) evaluated Turkish cuisine from the perspectives of foreign kitchen chefs in their studies. In this context, foreign cuisine chefs have liked Turkish cuisine in terms of portion, spice variety, nutritional value, quality, and taste. On the other hand, the chefs have negative opinions about Turkish cuisine; hygiene, digestive difficulties, and excessive use of sugar.

### 3. Methodology

The word association test (WAT) was applied in order to determine the opinions of foreign tourists about Turkish cuisine. Participants who have tasted Turkish cuisine were included in the study. As part of the study, the word association test was applied to 59 foreign tourists. Data collected between 10 January to 1 March in 2019, through face-to-face interviews with tourists. The data analyzed in a qualitative data analysis program. The word association test is defined as the “measurement and evaluation method that tries to determine the meaning and adequacy levels of the information and relationships that arise in the consciousness of the participants towards certain events and facts” (Işıklı, Taşdere & Göz, 2011). Özatlı and Bahar (2010), defined the word association test as “one of the measurement and evaluation techniques that enables the observation of the cognitive structure and the network related to the information formed in the mind and determines whether the relationships between the concepts in memory are sufficient and meaningful”. In recent years, studies have been carried out in the field of tourism through the word association test (Keskin & Örgün, 2015; Keskin, Örgün & Akbulut, 2017; Akyurt, 2019; Onat and Keskin, 2019, Karakuş, Onat & Güneren-Özdemir, 2020). In the word association test used as a data collection tool; Turkish cuisine is listed 10 times in a row on a page. Foreign tourists participating in the study

**Table 1:** Demographic Features of the Participants

Variables	n:59	%
Gender		
Female	22	37.3
Male	37	62.7
Country	14	23.7
United States of America	8	13.6
South Korea	8	13.6
Germany	6	10.1
United Kingdom	6	10.1
Russia	5	8.5
China	4	6.8
Italy	4	6.8
France	1	1.7
Ukraine	1	1.7
Spain	1	1.7
Lebanon	1	1.7
Egypt	14	23.7

Source: Authors

were informed about the word association test and during the application of the test, participants were asked to write the relevant concepts come to mind within 30 seconds. The 30 second time period was determined as the most suitable time period in the pretests performed in previous studies (Kempa

and Nicolas, 1983; Yalvaç, 2008; Polat, 2013; Keskin and Örgün, 2015).

### 4. Results

The opinions of foreign tourists about Turkish cuisine were carried out with 59 participants with the word association test. The analysis results are given below.

Table 1 shows the demographic characteristics of foreign tourists participating in the word association test. 62.7% (n: 37) of the participants are male and 37.3% (n: 22) are female. The majority of the participants; 23.7% (n: 14) came from countries such as the United States of America, 13.6% (n: 8) South Korean, and Germany, 10.1% (n: 6) from the United Kingdom, and Russia.

**Table 2:** Word Association Test Results of Turkish Cuisine

Words	Total Participant	Number of Participants Answering	Number of Participants Who Left Empty
Word 1	59	59	0
Word 2	59	59	0
Word 3	59	59	0
Word 3	59	59	0
Word 4	59	59	0
Word 5	59	52	7
Word 6	59	50	9
Word 7	59	44	15
Word 8	59	37	22
Word 9	59	28	31
Word 10	59	19	40
Total Number of Words	466		

Source: Authors.

In Table 2; It is seen that 59 foreign tourists participating in the study associate Turkish cuisine with 466 words. Participants were able to fully participate in the first, second, third, and fourth words while establishing a word relation with Turkish cuisine. It is seen that the participants started to have difficulty in finding words related to Turkish cuisine starting from the fifth word. This reveals that foreign tourists can say at least four words associated with Turkish cuisine.

In Table 3, 56 words, which foreign tourists think are related to Turkish cuisine, have been obtained. 52 words not related to Turkish cuisine were not included in the analysis. The first five words considering the Turkish cuisine are; delicious (n:42), spicy (n:30), not well known (n:27), diverse (n:24), and healthy (n:17). Tourist perception of Turkish cuisine, it as cuisine that offers delicious, spicy, varied, healthy food, but is not well known.



word was the fact that the participants had "delicious" foods, one of the greatest features of Turkish cuisine. The second word that repeats the most is the word "spicy". Although Turkish cuisine varies from region to region, it is thought that this word is among the most repetitive words due to the high usage of spices. The word "not well known" is among the words obtained within the scope of the study. It was also revealed in this study that there are deficiencies in the promotion and marketing of Turkish cuisine, which has been discussed for many years. The word "need promotion" also supports this situation, although it is not among the most repeated words. Besides the historical and cultural richness of Turkish cuisine, another outstanding feature is the richness of food and drink. This situation was supported by the fourth most repeating word "diverse" in the study. The fifth most repeating word was the word "healthy". The experience of Turkey's four seasons and each season's unique food that is thought to make healthy food advantageous for the Turkish cuisine.

When the negative words among the words expressed about Turkish cuisine are examined; words related to the promotion of Turkish cuisine and sense of taste come to the fore. Such negative word groups are also seen as thoughts that need to be examined carefully.

Positive words were spoken about Turkish cuisine; written and visual tools should be included in the promotions of Turkish cuisine abroad. In this way, the interest of other people in Turkish cuisine can be increased. Comparisons can be made by performing such studies in different destinations in Turkey. In addition, after experiencing and experiencing the food of Turkish cuisine, participants can take a word relationship test to see the changes in between.

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**INFO PAGE**

Analysisi of the perception of foreign tourists about Turkish cuisine through the word association test: The case of Cappadocia region

**Abstract**

Countries which are rich in historical, natural and cultural riches, are advantageous in terms of tourism compared to other countries. Cuisines, one of the cultural riches, have attracted the attention of tourists in recent years. With its historical and cultural background, Turkish cuisine has always made itself known amongst the world's cuisines. Considering the increasing popularity of Turkish cuisine; of foreign tourists coming to Turkey, their views about Turkish cuisine has become extremely important. The purpose of this study; To determine the opinions of foreign tourists coming to Cappadocia region of Nevşehir about Turkish cuisine. For this purpose, foreign tourists; in order to determine their opinions about Turkish cuisine, Word Association Test (WAT) was applied. As a result of the words obtained; Turkish cuisine by the participants; It is seen as a cuisine that offers delicious, spicy, various, healthy foods, but is not well known.

**Keywords:** Turkish cuisine, Perception, Word association test, Cappadocia

**Authors**

Full Name	Author contribution roles	Contribution rate
<i>Serkan Yiğit:</i>	<i>Conceptualization, Methodology, Writing - Original Draft,</i>	60%
<i>Nilüfer Şahin Perçin:</i>	<i>Writing - Review &amp; Editing, Supervision,</i>	40%

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## Digital detox tourism against post-modernity

Ipek Itir Can, Nurhayat Iflazoglu\*

### ABSTRACT

#### Keywords:

Digital detox,  
Digital detox tourism,  
Alternative tourism,  
Post-modernism.

Technology has become an integral part of daily life. Although developments in the digital world offer many advantages to users, researches show that the use of smart devices is rapidly turning towards a kind of an addiction (digital addiction) in every field. In such unwanted situations, people try to apply a kind of a purification program by staying away from technological devices for a certain period of time with "Digital Detox". Transferring the need for digital detox to people's holiday experience and thus providing a kind of a technological purification during the holiday periods can be called "Digital Detox Tourism". Digital detox tourism, which is against post-modernism, attracts attention as a type of tourism preferred by individuals who seek diversity and have different expectations, especially those who want to stay out of intensive technology-based tourism activities. Perceived as fairly new concept in literature that has emerged as a result of the changing tourists expectations, establishing the theoretical infrastructure of digital detox tourism on the axis of post-modernism, evaluating the factors that caused the emergence of digital detox tourism, examining the factors that drive people to digital detox tourism and examination of theoretical and practical work about digital detox tourism; constitute the aim of this study. This study is aimed at researchers and target marketing organizations as it offers valuable conclusions that help better understand the emotions of individuals who are involved in or are avoiding digital detox tourism. Understanding what triggers positive and negative emotions of individuals is thought to help service providers develop their products and marketing strategies.

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### 1. Introduction

Since the late 1990s and early 2000s, the intense use of computers, internet and technology was seen as a pathology for the first time, and American scientists called this pathology "internet addiction" (Reed, 2002). Internet addiction is included as a pathology in the DSM-V, which was written by the American Psychiatric Association in 2013 and referred to as the Diagnostic and Statistical Manual of Mental Disorders (APA, 2013). Today's media uses this term too often, and constantly reports that what the digital world offers is a great danger especially to children (Kardaras, 2016). Developments in the digital world offer many advantages to users; when the use of social media, smartphones and internet games comes to the point of interfering with people's lives and relationships, various problems are encountered. In fact, in cases where internet use is not possible, as a result of not being able to prevent the desire to use the internet excessively, people experience tension and "digital addiction" may develop. Although it is an unresolved subject of discussion

in the literature whether behavioral addictions can be evaluated as substance-related addictions, research has been conducted on many issues related to digital addiction, from smartphones to social media use and internet games.

According to the results of a study conducted in 2011 by the British consumer research firm Intersperience, the internet addiction is stated as an increasing risk (Murphy, 2011). In various studies -with the participation of students- conducted by the University of Maryland (2010), the International Center for Media and the Public Agenda and the Intersperience Research Company (2011), it was noted that participants who were offline for 24 hours showed withdrawal symptoms. In addition, emotional symptoms such as feeling sad and lonely as well as physical addiction symptoms such as tremors, headaches and chills were observed in the participants, similar to smokers and coffee consumers trying to quit their habits. Addiction to the internet, which is used as a socialization tool, can develop as a pathological process (White, 2013). In such unwanted cases, it

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Research Paper

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is recommended that people apply a kind of a purification program with "digital detox" by staying away from technological devices for a certain period of time. The word detox is used mostly regarding food and drinks and means keeping the body away from toxic or harmful substances for a certain period of time. Today, this term is combined with the concept of digital and is used for purification from the harmful effects of modern technology. "Digital Detox" first entered the Oxford dictionary in 2013 and has been used with this name in many sources since then (Syvertsen & Enli, 2020). There are many reasons for the term digital detox to be included in the literature. The first of the aforementioned reasons is the feeling of depression due to the excessive use of technology (Booth, 2015). The use of technology everywhere and in every field creates a pressure on a person and this intense pressure can turn into stress and lead to burnout syndrome (Haber, 2013). Another reason is that a person cannot allocate enough time for his/her immediate environment due to intense use technology. Due to the intense use of digital devices, people both cannot spare enough time for the people they come together with and cannot receive enough attention from other people for the same reason. The intensive use of technology also causes the feeling of not being able to spend enough quality time with their loved ones (Magee, 2016). The result of a study conducted by the Paw Research Center in 2015 also supports these reasons. According to the research carried out in the USA, 89% of participants stated that they use their phones when they socialize, and 82% stated that they think that phone use has a negative effect on their current social communication (Rainie & Zizkuhr, 2015).

Although the reflections of post-modernism on tourism are dependent on intense technology, the needs and expectations of the individuals participating in a touristic activity may differ. In other words, while some tourists prefer to have a touristic experience with virtual reality or augmented reality applications; some tourists may also seek different, unique experiences, and peak experiences (Quan & Wang, 2004). Digital detox tourism, which is against post-modernism, attracts attention as a type of tourism preferred by individuals who seek diversity and have different expectations, especially those who want to stay out of intensive technology-based tourism activities. In the post-modern world, although the research on the concept of digital detox tourism, which seems attractive for tourists who want to enjoy their holidays regardless of technology, is increasing, it

is seen in the relevant literature that it is limited in number. Therefore, this research, designed as a theoretical study, aims to reveal the theoretical framework of the concept of digital detox tourism. This research also emphasizes the importance of digital detox tourism for destinations and tourism practitioners; suggestions are presented that future research can reveal the premises and results of digital detox tourism.

## 2. Literature Review

### *Tourism in Light of Post-Modernism*

Although the concepts of post-modernism and post-modernity, which started to manifest themselves in the world at the end of the 20th century and the beginning of the 21st century, initially appeared in the fields of art and architecture, they reached a wide spectrum over time and have influenced a wide range of sectors from manufacturing industry to service industry (Odabaşı, 2006; Güzel, 2014, Güneren & Karakuş, 2015). The concept is formed by combining the words post (next, later) and modern (now, happening); "post-modern" means "after the modern era and/or state". Post-modernism fundamentally expresses a social, political, literary and political philosophy; where post-modernity describes the reflections of the related philosophy on society and culture. In this context, it would not be wrong to say that post-modernity is related to changes in conditions and/or institutions (Giddens, 1990).

Post-modernism movement born as a reaction to modernism when the basic principles of the philosophy of modernism that are promises of "enrichment, liberation, peace and happiness" were damaged by World War I and collapsed after World War II. In the modern period, also known as the age of reason, it was argued that all social problems could be solved and humanity would always progress through the union of human mind and science; in other words, the human mind and science were above all. However, due to the disasters of World War II, economic crisis and unhappiness, the idea of "social problems that can be easily solved with the human mind" defended by modernism has been corrupted and the belief in the human mind has been damaged. Thus, the understanding of modernism, which is characterized by rationality, positivism, science, reason and industry that produces standardized objects, has begun to leave its place to the understanding of post-modernism, which is characterized by diversity, heterogeneity, pluralism and fragmentation (Bilici, 2011). Globalization, consumerism, mass culture,

individualization, commodified knowledge (commodification), information, and developing and transforming technology are the main factors that lead to the formation of the post-modern era. Lyotard (1997) explains post-modernism with the characteristics of societies after the Industrial Revolution. Features of post-modernism; questioning the concept of modernism, supporting globalization, accepting that there is no objective and single reality, criticizing uniqueness and defending diversity/pluralism. In the light of these features, it would not be wrong to say that post-modern society is a society of information, advanced technology, scientific knowledge and rapid change resulting from these developments (Sallan & Boybeyi, 1994; Bozok, et al., 2014). In other words, it is seen that individuals adapt to change and their perspective on life has changed in the post-modern period. As a result of individuals' focus on a multicultural and consumption-oriented structure, a consumer society/consumption culture is formed and is rapidly developing, changes are experienced in value systems, the importance given to content leaves its place to form and for this reason, simulated images are created, reality transformations based on virtual simulation are experienced (Güzel, 2014). Firat and Shultz (1997), explain the effects of post-modernism on consumer behavior as "openness and tolerance, hyper-reality, continuity of the moment, unity of paradoxes, fragmentation, loss of commitment, decentralization of the subject, displacement of production and consumption, importance of style and form, and the acceptance of chaos and disorder". These concepts are defined by Firat and Shultz (1997) in Table 1 below.

Depending on the transformation process in individuals, it has become necessary to shape the goods and services offered to them, to create new supply sources and to ensure consumer orientation. For this reason, post-modernity has more or less started to show itself gradually in all sectors. For example, smartphone manufacturers have – consciously or unconsciously – increased the amount of people's interest in their phones through the various functions they add to the devices. These developed functions can be counted as; logistic benefits (navigation), informative benefits (internet and mobile applications that deliver information) and relational benefits (social media channels) (Campbell & Kwak, 2011). In a similar classification adapted to tourism, the functions are; facilitation (facilitating finding a place/direction in a new destination), searching for information (being able to obtain a lot of information about a destination via phone), communication (social media channels) and entertainment (mobile games, videos) (Wang, et al. 2014; Dickinson, et al. 2016).

Post-modernity in tourism is mainly characterized by the diversity of tourist experiences, motivations and touristic environments (Dujmović & Vitasović, 2015; Dinçer, et al. 2018). Touristic consumers no longer want marketing with the "either this or that" approach, but rather "both this and that" approach; they also tend to focus on products and services that are unique to them and that can highlight their own differences. In this context, individuality, hyper-reality, virtual reality and surreal experiences and technology-oriented, unit-based touristic products and tourism types started to emerge in tourism (Kozak, et al. 2013).

**Table 1:** Brief Description of Post-modern Conditions

Post-modern conditions	Brief descriptions
Openness/tolerance	Acceptance of difference (different styles, ways of being and living) without prejudice or evaluations of superiority and inferiority
Hyperreality	Constitution of social reality through hype or simulation that is powerfully signified and represented
Perpetual present	Cultural propensity to experience everything (including the past and future) in the present, "here and now"
Paradoxical juxtapositions	Cultural propensity to juxtapose anything with anything else, including oppositional, contradictory and essentially unrelated elements
Fragmentation	Omnipresence of disjointed and disconnected moments and experiences in life and sense of self – and the growing acceptance of the dynamism which leads to fragmentation in markets
Loss of commitment	Growing cultural unwillingness to commit to any single idea, project or grand design
Decentering of the subject	Removal of the human being from the central importance
Loss of commitment	Growing cultural unwillingness to commit to any single idea, project or grand design
Decentering of the subject	Removal of the human being from the central importance she or he held in modern culture – and the increasing acceptance of the potentials of his/her objectification
Reversal of consumption and production	Cultural acknowledgement that value is created not in production (as posited by modern thought) but in consumption – and the subsequent growth of attention and importance given to consumption
Emphasis on form/style	Growing influence of form and style (as opposed to content) in determining meaning and life
Acceptance of disorder/chaos	Cultural acknowledgement that rather than order, crises and disequilibria are the common states of existence – and the subsequent acceptance and appreciation of this condition

*Source:* Directly quoted from: Fuat Firat, A. & Shultz, C. (1997), "From segmentation to fragmentation: Markets and marketing strategy in the post-modern era", *European Journal of Marketing*, Vol. 31 No. 3/4, p. 183-207.

The concept of post-tourist was first explained by Feifer (1985) and three basic characteristics of post-tourists are mentioned in the definition (Urry, 1990). The first is that post-modern tourists do not have to leave their homes to see tourist attractions. This feature includes a reference to virtual reality and states that, thanks to increasing digitization and developing technology, the need to move in order to see and/or experience something disappears (Sağiroğlu, 2019), such as national parks, museums, domestic and international tourist destinations. Although post-tourists are often at home, they may feel like they are where they really want to be (Smith, 2003). The second is the desire of post-tourists to pursue a sense of pleasure. The third is that post-modern tourists have an opinion that there is no original tourist experience, that the tourist experience is meaningless, and that the tourism industry is a scripted and commodified game (Smith, 2003; Urry, 2009). The post-modern tourist is shaped by phenomena such as; search for freedom, connection established with symbols, authenticity, self-discovery, individuality, pleasure seeking, and longing for the past (Nuryanti, 1996; Blom, 2000; Muzaini, et al. 2007; Sağiroğlu, 2019).

Post-modern tourism leads to an increase in tourism types associated with surreal and virtual reality experiences; on the one hand, it is a type of tourism that contrasts with the meaninglessness of tourism types, makes use of technology on a high level, exhibits extreme individualistic features, and cares about sustainability (Kozak et al. 2013). Although post-modern tourism makes extensive use of technology and its benefits; there is evidence that some tourists do not like the digital collar and even feel stressed due to the expectations of being connected (Li, et al. 2018). These tourists are aware of the benefits of digitization; however, it is observed that they prefer face-to-face communication rather than online communication and even yearn for it. During their tourism experiences, they do not want to be online, on the contrary, they want to observe the destinations they visit in depth and to interact with the people there actively (Fan, et al. 2019). For this reason, the idea of realizing tourism experiences from where they sit at home via virtual reality is not attractive to the relevant tourist audience. Being aware of this situation and taking it into consideration, sector stakeholders – especially in accommodation businesses – have made an effort to offer appropriate touristic products to the masses who want to get away from digitization for a short time. This effort nowadays manifests itself

with a hospitality experience that will provide tourists with the purification of digital devices; but day by day it expands its size from hospitality to a wider perspective. In other words, by moving beyond a hotel experience where digital devices are left at the reception during the entrance to the hotels (e.g. Healthouse Las Dunas hotel, Andalucía, Spain; Nayara Springs, Costa Rica; Pine Cliffs Resort, Portugal; The Surin Phuket, Thailand; Grenadines; Kimpton Monaco, Chicago, USA; JW Marriott Cancun, Mexico), there is no television in the rooms and no Wi-Fi service is provided; on uninhabited islands where there is not even a base station, relaxing activities such as yoga and meditation are performed, noisy night entertainment or bustling music playing by the pool is replaced by special soft and soul calming music; it is possible to say that digital purification has gone beyond the boundaries of the hotel and has become a tourism experience in itself.

### 3. Method

The purpose of this research is to create a theoretical infrastructure of “digital detox tourism”, to examine the digital detox tourism under post-modernism, to find the reasons why digital detox tourism is revealed, and to find the theoretical and practical researches for digital detox tourism. Under these circumstances in this research, an exploratory research model and a document review technique were used. In exploratory research, the first criteria are to reach and collect data from subsidiary sources. Yıldırım and Şimşek (2013) stated that the main objective of a document review is to analyze written materials that contain information about the fact(s) to be investigated. Besides, according to Merriam (1988), all kinds of documents help the researcher to understand and discover the subject, and to eliminate the uncertainties about the research problem (Kıral, 2020). Document review can be used as a sufficient research method, especially when direct interviews and observations are not possible. In this direction, publications on digital detox and digital detox tourism were examined and a document analysis was made using the knowledge accumulated in the relevant literature. Best (1959) stated the document review technique as a systematic examination of existing records or documents as a data source (Karasar, 2005). Document review is carried out in five main stages: (1) accessing the documents, (2) checking the originality, (3) understanding the documents, (4) analyzing the data, and (5) using the data. The advantages of document review include the absence of reactivity, prolonged or time-spread

analysis, individuality and specificity, quality, and (relative) low cost. On the other hand, the limitations of the document review are listed by Bailey (1982) as possible bias, accessibility, sampling bias, limited verbal behavior, lack of a standard format, and coding difficulty. Within the framework of the research, the written sources (books, articles, academic dissertations) and internet-based open access resources constituted the data source of the research.

#### **4. Findings**

##### *Digital Detox Tourism*

Human-technology interaction has recently become a love-hate relationship. Digitization has made our lives simultaneously significantly easier and more difficult. It has long been known that excessive use of digital displays can harm both our mental and physical health, and scientists have warned us about these issues for years ([www.flogas.co.uk](http://www.flogas.co.uk)). Although it is an obvious fact that a mass dependent on it emerges as technology penetrates deeply into every aspect of our lives, there is also a mass that is aware of the negative effects of this addiction and wants to avoid it. Although the number of people who want to avoid negative effects is relatively less than the addicts today, it is thought that this rate will increase with the increase of awareness about the negative effects of technology in the future. There is a new type of tourism that has emerged to meet this need, and has made a name for itself in the last few years and ignores the intense technology that is at the basis of the post-tourism paradigm: Digital Detox Tourism. At the core of this type of tourism, this emerging holiday trend is often defined by the ubiquitous digital online-ism and disconnection from social media. Digital detox holidays are especially emerging as packages for disconnecting from digital devices (smartphones, laptops, tablets, etc.) and participating in detoxification therapies. A new form of technology is encountered in every trip or activity attended. Although 2009 and 2010 are known as the birth years of the digital detox vacation concept, the serious coverage of digital detox holidays in the media started in 2011. In 2016 and 2017, digital detox holidays have grown from a niche product to one that appeals to a wider consumer base (Pearce and Li Jing, 2018). That's why many vacationers around the world are looking for a vacation in the context of a digital detox vacation or "tech-free tourism" ([www.flogas.co.uk](http://www.flogas.co.uk)). Some travel and tourism companies have begun to understand the challenges faced by their customers while on vacation and have begun to help them de-tech

([www.verdict.co.uk](http://www.verdict.co.uk)). In addition, the rising trend of digital detox tourism, which inspires people to focus on themselves and nature, is located in various beautiful and tranquil locations around the world, stimulating people's desire to be included in this type of tourism.

When the related literature is examined; in a study conducted by Duncan (2014) in a museum where information and communication technologies were disconnected, it was observed that people experienced more mindful awareness, resulting in reduced stress and started to visit museums more often. Smith and Puczkó (2015) found that programs that keep people away from social media and digital devices reduce internet addiction, improve stress management, and increase their stamina in both work and daily life. As a result of Hoving's (2017) study investigating the reasons why Dutch tourists take digital detox holidays, it was determined that sociological, psychological, physical, technological, economic and geographical factors motivate tourists to take a digital detox holiday. Physical factors are physical health problems caused by excessive use of digital devices the MS (Multiple Sclerosis) disease, sleep problems, vision problems and obesity can be given as examples. Psychological factors include symptoms such as anger, tension, and depression that arise when there is no access to the internet and digital addiction. Sociological factors are exemplified as socialization problems that occur due to digital device addiction, problems arising in relationships with people, problems leading to divorce in marriage, and problems in business life. Technological factors refer to general problems – from the need to show oneself to lack of concentration – created by channels such as an e-book (electronic book) and social media channels that caused major transformations in the habits of Generation Z, usually born after 2000. Economic and geographical factors; although not directly related to digital detox, considering one of the most important factors affecting the choice of destination in tourism is the price and the other is the destination, are understood to be related to digital detox tourism and is included under this heading for this reason (Sunar, et al. 2018). In his study, Sousa (2017) aimed to examine the phenomenon of digital detox among tourists from different nationalities, mostly Portugal, and to understand whether people really want to disconnect, and found that the participants did not prefer a digital detox vacation and the reasons for this were fear of not being available in an emergency and social media addiction. In the study

conducted by Sutton (2019), it has been revealed that people involved in digital detox tourism get rid of the pressure and burnout caused by continuous internet use and feel more comfortable as they move away from this pressure. At the same time, it has been observed that people who make this type of travel feel freer and enjoy themselves in a very comfortable way when they do digital detox. Another situation observed in people who are away from digital and technological devices is that they can socialize more easily and feel comfortable while communicating. In the study prepared by Can Çulcuoğlu and Erbil (2019) to detect the intention of people living in Turkey to participate in the digital detox tourism, it was determined that the participants give more space for activities to reduce the use of digital in their daily life, while on the other hand during their travels they choose not to participate in activities that restrict the use of digital devices. In the study, a statistically significant difference was found between the level of dependence on digital devices and the perception of digital detox need factor and age. Accordingly, digital device addiction increases with age. In addition, there is a significant difference between the factor of restricting the use of digital devices while on vacation and/or travel and both gender and marital status. Women show more restrictive action than men, and married people show more restrictive action than singles. Egger, Lei and Wassler (2020) investigated the factors that drive individuals to digital detox tourism, and the travel motivations of individuals who adopt digital detox tourism; they determined them to be escape, personal growth, health and well-being, and relationships.

Based on the findings, it can be said that digital detox tourism reduces stress levels, increases mental positivity and improves social interactions. Digital detox holidays may include any of the following activities; reading, cycling, hiking, yoga, spa, fishing, sailing, arts and crafts, wine tasting, picnic, photography, and cooking (Francis, 2017; [traveltalkmag.com](http://traveltalkmag.com)). The main purpose on the other hand, is to provide the opportunity to get rid of the addiction created by technology, and it provides people with the opportunity to return to their essence and nature.

When the applications for digital detox tourism are examined today it can be seen that some luxury travel businesses help their customers to get away from technology, for example; Black Tomato offers customers the opportunity to get lost in unknown places with the "Mystery Tour" option. During

these tours, the Black Tomato company uses high technology to ensure that its customers reach their destination safely. Some vacation sites appear to be trying to help customers with technology addiction in other ways. For example, Digitaldetoxholidays with the slogan "Disconnect to Reconnect!" designed as a site that carefully selects hotels that offer detox holidays without Wi-Fi, phones, or even TV for travelers who want to relax ([www.verdict.co.uk](http://www.verdict.co.uk)). The hotels offering detox survival kit (breakfast in bed, relaxing candles, yoga, massage, spa, etc.) option in a luxurious environment also offer activities such as walking trails, boat tours, and tree planting outside the hotel. Examples of the best hospitality businesses in the world implementing digital detox tourism are: Westin Dublin, Ireland; Grand Cayman Marriott, Cayman Islands; Echo Valley Ranch & Spa, Canada; Palm Island Resort, Grenadines; Kimpton Monaco, Chicago, USA; Four Seasons on the Papagayo Peninsula, Costa Rica; Renaissance Pittsburgh, USA; JW Marriott Cancun, Mexico; Lifehouse Spa and Hotel, Essex, United Kingdom; Jakes, Treasure Beach, Jamaica (Sousa, 2017).

## 5. Conclusion and Recommendations

Today, people attribute meaning and importance to devices such as smartphones that define the level of socialization and interactions with it. Among the reasons for this is the ability of smartphones to take pictures, play music, give driving coordinates, collect information, play games, as well as make phone calls and send text messages. However, the excessive and irrational importance that individuals give to these devices increases the risk of addiction and reduces the quality of life. Nevertheless, it has been observed that some people are unwilling to opt for digital detox because of the fear of being disconnected from the social connection established through social media channels and fear of being out of reach and not being able to reach out in case of an emergency. On the other hand, it is an undeniable fact that the problem of over-dependence on technology has become an increasing problem throughout the world and awareness of the negative effects of this addiction is increasing.

Transferring the need for digital detox to the holiday experience of the people and thus providing a kind of technological purification during the holiday periods can be called "digital detox tourism". In other words; if detox is considered as a radical decision for people to stop taking harmful foods, drinks or medicines into their bodies in order to be healthier; digital detox tourism can be

considered as a "treatment method" that aims to keep people away from the harmful effects of the technology addiction. In recent years, where the exhibition of a holiday on social media has been observed at very high levels, digital detox, which can be considered as the opposite, taking a vacation only for pleasure, ignoring the opinions of others, and living in the moment instead of taking photos, and getting away from the intensity of daily life. Research states that there are people who think that it is wrong to restrict the use of technology during vacation, but there are quite a lot of people who prefer to get away from the digital and social media during vacation (Tribe & Mkono, 2017; Chen, et al, 2018).

It is possible and even necessary to consider digital detox tourism as a new alternative form of tourism in today's world where holidays offering digital detox opportunities are on the rise with a rapid acceleration. So much so that as the inclusion of technology in human life increases, it is thought that the interest in holidays and travels where digital detox is applied will increase. In this context, it is estimated that it will become more popular in the coming periods and has the potential to become an important tourism branch. In addition, due to the COVID-19 Pandemic, which emerged in Wuhan, China in December 2019 and turned into a global health crisis in 2020, the amount of face-to-face meetings, the amount of people working in the same environment, the number of face-to-face events has gradually decreased. These were replaced by sharing and activities in virtual environments. With the increase in virtual sharing and activities, the rate of using technological devices has naturally increased. It is thought that this situation, which is thought to be going to progress in this way in the long term, will cause people to get tired of technological devices with the increasing cognitive and physical negative effects and this will strengthen the desire to get away from them.

Considering all these reasons, in the near future the number of accommodation businesses implementing digital detox tourism applications will increase, and the number of travel agencies and tour operators that will organize tours for digital detox tourism will increase as well. To put it more briefly, it is predicted that tourism stakeholders will carry out intensive studies on the subject in destinations suitable for digital detox tourism. As the studies intensify in the practical part of the tourism sector, the academic dimension that shapes the theoretical part of tourism should

not fall behind. In this context, it is thought that digital detox tourism should also be included under the heading of "tourism types according to the methods and purposes" included in general tourism and introduction to tourism books. This concept should be included in the tourism literature and should be considered as an alternative tourism type with a very high future potential.

When digital detox reaches a conceptually recognizable position in related literature, it is thought that research made on the subject will increase. In the aforementioned future research, especially for destination marketers and managers, studies emphasizing the importance of digital detox tourism, and research on the relationship between digital detox tourism with different variables (behavioral intentions, tourist satisfaction, tourist motivation (push and pull), tourist experience, etc.) will contribute to the literature.

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## INFO PAGE

## Digital detox tourism against post-modernity

## Abstract

Technology has become an integral part of daily life. Although developments in the digital world offer many advantages to users, researches show that the use of smart devices is rapidly turning towards a kind of an addiction (digital addiction) in every field. In such unwanted situations, people try to apply a kind of a purification program by staying away from technological devices for a certain period of time with "Digital Detox". Transferring the need for digital detox to people's holiday experience and thus providing a kind of a technological purification during the holiday periods can be called "Digital Detox Tourism". Digital detox tourism, which is against post-modernism, attracts attention as a type of tourism preferred by individuals who seek diversity and have different expectations, especially those who want to stay out of intensive technology-based tourism activities. Perceived as fairly new concept in literature that has emerged as a result of the changing tourists expectations, establishing the theoretical infrastructure of digital detox tourism on the axis of post-modernism, evaluating the factors that caused the emergence of digital detox tourism, examining the factors that drive people to digital detox tourism and examination of theoretical and practical work about digital detox tourism; constitute the aim of this study. This study is aimed at researchers and target marketing organizations as it offers valuable conclusions that help better understand the emotions of individuals who are involved in or are avoiding digital detox tourism. Understanding what triggers positive and negative emotions of individuals is thought to help service providers develop their products and marketing strategies.

**Keywords:** Digital detox, Digital detox tourism, Alternative tourism, Post-modernism

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Full Name	Author contribution roles	Contribution rate
<i>İpek İtir Can:</i>	<i>Conceptualization, Writing - Original Draft, Writing - Review &amp; Editing,</i>	<i>50%</i>
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**Author statement:** Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.

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# The effect of airline lounge services on the selection of airline

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## ABSTRACT

### Keywords:

Lounges,  
Service quality,  
Lounges,  
Service quality.

The services provided at lounges, designed in line with various needs with the purpose of enabling the passengers to make use of the waiting time at the airports, affect the selection of airlines. In this study, the effect of image and accessibility, atmosphere, food & beverage and opportunities (activity) dimension belonging to lounge scale on the selection of airline is analyzed. The utmost limitedness of the study is conducting the questionnaires on passengers using İzmir Adnan Menderes airport domestic flights lounge. The questionnaires and comparative analyses to be conducted at different airports will add another dimension to the study. "Image and accessibility of the lounges have a positive significant effect on airline selection" is the only accepted hypotheses of the study. The most important result obtained from the study is that image and accessibility dimension among the lounge services has a significant and positive effect in the selection of the airline. In accordance with the results of the study, it is suggested to airlines to position the lounges within the airport to a place that passengers can easily reach, share the feedbacks of the passengers using the lounges via social media channels, promote the passengers to recommend the lounges and finally follow correct marketing exercises and sales techniques.

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## 1. Introduction

Airline industries contribute to the economies of the countries greatly (Uz & Canarslan, 2019). Air transportation can be as freight (such as cargo, post) and passenger transportation. Passengers can benefit from various services at the airports. Lounges are the primary ones among them. People want to use their time more efficiently by waiting their departure times at customized lounges instead of common areas. Especially the class travelling for business prefer lounges more often. Passengers use lounges for various reasons such as organizing their works, resting, meeting their eating and drinking needs while waiting for their departure times. Lounges provide different services as well as meeting the basic needs of the passengers. Interactive options (internet, multimedia etc.) are the leading ones among these services. People who travel frequently prefer lounges with the purpose of feeling comfortable, having a good time and resting during the waiting period for their departure times or during the transfer period while going from one region to another. Lounges can be managed either by airport ground handling companies or the airlines. The

services provided at lounges belonging to airlines can affect the airline selection of the consumers. The problem statement of this study is "What is the effect of the variables belonging to the lounges on airline selection?"

## 2. Conceptual Framework

In management science, especially in total quality management studies, quality is defined as the level of meeting the expectations of people who are provided with goods or services (Yamak, 1998). It is seen that customer and product-oriented statements adopting holistic approach are used while defining quality (Halis, 2010). European Organization for Quality and American Society for Quality identify quality as the total of the features presenting the capability of a product or a service to meet a certain need (Clausing, 1990: as cited in Halis, 2010).

Before referring to the concept of service quality, it will be to the point to make the definition of the service. Service is defined in various ways in accordance with the approaches. Service is an activity or a benefit provided by one side for another that basically cannot be touched and

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Research Paper



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cannot result in the possession of anything (Kotler, 1997). Service is provided as the combination of product and service in different ratios instead of providing the customer only either with product or service (Okumuş & Asil, 2007).

Many authors created different definitions for service (Solomon et al, 1985). With regard to these definitions, dimension developed for service and qualities of service can be listed as follows (Özer & Özdemir, 2007):

- Providing benefit for both sides and meeting the demands,
- Being based on knowledge and skill,
- Hard to separate goods and services,
- Emerging as a result of actions, processes and interactions,
- Consumed immediately and the outputs are intangible,
- Production and consumption happen at the same time,
- Customers are included in the production process,
- Evaluation of service quality is subjective.

Most of the definitions regarding the service quality, on the other hand, focus on expectations before service and the evaluation of the perceptions for the performance after provided service (Tütüncü, 2001). It is getting harder to provide and evaluate the service quality depending on the qualities explained above. Within this scope, it will be beneficial to identify the factors affecting the service quality in the first place. In literature, the factors affecting the service quality are listed as accessibility, communication, capability, kindness, credibility, reliability, responsiveness, reliance, trying to understand customer (Kotler et al., 1999, as cited in Küçükaltan, 2007:63).

There are two main basic perspective about service quality scale. One is the American (Parasurman et al.'s), the other is European (Grönroos's) perspective (Kang and James, 2004). Service quality is a determinant that has a direct effect on the behavioral intentions of the passengers (Park, Robertson & Wu, 2005). Airline service has a quite complicated structure. Services provided by airlines can be listed as cabin service, seat reservation, ground services, food service, flight

operation, lounges etc. A passenger's getting any one of these airline service components missing or problematic affects the airline selection negatively (Archana & Subha, 2012). The quality of the provided service plays an important role in the company selection of the consumer (passenger) in airline services just like in all sectors (Munusamy, Chelliah & Pandian, 2011). There are many studies discussing the effect of airline service quality on customer satisfaction and loyalty to the company (Saha & Theingi, 2009). A study researching the effect of the service provided at lounges on customer preference isn't encountered. And this fact presents the authenticity of the study.

## Method

In this part of the study, information regarding the purpose of the study and the problem, universe and sample group, information gathering process and analysis methods will be given. The biggest determinant in the creation of this study is the motive to identify the effect of airline lounge services on airline selection. With reference to this problem statement, the scale used by Han, Ham, Yang and Baek (2012) with the purpose of measuring consumers' perception on airline lounge, was applied with dispensation on passengers using İzmir Adnan Menderes Airport domestic lines lounges between March – June of 2019. The passengers who got lounge service at the airports constitute the universe of the study. The sample group of the study is the passengers who used İzmir Adnan Menderes Airport lounge. 320 questionnaires were collected by face-to-face interview method. Invalid 21 questionnaires were not included in the analysis and the forms filled by 299 passengers were considered valid.

Frequency analysis was made in order to identify demographic features of the participants while descriptive analysis was made to analyze the habits of the participants for lounge usage. Exploratory and confirmatory factor analyses were applied to the scales used in the study. SPSS and AMOS software programs were used in the application of the analyses. The hypotheses created in parallel with the purpose of the study were tested with multivariate regression analysis.

**Table 1:** Hypotheses of the Study

No	
<b>Hypothesis 1</b>	Image and accessibility of the lounges have a positive significant effect on airline selection.
<b>Hypothesis 2</b>	The atmosphere of the lounges has a positive significant effect on airline selection.
<b>Hypothesis 3</b>	Food & beverage opportunities in lounges have a positive significant effect on airline selection.
<b>Hypothesis 4</b>	The opportunities belonging to the lounges have a positive significant effect on airline selection.

Source: Created by the author

### 3. Findings

#### *Demographic features of the participants*

The participants are mainly (65,2%) males. When the age range is analyzed, it is seen that 31-39 age range is predominant (39,7 %). Half of the voluntary participants have bachelor's degree. When the sample is analyzed in accordance with group professions, it is determined that self-employed (18%) and employers (14%) are predominant.

**Table 2:** Demographic features of the sample group

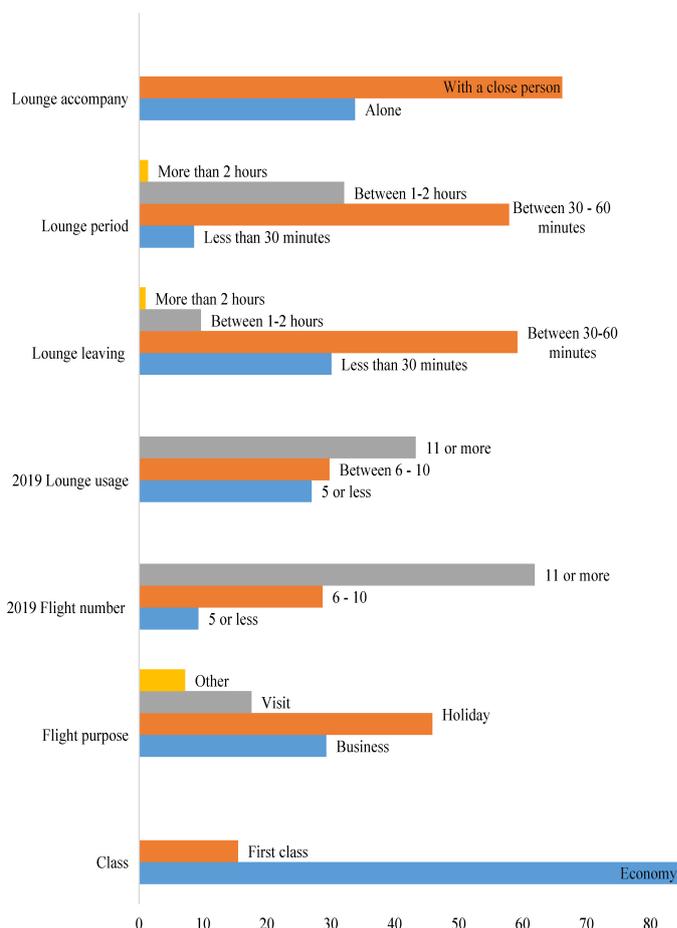
		Frequency	%
<b>Gender</b>	Male	195	65.2
	Female	104	34.8
<b>Age</b>	30 and below	62	20.7
	31 – 39	119	39.7
	40 – 49	72	24.0
	50 – 59	37	12.3
	60 and over	6	2.0
<b>Education</b>	Secondary school and equivalents	1	0.3
	High school and equivalents	31	10.5
	Associate degree	50	16.9
	Bachelor's degree	148	50.0
	Postgraduate	66	22.0
<b>Profession</b>	Worker	25	8.3
	Officer	25	8.3
	Self-employed	54	18.0
	Retired	12	4.0
	Student	9	3.0
	Educator	31	10.3
	Employer	42	14.0
	Unemployed	12	4.0
	Other	84	28.0
<b>Income (monthly)</b>	2001 - 4500 TL	6	2.0
	4501 - 7500 TL	65	21.7
	7501 TL and above	189	63.0

Source: Created by the author

#### *Information about the participants' flights and airline lounge usage*

In the study conducted with the purpose of measuring the effect of perceived service quality of airline lounges on satisfaction and airline selection, the questions were addressed to the passengers using lounges in İzmir Adnan Menderes airport. When the participants' answers regarding flights and lounge usage are analyzed, it is seen that sample group mainly travel in economy class (84,5%). Flights of the participants mostly result from holiday (45,9%) and business (29,3%) purposes. When travel frequency of the passengers who use lounge service is analyzed, it is seen that 61,9% of the participants flew 11 times or more in 2019. Within the same year, the frequency of lounge usage of the passengers is mainly (43,3%) 11 or more. The majority of the participants (59,2%) stated that they left lounges 30-60 minutes

before departure time. When the general time period spent in lounges was asked, 57,9% answered as 30-60 minutes while 32,1% answered as 1-2 hours. 66,2% of the passengers prefer to use the lounges along with a close person.



**Figure 1:** Participants' opinions regarding flights and lounges  
Source: Created by the author

Reliability and validity tests are made on two different scales existing in the questionnaire formed in compliance with the purpose of the study. One of the scales used in the study is aimed at measuring passengers' opinions regarding airline lounge service quality. Second scale used in the study is created with the intention of identifying to what extent the passengers are satisfied with the lounge services of İzmir Adnan Menderes Airport.

Average and standard deviation values of the variables belonging to the scale created with the purpose of measuring the passengers' perceptions on service quality of lounges and factor analysis results are shown in Table 3.

**Table 3:** Airline lounges service quality scale

Variables	M+SD	Factors			
		Image and Accessibility	Atmosphere	Food & Beverage	Opportunities
Experiencing the lounge before	4.02+0.86	.848			
Lounge's being praised and recommended by others	3.85+1.06	.783			
Favorable location	4.08+0.87	.770			
Impression gained by marketing and sales techniques	3.63+1.04	.562			
Interior design of good quality	4.13+0.91		-.880		
Cozy and comfortable environment	4.32+0.82		-.848		
Candid and kind service	4.24+0.85		-.756		
Wide and nice area	4.16+0.88		-.669		
Snacks provided in different kinds	4.06+0.98			.827	
Light meal provision	3.98+0.96			.800	
Various kinds of beverage provision	4.12+0.95			.753	
Quality menu	4.09+0.96			.715	
Free of charge phone usage opportunity	3.53+1.22				.846
Availability of television programs and movies	3.56+1.16				.805
Diversity of printed publication (newspaper, magazine etc.)	3.76+1.06				.756
Usage of shower cabins	3.47+1.21				.707
Eigenvalue		1.933	1.063	5.683	2.308
Variance extracted (%)		12.081	6.642	35.517	14.425
Cronbach's alpha (CR)	0.870	0.833	0.869	0.857	0.861
Average variance extracted (AVE)		0.560	0.628	0.600	0.608
M+SD		3.89+0.75	4.21+0.72	4.06+0.82	3.58+0.92

KMO= 0.856, Barlett's test  $\chi^2= 2344.843$  (df= 120, sig= 0.000)

Source: Created by the author

Table 3 shows the frequency analysis (average and standard deviation) exploratory factor analysis and reliability results for the variables of airline lounges service quality scale. Exploratory factor analysis (EFA) is used for revealing the factor structures (Suhr, 2006) of the scales either created new or translated from one language into another (Reyment & Jöreskog, 1996). The SERVQUAL scale, developed by Fick and Ritchie (1991) and used in many different studies in order to measure the quality of services provided at tourism establishments such as airline, hotel, restaurant and ski centers, is used in the study. The SERVQUAL scale translated into Turkish with the intention of measuring the service quality of airline lounges provided to the sample group of the study is composed of 17 statements. As a result of the first exploratory factor analysis, it is determined that the factor load of the statement (availability of internet and computers) that was expected to be loaded under opportunities (activity) dimension is low (.551). When the literature is reviewed, different explanations are made regarding the factor load values of the items. Kline (1994) define the load value between 0.30-0.59 as medium-level and load value above 0.60 as high level. As a result of the factor analysis, it is determined that the item having .551 factor load is intertwined with the

opportunities and food&beverage dimensions. It is observed that related item decreases the reliability level of the dimension. Lastly, it is seen before removing the item that the model disarrays the conformity in exploratory factor analysis (EFA) table. Therefore, related item is excluded from the scale.

Airline lounges service quality scale, whose final state is composed of 16 items, is applied the reliability analysis. According to the test result applied to the whole scale, the scale is concluded to be reliable (CR= 0,870). Cronbach Alpha and AVE tests are made in order to identify the reliability levels of four dimensions existing in the scale. It is stated that all of the dimensions' reliability levels are in the desired range.

In pursuit of the analyses of the scale used to measure airline lounges service quality, the scale developed for identifying İzmir Adnan Menderes Airport lounge services is tested. Average values, standard deviations, factor analysis results and reliability analysis of the statements belonging to the scale developed for identifying İzmir Adnan Menderes Airport lounge services are given in Table 4.

**Table 4:** İzmir Adnan Menderes Airport lounge services scale

Variables	M+SD	Factors			
		Atmosphere	Food & Beverage Variety	Staff Competence	Opportunities
Has a broad and nice ambience	4.20+0.75	.888			
Is cozy and comfortable	4.28+0.62	.887			
Is hygienic and clean	4.33+0.64	.730			
Has an interior design of good quality	4.30+0.69	.698			
Has adequate variety of beverages	4.20+0.81		-.719		
Snack menu's variety is on adequate level	4.08+0.98		-.716		
Snack menu is of good quality	4.13+0.83		-.660		
Employees are sensitive about the requirements of the customers	4.33+0.67			.876	
Employees are kind and respectful	4.43+0.67			.838	
Service is on time and fast	4.33+0.79			.741	
Employees are clean and well-dressed	4.49+0.66			.711	
Employees are well-educated and experienced	4.34+0.73			.628	
Printed publications' (newspaper, magazine etc.) variety is adequate	4.25+0.85				.830
Internet and computer are available	4.35+0.78				.775
Television and various movies are available	4.04+0.99				.691
Eigenvalue		5.842	1.086	1.420	2.052
Variance extracted (%)		38.945	7.241	9.469	13.681
Cronbach's alpha (CR)	0.882	0.879	0.740	0.859	0.810
Average variance extracted (AVE)		0.648	0.488	0.672	0.589
M+SD		4.27+0.56	4.14+0.76	4.38+0.57	4.21+0.69
KMO= 0.864, Barlett's test $\chi^2= 2454.246$ (df= 136, sig= 0.000)					

Source: Created by the author

Results of average, standard deviation, factor analysis and reliability tests applied on İzmir Adnan Menderes Airport lounge services scale are seen in Table 4. In the first exploratory factor analysis, item 17 (availability of shower cabins) and item 13 (special requests are met appropriately) are removed from the scale respectively. It is determined that the factor loads of the related items are low. Merely low factor load isn't an enough reason to remove an item from the scale. If the factor load of the item is on acceptable level (if not lower than 0,30), it is required to analyze the item in terms of the ratio it is loaded on the other items and its effect on reliability (Osborne and Fitzpatrick, 2012). Two items (item 17 and item 13) with low factor load are removed from the scale respectively and analyzed by means of different rotation techniques. However, it is ascertained that both items are not compatible with the scale and decrease the reliability levels of the affiliated dimensions. Thus, both items are removed from the scale and the final state of the scale is composed of 15 items.

In accordance with the final exploratory factor analysis result, 15-item scale is assembled under four dimensions. The first dimension comes up as "atmosphere" and is composed of four items; the second dimension is a three-item "food&beverage" dimension; the third dimension is a six-item "staff competence" dimension and the fourth dimension

is the "opportunities" (activities) dimension and is composed of four items. KMO value of the factor (0,863) is above the desired level. Moreover, the result of Barlett's test  $\chi^2$  is 2206,247 (df=105, sig=0.000). Won and Cheong (2008) emphasize that the factor loads must be greater than 0.5. As a result of the factor analysis it is ascertained that the factor loads of all of the items are greater than 0.5. Also, general reliability analysis is on the desired level (0,882). When the reliability analysis results on the basis of dimensions are analyzed, it is seen that only food&beverage dimension's average variance extracted (AVE) level is slightly below the desired level, yet it is on the acceptable level (0,488).

As a result of the convergent and divergent validity analyses, the answers given to the statements by the passengers are analyzed with the purpose of evaluating İzmir Adnan Menderes Airport lounge services. In line with the answers to the statements, the statements that passengers mostly agree are respectively item 12 "employees are clean and well-dressed", item 9 "employees are kind and respectful" and item 8 "employees are well-educated and experienced." It is seen that all of the statements passengers most frequently and highly agree with are under staff competence dimension. This result shows that passengers find the service provided at İzmir Adnan Menderes Airport domestic lines lounge by the employees quite

satisfactory. When the answers given to the 15-item scale developed with the intention of service evaluation is assessed generally, it is seen that passengers are content with all of the services provided. Average values of the statements show that lowest statement is 4,04 and highest statement is 4,49. It is observed that average values of the statements are quite high and their standard deviation is low. This result demonstrates the fact that passengers are satisfied with İzmir Adnan Menderes Airport domestic lines lounge services in general.

After frequency, reliability, validity and fact analyses were applied on both scales, confirmatory factor analysis (CFA) was applied to airline lounge service quality scale. Confirmatory factor analysis is made to test a previously used scale before applying it to a study (Yaşlıoğlu, 2017). While confirmatory factor analysis is being applied to a scale, some outputs are needed to be obtained (Bakırtaş, 2010). Also, fit indices table (parameters) used to analyze the results enable the model to be tested holistically (Byrne, 2010). The indices that are used with the purpose of testing the goodness of fit values of a model or a scale and gained acceptance in literature are SRMR x2, AGFI, GFI, RMSEA, NFI, TLI and CFI.

Figure 2 shows final confirmatory factor analysis results applied to airline lounge service quality scale. Table 5 shows the fit indices that gained acceptance in literature and their acceptance ranges (Hooper, Coughan and Mullen, 2008).

Figure 2 belongs to final confirmatory factor analysis made on lounge service quality scale. Following the exploratory factor analysis, it is observed that item 13 (availability of internet and computers) has extreme values. Confirmatory factor analysis results are also evaluated before removing the item from the scale. It is determined that relevant item has extreme values as a result of CFA and disrupts the model. Confirmatory factor analysis is repeated after removing the same item from the scale. As a consequence of the second confirmatory factor analysis belonging to lounge service quality scale took its final form.

Table 5: Commonly used fit indices and acceptance ranges

Sample Size	N < 250			N > 250		
	m≤12	12<m<30	m≥30	m≤12	12<m<30	m≥30
Variable number						
CMIN/df		$\chi^2/df < 2.5$			$\chi^2/df < 5$	
GFI	>0.95	>0.90	>0.90	>0.90	>0.90	>0.80
AGFI	>0.95	>0.90	>0.90	>0.90	>0.90	>0.80
CFI	>0.97	>0.95	>0.92	>0.95	>0.92	>0.90
NFI/TLI	>0.97	>0.95	>0.92	>0.95	>0.90	>0.80
RMSEA	<0.08	<0.08	<0.08	<0.07	<0.07	<0.07
SRMR	<0.05	<0.05	<0.05	<0.05	<0.05	<0.10

Source: Hooper, Coughlan and Mullen, 2008.

Fit indices obtained as a result of the final confirmatory factor analysis is analyzed. Goodness of fit values belonging to the scale developed by taking commonly used fit indices and acceptance ranges in Table 5 as reference are shown in Table 6.

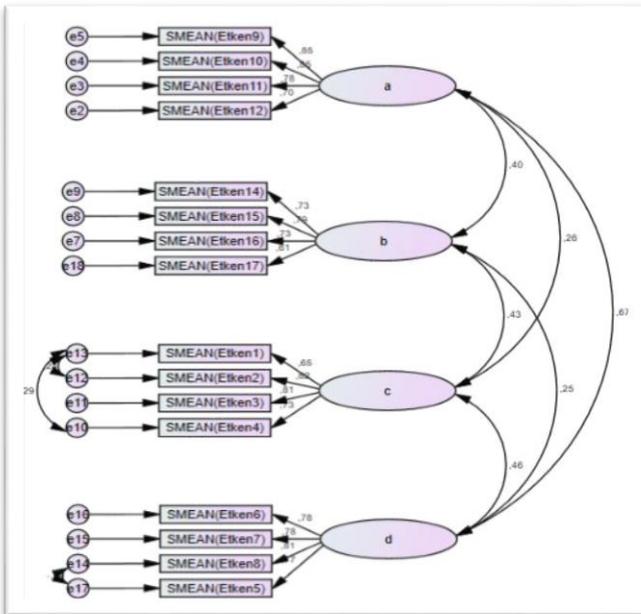


Figure 2: Final confirmatory factor analysis of airline lounge service quality scale

Source: Created by the author

Table 6: Goodness of fit values of airline lounge service quality scale

Model Fit Indices	Results	Recommended Value
$\chi^2/df$	2.709	≤ 5
GFI	0.906	≥ 0.8
AGFI	0.866	≥ 0.8
CFI	0.929	≥ 0.9
NFI	0.893	≥ 0.9
TLI	0.910	≥ 0.9
RMSEA	0.076	≤ 0.08
SRMR	0.0640	≤ 0.10

Source: Byrne, 2010.

When the values of goodness of fit are analyzed, it is seen that all of the values except for NFI value are between the recommended value range. The fact that NFI value is very close to the recommended value ( $\geq 0,9$ ) and also all of the other values are on the desired level shows that NFI value can be acceptable. Also, there are accepted studies in literature related to the fact that although NFI level is below the desired level, if the TLI level is above the recommended level, CFA

result is supported (Hu and Bentler, 1999; Byrne, 2010). According to the analysis results, TLI result of the scale is above the reference value (0,91).

After the confirmatory factor analysis, the hypotheses created in line with the purpose of the study must be tested. Table 7 shows the hypotheses created within the scope of the study.

**Table 7: Hypotheses of the study**

<b>Hypothesis 1</b>	Image and accessibility of the lounges have a positive significant effect on airline selection.
<b>Hypothesis 2</b>	The atmosphere of the lounges has a positive significant effect on airline selection.
<b>Hypothesis 3</b>	Food & beverage opportunities in lounges have a positive significant effect on airline selection.
<b>Hypothesis 4</b>	The opportunities belonging to the lounges have a positive significant effect on airline selection.

Source: Created by the author

The hypotheses developed for the purpose of the study are tested with multivariate regression analysis. The main objective of using multiple regression analysis is the fact that it is the most suitable method used to test multiple independent variables and one dependent variable (Hair, Black, Babin and Anderson, 2009). There are some values that should be controlled before testing the hypotheses. Firstly, the independent variables and their correlations are evaluated. When the correlation values of the independent variables, which are put to hypothesis test, with the dependent variables and among themselves are analyzed, it is seen that their correlation coefficients are on the desired level (<0,8). The second value that should be controlled after analyzing correlation coefficients table is VIF value. There are many different value range definition regarding VIF value in literature (<2,5; <3; <5; <10). The purpose of controlling VIF values is to test if there is multicollinearity problem or not (Allison, 1999). When the VIF values of the independent variables used in hypothesis tests are analyzed, all values are seen to be below 2,5. Before testing hypothesis test results, Anova table should be analyzed lastly. When the significance value (<,008) on Anova table is analyzed, it is determined that at least one of the model's independent variables has an effect on the dependent variable (<,05). While the acquired significance value shows that at least one of the independent variables has an effect on the dependent variable, it doesn't indicate which independent variable is effective or its direction of effect. It is required to analyze the coefficients table in order to test the hypotheses and understand the effect's direction. Significance value should be controlled in the first place to test the hypotheses. If the significance value (sig) is

lower than 0,05, then unstandardized beta (B) value should be controlled. If beta value is positive, the effect is interpreted as positive and if beta value is negative, the effect interpreted as negative. The fact that significance value is greater than 0,05 means that independent variable doesn't have an effect on the dependent variable. Table 8 shows the test results of the hypothesis created in line with the purpose of the study, significance and beta values.

**Table 8: Hypothesis test results**

No	Sig	Beta		Result
<b>Hypothesis 1</b>	.003	.332	Image and accessibility of the lounges have a positive significant effect on airline selection.	Supported
<b>Hypothesis 2</b>	.624	.064	The atmosphere of the lounges has a positive significant effect on airline selection.	Rejected
<b>Hypothesis 3</b>	.099	-.188	Food & beverage opportunities in lounges have a positive significant effect on airline selection.	Rejected
<b>Hypothesis 4</b>	.702	0.33	The opportunities belonging to the lounges have a positive significant effect on airline selection.	Rejected

Source: Created by the author

#### 4. Conclusions and Suggestions

This study is conducted to identify the perceptions of the passengers using lounge services. In this part of the study, the conclusions obtained in line with the findings, academic and sectoral suggestions will be included.

##### Conclusions

The questionnaire prepared within the scope of the study is applied to the passengers who get lounge service at Izmir Adnan Menderes airport. When the participants are analyzed demographically, it is seen that males use lounge service predominantly. It is seen that participants mainly travel in economy class and with the purpose of holiday. It is also identified that passengers generally use the lounge service along with a close person.

Two different scales are used in the study. Service quality scale is created in order to identify the perceptions regarding the lounge services in general and another scale is developed for lounge

services at İzmir Adnan Menderes airport domestic lines. The conclusions obtained in line with the findings of the study are listed as follows:

- When the answers to lounge services are analyzed, it is seen that passengers mostly give importance to the atmosphere dimension. This result reveals the necessity to care about interior design's being of good quality, environment's being cozy and comfortable, service's being provided in a kind and candid way and inner area's being wide and nice.
- The other important factor for the passengers regarding lounge services is food&beverage. It is seen that passengers prefer to have different kinds of snacks and drinks, light meal choice and a quality menu at lounges.
- When the answers to airline lounge service quality scale are analyzed on the basis of items, it is concluded that passengers want the lounges to be at a favorable location. Also, the passengers' previous experiences regarding the lounge seems as an important factor. Another component that passengers using lounges think lounges should make available is the internet and computer infrastructure. Results of the study show that passengers don't pay too much attention to the availability of telecast, movie, telephone and printed publications (magazine, newspaper etc.). This result reveals that passengers meet all of these needs through one channel, which is the internet channel.
- It is identified that passengers attending the study care least about the availability of shower cabins at lounges. This result emanates from the biggest limitedness of the study. The facts that the study is conducted on the passengers using İzmir Adnan Menderes Airport domestic lines lounges and domestic lines passengers' lounge usage period and type differs compared to international line passengers set forth that the same study would acquire different findings if conducted on international lines passengers using lounges.
- The second scale used in the study was developed for the evaluation of İzmir Adnan Menderes Airport domestic lines lounges. When the answers of the participants are analyzed generally, it is seen that passengers perceive domestic lines services as being quite adequate.
- When the scale belonging to İzmir Adnan Menderes Airport domestic lines lounge services is analyzed on factor basis, it comes up that passengers are mostly satisfied with the staff competence dimension. It is determined that passengers are satisfied with lounge

atmosphere, opportunities/activities and food&beverage services respectively.

- The item that participants are satisfied with the highest rate is the statement of employees' being clean and well-dressed. This result shows that İzmir Adnan Menderes domestic lines management is highly careful about staff training and hygiene. It is determined that participants participated all of the statements in the descriptive analyses made for the scale at a quite high ratio. This result shows that passengers think İzmir Adnan Menderes domestic lines lounge service of being quite high quality.
- When the hypotheses developed in compatible with the purpose of the study are tested, it is ascertained that only image and availability variable, out of the dimensions belonging to airline lounge service quality, has a favorable and positive effect on airline selection. The other three dimensions of the scale did not have either positive or negative effect in airline selection.

#### Suggestions

It is thought that sectoral contribution of the results obtained from the study predominates its academic contribution. Suggestions made in line with the results of the study are evaluated under two titles as academic and sectoral suggestions.

#### • *Theoretical suggestions*

One of the biggest limitedness of the study is that data was collected from the passengers using İzmir Adnan Menderes airport domestic lines lounge. Results that will be obtained from comparative studies to be made in lounges providing service at domestic and international lines of different national and international airports will bring different findings in the literature.

The biggest challenge in performing the study was acquiring dispensation for collecting data from passengers using lounge and data collection process. In the study, information is collected in certain time periods along with the dispensation gotten from the establishment. External factors such as some of the passengers' having had a rush because of the approaching departure time while answering the questions and some participants' rejecting to answering questions during resting time can affect the results of the study. It is suggested that the study should be conducted within the scope of a project and with supports from either public institutions or private organizations aimed at all airline lounges in Turkey and the results should be shared with

public institutions and private sector (especially with aviation). In this way, healthier and flawless provision of lounge services will be enabled.

- *Practical suggestions*

The great majority of the results obtained from the study are sectoral outputs. The sectoral suggestions are made by disregarding the constraints of the study. Applying the study in different regions on wider sample groups will enable findings and results to be clearer.

It is understood that passengers highly pay attention to the atmosphere of lounges. Interior designs of lounges should be made in a quality way. Narrowness of lounges should be avoided and lounge area should be planned in a wide and spacious way.

The fact that passengers care about the quality and diversity of foods and beverages in lounges is another important result obtained by the study. Menu diversity of food&beverage services in lounges should be provided and the adequateness of products and services should frequently be controlled. If necessary, outsourcing can be preferred in order to increase food&beverage standards in lounges.

When the answers regarding airline lounge services and İzmir Adnan Menderes Airport domestic lines lounge services are analyzed in detail, it is seen that one of the services that passengers pay most attention to is the internet and computer infrastructure. With reference to this result, it can be said that computers in lounges should meet the requirements of the passengers, and also, internet infrastructure shouldn't lose power even on maximum connection status. It is important that managers organizing lounge services or staff to especially warn the internet supplied regarding such issues and if necessary, make a second plan for possible cut or breakdown conditions. Today, it should be taken into account that especially passengers travelling for business purpose can make important job meetings, correspondences, agreements etc. at lounges and it should be remembered that problems caused by internet or computers could cause big customer losses for related airline lounge and the airline.

Along with the effect of the internet, people can follow and manage many platforms through one channel and it can decrease the interest in the classic mediums. When the results of the study are analyzed carefully, it is determined that passengers pay great attention to internet and computer infrastructure but they do not care much

about the availability of telecast and movies, telephone, and printed publications such as magazines and newspapers. Instead of classic telecommunications devices in airline lounges, important news of the day can be shown to the passengers visually by providing kiosks, which are more compatible with today's digital world. By means of contracts that can be made with technology companies, new telephone, tablet pc or other technologic product models of brands can be promoted in a corner of lounge and thus, cost of lounge area can be reduced.

Finally, airline companies are suggested to make necessary operations in order to increase the image and accessibility in lounges. The results obtained from the study show that image and accessibility has an effective role in airline selection. Lounges with a favorable location within the airport, effective promotion activities that will be made through internet, social media, printed and visual media will enable the increase of lounge image. Corporate membership should be acquired in different social media accounts (such as Google, Facebook, Instagram) for lounges. Moreover, passengers who get service and leave contently should be advised to relay the experiences in these medias. Thus, image and accessibility level of lounges will increase with the effect of social media.

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## INFO PAGE

## The effect of airline lounge services on the selection of airline

## Abstract

The services provided at lounges, designed in line with various needs with the purpose of enabling the passengers to make use of the waiting time at the airports, affect the selection of airlines. In this study, the effect of image and accessibility, atmosphere, food & beverage and opportunities (activity) dimension belonging to lounge scale on the selection of airline is analyzed. The utmost limitedness of the study is conducting the questionnaires on passengers using Izmir Adnan Menderes airport domestic flights lounge. The questionnaires and comparative analyses to be conducted at different airports will add another dimension to the study. "Image and accessibility of the lounges have a positive significant effect on airline selection" is the only accepted hypotheses of the study. The most important result obtained from the study is that image and accessibility dimension among the lounge services has a significant and positive effect in the selection of the airline. In accordance with the results of the study, it is suggested to airlines to position the lounges within the airport to a place that passengers can easily reach, share the feedbacks of the passengers using the lounges via social media channels, promote the passengers to recommend the lounges and finally follow correct marketing exercises and sales techniques.

**Keywords:** Lounges, Service quality, Lounges and service quality

## Authors

Full Name	Author contribution roles	Contribution rate
<i>Samet Can Curkan:</i>	<i>Methodology, Validation, Formal analysis, Data Curation, Writing - Original Draft,</i>	<i>50%</i>
<i>Esin Özkan:</i>	<i>Conceptualization, Investigation, Resources, Writing - Review &amp; Editing, Visualization, Supervision,</i>	<i>50%</i>

**Author statement:** Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.

**Ethics Committee Satatement:** This paper does not required ethics committee report.

# Virtual reality technology and physical distancing: A review on limiting human interaction in tourism

Ozan Atsız

## ABSTRACT

### Keywords:

Pandemics,  
COVID-19,  
Virtual reality technology

While the COVID-19 pandemic has been influencing almost all industries since the end of the first quarter of 2020, its impact appears to be more prominent in the tourism industry. Extant research emphasizes that this effect will continue and individuals abstain from travel to avoid being among other people. To maintain physical distancing and recover the tourism industry, virtual reality technology has been adopted to give travelers the opportunity to visit certain destinations and try products or services, which can be a useful tool to consider physical distancing in tourism. Further to this, this research reviews that tourist destinations and tourism businesses such as accommodation, food and beverage, and museums can utilize virtual reality technology to prevent the spread of COVID-19. Furthermore, COVID-19 can be seen as a chance for both the industry and the destination to market their products and services. Therefore, this technology will be extremely helpful for the revival of tourism post-COVID-19.

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## 1. Introduction

The novel coronavirus (hereafter COVID-19), first known as "2019 novel coronavirus" and reported in Wuhan, China on December 31, 2019, has already spread across the world from person-to-person transmission (World Health Organization, 2020). Although there are a limited number of treatment methods in terms of medical capabilities, the best ways to keep the virus under control are nonpharmaceutical interventions; i.e. the actions taken by people without medication to slow the spread of the pandemic (Gössling, Scott, & Hall, 2020). The vast majority of countries have implemented numerous nonpharmaceutical interventions, including quarantine, lockdowns, border control, social and physical distancing, and self-isolation practices prohibiting human gatherings more than a few people (Anderson, Heesterbeek, Klinkenberg, & Hollingsworth, 2020; Wen, Wang, Kozak, Liu, & Hou, 2020). These precautions have impacted a wide range of sectors worldwide. Tourism (including transport and tour operators, accommodation and food services, business meetings and events, travel technology companies, and tour guides) is among the most impacted (OECD, 2020; World Tourism Organization, 2020). Furthermore, the World

Tourism Organization (2020b) issued a report about restarting tourism while stopping the spread of this disease by reducing or managing a destination's capacity to implement appropriate social or physical distancing measures to reduce the number of people gathering.

As a result of the outbreak of COVID-19, perceived health, social and psychological risk have occurred from the side of the tourism demand and massive fiscal deficits, job losses, business liquidation and human capital depletion were revealed from the supply-side of the tourism industry (Matiza, 2020, p.5). Today, promising improvements on coronavirus treatments were revealed and some COVID-19 vaccines are developing in different countries. Despite this, a Phase III trial in clinical research has not yet been completely passed by a COVID-19 vaccine candidate. Therefore, this illness and fear of coming together with other people will last for a while. Furthermore, research by Kock, Nørfelt, Josiassen, Assaf, and Tsionas (2020) emphasized that fear of COVID-19 infectability impacted the participating in crowded places and groups.

A report published by the World Tourism Organization (2020a) investigating the influence of

Review Paper

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COVID-19 on international tourism noted that the outbreak has created some opportunities for destinations and service providers in terms of innovation and digitalization. Some studies thus far have offered new technologies and innovations for the tourism businesses such as service robots (Seyitoğlu & Ivanov, 2020), autonomous vehicles, drones (Zeng, Chen, & Lew, 2020), and Virtual Reality (VR) or Extended Reality (Kwok & Koh, 2020) that may help decrease human-to-human interaction and the potential spread of the disease. As one of the most crucial technological tools, VR can be beneficial to relieve the anxieties and concerns of tourists (Guttentag, 2010). This technology may further contribute to promote destination attractions, market tourism products, or services and make travel easier for tourists to experience destinations (Tussyadiah, Wang, & Jia, 2017). VR provides tourists the ability to experience certain products or services without human contact. Therefore, under such hazardous conditions, destinations, and businesses are encouraged to pay attention to this technology (Loureiro, Guerreiro, & Ali, 2020). A study by Menegaki (2020) emphasized that VR technology can be adopted by tourist areas like theme parks or archaeological sites, museums, and other crowded places at a destination. For example, tourists can participate in a selection of games. These technologies don't enhance the experiences of tourists but also provide an understanding of tourism sustainability (Cranmer, tom Dieck, & Fountoulaki, 2020). However, in such periods that people don't want to travel to crowded places and desire to experience things that are needed less human interaction, VR technology can provide all types of experiences without physically participating in the activity or going to a destination (Buhalis & Motloka, 2013). In their study by Mohanty, Hassan, and Ekis (2020), they concluded that physical distancing and less mobility in the tourism industry will be pursued even after this outbreak. Thus, the demand for technologies based on VR is going to increase. These will provide safety for them and distinctive, accessible, customized, context-specific, profound, and unforgettable experiences.

Although research emphasizing the role of VR or Information and communications technology (ICT) in various destinations or types of tourism during COVID-19 are in the early stages, the upsurge using these technologies in the post this disaster is expected to increase in the future (Mora, 2020). Furthermore, studies on utilizing these technologies which are required less human

interactions are limited and are receiving attention from scholars in recent years (Mohanty et al., 2020; Seyitoğlu, & Ivanov, 2020). This paper attempts to review that a VR-based tourism experience can provide an alternative technological tool for traveling while physically distancing in such a disaster. Furthermore, travel companies, destination managers, and tourism businesses who adopt this technology for their products and services may extra revenue and survive longer in the industry.

## 2. COVID-19 and Tourism

COVID-19 impacted a wide range of countries and many sectors that can take a long for an extended period of time. Currently, cases of coronavirus reached over 65 million worldwide, 1,5 million deaths are reported and it affected 218 countries and territories (Worldometers, 2020; URL: <https://www.worldometers.info/coronavirus/>). Moreover, many sectors including tourism, hospitality, aviation, textile, agriculture, construction, gems/jewelry, and start-ups (Debata, Patnaik, & Mishra, 2020, p.3) are impacted due to this crisis. However, the tourism and hospitality industry is one of the severest influenced in all destinations (Nicola et al., 2020).

In the tourism industry, some researchers mention about the crisis that occurred as a result of COVID-19 that 'things will never be the way they used to be' (Zenker & Kock, 2020). Despite this understanding, many destinations tried to occur the negative effects of this disaster on their tourism economy. Then, they attempted to improve destination facilities and enhance the visitor experience in the destination based on these situational reports. Furthermore, the World Tourism Organization and the majority of tourism scholars produced some recovery strategies for tourism destinations by determining the main impacts of COVID-19.

During the pandemic time, all countries closed their borders and did not accept visitors in order to stop the spread of it. This has led to very low or no mobility for the tourism industry (Uğur & Akbıyık, 2020). This caused so a sharp decrease in tourist arrivals that many tourism businesses and workers or tourism-related activities are impacted due to this. According to a report by the World Tourism Organization (2020c), unprecedented negative economic impacts will have occurred at the end of 2020. For example, export proceeds (export from tourism - international visitors' spending) from the tourism industry is expected to decline by 910 billion to \$1.2 trillion in 2020 and

global GDP is anticipated to fall by 1.5% to 2.8%. Tourism is one of the leading industries that depend on human resources and supports one in 10 jobs worldwide. Moreover, the livelihoods of many people are created from tourism as well in many economies. Also, in this report, it is stated that 100 million direct tourism jobs are at risk. Especially, tourism-dependent destinations will be the worst affected ones in the world.

It has been revealed that fear, which occurs during pandemic periods and is one of the basic emotional reactions, is largely the cause of the changes in individuals' behavior (Witte & Allen, 2000). Travel behavior of tourists was also influenced by the COVID-19 due to that this crisis turned into a main media event and a global disaster (Neuburger & Egger, 2020). These risk perceptions cause to alter individuals' travel plans and stay at home rather than traveling to a specific destination (Pennington-Gray, Schroeder, & Kaplanidou, 2011). Additionally, tourists' future behavioral intentions to certain destinations will change and travel to less human interaction areas, such as rural destinations (Aydın & Doğan, 2020). Therefore, it is suggested that investments in such places will attract tourists to visit the destination and promote to other potential visitors. This will provide a sustainable strategy for destinations, too (Vaishar & Štastná, 2020). Moreover, this disaster is viewed as a chance for destinations to improve and product their touristic products via a wide range of technological travel tools such as Extended Reality or Virtual Reality (Kwok & Koh, 2020). Especially, tourism destinations and businesses can use these travel tools to reduce worries and concerns of tourists desiring to visit their destination (Guttenberg, 2010). These travel means are regarded as one of the major digital technologies that would accelerate and recover the tourism industry and tourism products offered by businesses. These tools are not only considered to encourage people to travel to any destination but also will be extremely helpful for the millions of people working in the tourism industry (Phocuswire, 2020).

### **3. Virtual Reality (VR) Technology and Its Benefits During the COVID-19 Pandemic**

VR is described as "the use of a computer-generated 3D environment – called a 'virtual environment' (VE) – that one can navigate and possibly interact with, resulting in real-time simulation of one or more of the user's five senses" (Guttentag, 2010, p.638). It is one of the most remarkable technological tools to experience a

service or product and "travel" to a destination. VR technologies enable tourists to travel and gain information about a destination without considering borders or the distance of any destination. It also changes the travel patterns and experiences of tourists at the destination (Kim & Hall, 2019). According to the World Economic Forum (2017), estimated consumer spending on VR is anticipated to upsurge to \$200 billion by 2027. Another forecast of VR market size mentioned that it would be \$209.2 billion in 2022 (Statistica, 2020). The longevity of VR technology will generally increase its market share and undoubtedly develop its capacity to arouse our five senses in the future (Guttentag, 2010).

VR technology is proposed for some natural destinations that are sensitive and fragile (Karadimitriou, 2020). For example, some areas are in danger because of the volume of tourists such as the Russian and Canadian Arctic, Greenland, Alaska, and the Himalayas (Huddart & Stott, 2020). These destinations can use VR tools to preserve and deliver their resources to future generations. According to Karadimitriou (2020), tourists have a chance to experience destination attractions by considering the environmental equilibrium. During the pandemic, some researchers emphasized that VR technology is extremely helpful for patients' treatment, medical marketing, disease awareness, and pedagogical methods (Singh et al., 2020). They highlighted that VR is the best way to decrease face-to-face interaction between individuals. Javaid et al. (2020) discussed how VR enables people to come together without the need to travel and gives them the opportunity to help stop COVID-19. It also has benefits such as reduced trip costs for individuals, improved efficiency and performance of some businesses, and reduced effects of absenteeism or negative environmental impacts among destinations. Furthermore, the attractions shared via VR may impact the decision-making of tourists and help promote the destination itself, thus increasing its popularity (Morosan & Bowen, 2018).

Pandemic has been regarded as one of the pivotal threats to businesses and it is one of the key hazards that all businesses should take pandemic preparedness (Smith, Hansen, Spanbauer, & Shell, 2007). In order to over this issue, it is highlighted to adopt their products and services into online operations and virtual techs are good tools for some customer experience in terms of considering physical distancing (Kim, 2020). During the

COVID-19 pandemic, many customers have changed their travel patterns that do not include transportation and accommodation due to corona phobia (Ting, Ling, & Cheah, 2020). Therefore, it is predicted that virtual travels that allow tourists not to interact with anybody in the destination will increase in the post-COVID-19 era. Travel companies will offer their services via virtual marketing before the trial of experience and destination will promote their attractions via VR. For example, Ocean Rift enables tourists to experience the underwater ecosystem and Google Expeditions provide users to travel to any point on Earth (Guha, 2020). However, tourism is defined as "it comprises the activities of persons traveling to and staying in places outside their usual environment" that are supported by the United Nations and the World Tourism Organization (Wall & Mathieson, 2006). When considered this definition, travelers should visit the destination to use VR and this will enable less interaction at crowded tourist sites. Guttentag (2010) implied that "an Australian resident would be considered a tourist when exploring a VR Petra application situated in a British museum, but if the same Australian explored the same VR application at home then he or she would not be considered a tourist (p.647)." Thus, the usage of this tech depends on tourist movement to the destination at least.

#### **4. The role of VR as a tool for physical distancing in Tourism**

Tourism is the worst impacted of all sectors due to COVID-19 and its effect is expected to remain for a while because people will avoid traveling into the crowded tourism areas for not interacting with other tourists and locals (Nicola et al., 2020). Therefore, the World Tourism Organization (2020) offers restart tourism on condition that some serious measures are introduced by governments such as safety and hygiene protocols. Physical distancing is one of the key check procedures in these protocols and it is emphasized the role of technological developments in considering physical distancing in tourism businesses and destinations. In another evaluation paper on tourism recovery, ensuring physical distancing may be possible to implement some technologies including automation 'technologies', 'robots' and 'artificial intelligence' and this measure can reduce social interaction of tourists during this crisis (Assaf & Scuderi, 2020). In a similar, VR technology can be used for physical distancing as a pillar for serious pandemics or tourism recovery (Guha, 2020).

VR technology was adopted in a wide range of tourism areas during the COVID-19 such as meetings, incentives, conferencing & exhibitions (MICE), virtual tourism experiences or virtual tours, archaeological sites, etc. The majority of countries affected by COVID-19 introduces significant measures related to tourism and have issued online virtual tours and meetings (OECD, 2020). It is considered the most important marketing tool for tourism products and services in terms of surviving the hospitality and tourism sectors in such a crisis. There are some benefits of VR for tourists, businesses, and destinations (Tussyadiah, Wang, Jung, & tom Dieck, 2018). For example, travel companies use a VR app called Travel World VR to market travel experiences for potential tourists. Furthermore, this app allows some destinations to promote their attractions via 360-degree videos and cinematic VR tools. In recent years, especially during the COVID-19, some cruise lines, hotels, and destinations utilized this technology to attract their target customers and visitors. World Travel VR app provides hoteliers to market hotel experience interactively and the slogan of this app was determined as 'try-before-you-buy' experience (Little Black Book, 2020). It is predicted that the understanding of 'try before you buy' will become predominant in the future due to the coronavirus and tourism businesses should take transform their products into VR technology by limiting human interaction (Travel Daily News, 2020).

As for travelers, a great number of applications have offered travelers to experience any destination non-interaction with other people. For instance, many museums utilized VR tech to present their cultural attractions to potential visitors. 'Virtual Underwater Cultural Heritage Museums' is one of the most benefited from this tech (UNESCO, 2020). Mars 2030 provides individuals to experience the surface of Mars via driving Mars Rover and Everest VR enables adventure tourists to climb Everest as a recreational activity (Skinner, 2020). The abundance of these apps will be adopted in a wide range of tourism experiences and it will be extremely helpful for tourists to experience numerous places without traveling and human interaction.

Some museums (art, ethnography, and archeological) and archeological sites have utilized virtual technology to present their assets. For instance, Göbeklitepe Archaeological Site located in Sanliurfa (Turkey) present their attractions and

site itself to the potential visitors in order to attract them in the future. In particular, the site management promoted this virtual technology during the COVID-19 and many people have visited the site through the virtual tour (Go Turkey, 2020; Holonext, 2020). In similar, the British Museum also exhibited their cultural attractions via this technology at the time of COVID-19 (British Museum, 2020). Furthermore, it is stated that there are 2,500 museums that people can visit virtually (Bishara, 2020).

In the accommodation sector, virtual booking processes, virtual hotel tours, interactive hotel rooms, and beacon technology were provided for leisure travelers. With these technologies, travelers can take some information about the hotel and their reservation without human interaction. The size, price, features of the room, exploring the hotel environment and inside of the hotel, every detail of the room, and a map that is showed the hotel and surrounding area are given to them before completing their reservation. Furthermore, hotel customers can use these technologies after arriving at the hotel as well. For example, check-in services, room-dining offers, and some services can be used via this technology by limiting human interaction in the hotel. The hotels used this technology enables users to reach with their mobile phones, too (Kutsenko, 2019; Tourismart, 2017).

In the food and beverage industry, consumers can see the final presentation state and the original size of the products in the menu with smart table applications. For instance, a 'tech restaurant' located in London offers consumers interactive tables until their order came to the table (Özbay, 2020). Advertising and marketing efforts, tours in the restaurant, and menu design apps are used in the restaurants in the virtual reality technologies (A2VR, 2020).

### **5. Concluding remarks**

The main purpose of this paper is to review an alternative technological tool (virtual reality) for traveling while considering physical distancing in such a disaster. After all crises, public assessment, or perception toward visiting some destinations depends on using communication and information networks (Beirman, 2003). Also, during the pandemic, the destination image is damaged, and it is crucial to repair the destination image in terms of bringing people to the destination and changing their perception toward the destination (Ahmad, Jamaludin, Zuraimi, & Valeri, 2020). In order to create some strategies, media channels and

technological tools are considered as the key ones that play a determining role in both destination image repairs and managing individuals' perception for intending to visit the destination (Govers, Go, & Kumar, 2007). Therefore, at this point, VR technologies can become a vital tool for encouraging people to travel toward the destination and destination image and the perceived destination choice risk of individuals can be managed via utilizing it in destination marketing (Yung et al., 2020). Furthermore, when considering the tourists will not travel to any destination or prefer less human interaction places, tourism businesses can adapt their products and services with VR technologies. Destination managers or planners are advised to prepare some VR programs for promoting and repairing their destination.

When considered a recent study attempted to expect the recovery of tourism arrivals and adverse effects of COVID-19 will last quite a while (Polyzos, Samitas, & Spyridou, 2020), travelers take into consideration not to interact with people and they stay at home or travel to the destination visited by less tourists. So, VR technology is the most preferred to maintain physical distancing between individuals. As a significant part of the travel industry, VR has been utilized in numerous tourism areas before the outbreak and it is profoundly used during the crisis. Moreover, it becomes a requirement for the tourism industry to adopt their product and services into innovative and new technology. By doing so, it helps tourism businesses, travel companies, and destinations to promote and market their products and services. Although tourism requires tourists to experience attractions on-site, VR technology can be a supporting role when travelers experience the destination by enabling to decrease human interaction.

Continuous, reliable, and touchless travel and educational tools will be adopted to VR technology in the hospitality and tourism industry, and this technology is regarded as the major tool for travelers and service providers in terms of the revival of tourism. Furthermore, this less human interaction technology provides them to improve their experience quality, service offerings, and their human ability. The tourism and hospitality industry will use this technology to construct awareness, promote, consolidate their branding, and gain potential customers' trust through concentrated marketing. Thus, even post COVID-19 crisis, this technology will be common among

service providers and it is advised tourism and hospitality service providers are always using it when they conducted their marketing efforts.

MICE (Meetings, incentives, conferencing, and exhibitions) are fundamental elements of tourism destinations. ICT-based areas were used by a wide range of institutions, scholars, businesses, etc. preparing their meetings in the digital platforms (Mohanty et al., 2020). VR-based technologies can be an extremely helpful tool for MICE tourism (Pearlman & Gates, 2010) by protecting time and money (Gustafson, 2012). This trend has been followed in this crisis and is predicted to last within the next years, too. Therefore, some destinations and organizations related to MICE can adopt this technology to attendees by enabling them a less human interaction area.

As the negative effects of VR in tourism, VR technology improves sensuous features and is predicted that tourists experience will be changed totally (Guttentag (2010) Although this technology will enhance tourism experiences and offers many advantages for tourists, some threats may occur in the future. For example, tourists might not visit a destination and this can harm the nature of tourism because it requires a movement to a particular destination (Cheong, 1995). In addition, VR technology doesn't provide tourists to touch a product, try food, smell nature, and contact a local. Thus, even though the travel behaviors of tourists change, these sensory aspects of the tourist experience will be every time. As a result of VR, tourism revenues of destinations can reduce, and job losses, business liquidation, and human capital depletion can occur. More specifically, this research delivers some certain managerial recommendations from which hospitality and tourism practitioners can benefit, consisting of the following suggestions:

- It is thought that physical distancing among leisure travelers will continue and they will be stimulated with some drivers to visit a destination. In order to encourage them to travel to a destination, planners should promote their natural and cultural attractions via VR. These efforts should be heavily utilized.
- VR is used in different sectors such as online shopping, concerts, sports, and museum tours. Among these, museum tours (33%) are one of the areas with the largest share. Before and during COVID-19, some museums were using VR in their services. Post COVID-19, it is suggested museums to adapt their assets into

VR. In particular, this will motive travelers to visit the destination and its museums.

- The accommodation sector uses VR to enable travelers to book, manage their reservations, and see what they will experience at the hotel. This is so important that travelers choose specific hotels. Therefore, in a competitive world, the accommodation sector can adopt VR in their service offerings, in doing so, they can differ across other accommodation businesses. Furthermore, this will ease consumers' decision-making process.
- In particular, COVID-19 caused people to not come together in the destination and take care of some sanitations. Restaurants, as a hospitality area which is the most desired to be clean, can present their products via VR by showing 3D images. Moreover, menu designs can be adopted via VR that will reduce human interaction.

Tourist experience quality is in infancy and every improvement on VR will be needed to test the experience quality of tourists. Further studies can examine the role of VR on experience quality, which individuals used this tech during COVID-19. Further to this, researchers can investigate whether VR can enhance destination awareness and promotion as a marketing tool.

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## INFO PAGE

**Virtual reality technology and physical distancing: A review on limiting human interaction in tourism****Abstract**

While the COVID-19 pandemic has been influencing almost all industries since the end of the first quarter of 2020, its impact appears to be more prominent in the tourism industry. Extant research emphasizes that this effect will continue and individuals abstain from travel to avoid being among other people. To maintain physical distancing and recover the tourism industry, virtual reality technology has been adopted to give travelers the opportunity to visit certain destinations and try products or services, which can be a useful tool to consider physical distancing in tourism. Further to this, this research reviews that tourist destinations and tourism businesses such as accommodation, food and beverage, and museums can utilize virtual reality technology to prevent the spread of COVID-19. Furthermore, COVID-19 can be seen as a chance for both the industry and the destination to market their products and services. Therefore, this technology will be extremely helpful for the revival of tourism post-COVID-19.

**Keywords:** Pandemics, COVID-19, Virtual reality technology

**Authors**

Full Name	Author contribution roles	Contribution rate
<i>Ozan Atsız</i>	<i>Conceptualization, Investigation, Resource, Writing-Review &amp; Editing</i>	<i>100%</i>

**Author statement:** Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.

**Ethical statement:** The research does not require an ethics committee report.

**Justification:** The methodology of this study does not require an ethics committee report.

# Evaluation of tourist reviews on TripAdvisor for the protection of the world heritage sites: Text mining approach

Ibrahim Akın Özen

## ABSTRACT

**Keywords:**  
World Heritage,  
Text mining,  
Dictionary-based Sentiment  
Analysis,  
Cappadocia  
Göreme,

Collecting and analyzing online tourist reviews on destinations is important for sustainable tourism. These analyses can give insight into the extent to which natural and cultural assets in the destination are protected. These evaluations should be considered by the authorities as objective and realistic assessments. In this study, 4183 TripAdvisor reviews of foreign tourists visiting "Göreme National Park and Cappadocia Rocky Area", which is listed in the World Heritage Site, were evaluated. The data set consisted of English reviews of foreign tourists visiting the region between the years of 2018 - 2020. Dictionary-based sentiment analysis, one of the text mining methods, was used in the study. According to the analysis results, the positive perceptions of the tourists about the churches, fairy chimneys, valleys and underground cities in the World Heritage Site were found to be significantly high (75%). Negative evaluations were found to be low (33%). In tourist reviews, 63% positive and 10.49% negative evaluations were made about the protection of the region. In addition, the awareness of the tourists about whether the locations they visit are World Heritage Sites was 30.6%. Tourists explained their negative opinions about the locations they visited with the words "extra\_payment", "crowded", and "steep". Another finding of the study was that the area is adequately protected. There were, however, some concerns related to protection. The most striking aspects of protection concerns were those in which the words "painted" and "drawn" were used, an important indicator of visitor sensitivity to the protection of frescoes in rock churches. Since the destruction of natural and cultural assets in the region is unacceptable, recommendations are made to take the necessary measures to prevent such damage.

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## 1. Introduction

The United Nations Educational, Scientific and Cultural Organization (UNESCO) accepted the Convention on the Protection of the World Cultural and Natural Heritage at the conference held by the member countries on November 16, 1972. According to the convention, it is emphasized that the world's natural and cultural heritage is a source of life and inspiration, not for a single nation but for all humanity, and that it is invaluable and irreplaceable. From this point of view, all countries should protect natural and human-made assets, help them survive and start taking a sustainable perspective. However, due to the increasing threat to natural and cultural heritage over time, the necessity of a continuous legal, administrative and financial functioning has surfaced for the protection of these areas. For this reason, an "Intergovernmental Committee" was established by the contracting countries. The Committee has established the "World Heritage List in Danger"

and the "World Cultural and Natural Heritage Conservation Fund" in order to identify and preserve national heritage and to create an international cooperation and assistance system (Akipek, 2001). Turkey has been a party to the UNESCO World Heritage Convention on March 16, 1983. After that date, first in 1985, Göreme National Park and Cappadocia (Rocky Region), from Turkey, the other two assets (Istanbul Historic Areas and the Great Mosque and Hospital in Sivas) entered the World Heritage List.

According to the World Heritage Convention, if national assets have all or some of the characteristics of cultural and natural heritage, those assets shall be considered as mixed (natural and cultural) heritage assets. Natural and cultural assets are defined as "superior universal value", "cultural and natural value that is extraordinary to the extent that it transcends national borders and has common importance for the present and future generations of all humanity" (Demirçivi, 2017).

Research paper

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As of 2020, there are 869 cultural, 213 natural and 39 both cultural and natural assets worldwide (UNESCO, 2020). Göreme National Park and Cappadocia (Rocky Regions) Region, also the subject of the study, is an important region that is included in the list of only 39 natural and cultural assets worldwide.

Göreme National Park and Cappadocia Region encompasses in Nevşehir Province, Ürgüp, Avanos, Kaymaklı and Derinkuyu, Karain, Karlık, Yeşilöz and Soğanlı. In these areas, there are Göreme Open Air Museum, Kaymaklı Underground City, Derinkuyu Underground City and Zelve Open Air Museum. In this region there are outstanding rock formations and valleys called fairy chimneys formed by geological erosions.

In Göreme Open Air Museum, there are Girls and Boys Monastery, Tokalı Church, Saint Basil Church, Elmalı Church, Saint Barbara Church, Snake Church, Kitchen-Cellar, Refectory, Dark Church, Saint Catherine Chapel and Çarıklı Church. These settlements belong to the early periods of Christianity (Yılmaz, 2011). The scenes from the Bible and the life of Jesus were depicted on the frescoes in these churches. Due to these characteristics, the Göreme National Park and the Cappadocia region as a whole is considered to be one of the most important tourism centers in our country as a World Heritage Site (WHS) (Tosun, et al., 2020).

The fact that the region is in the WHS has a positive impact on awareness, making it a center of attraction. In this way, the region attracts a large number of visitors to both domestic and foreign tourism.

The tourist density of the region can be threatening natural and cultural assets. Tourism activities in the region should be evaluated and carried out in the context of sustainable tourism principles. For sustainable destination management, on-line communities can be used as a means of protection, evaluation and management of the destination resources. Accordingly, the reviews they share in electronic media on their visiting experiences should be taken into consideration as objective and realistic assessments for evaluating the destination (Aydın, 2016).

In the first part of this study, text mining and its methods were mentioned. In the second part, literature review about text mining in destination management was given. In the third part, the research method was explained. In the findings

and discussion section, the analysis results were evaluated and suggestions were made.

In this study, the reviews of foreign tourists visiting Göreme National Park and Cappadocia Rocky Sites on TripAdvisor were evaluated using text mining methods. The aim of the study is to find answers to following questions in terms of destination management.

1. What are the positive and negative feelings of foreign tourists about natural and cultural assets in the areas they visit?
2. What is the level of awareness of foreign tourists about the fact that the region is in the World Heritage Site?
3. What do foreign tourists think about the protection of natural and cultural assets in the region? Do they have any concerns about this?

## 2. Literature Review

In the tourism sector, textual content generated by tourists on social media and online platforms is of strategic importance in terms of potential tourists, tourism businesses and destination management (Aydın, 2016; Özen & İlhan, 2020). In the literature, posts with textual content are referred as user-generated content (UGC) or electronic word of mouth (eWOM) (Buzova et al., 2019; Schmunk et al., 2013).

Positive or negative reviews of tourists related to their destination experience are mentioned as unstructured data in text mining. These unstructured data are stored in large data sets on social media and platforms. The extraction of the required information from large unstructured data sets is a very difficult process to do with traditional information systems. Text mining, regarded as the sub-discipline of Data Mining, makes an important contribution to the efforts to extract understandable and interpretable information from unstructured digital texts.

Text mining is the process of transforming unstructured data into numerical values and extracting qualified information. Text mining works with a wide range of disciplines, such as statistics, artificial intelligence and natural language processing, to analyze data from natural language texts (Miner et al., 2012). Text mining uses the methods of text classification, text clustering, topic extraction, sentiment analysis or opinion mining by using the disciplines mentioned above (Li et al., 2019).

Sentiment analysis is a method of text mining that has a vast field of study in a close relationship with the discipline of natural language processing. It allows the sentimental expressions of a text to be extracted (Oğuzlar & Kızılkaya, 2019). Sentiment analysis is categorized as document level, sentence level, and aspect/feature-level (Jo & Oh, 2011).

The objective of the document level sentiment analysis is to identify the positive or negative polarity of the document analyzed. Sentence level sentiment analysis is intended to determine the positive or negative polarity of a sentence. Positive or negative polarity can be defined as a reflection of the positive or negative opinions of the author of a document or sentence.

Two different approaches are used in sentiment analysis research as Machine Learning and Dictionary-Based Sentiment Analysis. Sentiment classification is the focus of the Machine Learning approach using machine learning algorithms (Medhat et al., 2014). In Dictionary-Based Sentiment Analysis, sentiment dictionaries are used. Sentiment Dictionary is a database that keeps the sentiment polarity of the terms (negative / neutral / positive) and sentiment scores numerically. Each term in the content is looked up in the sentiment dictionary while carrying out a sentiment analysis. Polarity and score are added to the total score if the term is available in the dictionary. If the total score is less than zero, it is classified as negative; if it is higher than zero, it is classified as positive; and if it is equal to zero, then the text sentiment is classified as neutral (Hu & Liu, 2004).

Sentiment Analysis is considered as an important opportunity for tourists and suppliers to get to know and understand each other. These opportunities should be evaluated from the perspective of tourist products suppliers (tourism businesses, destination management) and consumers, i.e. tourists.

In the tourism literature, the majority of studies about tourist reviews on electronic platforms are consumer-centered. They are focused mostly on the use of social media by tourists or its impact on tourist behavior. Few studies have examined tourist comments from the viewpoint of tourism providers (Denizci Guillet, Kucukusta, & Liu, 2016). Knowledge on how tourism providers or organizations use social media is limited (Munar, 2012; Uşaklı et al., 2019). It is seen that text mining studies on destination management are genuinely for the whole destination or some

tourism businesses in the destination. As an example; Irawan, Akmalia, & Masrury (2019) analysed TripAdvisor and social media reviews of tourists visiting Indonesia in their study utilizing sentiment analysis and topic extraction techniques. According to the results of the study, it was understood that the "entertainment" aspect was the most important factor in visitor experiences.

In another study, it was inferred from 19.835 online tourists reviews on the website virtualtourist.com utilizing sentiment analysis techniques that the most important negative assessments in Paris were about transportation (Kim et al., 2017).

Some studies using text mining techniques are trend analyzes that have been conducted in terms of destination marketing. In trend analysis; answers are sought to the questions such as what the market thinks about us, how they perceive us, what they value the most and the least, and how they compare us to our competitors. It can be beneficial for destinations to take into account the answers to these questions in order to assess their place in the market. The words used by potential tourists in search engines for a destination are seen as an important data point in trend analysis. In services such as Google Trend and Baidu, vast amounts of search data, i.e. keywords, are organized and stored. Studies use the data sets collected from these services to assess the location and trends of destinations in the tourism market. Web search data are also used to estimate the demand for the tourism market (Li et al., 2018), the number of visitors (Gunter & Önder, 2016), tourist activity (Artola et al., 2015) and demand for hotels (Pan et al., 2012).

The research conducted by Dinis et al. (2019) can be given as an example in determining the trends towards the destinations. In the research, the interests of Spanish, British and German tourists towards Portuguese touristic products were analyzed. The analysis was carried out through categorizing by geographical locations based on the keywords used in the Google search engine. From this point of view, marketing strategies can be developed by segmenting the market. Determining the interests of potential tourists for a destination can provide a strategic competitive advantage.

In tourism literature, Text mining studies on WHS are limited. Antonio Correia, & Ribeiro (2020) analyzed and compared 8.638 online travel reviews from TripAdvisor for Salamanca (Spain) and

Coimbra (Portugal), listed on the WHS, in their research. They used text mining, sentiment analysis and market basket models. In the research, keywords were defined in order to be used by the destination management and organizations for promoting these cities. In the promotion of these regions, it was emphasized that the keywords for history and world heritage such as "architectural style", "names of kings" and "place names" should be brought to the fore. The endeavors of WHS to reposition them in tourism market using the approach of data science and smart tourism applications are understood.

In another study about WHS, using text mining methods, it was aimed to determine the destination image of the Macau tourism region of China (Liu et al., 2020). Macau is an important tourist destination with its historic streets, Portuguese and Chinese style religious buildings, which was added to the UNESCO World Heritage list in 2005. In the study, 51,191 visitor reviews on websites such as Ctrip and TripAdvisor were collected and analyzed using text mining techniques. It was observed that the image of Macau changed over the years 2014-2018. It was determined, according to the results, that foreign and domestic tourists perceived the image of Macau's destination differently. It also showed that there are differences between the image of the destination projected by the government and the image of the destination perceived by the tourist. While the image of Macau was described by tourists as the "City of Culture" and "World Tourism and Entertainment Center", the official institutions were defined as "Entertainment and Gambling Center".

In order to analyze and track the changing destination image, destination management can use online data. It is possible to design destinations according to changing tourist demands.

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Entertainment Center", the official institutions were defined as "Entertainment and Gambling Center".

In order to analyze and track the changing destination image, destination management can use online data. It is possible to design destinations according to changing tourist demands.

**3. Method**

The aim of this study is to evaluate TripAdvisor reviews of foreign tourists visiting Göreme National Park and Cappadocia Rocky Sites. What were the views of foreign tourists regarding the protection of natural and cultural assets in the WHS region revealed within the scope of this aim? In addition, the awareness of tourists has emerged about the fact that the place they visited is a World Heritage Site.

The application process was carried out in 5 steps. These steps are, respectively; (1) data collection, (2) model building, (3) text pre-processing analysis (4) dictionary-based sentiment analysis (5) findings and information representation. The sample of this research consists of English texts, gathered from the comments of foreign tourists about Göreme National Park and Cappadocia Region.

Data Collection

Post comments on TripAdvisor about the areas in Göreme National Park and the Cappadocia region that attract the attention of foreign tourists were investigated during the data collection process. According to the results of the research, it was observed that the locations most frequently reviewed on TripAdvisor are Göreme Open Air Museum, Zelve Open Air Museum (Paşabağ and fairy chimneys) and Kaymaklı Underground City.

TripAdvisor reviews of these regions for the time frame of 2018-2020 were collected using web scraping technique. Descriptive statistics of the collected data are presented in Table 1.

**Table 1.** Data Set Descriptive Statistics

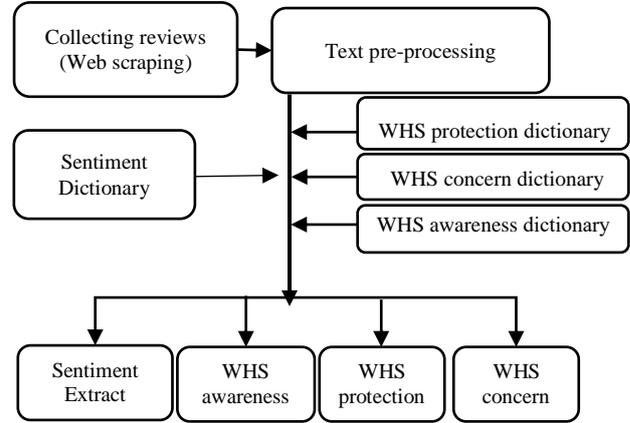
WHS and Tourist Attraction Centers	Frequency	Total %
Göreme Open Air Museum	2884	68.9%
Zelve Open Air Museum (Paşabağ and Fairy chimneys)	1000	23.9%
Kaymaklı Underground City	299	7.1%
<b>Total</b>	<b>4183</b>	<b>100%</b>
Total number of sentences: 12.182		
Total word count: 173.052		
Words per sentence: 14.2		
Words per paragraph: 41.4		

Source: Author

Collected data were transferred to the Wordstat software as the analysis software.

Model

A model was created for processing the data set transferred to Wordstat software. Application model is shown in Figure 1.



Source: Author

**Figure 1.** Research model

According to the model in Figure 1; collected comments were subjected to text pre-processing. The main purpose of pre-processing steps is to reduce the word count without disturbing the general meaning. The purpose of text pre-processing in text mining is to reduce the number of words in the model. Otherwise, the high-size word count model becomes impractical (Akbıyık, 2019).

This stage consists of three sub-stages. (a) Word separation; it performs the process of separating the given text into word parts through desired properties. (b) Semantic rooting; words are separated from their suffixes and reduce them to a common root. (c) Word exclusion: Words which are in the texts but do not add meaning to the sentence are removed.

After this stage, dictionary-based sentiment analysis was applied. Pre-built and tested dictionaries can be used in dictionary-based sentiment analysis. Sentiment dictionaries are techniques frequently used in sentiment extraction research.

In dictionary-based sentiment extraction, predetermined positive and negative words are compared with the words in the texts used in the model and classified as positive and negative.

In this model; the sentiment dictionary, created by Kiritchenko, Zhu, and Mohammad (2014) after evaluating 1.6 million Twitter messages, was used. By means of this dictionary, the feelings of foreign tourists towards Göreme Open Air Museum, Zelve

Open Air Museum (Paşabağ and fairy chimneys) and Kaymaklı Underground City were extracted. In addition, WHS awareness, WHS protection, and WHS concern dictionary were used in the model. These dictionaries were created by the researcher according to the term frequencies after the texts were pre-processed. Thanks to these dictionaries, the awareness of foreign tourists towards WHS, their positive opinions about the protection of these areas and their concerns about their protection were identified.

**4. Findings**

In this part of the research, a dictionary-based sentiment analysis was applied on the comments about the churches, fairy chimneys, valleys and underground city in WHS visited by tourists. The obtained results are presented in Table 2.

**Table 2.** WHS Sentiment Analysis Results

Sentiment	Frequency	No. Cases	% Cases
<b>Positive Sentiment</b>	<b>5519</b>	<b>2970</b>	<b>75.40%</b>
Churches	217	199	51.5%
Fairy Chimneys	59	58	14%
Valleys	44	41	10.4%
Underground City	38	38	8.1%
<b>Negative Sentiment</b>	<b>1801</b>	<b>1409</b>	<b>33.68%</b>
Churches	82	79	19.48%
Fairy Chimneys	14	14	3.33%
Underground City	10	10	2.13%
Valleys	5	5	1.19%

Source: Author

According to Table 2, positive sentiments were detected in 74.4% of 2970 cases and negative sentiments in 33.68% of 1409 cases in all tourist reviews. In WHS, positive sentiments were seen in Churches 51%, fairy chimneys 14%, valleys 10.4%, and underground city 8.1%. In addition, negative sentiments were seen in Churches 19%, fairy chimneys 3.3%, underground city 2.13% and valleys 1.19%.

As a result of the sentiment analysis, positive and negative words associated with WHS are presented in Table 3.

**Table 3.** WHS Positive and Negative words

Word	Frequency	No. Cases	% Cases
<b>Positive Words</b>			
Worth, Beaut*, Well, Great, Good, Best, Natural, Lov*, Beauty, Spot	3096	2902	69.38%
<b>Negative Words</b>			
Extra_Payment, Crowded, Claustrophob*, Steep, Hard	433	418	10.0%

Source: Author

According to Table 3, positive words were seen in 2902 cases with a rate of 69% in all tourist reviews. Negative words were seen in 418 cases with a rate of 10%. The positive sentiments of the tourists were

determined by the words "Worth", "Beaut\*" "Well", "Great", "Good", "Best", "Natural", "Lov\*", "Beauty", "Spot". The negative sentiments of the tourists were determined by the words "Extra\_Payment", "Crowded", "Claustrophob\*", "Steep", "Hard".

On the other hand, according to the dictionary-based sentiment analysis results; the protection, concerns and awareness of tourists for the natural and cultural assets in WHS were identified. Analysis results are shown in Table 4.

**Table 4.** Protection, concern and awareness analysis results in WHS.

About World Heritage Site	Frequency	No. Cases	% Cases
<b>PROTECTED</b>	<b>262</b>	<b>254</b>	<b>63.34%</b>
Well_Preserved. Preserved. Protected. Restored. Best_Preserved			
<b>CONCERN</b>	<b>122</b>	<b>122</b>	<b>10.49%</b>
Vandalism. Worry. Concerned. Painted. drawn. destroyed. destroying			
<b>AWARENESS</b>	<b>123</b>	<b>123</b>	<b>30.68%</b>
Unesco*, Heritage, World Heritage Site			

Source: Author

According to Table 4, it was observed that there were 254 cases at a rate of 63% for WHS protection and 122 cases at 10.49% for concern about WHS. There were 123 cases at a rate of 30.6% of the tourists' awareness of whether the locations they visited are in WHS.

Tourists have expressed their opinions about the protection of WHS using the words "Well Preserved", "Preserved", "Protected", "Restored" and "Best Preserved". On the other hand, tourists stated their concern for WHS using the words "Vandalism", "Worry", "Concerned", "painted", "drawn", "destroyed", and "destroying". Tourists also expressed their awareness about the places they visited are included in WHS by using the terms "Unesco\*", "Heritage" "World\_Heritage\_Site".

**5. Conclusion and Discussion**

In this study, the views of foreign tourists visiting Göreme National Park and Cappadocia Rocky Sites in WHS were evaluated using text mining methods. According to the results of the dictionary-based sentiment analysis, the positive perceptions of the tourists about the churches, fairy chimneys, valleys and the underground city were found to be significantly high (75%). Negative perceptions of tourists were found at a low rate (33%). This situation indicates that the region is considered positively as a tourism attraction center. The words "extra payment", "crowded", "steep" stand out for the negative perceptions of tourists. Tourists found the museum entrance fees as high and disapproved the additional fees to the entrance fee in some churches. As Doğan and Karakuş (2014) pointed

out, the determination of the visitors' expectations for museums and churches serves as a precursor to meeting these expectations.

It is recommended to eliminate this negative result in terms of destination management. Moreover, it is understood that the steep slopes in the visiting areas are difficult to walk for the tourists. It is understood that there are not enough arrangements in the visiting areas. These findings support the results of the research conducted by Yılmaz (2011). Visiting areas should be arranged in such a way that especially elderly and disabled tourists can move freely without any fear (Topsakal, 2018).

In addition, tourists are negatively affected by the crowdedness of the visiting areas. As stated by Karakuş and Kalay (2017), crowding in a destination can be an undesirable situation for tourists. Destination managers and local authorities need to develop a strategy to solve the problem of excessive tourism (De Luca et al., 2020).

According to the other results of the study, it is understood that WHS is sufficiently protected. However, there are some concerns about protection. The most striking words in concerns about protection are the words "painted", "drawn". It is unacceptable to destroy the natural and cultural assets of WHS. Conservation of World Heritage Sites is an important issue (Yılmaz et al., 2020). There are some similar findings from previous research, showing the concerns of local citizens on conservation and protection of cultural and natural assets in the Göreme National Park Area (Çeşmeci and Tekeli, 2018). Necessary rules should be established to prevent these damages. Preserving the world heritage sites and transferring them to future generations is an extremely important issue for destination management. The way of transferring World Heritage Sites to future generations by allowing tourists to visit is possible with sustainable tourism (Su & Wall, 2011).

Tourist reviews used in this study consist of texts written entirely voluntarily by tourists visiting WHS. The objective and reliable data obtained from tourist reviews have enabled the exploration of tourist perceptions about WHS using text mining methods.

The original aspect of this study is the use of dictionary-based sentiment analysis for World Heritage Sites. The sentiment dictionary used in the study enables people to understand their positive or negative feelings from texts written in

social media platforms. Whereas the words "old", "cut", "complex", "ancient" express negative opinions in the dictionary, they describe the characteristics of touristic areas in WHS in this study. Therefore, the mentioned words were removed from the dictionary or evaluated as positive.

In dictionary-based sentiment analysis studies, dictionaries to be used should be created in a domain-dependent manner. In future research, it is suggested to develop dictionaries to understand the feelings of tourists in World Heritage Sites.

In this study, the views of foreign tourists visiting Göreme National Park and Cappadocia Rocky Sites in WHS were evaluated using text mining methods. According to the results of the dictionary-based sentiment analysis, the positive perceptions of the tourists about the churches, fairy chimneys, valleys and the underground city were found to be significantly high (75%). Negative perceptions of tourists were found at a low rate (33%). This situation indicates that the region is considered positively as a tourism attraction center. The words "extra payment", "crowded", "steep" stand out for the negative perceptions of tourists. Tourists found the museum entrance fees as high and disapproved the additional fees to the entrance fee in some churches. As Doğan and Karakuş (2014) pointed out, the determination of the visitors' expectations for museums and churches serves as a precursor to meeting these expectations.

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According to the other results of the study, it is understood that WHS is sufficiently protected. However, there are some concerns about protection. The most striking words in concerns

about protection are the words "painted", "drawn". It is unacceptable to destroy the natural and cultural assets of WHS. Conservation of World Heritage Sites is an important issue (Yılmaz et al., 2020). There are some similar findings from previous research, showing the concerns of local citizens on conservation and protection of cultural and natural assets in the Göreme National Park Area (Çeşmeci and Tekeli, 2018). Necessary rules should be established to prevent these damages. Preserving the world heritage sites and transferring them to future generations is an extremely important issue for destination management. The way of transferring World Heritage Sites to future generations by allowing tourists to visit is possible with sustainable tourism (Su & Wall, 2011).

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**INFO PAGE**

## Evaluation of tourist reviews on TripAdvisor for the protection of the world heritage sites: Text mining approach

**Abstract**

Collecting and analyzing online tourist reviews on destinations is important for sustainable tourism. These analyses can give insight into the extent to which natural and cultural assets in the destination are protected. These evaluations should be considered by the authorities as objective and realistic assessments. In this study, 4183 TripAdvisor reviews of foreign tourists visiting "Göreme National Park and Cappadocia Rocky Area", which is listed in the World Heritage Site, were evaluated. The data set consisted of English reviews of foreign tourists visiting the region between the years of 2018 - 2020. Dictionary-based sentiment analysis, one of the text mining methods, was used in the study. According to the analysis results, the positive perceptions of the tourists about the churches, fairy chimneys, valleys and underground cities in the World Heritage Site were found to be significantly high (75%). Negative evaluations were found to be low (33%). In tourist reviews, 63% positive and 10.49% negative evaluations were made about the protection of the region. In addition, the awareness of the tourists about whether the locations they visit are World Heritage Sites was 30.6%. Tourists explained their negative opinions about the locations they visited with the words "extra\_payment", "crowded", and "steep". Another finding of the study was that the area is adequately protected. There were, however, some concerns related to protection. The most striking aspects of protection concerns were those in which the words "painted" and "drawn" were used, an important indicator of visitor sensitivity to the protection of frescoes in rock churches. Since the destruction of natural and cultural assets in the region is unacceptable, recommendations are made to take the necessary measures to prevent such damage.

**Keywords:** World Heritage, Text mining, Dictionary-based Sentiment Analysis, Cappadocia, Göreme

**Authors**

Full Name	Author contribution roles	Contribution rate
<i>İbrahim Akın Özen:</i>	<i>Conceptualization, Methodology, Software, Validation, Formal analysis, Data Curation, Writing - Original Draft,</i>	<i>100%</i>

**Author statement:** Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.

**This paper does not required ethics committee report**

**Justification:** This research was conducted before January 1, 2020. For this reason, it is exempt from "ULAKBIM TRDizin" criterion.

# A comparative analysis on the hedonic consumption and lifestyle of voluntary simplicity behaviors of gastronomy tourists

Gürkan Akdağ\*, Şule Demir

## ABSTRACT

### Keywords:

Lifestyle of Voluntary Simplicity, Hedonic Consumption, Gastronomy Tourist

This study primarily seeks to identify the reasons of the hedonic consumption of gastronomy tourists and to explore their lifestyle of voluntary simplicity. It also aims to determine the correlation between the reasons of hedonic consumption and lifestyle of voluntary simplicity behaviours, and demographic variables. The study population consists of gastronomy tourists who visited Istanbul, Turkey in 2019. The data were collected from local gastronomy tourists who visited Istanbul between February, 20th and March 10th, 2019 and had gastronomy experiences during their visits based on purposeful sampling method. Accordingly, the study analyzed the data obtained from 440 surveys through loss data analysis, multi-slope analysis, multiple normal distribution tests. The data were examined using descriptive statistics as well as factor, t-test, ANOVA and correlation analyses. The reasons of the hedonic consumption of the gastronomy tourists were identified as consumption for togetherness, consumption for having an idea, consumption for relaxing, consumption for having an adventure and consumption for creating value. On the other hand, the lifestyle of voluntary simplicity was grouped under the dimensions of conscious purchasing behaviour, desire for self-sufficiency, durability of products, desire for simple products and desire for a comfortable life. The study lastly carried out analyses on the correlation between the reasons of the hedonic consumption and the lifestyle of voluntary simplicity trends. It consequently reported statistically significant findings between the reasons of the hedonic consumption and the lifestyle of voluntary simplicity behaviours.

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## 1. Introduction

Today, the concept of consumption has gone beyond just being an act of purchasing to meet the needs of individuals as it has become a phenomenon where consumers enjoy having a product or service even if they do not need it. Consumers only desire to feel pleasure and happiness with the product or service they purchase, and they are involved in consumption for such purpose. After a while, the act of consumption becomes insufficient for consumers and they repeat this act to experience the same pleasure more intensely. Consumers may perform the act of consumption to make their loved ones happy, to socialize, to learn about the sales in the market, to have an adventure, and to get rid of the stress of daily life.

With the enumeration of acts of consumption, a lifestyle of voluntary simplicity, which espouses simplicity in all aspects of life, started to garner attention. A lifestyle of voluntary simplicity is based on an approach to reduce the consumption of the individual that s/he does not need or is engaged in an impulsive way. The main motivations of a lifestyle of voluntary simplicity are to enable consumers to desire for simpler products, to produce their own food, to take environmentally friendly actions such as compost and permaculture. Besides all these, individuals internalize this philosophy, embrace a more peaceful and calm mind and act so in all areas of their life; these are the main factors of a lifestyle of voluntary simplicity. This present study seeks to determine the reasons why gastronomic tourists are involved

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in hedonic consumption, to explore their lifestyles of voluntary simplicity, and to determine whether these two phenomena differ from a demographic perspective; thus, it also aims to add new insights both to the literature and the practical field.

## 2. Theoretical Framework

### *Gastronomy Tourism and Gastronomy Tourists*

Today tourism activities continue to flourish as leisure time and income of individuals increase. Tourism offers various activities that allow individuals to feel free and creative while getting away from the routine of daily life. Gastronomy tourism is one of the current tourism types, increasingly attracting attention every year and involving more and more people (Georgica et al., 2014). According to Wolf (2006), culinary (gastronomic) tourism is defined as traveling to discover the food and beverages of a destination and to enjoy rare gastronomy experiences (Koçoğlu, 2019). The motivation for gastronomy-based travels was the interest in different culinary cultures started with people wondering about different culinary cultures (Deveci, Türkmen, & Avcıkurt, 2013). Then, gastronomy became associated with tourism and evolved into an indispensable part of the travel experience (Canizares & Guzman, 2012; Akdağ et al., 2015). Nowadays, gastronomy-driven travels are increasingly popular both on a national and international scale. Through these travels, individuals can both discover new destinations and experience unique tastes and flavours that they have not experienced before. The premise of gastronomic tourism activities is gastronomic tourists. Gastronomy tourists are; individuals whose primary motivation is to have a gastronomic experience and who travel to that end. The differences in tourist preferences and demands in the 21st century highlight the importance of understanding gastronomic tourists and developing supply elements for the preferences of gastronomic tourists.

### *Hedonic Consumption*

Pleasure is typically defined as pleasant affection and a feeling of liking, whilst it refers to having spiritual or sensory enjoyment from something from a philosophical perspective (TDK, 2019). Pleasure is a force that pushes all living creatures to action instinctively, and all creatures avoid pain and seek pleasure. Based on this perspective, hedonism considers what gives pleasure "good" and what causes pain "bad"

(Çakmak & Çakır, 2012). In other words, hedonism is one's sickly indulgence in pleasure and physical enjoyment by acknowledging that the only value of human life and purpose is pleasure and that anything that gives pleasure is good (TDK, 2019). The concept of hedonic consumption, which first emerged from semiotics in the postmodern period and aim at the happiness of an individual, was originally introduced to the literature by Hirschman and Holbrook (1982), and with the increase in the consumption, this concept has attracted the attention of more and more scholars every year. Hedonic consumption is expressed through three different concepts in the literature: fantasy, emotions and multi-sensory dimensions. In another study on hedonic consumption, Arnold and Reynolds (2003) defined hedonic consumption as the dimensions of behaviour related to fantasy and emotional situations that appealed to multiple senses and argued that hedonic consumption plays a paramount role in individuals' lives and choices.

### *Lifestyle of Voluntary Simplicity*

Voluntary simplicity is an oppositional life strategy that rejects materialistic lifestyles and is often referred to as "the simple life" or "downshifting." This approach, sometimes called "the silent revolution", argues that material needs should be met as simply and directly as possible (Alexander, 2011). Voluntary simplicity is defined as "an externally simple but internally rich lifestyle" (Elgin, 2010). This concept was first introduced to the literature in a philosophical essay by Gandhi's student Gregg (1936). Gregg (1936) defined voluntary simplicity as "singleness of purpose, sincerity and honesty within, as well as avoidance of exterior clutter, of many possessions irrelevant to the chief purpose of life." (Ballantine & Creery, 2010). The concept of voluntary simplicity was forgotten with the consumption boom after World War II, and there was a renewed interest in this concept after the 1970s (Shama, 1985; Aydın & Kazançoğlu, 2018). Particularly in the 21st century, the lifestyle of voluntary simplicity, which is an important lifestyle alternative to consumerism, has been favoured by more and more individuals every day.

## 3. Methodology

### *Research Method*

This study is a descriptive study as it aims to determine the behaviours of hedonic consumption and lifestyle of voluntary simplicity of gastronomy tourists. The study population consists of

gastronomy tourists who visited Istanbul, Turkey in 2019. The main reason for choosing Istanbul as the study area is that Istanbul's cuisine is a very diverse one, which has been influenced by Jewish, Armenian and Greek cultures, which are mainly inspired by the Ottoman palace cuisine, as well as features Anatolian flavors (Demir et al., 2018). This study drew on the scale for hedonic consumption, developed by Arnold & Reynolds (2003), to measure the hedonic consumption tendencies of the participants. As for the lifestyle of voluntary simplicity, it used the scale of lifestyle of voluntary simplicity, translated into Turkish by Meto (2017) based on the scale of the lifestyle of voluntary simplicity developed by Iwata (2006). The survey was administered to the local gastronomy tourists visiting Istanbul and having a gastronomic experience on February and March, 2019. These individuals were informed on the subject of the study in the introduction of the survey and asked to fill the survey if they were willing to participate in the study. A total of 440 surveys were obtained and analyzed afterwards to check whether they were correctly and consistently filled. All items in the surveys were answered, and multi-slope analysis and multiple normal distribution tests showed that there was no need to exclude any observation value. The analyses were performed on the data obtained from 440 participants. The 25-item scale for hedonic consumption trends was used to determine the hedonic consumption trends of gastronomy tourists. The Cronbach's Alpha value, that is, the reliability coefficient of this scale was calculated as 0.911. The second scale used in this study is the 22-item scale of lifestyle of voluntary simplicity. The Cronbach's Alpha value of this scale was 0.835. The Cronbach's Alpha value is a model to indicate homogeneity between the items of a scale. Hair, et al. (2010) reported that internal consistency, which is one of the most frequently used reliability measures following the test-retest method, shows the consistency of a scale as a whole and .70 is the lower bound of the Cronbach's Alpha statistics. According to Kayış (2010), an Alpha value between  $0.80 < \alpha < 1.00$  indicates a highly reliable scale. A factor analysis was carried out with the 22-item scale. The factor analysis was performed to test the construct validity of the scale for reasons of hedonic consumption of gastronomy tourists. The communality values of 2 items were below .500 and excluded from the analysis. The factor analysis on the 25-item scale for hedonic consumption dimensioned the 23-item scale under 5 factors and explained 62.956% of the total variance. Similarly,

a factor analysis was performed to test the construct validity of the scale of lifestyle of voluntary simplicity. The communality values of 6 items were below .500 and excluded from the analysis. The factor analysis on the 22-item scale for hedonic consumption dimensioned the 16-item scale under 5 factors and explained 66.971% of the total variance. The data were analyzed through confirmatory factor analysis to determine whether the scale is an accurate measurement tool for the data obtained. The confirmatory factor analysis found the chi-square value as 1449.72, the df value (degrees of freedom) as 620 as well as the Chi square/df value as 2.33. The limit value for the Chi square/df value is (3) (Güvenç, 2010, p. 65). It seems that the current data show a good statistical fit. As for the other goodness of fit indicators, the analysis found the value of RMSEA as 0.056, the value of NNFI as 0.95, the value of CFI as 0.95 and the value of IFI as 0.95.

#### Research Questions

A research question is a research problem through which the researcher seeks to find an answer on a topic. It is essential to develop the research question(s) properly and to establish the connection between the variables well in order to select the accurate population, sample and measurement tools and to carry out analyses correctly. A good research question is an open-ended question and inquiring unlike a hypothesis (Toy & Tosunoğlu, 2007: 4). A study can achieve its objectives by answering research questions. Thus, the research questions of this study are as follows:

**RQ1:** Which factors can be used to examine the hedonic consumption trends of gastronomy tourists?

**RQ2:** Do the hedonic consumption trends of gastronomy tourists differ depending on their demographic characteristics?

**RQ3:** Which factors can be used to examine the trends of gastronomy tourists towards a lifestyle of voluntary simplicity?

**RQ4:** Do the trends of gastronomy tourists towards a lifestyle of voluntary simplicity differ depending on their demographic characteristics?

**RQ5:** Is there a correlation between the hedonic consumption and lifestyle of voluntary simplicity behaviours of gastronomy tourists?

**Table 1.** Distribution of the Demographic Characteristics of the Participants

Characteristic	Frequency (n)	Percentage (%)	Characteristic	Frequency (n)	Percentage (%)
<b>Age</b>			<b>Educational Level</b>		
Aged between 18-22	77	17.5	High school Degree	49	11.0
Aged between 23-37	279	63.4	Associate's Degree	61	13.9
Aged 38 or older	84	19.1	Undergraduate Degree	262	59.5
<b>Total</b>	440	100	Graduate Degree	68	15.5
<b>Gender</b>			<b>Total</b>	440	100
Female	292	66.4	<b>Sector They Work in</b>		
Male	148	33.6	Private Sector	210	47.7
Total	440	100	Public Sector	62	14.1
<b>Marital Status</b>			Student	91	20.7
Married	172	39.1	Non-employed	77	15.5
Single	268	60.9	<b>Total</b>	440	100
<b>Total</b>	440	100			

Source: Authors

#### 4. Research Findings

This study first identified the demographic characteristics of the gastronomy tourists. Table 1 shows the demographic characteristics of the 440 gastronomy tourists who participated in this study by age, gender, civil status, sector they work in and educational level. As seen, 63.4% of the tourists were aged between 23-37. There were 84 tourists aged between 38-52 or older, which accounted for 19.1% of the participants. Lastly, 77 of them, that is 17.5% of the participants, were aged between 18-22.

66.4% of the participants (n=292) were female whilst 33.6% of them (n=148) were male. As for their civil status, a total of 268 gastronomy tourists, which account for 60.9%, were single. On the other hand, 172, that is 39.1% of the participants were married. 59.5% of them (n=262) held an undergraduate degree; 13.9% (n=61) held an associate's degree; 15.5% (n=68) held a graduate degree whilst 11.1% (n=49) held a high school degree. This study also identified the sectors that the gastronomy tourists worked in; 47.7% (n=210) worked in private sector; 20.7% (n=91) were students; 15.5% (n=77) were non-employed and 14.1% (n=62) worked in public sector.

##### Findings on Hedonic Consumption

An exploratory factor analysis was performed on the scale of hedonic consumption to answer the first research question regarding “the factors that can be used to examine the hedonic consumption

trends of gastronomy.” The test statistics on the suitability of the factor analysis showed that its Kaiser Mayer Olkin value was good with 90.1 and the Bartlett's test of sphericity was significant as well. In the exploratory factor analysis, the acceptance value for communality and factor load values was set to .50. There were 2 items with a value below the acceptance value (items numbered 9 and 21), which were then removed from the subsequent analyses. The lowest factor loading was 0.516 whilst the highest factor loading was 0.837. To determine the factor dimensions in the scale of hedonic consumption, this study drew on eigenvalue-based procedure for dimensions. Factors with eigenvalues greater than 1 were included in the analysis. Factors with eigenvalues greater than 1 are considered statistically significant. Consequently, the 23-item scale of hedonic consumption had 5 factors explaining 62.956% of the variance.

The second research question is “Do the hedonic consumption trends of gastronomy tourists differ depending on their demographic characteristics?” An independent paired sample t-test was performed to determine whether the reasons for hedonic consumption significantly varied by gender. Table 3 presents the results of the t-test. As seen, no significant difference was found in terms of the variable of gender between the scores on the dimensions of consumption for having an idea, consumption for relaxing and consumption for creating value; there was a significant difference between the motivational dimensions of

**Table 2.** Factor Analysis on the Scale of Hedonic Consumption

	Factor load	Eigen value	Variance explained	Average	Reliability
<b>Consumption for togetherness</b>		8.004	34.800	3.92	.859
I like to buy different local foods for my loved ones	.745				
I like to search and find places that offer the best gastronomic experience for my loved ones	.715				
I feel good when I book a good restaurant for my friends and family	.710				
I like to buy local food and local ingredients from the places I visit for the special people in my life.	.701				
I like to attend food-related activities with my family and friends to socialize	.654				
I like to meet local vendors in the places I visit	.531				
I enjoy talking to my friends about food	.516				
<b>Consumption for having an idea</b>		2.211	9.615	3.00	.873
I engage in activities to see the new trends in gastronomy.	.812				
I buy gastronomy books to learn about new cuisines	.766				
I travel to experience a new cuisine	.754				
I visit new places to get new food experiences about a gastronomic product	.753				
<b>Consumption for relaxing</b>		1.583	6.882	3.67	.755
I enjoy consuming a gastronomic product	.759				
In my opinion, visiting a new place to taste local food is the best way to relieve stress	.671				
Participating in food-related activities when I am sad makes me feel better	.669				
I prefer gastronomic products to get rid of the banality of daily life.	.634				
<b>Consumption for having an adventure</b>		1.479	6.430	3.54	.839
I find foods I have not tried before appealing	.837				
I find it exciting to experience new foods	.802				
When I try a new food, I feel in a world of my own	.729				
While having gastronomic experiences, I get the feeling that I have an adventure.	.519				
<b>Consumption for creating value</b>		1.203	5.230	3.27	.734
I enjoy bargaining when I buy local food	.779				
When buying a gastronomic product, I try to get the cheapest one	.760				
I like to look for discounts when purchasing a gastronomic product.	.755				
I prefer to eat at affordable restaurants instead of expensive ones	.626				

Source: Authors

consumption for togetherness (t value. 2.106 s.d: 438 and p<0.05) and consumption for having an adventure (t value. 2.155, s.d: 438 and p<0.05). The average of the scores given by the female participants to the reasons of hedonic consumption in both motivational dimensions was higher than that of the scores given by the male participants.

An independent paired sample t-test was performed to determine whether the reasons for hedonic consumption significantly varied by civil status. Table 4 presents the results of the t-test. No

significant difference was found in terms of the variable of civil status between the scores on the dimensions of consumption for having an idea, consumption for relaxing and consumption for having an adventure and consumption for creating value; there was a significant difference in the motivational dimension of consumption for togetherness (t value. -1.998 s.d: 438 and p<0.05). The average of the scores given by the single participants on the dimension of consumption for togetherness was higher than that of the scores given by the married ones.

**Table 3.** Results of t-Test on the Dimensions of the Reasons of Hedonic Consumption by Gender

Dimensions of Hedonic Consumption	Gender	N	Average	Std. Deviation	t-value	Significance
Consumption for togetherness	Female	292	3,982	,721	2,106	,036
	Male	148	3,818	,860		
Consumption for having an idea	Female	292	2,994	1,076	-,158	,872
	Male	148	3,011	1,133		
Consumption for relaxing	Female	292	3,713	,851	1,271	,205
	Male	148	3,594	,959		
Consumption for having an adventure	Female	292	3,613	,853	2,155	,028
	Male	148	3,417	,923		
Consumption for creating value	Female	292	3,277	,852	,171	,861
	Male	148	3,261	,929		
α=0,05; *p<0.05						
Response categories: 1: I totally disagree...., 5:I totally agree						

Source: Authors

**Table 4.**Results of t-Test on the Dimensions of the Reasons of Hedonic Consumption by Civil Status

Dimensions of Hedonic Consumption	Civil status	N	Average	Std. deviation	t-value	Significance
Consumption for togetherness	Married	172	3,835	,745	-1,998	,046
	Single	268	3,986	,786		
Consumption for having an idea	Married	172	2,909	1,081	-,1,385	,165
	Single	268	3,057	1,101		
Consumption for relaxing	Married	172	3,643	,908	-,555	,579
	Single	268	3,692	,879		
Consumption for having an adventure	Married	172	3,459	,899	-1,678	,094
	Single	268	3,603	,866		
Consumption for creating value	Married	172	3,236	,841	-,674	,501
	Single	268	3,294	,902		

α=0,05; \*,p<0.05  
Response categories: 1: I totally disagree..., 5:I totally agree

Source: Authors

Table 5 shows the results of one-way analysis of variance (ANOVA) conducted to identify the reasons of hedonic consumption by age group. As seen in Table 5, no statistically significant difference was found at a significance level of p<0.05 between the dimensions of consumption for togetherness and consumption for creating value. On the other hand, there was a significant difference between the average of the scores given by the participants on the dimensions of consumption for having an idea (F: 4.466 and p<0.05), consumption for relaxing (F:3.466 and p<0.05), consumption for having an adventure (F:3.159 and p<0.05) by age. There was a correlation between the age groups of 23-37 years (2.8826) and 38-52 years or older (3.1905) in the dimension of consumption for having an idea. It is notable that gastronomy tourists aged between 38-52 or older are more willing to consume for having an idea. As for the dimension of consumption for relaxing, there was a correlation between the age groups of 18-22 years (3.8344) and 38-52 years or older (3.4732). It is remarkable that gastronomy

tourists aged between 18-22 are more willing to consume for relaxing. Further, there was a correlation between the age groups of 18-22 years (3.7695) and 23-37 years (3.1905) in the dimension of consumption for having an adventure. It is notable that gastronomy tourists aged between 18-22 are more adventurous in their consumptions.

**Table 5.**The results of the ANOVA Analysis on the Reasons of Hedonic Consumption by Age Groups

Dimensions of Hedonic Consumption	Age	N	Average	Std. Deviation	t-value	Significance
Consumption for togetherness	18-22	77	4.018	.797	.857	.425
	23-37	279	3.893	.784		
	38-older	87	3.955	.715		
Consumption for having an idea	18-22	77	3.217	1.157	4.466	.012
	23-37	279	2.882	1.094		
	38-older	87	3.190	.986		
Consumption for relaxing	18-22	77	3.834	.836	3.466	.032
	23-37	279	3.689	.877		
	38-older	87	3.473	.950		
Consumption for having an adventure	18-22	77	3.769	.867	3.159	.043
	23-37	279	3.485	.860		
	38-older	87	3.547	.939		
Consumption for creating value	18-22	77	3.337	1.02	2.153	.117
	23-37	279	3.307	.856		
	38-older	87	3.095	.788		

α=0.05; \*,p<0.05  
Response categories: 1: I totally disagree... 5:I totally agree

Source: Authors

**Table 4.**Results of t-Test on the Dimensions of the Reasons of Hedonic Consumption by Civil Status

Dimensions of Hedonic Consumption	Civil status	N	Average	Std. deviation	t-value	Significance
Consumption for togetherness	Married	172	3.835	.745	-1.998	.046
	Single	268	3.986	.786		
Consumption for having an idea	Married	172	2.909	1.081	-,1,385	,165
	Single	268	3.057	1.101		
Consumption for relaxing	Married	172	3,643	,908	-,555	,579
	Single	268	3,692	,879		
Consumption for having an adventure	Married	172	3,459	,899	-1,678	,094
	Single	268	3,603	,866		
Consumption for creating value	Married	172	3,236	,841	-,674	,501
	Single	268	3,294	,902		

α=0.05; \*,p<0.05  
Response categories: 1: I totally disagree.... 5:I totally agree

Source: Authors

**Table 6.** The results of the ANOVA Analysis on the Reasons of Hedonic Consumption by Sectors

Dimensions of Hedonic Consumption	Profession	N	Average	Std. Deviation	f-value	Significance
Consumption for togetherness	Private sector	210	3.971	.713	1.797	.147
	Public sector	62	3.907	.736		
	Student	91	3.989	.870		
	Non-employed	77	3.749	.828		
Consumption for having an idea	Private sector	210	3.010	1.075	3.124	.026
	Public sector	62	2.959	1.105		
	Student	91	3.236	1.108		
	Non-employed	77	2.724	1.075		
Consumption for relaxing	Private sector	210	3.679	.871	2.585	.053
	Public sector	62	3.741	.870		
	Student	91	3.807	.870		
	Non-employed	77	3.441	.948		
Consumption for having an adventure	Private sector	210	3.517	.874	2.392	.068
	Public sector	62	3.411	.969		
	Student	91	3.755	.839		
	Non-employed	77	3.490	.851		
Consumption for creating value	Private sector	210	3.196	.839	1.397	.243
	Public sector	62	3.435	.774		
	Student	91	3.277	1.001		
	Non-employed	77	3.340	.896		
$\alpha=0,05$ ,*, $p<0.05$ Response categories: 1: I totally disagree..., 5:I totally agree						

Source: Authors

Table 6 presents the results of one-way analysis of variance on the correlation between the dimensions of the reasons of hedonic consumption and the sector the participants worked in. It further shows that no statistically significant difference was found at a significance level of  $p<0.05$  between the dimensions of consumption for togetherness and consumption for relaxing, consumption for having an adventure and consumption for creating value by the sectors the gastronomy tourists worked in. Yet, there was a significant difference between the average of the scores given by the participants in the dimension of consumption for having an idea ( $F: 3.124$  and  $p<0.05$ ) by their sectors. There was a correlation between the groups of students (3.2363) and non-employed participants (2.7240) in the dimension of consumption for having an idea. It thus follows that students are more willing to consume for having an idea.

*Findings on the Lifestyle of Voluntary Simplicity*

An exploratory factor analysis was performed on the scale of lifestyle of voluntary simplicity to answer the third research question regarding “the factors that can be used to examine the trends of

gastronomy tourists towards a lifestyle of voluntary simplicity.”The test statistics on the suitability of the factor analysis showed that its KMO value was good with 84.3 and the Bartlett’s test of sphericity was significant as well. Following the factor analysis, 22 items were examined in terms of communality, factor loads and overlapping (correlation with multiple factors). Items numbered 21, 22, 5, 20 and 18 were excluded from the scale as they were below the threshold value of .50 for communality. The lowest factor loading was 0.501 whilst the highest factor loading was 0.836. To determine the factor dimensions in the scale of hedonic consumption, this study drew on eigenvalue-based procedure for dimensions. Factors with eigenvalues greater than 1 were included in the analysis. Consequently, the 16-item scale of lifestyle of voluntary simplicity had 5 factors explaining 66.971% of the variance.

**Table7.** Factor Analysis on the Scale of Lifestyle of Voluntary Simplicity

	Factor Load	Eigenvalue	Variance	Average	Reliability
Conscious Purchasing Behaviour		5.315	33.222	3.543	.824
Even if I have money, making unplanned purchases is not for me.	.756				
While shopping, I check whether a product is really necessary for me and make my decision accordingly.	.744				
I make a list before shopping and do not buy products that are not on my list.	.716				
I try to live a simple life and do not buy products that are not essential.	.715				
I spend my free time not spending too much money, except the time when I travel.	.676				
I prefer simple and functional products rather than complex, multifunctional products.	.501				
Desire for Self-Sufficiency		1.939	12.116	4.260	.765
I would like to pursue a self-sufficient life in the future.	.836				
Self-sufficiency is desired for income-expenditure balance.	.829				
I want to be self-sufficient in food in the future.	.681				
Durability of Products		1.252	7.824	4.093	.844
I prefer to use a product as long as possible.	.836				
I try to use the products I purchased for as long as possible.	.814				
While shopping, I seriously consider whether I can use the product for a long time.	.756				
Desire for Simple Products		1.131	7.067	3.448	.503
Products that offer convenience and comfort spoil people	.769				
I do not buy sophisticated products as much as possible	.737				
Desire for a Comfortable Life		1.079	6.743	3.495	.377
Material wealth is important to me	.784				
A comfortable life is the most important thing to me	.757				

Source: Authors

The fourth research question is “Do the trends of gastronomy tourists towards a lifestyle of voluntary simplicity differ depending on their demographic characteristics?” An independent paired sample t-test was performed to determine whether the reasons for lifestyle of voluntary simplicity significantly varied by civil status. Table 8 presents the results of the t-test. As seen, no significant difference was found in terms of the variable of civil status between the scores on the dimensions of desire for self-sufficiency, durability of products, desire for simple products and desire for a comfortable life; on the other hand, there was a significant difference in the dimension of conscious purchasing behaviour (t value. 2.351 s.d: 395.894 and  $p < 0.05$ ). The average of the scores given by the married participants to the trends to the lifestyle of voluntary simplicity in the dimension of conscious purchasing behaviour was higher than that of the scores given by the single participants.

Table 9 presents the results of one way analysis of variance. No statistically significant difference was found at a significance level of  $p < 0.05$  between the dimensions of conscious purchasing behaviour, desire for self-sufficiency, desire for simple

**Table 8.** Results of the t-Test on Lifestyle of Voluntary Simplicity by Civil Status

Dimensions of LVS	Civil status	N	Average	Std. deviation	t-value	Significance
Conscious Purchasing Behaviour	Married	172	3.656	.766	2.351	.019
	Single	268	3.470	.865		
Desire for Self-Sufficiency	Married	172	4.215	.772	-1.026	.305
	Single	268	4.289	.726		
Durability of Products	Married	172	4.151	.815	1.124	.262
	Single	268	4.056	.898		
Desire for Simple Products	Married	172	3.427	.881	-.416	.678
	Single	268	3.462	.863		
Desire for a Comfortable Life	Married	172	3.409	.799	-1.685	.093
	Single	268	3.550	.885		

$\alpha = 0.05$ ; \*:  $p < 0.05$   
Response categories: 1: I totally disagree.... 5: I totally agree

Source: Authors

products and desire for a comfortable life. On the other hand, there was a significant difference between the average of the scores given by the participants on the dimension of durability of products ( $F: 5.234$  and  $p < 0.05$ ) by educational level. There was a correlation between the groups of

**Table 9.**Results of ANOVA on the Dimensions of Lifestyle of Voluntary Simplicity by Educational Level.

Dimensions of LVS	Educational Level	N	Average	Std. Deviation	f-value	Significance
Conscious Purchasing Behaviour	High school Degree	49	3.615	.917	1.555	.200
	Associate's Degree	61	3.434	.804		
	Undergraduate Degree	262	3.510	.807		
	Graduate Degree	68	3.713	.876		
Desire for Self-Sufficiency	High school Degree	49	4.299	.755	1.361	.254
	Associate's Degree	61	4.136	.863		
	Undergraduate Degree	262	4.307	.698		
	Graduate Degree	68	4.161	.790		
Durability of Products	High school Degree	49	3.966	1.002	5.234	.001
	Associate's Degree	61	3.732	.973		
	Undergraduate Degree	262	4.162	.797		
	Graduate Degree	68	4.240	.844		
Desire for Simple Products	High school Degree	49	3.622	.987	1.041	.374
	Associate's Degree	61	3.500	.899		
	Undergraduate Degree	262	3.429	.819		
	Graduate Degree	68	3.352	.938		
Desire for a Comfortable Life	High school Degree	49	3.408	.944	.949	.417
	Associate's Degree	61	3.434	.910		
	Undergraduate Degree	262	3.551	.829		
	Graduate Degree	68	3.397	.835		

$\alpha=0.05$ ; \*: $p<0.05$   
 Response categories: 1: I totally disagree.... 5:I totally agree

Source: Authors

associate's degree holders (3,7322), undergraduate degree holders (4.1628) and graduate degree holders (4.2402) in the dimension of durability of products. It follows that the gastronomy tourists who held a graduate degree are after the durability of products more than others. Also, no significant correlation was found between the dimensions of lifestyle of voluntary simplicity and the variables of age, income and sector.

Findings on Hedonic Consumption of Lifestyle of Voluntary Simplicity

The last research question is intended to identify whether there is a correlation between the hedonic consumption and lifestyle of voluntary simplicity of the gastronomy tourists. To that end, a correlation analysis was performed to identify the correlations between the dimensions of the scales used in this study. Table 10 shows the correlation matrix of the dimensions of hedonic consumption, which are CFT, CFHAI, CFR, CFHAA, CFCV, and the dimensions of lifestyle of voluntary simplicity, which are CPB, DFSS, DOP, DFSP, DFACL.

As seen from Table 10, there is a positive and significant correlation between the dimension of "consumption for togetherness", and the dimension of "consumption for having an idea" (r: .540;  $p<0.01$ ), the dimension of "consumption for relaxing" (r: .589;  $p<0.01$ ), the dimension of "consumption for having an adventure"(r: .524;  $p<0.01$ ), the dimension of "consumption for creating value" (r: .268;  $p<0.01$ ), the dimension of "desire for self-sufficiency"(r: .244;  $p<0.01$ ), the

dimension of "durability of products" (r: .157;  $p<0.01$ )and "desire for a comfortable life." (r: .240;  $p<0.01$ )

Also, the dimension of consumption for togetherness had a moderate-level correlation with consumption for having an idea, consumption for relaxing and consumption for having an adventure; the dimension of consumption for creating value had a low-level correlation with the dimensions of desire for self-sufficiency, durability of products and desire for a comfortable life. That is, as the consumption of the gastronomy tourists for togetherness increases, their consumption for relaxing, having an adventure, creating value will increase, so do their desire for self-sufficiency, durability of products and desire for a comfortable life. However, there was no significant correlation between the dimension of "consumption for togetherness", and the dimension of "conscious purchasing behaviour" (r: -.020;  $p=.673$ ) and the dimension of "desire for simple products" (r: 0.53;  $p=.268$ ).

This study further identified a statistically significant and positive correlation between the dimension of "consumption for having an idea" and the dimension of "consumption for togetherness" (r: .540;  $p<0.01$ ), the dimension of "consumption for relaxing" (r: .481;  $p<0.01$ ), the dimension of "consumption for having an adventure" (r: .523;  $p<0.01$ ) and the dimension of "consumption for creating value" (r: .113;  $p<0.01$ ). Yet, it is notable that it had a low-level correlation with the

dimension of consumption for creating value. That is, as the consumption of the gastronomy tourists for having an idea increases, their consumption for togetherness, relaxing, having an adventure and creating value increases as well. Moreover, there was a negative, low-level, albeit significant, correlation between the dimension of “consumption for creating value” and “conscious purchasing behaviour” ( $r: -.115; p<0.05$ ). In other words, as the consumption of the gastronomy tourists for having an idea increases, their conscious purchasing behaviours will decrease or vice versa. As for other dimensions, no statistically significant correlation was identified between the dimension of “consumption for having an idea”, and the dimension of “self-sufficiency” ( $r: 0.46; p=.340$ ), the dimension of “durability of products” ( $r: .010; p=.834$ ), the dimension of “desire for simple products” ( $r: -.20; p=.675$ ) and the dimension of “desire for a comfortable life” ( $r: 0.67; p=.161$ ).

The dimension of “consumption for relaxing” had a statistically significant and positive correlation with the dimension of “consumption for togetherness” ( $r: .589; p<0.01$ ), the dimension of “consumption for having an idea” ( $r: .481; p<0.01$ ), the dimension of “consumption for having an adventure” ( $r: .559; p<0.01$ ), the dimension of “consumption for creating value” ( $r: .237; p<0.01$ ), the dimension of “desire for self-sufficiency” ( $r: .106; p<0.05$ ) and the dimension of “desire for a comfortable life” ( $r: .197; p<0.01$ ). On the other hand, this study identified a moderate-level correlation of the dimension of consumption for togetherness with the dimensions of consumption for having an idea and consumption for having an adventure. A low-level correlation was found between consumption for creating value, and desire for self-sufficiency and desire for a comfortable life. Thus, as the consumption of the gastronomy tourists for relaxing increases, their consumption for togetherness, having an idea, having an adventure and creating value increases as well, so do their desire for self-sufficiency and desire for a comfortable life. Nevertheless, no significant correlation existed between the dimension of “consumption for relaxing”, and the dimension of “conscious purchasing behaviour” ( $r: -.082; p=.085$ ), the dimension of “durability of products” ( $r: 0.69; p=.151$ ) and the dimension of “desire for simple products” ( $r: 0.47; p=.324$ ).

The dimension of “consumption for having an adventure” had a statistically significant and positive correlation with the dimension of “consumption for togetherness” ( $r: .524; p<0.01$ ),

the dimension of “consumption for having an idea” ( $r: .523; p<0.01$ ), the dimension of “consumption for relaxing” ( $r: .559; p<0.01$ ), the dimension of “consumption for creating value” ( $r: .160; p<0.05$ ), the dimension of “desire for self-sufficiency” ( $r: .105; p<0.05$ ) and the dimension of “desire for a comfortable life” ( $r: .141; p<0.01$ ). On the other hand, the dimension of consumption for having an adventure had a moderate-level correlation with the dimensions of consumption for togetherness, for having an idea and for relaxing and a low-level correlation with desire for self-sufficiency and desire for a comfortable life. Thus, as the consumption of the gastronomy tourists for having an adventure increases, their consumption for togetherness, having an idea, relaxing and creating value increases as well, so do their desire for self-sufficiency and desire for a comfortable life. Moreover, there was a negative, low-level, albeit significant, correlation between the dimension of “consumption for having an adventure” and “conscious purchasing behaviour” ( $r: -.140; p<0.01$ ). In other words, as the consumption of the gastronomy tourists for having an adventure increases, their conscious purchasing behaviours will decrease. No significant correlation was found between the dimension of “consumption for having an adventure” and the dimensions of “durability of products” ( $r: 0.61; p=.201$ ) and “desire for simple products” ( $r: -.007; p=.886$ ). The dimension of “consumption for creating value”, which is one of the dimensions of hedonic consumption, had a low-level, positive, albeit significant, correlation with the dimensions of “consumption for togetherness” ( $r: .268; p<0.01$ ), “consumption for having an idea” ( $r: .113; p<0.01$ ), “consumption for relaxing” ( $r: .237; p<0.01$ ), “consumption for having an adventure” ( $r: .160; p<0.01$ ), “conscious purchasing behaviour” ( $r: .220; p<0.01$ ), “desire for self-sufficiency” ( $r: .158; p<0.01$ ), “durability of products” ( $r: .183; p<0.01$ ), “desire for simple products” ( $r: .232; p<0.01$ ) and “desire for a comfortable life” ( $r: .141; p<0.01$ ). This study concluded that the dimension of consumption for creating value was the only dimension correlated to all dimensions. As the consumption of the tourists for creating value increases, their consumption for togetherness, for having an idea, for relaxing, for having an adventure increases too, so do their conscious purchasing behaviour, desire for self-sufficiency, durability of products, desire for simple products and a comfortable life.

**Table 10.** Findings on the Correlation between Hedonic Consumption and Lifestyle of Voluntary Simplicity

Continuous Variables	1	2	3	4	5	6	7	8	9	10
<b>1</b>	1	.540**	.589**	.524**	.268**	-.020	.244**	.157**	.053	.240**
<b>2</b>	.540**	1	.481**	.523**	.113*	-.115*	.046	.010	-.020	.067
<b>3</b>	.589**	.481**	1	.559**	.237**	-.082	.106*	.069	.047	.197**
<b>4</b>	.524**	.523**	.559**	1	.160**	-.140**	.105*	.061	-.007	.141**
<b>5</b>	.268**	.113*	.237**	.160**	1	.220**	.158**	.183**	.232**	.102*
<b>6</b>	-.020	-.115*	-.082	-.140**	.220**	1	.363**	.486**	.322**	.015
<b>7</b>	.244**	.046	.106*	.105*	.158**	.363**	1	.480**	.326**	.164**
<b>8</b>	.157**	.010	.069	.061	.183**	.486**	.480**	1	.377**	.144**
<b>9</b>	.053	-.020	.047	-.007	.232**	.322**	.326**	.377**	1	.147**
<b>10</b>	.240**	.067	.197**	.141**	.102*	.015	.164**	.144**	.147**	1

\*\*.Correlationis (bi-directionally) significant at  $\alpha$ :0.01  
 \*.Correlationis (bi-directionally) significant at  $\alpha$ :0.05.  
 Response categories: 1: I totally disagree..... 5:I totally agree

Source: Authors

The dimension of “conscious purchasing behaviour”, which is one of the dimensions of lifestyle of voluntary simplicity, had a positive and significant correlation with the dimension of “consumption for creating value” (r: .220; p<0.01), the dimension of “desire for self-sufficiency” (r: 363; p<0.01), the dimension of “durability of products” (r: 486; p<0.01) and the dimension of “desire for simple products” (r: 322; p<0.01). The dimension of conscious purchasing behaviour had a moderate-level correlation with the dimension of durability of products and low-level correlation with other dimensions. That is, the conscious purchasing behaviours of the tourists increase, their consumption for creating value, desire for self-sufficiency, for durability of products and simple products increase too. However, the dimension of “conscious purchasing behaviour” had a low-level, negative, albeit significant, correlation with the dimension of “consumption for having an idea” (r: -.115; p<0.05) and the dimension of “consumption for having an adventure” (r: -.140; p<0.01). Thus, the conscious purchasing behaviours of the gastronomy tourists increase, their consumption for having an idea and having an adventure will increase too. Yet, no significant correlation was identified between the dimension of “conscious purchasing behaviour” and the dimension of “consumption for having an adventure” (r: .020; p=.673) and the dimension of “consumption for relaxing” (r: .082; p=.750).

The dimension of “desire for self-sufficiency”, which is one of the dimensions of lifestyle of voluntary simplicity, had a positive and significant correlation with the dimension of “consumption for togetherness” (r: 244; p<0.01), “consumption for

relaxing” (r: 106; p<0.05), “consumption for having an adventure” (r: 105; p<0.05), “consumption for creating value” (r: 158; p<0.01), “conscious purchasing behaviour” (r: 363; p<0.01), “durability of products” (r: 480; p<0.01), “desire for simple products” and “desire for a comfortable life” (r: 164; p<0.01). Whilst the dimension of desire for self-sufficiency had a moderate-level correlation with the dimension of durability of products, it had a low-level correlation with other dimensions. No significant correlation was identified between “desire for self-sufficiency” and “consumption for having an idea” (r: 0.46; p=340). Thus, as the consumption of the gastronomy tourists with increasing desire for self-sufficiency for togetherness, relaxing, having an adventure and creating value increases, their conscious purchasing behaviour, desire for durability of products, simple products and a comfortable life will increase too.

The dimension of “durability of products” had a positive and significant correlation with the dimensions of “consumption for togetherness” (r: 157; p<0.01), “consumption for creating value” (r: 183; p<0.01), “conscious purchasing behaviour” (r: 486; p<0.01), “desire for self-sufficiency” (r: 480; p<0.01), “desire for simple products” (r: 377; p<0.01) and “desire for a comfortable life.” While it had a moderate-level correlation with conscious purchasing behaviour and desire for self-sufficiency, it showed a low-correlation with other dimensions. On the other hand, no significant correlation was found between the dimension of “durability of products” and the dimensions of “consumption for having an idea” (r: 0.10; p=.834) and “consumption for relaxing” (r: 0.69; p=.151).

Thus, as the durability of products increases, the consumption of the gastronomy tourists for creating value, their conscious purchasing behaviours and desire for self-sufficiency, simple products and a comfortable life will increase too.

This study revealed a low-level, positive, albeit significant, correlation between the dimension of “desire for simple products” and the dimensions of “consumption for creating value” ( $r: 232; p < 0.01$ ), “conscious purchasing behaviour” ( $r: 322; p < 0.01$ ), “desire for self-sufficiency” ( $r: 326; p < 0.05$ ), “durability of products” ( $r: 377; p < 0.01$ ) and “desire for a comfortable life” ( $r: 147; p < 0.01$ ). That is, as the desire of the gastronomy tourists for simple products increases, their consumption for creating value, conscious purchasing behaviours, desire for self-sufficiency, durability of products and desire for a comfortable life will increase too. Further, there was no significant correlation between the dimension of “desire for simple products” and the dimensions of “consumption for togetherness” ( $r: .053; p = .268$ ), “consumption for having an idea” ( $r: -.020; p = .675$ ), “consumption for relaxing” ( $r: 0.47; p = .324$ ) and “consumption for creating value.” ( $r: -.007; p = .886$ ).

The dimension of “desire for a comfortable life”, which is one of the dimensions of lifestyle of voluntary simplicity, had a positive, low-level, albeit significant, correlation with the dimensions of “consumption for togetherness” ( $r: 240; p < 0.01$ ), “consumption for relaxing” ( $r: 197; p < 0.01$ ), “consumption for having an adventure” ( $r: 141; p < 0.01$ ), “consumption for creating value” ( $r: 102; p < 0.05$ ), “desire for self-sufficiency” ( $r: 164; p < 0.01$ ), “durability of products” ( $r: 144; p < 0.01$ ) and “desire for simple products” ( $r: 147; p < 0.01$ ). It follows from that as the desire of the gastronomy tourists for a comfortable life increases, their consumptions for relaxing, having an adventure and creating value will increase, so do their desire for self-sufficiency, durability of products and desire for simple products in linear proportion. However, this study found no significant correlation between the dimension of “desire for a comfortable life” and the dimensions of “consumption for having an idea” ( $r: 0.67; p = .161$ ) and “conscious purchasing behaviour” ( $r: 0.15; p = .750$ ).

## 5. Discussion and Implications

This study intends to shed light on the hedonic consumption and lifestyle of voluntary simplicity trends of the gastronomy tourists. The findings from the factor analysis are congruent with the findings of earlier studies on hedonic consumption

trends (Özgül, 2011; Çakmak and Çakır, 2012; Doğan et al., 2014). Previous studies with different samples and purposes also determined that women demonstrated more hedonic consumption behaviours than men (Aydın, 2010; Kükreler, 2011; Doğan, et al., 2014; Onurlubaş, 2015). This may perhaps result from that men consume based on a rational understanding whereas women see consumption as a tool that satisfies their pleasure, curiosity, socialization and desire to make others happy. This study ascertained that the single participants were more willing to consume for togetherness compared to the married ones. The reason may be that single individuals can spend their income the way they want compared to married individuals. Some studies in the literature confirm that single consumers tend to make hedonic consumption more than married consumers (Doğan, et al., 2014; Özkan, 2017; Ilgaz, 2018). The findings also revealed that single women are more likely to consume for togetherness than married women, which may result from that married women usually spend time with their family and pay more attention to their expenses due to their responsibilities whilst single women have the chance to spend more time with their friends and spend their income the way they want.

Similarly, the findings on the lifestyle of voluntary simplicity of the gastronomy tourists are congruent with the findings of the previous studies in the literature (Özgül, 2011; Aydın and Kazançoğlu, 2017; Bayat and Sezer, 2018; Chang, 2018). This study examined the correlation between the lifestyle of voluntary simplicity and demographic variables and found significant differences in terms of civil status and educational level. For example, regarding the correlation between the lifestyle of voluntary simplicity and the variable of civil status, this study determined that the married gastronomy tourists exhibited more conscious purchasing behaviours than the single ones. A reason for this may be that married individuals, relative to single individuals, are more careful while spending money due to their social status. Regarding the variable of educational level, this study concluded that gastronomy tourists with a graduate degree valued the durability of products more compared to the gastronomy tourists with an associate’s degree and undergraduate degree. This may perhaps result from the fact that as the educational level increases, the desire for making more conscious and environmentally-friendly consumption increases too (Craig-Lees and Hill, 2002; Etzioni, 1998; Zavestoski, 2002; Ergen, 2014; Umut, Topuz and Velioglu, 2015).

It was further observed that the gastronomy tourists who consumed for having an adventure and for having an idea had low-level conscious purchasing behaviours. Based on the findings, this group of tourists tends to engage in hedonic consumption most. This study also pointed out a positive and significant correlation between the gastronomy tourists with desire for a comfortable life and their consumption for having an adventure, for relaxing and for creating value. It is reasonable to assume that this group consists of gastronomy tourists who like to buy things for their loved ones, love to socialize, get excited about trying new gastronomic products, consume gastronomic products for relaxing and like to bargain. Thus, this group of gastronomy tourists shows hedonic tendencies that value pleasure and materiality. Also, the gastronomy tourists with desire for self-sufficiency appear to be those who love to share gastronomic experiences with their loved ones, enjoy having new gastronomic experiences, make gastronomic consumption to get rid of the stress of daily life, and bargain and look for sales when purchasing gastronomic products.

From the findings of this study, it is possible to make different inferences for practitioners. Local gastronomy tourists who visit Istanbul and have gastronomy experiences value hedonic consumption in their experiences and exhibit behaviours similar to voluntary simplicity as well. For this reason, it is essential for the efficiency of marketing activities that food and beverage operators as well as managers and employees in gastronomy tourism are familiar with the factors of hedonic consumption and lifestyle of voluntary simplicity that affect the gastronomic experiences of tourists, and correctly interpret consumption behaviours. Understanding of the motivations of local tourists towards hedonic consumption and lifestyle of voluntary simplicity will allow practitioners to better understand local tourists with different motivations and tendencies and to develop different marketing strategies. Besides, businesses will be able to diversify their activities to reach out consumers, who act with the motives of both hedonic consumption and lifestyle of voluntary simplicity, and to offer alternatives that appeal to a lifestyle of voluntary simplicity along with hedonic pleasures in their businesses.

This study was carried out with local gastronomy tourists; further studies may include foreign gastronomy tourists based on the same variables. In this way, the findings from local gastronomy tourists can be compared to the findings to be

obtained from foreign gastronomy tourists, providing deeper insights into differences and similarities. Moreover, the findings of this study are based on the data obtained in Istanbul. Future studies may be performed in different destinations and might yield different findings.

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## INFO PAGE

## A comparative analysis on the hedonic consumption and lifestyle of voluntary simplicity behaviors of gastronomy tourists

## Abstract

This study primarily seeks to identify the reasons of the hedonic consumption of gastronomy tourists and to explore their lifestyle of voluntary simplicity. It also aims to determine the correlation between the reasons of hedonic consumption and lifestyle of voluntary simplicity behaviours, and demographic variables. The study population consists of gastronomy tourists who visited Istanbul, Turkey in 2019. The data were collected from local gastronomy tourists who visited Istanbul between February, 20th and March 10th, 2019 and had gastronomy experiences during their visits based on purposeful sampling method. Accordingly, the study analyzed the data obtained from 440 surveys through loss data analysis, multi-slope analysis, multiple normal distribution tests. The data were examined using descriptive statistics as well as factor, t-test, ANOVA and correlation analyses. The reasons of the hedonic consumption of the gastronomy tourists were identified as consumption for togetherness, consumption for having an idea, consumption for relaxing, consumption for having an adventure and consumption for creating value. On the other hand, the lifestyle of voluntary simplicity was grouped under the dimensions of conscious purchasing behaviour, desire for self-sufficiency, durability of products, desire for simple products and desire for a comfortable life. The study lastly carried out analyses on the correlation between the reasons of the hedonic consumption and the lifestyle of voluntary simplicity trends. It consequently reported statistically significant findings between the reasons of the hedonic consumption and the lifestyle of voluntary simplicity behaviours

**Keywords:** Lifestyle of Voluntary , Simplicity, Hedonic Consumption, Gastronomy Tourist

## Authors

Full Name	Author contribution roles	Contribution rate
<b>Gürkan Akdağ:</b>	<i>Conceptualization, Methodology, Software, Validation, Formal analysis, Investigation, Resources, Data Curation, Writing - Original Draft, Writing - Review &amp; Editing, Visualization, Supervision, Project administration, Funding acquisition,</i>	50%
<b>Şule Demir:</b>	<i>Conceptualization, Methodology, Software, Validation, Formal analysis, Investigation, Resources, Data Curation, Writing - Original Draft, Visualization, Project administration, Funding acquisition,</i>	50%

**Author statement:** Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.

**This paper does not required ethics committee report**

**Justification:** The data were collected in 2019, ethics committee approval is not required.

# A research on customer experiences and perceptions for Michelin starred restaurants

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## ABSTRACT

### Keywords:

Michelin Restaurants,  
Michelin Guide,  
Consumer Experience,  
Restaurant Rating Systems,  
MaxQDA Analysis

Michelin Guide is one of the well known world-recognized restaurant rating systems. This guide gives star symbols to restaurants that meet certain standards. Being a Michelin-starred restaurant in gastronomy sector is very important in terms of prestige. Having a star is becoming a factor that significantly affects customer potential as it means attesting to the flavour and ambience of restaurants. In this research, which measures consumers' perceptions of choosing Michelin restaurants, consumer reviews from Tripadvisor site were evaluated and to understand point of view of chefs and the managers a face to face interview conducted to 9 Michelin restaurants. The purpose of the study is to investigate the reasons that drive consumers to visit Michelin starred restaurants and to understand their perceptions. The research found that consumers are curious about Michelin restaurants, preferring to experience different titles such as food quality, hospitality, service and decoration from other restaurants. In addition, consumers who prefer Michelin restaurants evaluate the service as a whole, and the issues they care about come after the quality of the food.

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## 1. Introduction

Many technological, economic and sociological developments in the world have affected people's lives in many areas. Many factors such as food consumption out of the home and several motivations and behavior patterns for food are seen as a part of the development of the food and beverage services industry. Restaurants are considered to be the most conceivable type of business among food and beverage businesses where there is an outside food consumption and experience at this point. It is understood that, there has been an increase interest in restaurants simultaneously with these changes taking place in everyday life (DiPietro, 2017). The rises in people's income has also led to an increase in eating habits in restaurants. The development of the globalized world has created an environment for the development and spread of the restaurant industry, leading to the emergence of more socializing and eating habits in people (Aktaş, 2011). The increase in quality of restaurants and the rise of standards has led consumers to go to

restaurants every day for different expectations and pursuits, resulting in the development of experiences, curiosity, perception and taste. Consumers want their experience and other wishes to be met as well as their search for fine dining in restaurants, which has contributed to the development of restaurant standards around the World (Taşdağıtıcı, 2016). The concept of quality in food and beverage businesses has an important place in these businesses. Every single experience of customers are entirely important. Although the main goal in restaurants today is the experience of dining, customers also take into account many factors from the design of the restaurant to the approach and presentation of the staff and their expectations. This is why restaurants care about serving according to certain standards. For this reason, there are organizations that set these standards for restaurants and many people rely on and follow their advice, and one of these guides is the well-known and world-renowned Michelin Guide. (Özdoğan, 2014; Guide.Michelin, 2020).

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The purpose of this research is to investigate the reasons that lead people to go to these restaurants and to provide an understanding of the people's perceptions, who have experience of Michelin star awarded restaurants. According to the information obtained from the restaurant managers and chefs, the reasons people prefer these restaurants are to want to experience them first and depending on this starting from meals, hospitality, service, beverage, atmosphere, decoration, etc. It continues with the handling of the issues.

In the first part of the study, the consumer comments who prefer selected Michelin starred restaurants (Le Jardinier, Ai Fiori, Bouley at Home, Gramercy Tavern, Casa Mono, Buona Terra, Song of India, Alma and Mume) were taken from Tripadvisor site and analyzed by qualitative data analysis method. In the second part, data from the interviews with chefs of the mentioned restaurants were evaluated using qualitative data analysis method.

## 2. Literature Review

### *Michelin Guide*

The first edition of the guide was issued in 1900 by French tyre manufacturer Andre and his brother Eduard Michelin (Henley, 2004). By 1908, the first travel office was opened in Paris. Demand for the Travel Bureau increased from 19,000 in 1921 to 155,000 by 1925 (Özdoğan, 2014). In 1926, the guide started to awarding system with stars for fine dining establishments (Tepe, 2020). The one, two and three stars system continues without change since 1936 (Özdoğan, 2014). The Michelin Guide is one of the most important guide that has a long history of restaurant guidance and has been accepted by the countries of the World (Guide.Michelin, 2020). The Michelin Guide is an important source for consumers and is known as the most considered system on the internet (Aubke, 2014). Many factors such as the spatial characteristics of the restaurant, the speed of the service, the guests' welcome, hospitality, the taste of the meals, the communication skills and the behaviors of the employees are the service elements of the restaurants (Yıldırım et al., 2016). According to these factors, it is difficult for people to have an idea about the quality of place to eat (Tez, 2015). One way to estimate the quality of restaurants is to use restaurant guidance. The Michelin guide means status for restaurants and has an important place in the competition in restaurant businesses (Bucak and Köse, 2014). The star they received for the chefs of the restaurants that achieved this status expresses

their professional reputation (Aubke, 2014). The Michelin Guide is considered the most reliable system in terms of chefs and restaurants (Winkler, 2008). Getting the Michelin star by chefs is so important in terms of respectability, the given star has the same meaning as quality gastronomy (Johnson et al., 2005).

### *Leading Michelin Starred Restaurants*

El Bulli, the restaurant's history dates back to 1961. The owner of the restaurant, Dr. Schiling gave his dog's name to the restaurant (Özdoğan, 2014). During the period from 1961 to 1982, the restaurant went through many changes, and by 1983 Ferran Adria, who had a great role in gaining the restaurant's reputation, started working at the restaurant (ElBulli, 2020). The restaurant, located in Roses in the Catalonia region of Spain, was published in Gault & Millau magazine in 1990 (ElBulli, 2020). The restaurant, which had 3 Michelin stars in 1997, was ranked first in the list of the best restaurants in the world between 2002, 2006, 2007, 2008 and 2009. Ferran Adria was awarded the Chefs ' Choice Award in 2005, and in 2010 he won the chef of the last decade (Özdoğan, 2014; World50BestRestaurants, 2020). In 2011, Ferran Adria decided to close the restaurant and announced that it would turn it into a centre for creativity. He plans to turn the restaurant, which he converted into a food lab, into a museum in 2020. The restaurant closed in 2011 for no further service (World50BestRestaurants, 2020).

Noma, in Copenhagen, has been cited many times as the best restaurant in the World, serves Scandinavian cuisine under the leadership of chef Rene Redzepi. All the dishes in Noma, are made by using fruits and vegetables grown in that season of the region (Öndaş, 2016). The restaurant takes its name from the initials of the words Nordisk (Norse) and Mad (Food). It is the first restaurant in the development of northern European cuisine by blending Scandinavian cuisine with molecular gastronomy (Özdoğan, 2014). Rene Redzepi, who takes Scandinavian cuisine to different places, delves deeper into each season and with his visionary approach, his restaurant was voted the world's best in 2010,2011,2012,2014 (Theworlds50best, 2020). The Fat Duck, named as the first restaurant to use liquid nitrogen in food, is one of the rare restaurants that pioneered the development of the sous vide technique by adapting into their dishes immediately (Theworlds50best, 2020). The restaurant, located in London, was opened in 1995 by Heston Blumenthal. Rising to the 2nd place among the world's top 50 restaurants

in 2004, the restaurant was also awarded the best rising restaurant award (Özdoğan, 2014; Theworlds50best, 2020). Restaurant managed to become the world's best restaurant in 2005, the world's second best restaurant in 2006, 2007, 2008 and 2009, and the third restaurant in 2010. Except restaurants mentioned above there are many of leading Michelin starred restaurants in the World and the number of these restaurants growing year by year.

Reasons Why Consumers Eat In Restaurants

Socioeconomic and cultural changes such as increasing well-being, changing living conditions, desire to have a good time and a desire to experience different foods and drinks are among the main reasons that lead people to eat out (Kivela, 1997; Park, 2004). Warde and Martens (2000), for purposes such as escaping from routine, socializing, trying different foods and celebrating, Cheang (2002), socializing, having fun and meeting, Ashley et al. (2004) states that consumers eat out for reasons such as social status, having a good time with family and friends (Ertürk, 2018). Bekar and Dönmez (2016), They gathered the purpose of consuming food outside the home under psychological, sociological, economic and imperative factors and express that consumers eat out for social, psychological and economic reasons rather than physiological needs. Chang et al. (2012) states that consumers' social needs for dinner and physiological needs for lunch are important.

Analysis of Michelin Restaurants' Consumer Comments

Understanding the demands and needs of consumers in today's competitive conditions is one of the most important factors affecting the success of restaurant businesses. Content analysis method has been used as a preferred research technique to obtain valid data and can be used in this research on consumer perceptions (Krippendorf, 1980). The significance of the findings, along with the fact that consumers are now starting to consider user reviews when deciding whether to go to restaurants (Pantelidis, 2010). The data obtained during processing of consumer comments were examined and encoded in MaxQDA program. The analyzes were obtained from the comments of the restaurants interviewed. While conducting the research, it was examined whether the consumers were satisfied after choosing the restaurants. Their comments about these restaurants were taken from the TripAdvisor site. Accordingly, 301 interpretations received primarily from the restaurants were preferred the most recent

comments, and an average of 30-35 reviews were taken for each restaurants. Consumers often consider the latest reviews when reviewing comments from sites like TripAdvisor (Bayram, 2015). For this reason, the most recent comments were examined and included in the analysis. These comments were transmitted in their original language in English, the comments were transferred to MaxQDA program and then analysed after coding, the results were interpreted and suggestions were developed in a systematic way.

Table 1. Maxqda Code Analysis of Consumer Reviews

Code Names	Codes	%
Consumers who like the food quality of the restaurants	210	26.92%
Consumers who like the service quality of the restaurants	103	13.21%
Consumers who recommend	69	8.85%
Consumers who think the restaurants overstatement	51	6.54%
Consumers who like the beverage quality of the restaurants	50	6.41%
Consumers who like the hospitality of the restaurants	48	6.15%
Consumers who think the restaurants are undervalued (price-performance)	48	6.15%
Consumers who like the atmosphere of the restaurant	42	5.38%
Consumers who indicate that they had experience	35	4.49%
Consumers who have visited the restaurant more than once	32	4.10%
Consumers who dissatisfied with foods	26	3.33%
Consumers who are highly satisfied with the restaurants	24	3.08%
Consumers who indicate that the restaurant is worth (Price-Performance)	19	2.44%
Moderately satisfied consumers	12	1.54%
Consumers who like the decoration quality of the restaurant	11	1.41%
<b>Total (valid)</b>	<b>780</b>	<b>100.00%</b>

Source: Authors

A total of 780 comments were added in the codes examined. Consumers like the food quality of the restaurant constitute the biggest rate of these codes with 26.92%.

Consumers stated that 210 of 301 comments liked the food quality of the restaurants. In the second place with 103 reviews with a rate of 13.21%, consumers stated that they liked the service quality of the restaurants. In a part of 8.85% of the comments, 69 consumers recommended these restaurants and used reliable expressions in their reviews. There are also consumers who state that the restaurants they visit are an overstatement, which makes two times more comments than consumers who state that they are highly satisfied with the restaurant. While consumers who think that restaurants are overstatement with 51 comments, 24 comments make up the number of consumers who state that they are highly satisfied with the restaurants. The number of consumers who stated that they were satisfied with the restaurant and especially the quality of the



connection between these tables explains that reliable and complementary codes are made.

### **3. Research Model**

Given the difficulty of conducting research in all Michelin starred restaurants in the world and the size of the universe, convenience sampling method used. As the size of universe there are 2619 Michelin starred restaurants in the world, the compositions of the stars are 2139 one star, 376 two star and 104 three star. Therefore, visited cities searched for their Michelin starred restaurants and e-mail sent before the visiting to take for interview for the study. Only nine of the Michelin starred restaurants replied and confirmed for the participation in New York, Tai-pei and Singapore. Chefs and/or restaurant managers of Michelin star restaurants in New York, Tai-Pei and Singapore, which are open between 11:00 and 17:00 are selected as the sample of the research which have one star. These restaurants were visited by the researcher and interviews took an average of 5-10 minutes. During the interview process mostly voice recording was taken, video recorded for later reviews as needed. Five of the restaurants interviewed are in New York, one in Tai-pei and tree in Singapore. The researcher booked dinner at the Mume restaurant in Tai-Pei and lunch at the Song of India restaurant in Singapore. The behavior and perceptions of people, how much time they spend in the restaurant, how many people come in groups, the average age of the arrivals, what hours they come and how much food they order, etc. the subjects are intended to be analyzed. At the same time, it has been tried to be understood by the researcher and it has been aimed to contribute as much as possible to the research by experiencing the effects and what kind of situations faced by having an evening and lunch experience in Michelin starred restaurants.

Depending on the data of this research, answers to five research questions are sought:

- What are the reasons, for consumers to prefer Michelin starred restaurants?
- Is the food quality, atmosphere, service and decoration of Michelin starred restaurants a criterion for choosing these restaurants?
- Does the perception of experience and curiosity constitute an important place when people prefer Michelin restaurants?
- What issues do people consider to revisit Michelin restaurants?
- Does the Michelin star gives people confidence and advice?

### Research Questions

Q1. What differences did you observe in your restaurant after awarded by Michelin stars?

Q2. Do you have any expectations from the people who coming to your restaurant? If yes, what are they?

Q3. Why do people prefer your restaurant?

### Data Collection Method and Tools

Findings from qualitative research should provide a point of view on the subject. In this research, a semi-structured interview technique was used in qualitative research methods; to be flexible against changing subjects, to obtain complete and information, to change the order of the questions asked, etc. such facilities are preferred in terms of provision (Topsakal, et al. 2013). This method was preferred because it is as rigid as structured interview techniques, and not as flexible as unstructured interview techniques, and is between the two methods (Yıldırım and Şimşek, 2008). All the data obtained from the interviews were taken using face to face interview technique. Voice recordings and videos of the research; Data obtained from interviews between 28 July 2019 and 13 December 2019.

### Data Analysis

During qualitative research, subjects such as environment, lifestyle and rituals should be examined by the researcher (Ari, 2019). Content analysis, one of the qualitative analysis methods, was applied using the data obtained from the restaurants and interviews examined. In the research, the notes, audio data, video images, which were obtained with the English language were translated into text and transferred to the Microsoft Word program. The data obtained from these texts transferred to the Maxqda program were coded using the analysis method, divided into groups and linked to the results. This software provides a powerful interface for testing your theories and thoughts, allowing you to decipher data in the software and automatically encode words to be searched (Maxqda, 2020). As a result, the analyses were interpreted by the researcher, while the content analysis part of the research was applied, the Maxqda 2020 qualitative data analysis program was used.

**Table 3.** Demographic features of participants

Participants	Age	Gender	Interview Date	Profession
P1	45	Male	28 October 2019	Chef
P2	35	Female	29 October 2019	Restaurant manager
P3	40	Male	5 December 2019	General manager
P4	37	Male	5 December 2019	Beverage manager
P5	38	Male	5 December 2019	Sommelier
P6	36	Male	13 December 2019	Chef
P7	35	Male	13 December 2019	Restaurant manager
P8	36	Male	13 December 2019	Restaurant manager/Sommelier
P9	32	Male	17 July 2019	Chef

Source: Authors

*Data and Findings*

As the names of the restaurant managers and chefs will not be used in accordance with ethical rules, codes will be used instead of these names. Analyzes of the written texts obtained from the interview will be transferred to the restaurants that are interviewed, giving codes from P1 to P9.

While the data obtained from the interviews were coded, the topics in which the questions were answered were coded by the researcher and uploaded to the system.

The codes obtained from the Maxqda program are shown in Table 4; During the interviews, a total of 93 codings were achieved. In the sections where 15 codes were created, the participants mentioned these codes at least 4 times and at most 16 times. The restaurant with the least code obtained from the interviews was Ai Fiori, while the restaurant with the most code obtained was Song of India.

**4. Discussion**

*Experience/Curiosity*

“Experience/Curiosity” code came to the fore with 20 replies among the given answers. Among the participants who mentioned the experience code the most were mentioned more than 1 times with P (1), P (2), P (4), P (5), P (6), P (7), P (8) has had its participants. Managers frequently mentioned about experience and curiosity during their statements. They emphasized that this is the biggest perception of people choosing Michelin restaurants. Experience, food quality and service factors are important topics that consumers pay attention in the choice of restaurants (Kivela,1997). Consumers prefer restaurants to experience food, ambiance, menu, decoration under headings (Pantelidis, 2010). The biggest reason for consumers who prefer Michelin starred restaurants is to wonder about the restaurant then want to experience it. All subsequent topics are the ones that come after consumers wonder about the

**Table 4.** Maxqda Code Analysis of Interviews

CODES	P1	P2	P3	P4	P5	P6	P7	P8	P9	TOTAL
Experience / Curiosity	3	2		4	4	3	3	1		20
Food quality	2		2	2		3	1	1	2	13
Hospitality			1	3		2		1	1	8
Service quality			2	1		2		1	1	7
Atmosphere	2			1		2		1	1	7
Decoration	2			1		2		1	1	7
Value (price)			1			1	1	2		5
Professional Menu	1	1					1	1		4
Advice	1		1	1			1			4
No difference		1				1	1		1	4
Tourist visit	1				1		1	1		4
Confidence	1		1				1			3
Revisit	1				1			1		3
No expectation			1		1					2
Location					2					2
<b>TOTAL</b>	<b>14</b>	<b>4</b>	<b>9</b>	<b>13</b>	<b>9</b>	<b>16</b>	<b>10</b>	<b>11</b>	<b>7</b>	<b>93</b>

Source: Authors

restaurant and want to experience it. The participants stated that after getting the Michelin star, people are more curious about the restaurant and want to experience it on this occasion.

#### Food Quality

“Quality of food” was the second most mentioned topic after “Experience / Curiosity” code with 13 mentioned. P (1), P (3), P (4), P (6), P (7), P (8), P (9) participants mentioned this code at least once. Among the topics they mentioned, the participants stated that the important issue after the experience was “Food quality” in the preferences of Michelin restaurants. According to the participants, when consumers experienced a Michelin star restaurant, the most important issue they pay attention to is quality of food. Lewis (1981) made one of the first studies in this field and in this study, food quality, menu variety, price and atmosphere were the most prominent topics in the restaurant selection of consumers. Similarly, in Auty’s (1992) study, issues such as food quality, value, atmosphere, location, service, experience have been prominent factors in restaurant selection. Parikh et al. (2016) came to the forefront that comments on food quality were the most emphasized topic in their study. Andersson and Mossberg (2004) centered on the dining experience and gathered the factors that affect the experience. In the analysis made on the restaurant interpretations of the consumers in the third part of the research, the fact that the code title that the consumers liked and mentioned in the restaurants was the food satisfaction in Table 1 reveals the consistency between the research section. 210 consumers stated that the food quality was the part they most liked in Michelin-starred restaurants.

Food-related qualities, service-related qualities, price, location and atmosphere are the main topics that consumers care about in choosing restaurants (Johns and Howard, 1998; Clark and Wood, 1998; Koo et al. 1999). Hansen et al. (2005) In the research that includes the factors that make up the food experience of consumers in A la carte restaurants, food and beverage are reflected in the research result as a core product. As long as the consumers are satisfied with the food quality of the restaurants, they are also satisfied with the other features of the restaurant, and if they are not satisfied with the other features, they do not express this much. As a result of this data, the food quality of Michelin-starred restaurants for consumers is reflected in the research result as the top priority heading.

#### Hospitality

In the 3rd place, the topic mentioned by the participants was the title of “Hospitality”. The participants of P (3), P (4), P (6), P (8), P (9) focused on this issue. Stating that consumers attach importance to this issue in their choice of Michelin restaurants, the participants stated that they expect a hospitable approach in their restaurant preferences and that they also care about this issue. Jani and Han (2011) stated that the hospitality factor is one of the factors that increase the behavioural intentions of consumers in restaurants offering table service. When the staff is friendly, kind and honest while meeting the needs and expectations of the customers, it is stated that they will contribute to the perception of food prices as appropriate and reasonable compared to other restaurants. In Table 1, there are 48 consumer reviews that the consumers consider the satisfaction of the restaurants and the employees are relevant-hospitable. The relationship of consumers with each employee that they deal with in the restaurant is important. Employees should be interested, they should have equipment that can provide enough information to consumers, behave more understanding when the needs of consumers cannot be met, etc. The presence of staff who can exhibit exemplary behaviors on issues has been reflected in the research result as another important topic that ensures that the consumers are satisfied with the restaurant.

#### Service Quality-Atmosphere-Decoration

In the 4th place, "Service quality", "Atmosphere", "Decoration" topics were reflected in the research result as another important topics obtained from the interviews. Scozzafava et al. (2017) featured in their study that consumers care about service quality when choosing restaurants. In consumers' restaurant preferences, atmosphere, decor, food, price, drink and chef as important topics reflected in the results of the research (Parikh et al. 2016). In the model developed by Gustafsson et al.(2006), the atmosphere is expressed as everything that covers all dimensions and is affected by the dining experience in restaurants. The citation rate of these three titles is reflected equally in the research table. In Table 4, P(1), P(3), P(4), P(6), P(8), P(9) participants made explanations about these titles. Looking at the Table 1 again, it is seen that in the comments of 103 consumers are satisfied with the service quality, 42 consumers like the atmosphere, and 11 consumers like the decoration. In the statements they made, the participants stated that the consumers evaluate

the restaurant as a whole and the quality of the dishes will not cover other bad features. Participants of P (1), P (2), P (3), P (4), P (5), P (7), P (8) underlined that they should definitely focus on other issues in addition to food quality. Consumers evaluate every detail of Michelin restaurants and do not hesitate to express their opinions about them.

Chef Gyngell had to close her Michelin-starred restaurant in London because of the consumers' complaints. Consumers complained about the restaurant not having tablecloths, a small shabby place, irregular service, and commented that restaurant did not deserve the star (Wheatley, 2012).

#### Michelin Reference

Michelin star is a system that advises consumers and gives them confidence. P (1), P (3), P (4), P (7) participants stated that consumers prefer their restaurants use the Michelin star as a reference tool. It gives consumers the guarantee of a restaurant where they can get quality service. The fact that a restaurant gets the Michelin star means that the restaurant's food quality is guaranteed by Michelin standards. This guarantee increases consumers' confidence and gives that they will receive good service. The Michelin Guide rates the restaurant's menu as professional and gives stars based on the quality of the products offered. This is a reference that determines the quality of the restaurant's menu.

#### Value (Price Performance)

P (3), P (6), P (7), P (8) were the participants who addressed the price performance management of restaurants. One of the most important issue, when Michelin Guide evaluating the restaurants is value (price-performance) management. Michelin restaurants are more expensive than a standard restaurant due to the quality of the ingredients they use and the experience they offer to consumers. During the meeting with the P (8) participant, the participant was the one who mostly touched on the issue of value. It is clear from the interview that, if consumers think that they will get better service from other restaurants when they pay a certain amount of money to the Michelin star restaurant, consumers can stop choosing Michelin star restaurants and this may have serious consequences against the restaurants. For this reason, the value management of the restaurant should be adjusted carefully and the operation and planning of all the departments in the restaurant should be done accordingly. In Table 1, 19 consumers found value in the price-

performance of Michelin-starred restaurants, while 48 consumers found no value. Michelin restaurants are known to be expensive restaurants due to the quality of the materials they use. However, consumers find these restaurants exaggeration and feel that they are not worth it. It is known that one of the basic concepts defining luxury restaurants is high price (Lee and Hwang, 2011). The price change at various times during the day or during the week affects customers' intentions to go that restaurants frequently (Etemad, 2018). The most important topic that Michelin star restaurant's managers should pay attention to is price-performance management. Restaurant's food, service, drinks, etc. No matter how perfect the issues, consumers evaluate the restaurants in each title. Restaurants that are not successful in value management and have fluctuations in prices will not be preferred by consumers, and even if they do, they will not be able to meet the increasing demands of consumers. Chefs who need to achieve quality, freshness, modernity and innovation in their meals should also give importance to value management. Han and Kim (2009) emphasized that for consumers to revisit the restaurant, the perception that prices are reasonable must be created, and feelings of special treatment and confidence must be brought to the fore.

#### Increase in Tourist Visits

Another subject shed light on the research was the observed increase in the number of domestic and foreign consumers of restaurants that earn Michelin star. Kovacs and Boka (2015) research on the foreign customer potential of restaurants receiving Michelin stars reveals that they observed a 70% increase in the customer potential of the restaurant. This is a situation where curiosity and experience perception occur on the visitors. Consumers want to experience the restaurant and as a result, visitors from all over the world want to experience, know and see the characteristics that distinguish the restaurant from other restaurants. Accordingly, an increase in the number of tourists coming to the restaurant is observed. During the meeting with P (8) participant: "We have a lot of local customers, but thanks to the Michelin star, we observed a 40% increase in the number of tourist customers. We have 60% local customers and 40% Europeans." The statements given by the participants of P (1), P (5), P (7), P (8) can be seen under the code title "Tourist visit" in table 4. The participants stated that they got more attention from domestic and foreign consumers after receiving the stars. The data obtained from this

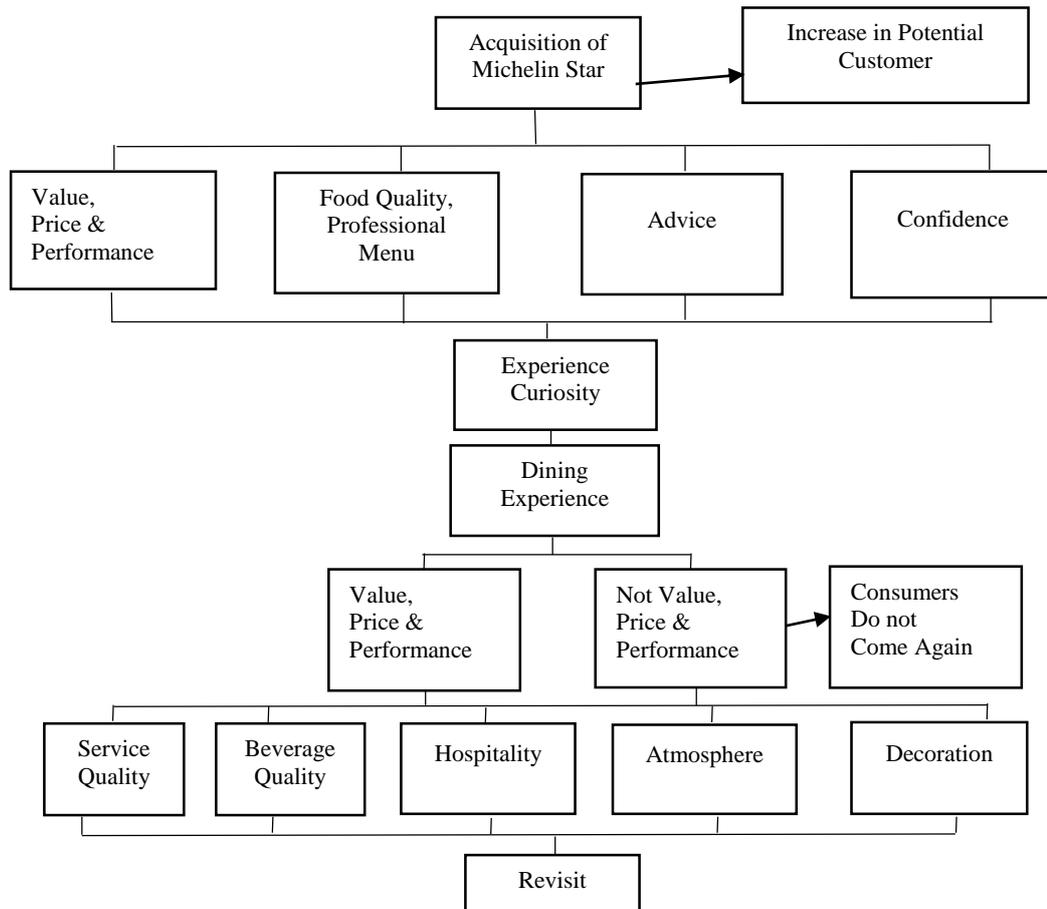
study was another topic that was reflected in the research result in direct proportion with the increase of the domestic and foreign consumer potential of the restaurants as a result of the research conducted by Kovacs and Boka.

**5. Conclusions**

The choice of Michelin starred restaurants and revisiting preferred restaurants are directly related to the restaurant's quality of food, service quality, hospitality, atmosphere, decoration and perception of value. While consumers prefer Michelin-starred restaurants, their experience and perception of curiosity have a significant impact on their preference. The most important issue that consumers who decide to experience restaurants evaluate the restaurant is reflected in the research result as food quality. To the extent that consumers are satisfied with the quality of food, the rates of satisfaction with other titles also increase. Consumers prefer the Michelin star restaurants to experience food, as well as to experience and benefit from other services offered. It is understood

that every feature that touches the consumers add value to the restaurant, such as the service offered by the restaurant, the attitude towards the consumers, the restaurant's lighting or its beautiful view, the diversity of beverage menu and the presence of a good cocktail menu. Consumers want to experience their unforgettable experiences in every part of the restaurant. Creating all kinds of beautiful opportunities that can touch the feelings and emotions of consumers such as talking with the chef during a dinner, visiting the restaurant's kitchen, sharing the interests and experiences of the chefs or staff with the consumers in the restaurant will have unforgettable moments and will bring people back to the restaurant.

All starts with the acquisition of the Michelin star. There is an observed increase in consumer potential after receiving the Michelin star. The received star advises consumers that the restaurant's menu is professional and that they will receive good service. There is a feeling of trust in consumers, it means that the service they



**Figure 2.** Michelin Reference Pattern as a Result of Findings

Source: Authors

receive is worth the amount they will pay. When restaurant gets the Michelin reference, consumers wonder about the restaurant and visit the restaurant because they want to experience it. Consumers wonder what they see and experience the quality of food unlike other restaurants, and these restaurants become open to the experiences of consumers and tourists in the region. Based on these references, consumers evaluate the restaurants first by giving importance to food quality. Consumers who decide that the food is not worth, do not prefer the restaurant for the next time, even if the other features of the restaurant are good. Consumers, who decide that the food is quality and price is worthwhile, continue to evaluate the restaurant under other headings. These heads continue under the headings of the restaurant employees' attitudes and behaviors, whether the service is made in a quality manner, how attractive the atmosphere and decoration is, the variety and quality of the beverages. And ultimately, consumers who get great experiences to visit the restaurant, people want to visit the restaurant again to see the amazing items they will experience next, being aware of the constant improvement and renewal of restaurants.

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**INFO PAGE****A** research on customer experiences and perceptions for Michelin starred restaurants**Abstract**

Michelin Guide is one of the well known world-recognized restaurant rating systems. This guide gives star symbols to restaurants that meet certain standards. Being a Michelin-starred restaurant in gastronomy sector is very important in terms of prestige. Having a star is becoming a factor that significantly affects customer potential as it means attesting to the flavour and ambience of restaurants. In this research, which measures consumers' perceptions of choosing Michelin restaurants, consumer reviews from Tripadvisor site were evaluated and to understand point of view of chefs and the managers a face to face interview conducted to 9 Michelin restaurants. The purpose of the study is to investigate the reasons that drive consumers to visit Michelin starred restaurants and to understand their perceptions. The research found that consumers are curious about Michelin restaurants, preferring to experience different titles such as food quality, hospitality, service and decoration from other restaurants. In addition, consumers who prefer Michelin restaurants evaluate the service as a whole, and the issues they care about come after the quality of the food.

**Keywords:** Michelin Restaurants, Michelin Guide, Consumer Experience, Restaurant Rating Systems, MaxQDA Analysis

**Authors**

Full Name	Author contribution roles	Contribution rate
<b>Akın Şahin:</b>	<i>Conceptualization, Methodology, Software, Validation, Formal analysis, Investigation, Resources, Writing - Original Draft, Writing - Review &amp; Editing, Visualization, Funding acquisition,</i>	60%
<b>Ülker Çolakoğlu:</b>	<i>Methodology, Data Curation, Writing - Original Draft, Writing - Review &amp; Editing, Visualization, Supervision, Project administration,</i>	20%
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**This paper does not required ethics committee report**

**Justification:** The methodology of this study does not require an ethics committee report.