

## The Effect of Street Foods on Destination Selection in the Context of Planned Behavior Theory: The Case of Istanbul Province<sup>1</sup>

 Şaban KARGİGLİOĞLU<sup>2\*</sup>  Mustafa AKSOY<sup>3</sup>

### ABSTRACT

This research was conducted to determine the effect of street foods on the behavioural intention for destination selection within the scope of planned behavior theory for the tourists visiting Istanbul. In terms of being Turkey's biggest city that welcomes tourist and having a deep-rooted culinary culture of street foods itself, Istanbul constitutes the universe of the study. Extensive literature screening was done and questionnaires which were translated into English and Arabic by experts in the field were used as the method of data collection. Tourist visiting Istanbul with the purpose of tasting street foods were surveyed in the popular tourist spots of Istanbul (Istanbul historical peninsula, Galata tower and Istiklal Street, Kadikoy) between 15 October 2018 and 15 January 2019 in Turkish, English, and Arabic. After removing 20 of the 450 questionnaires obtained after the survey, a total of 430 available questionnaires were analyzed. The data obtained from the research and the hypotheses in the model were tested by using regression analysis. It was found that the measurement results had a high level of reliability and validity. As a result of the analysis, the attitudes towards behavior and subjective norms seem to have a positive effect on the behavioral intention towards destination selection. Regarding the perceived behavioral control, it appears that there is no effect on the behavioral intention for destination selection. These results coincide with the results of previous studies on planned behavior theory. The results obtained after the analysis are important in terms of helping the studies to be carried out later.

**Key Words:** Planned Behavior Theory, Street Foods, Destination Selection, Istanbul.

**Jel Code/Kodu:** L83.

### Planlı Davranış Teorisi Bağlamında Sokak Lezzetlerinin Destinasyon Seçimine Etkisi: İstanbul İli Örneği

Bu araştırma, sokak lezzetlerine yönelik planlı davranış teorisi bağlamında İstanbul'u ziyaret eden turistlerin destinasyon seçimine yönelik davranışsal niyet üzerindeki etkisini belirlemek amacıyla gerçekleştirilmiştir. İstanbul, Türkiye'nin en fazla turist ağırlayan şehri olması bakımından ve de köklü bir mutfak kültürü sebebiyle sahip olduğu sokak lezzetleri, araştırmanın evrenini oluşturmaktadır. Veri toplama aracı olarak, kapsamlı literatür taramasının ardından anket formuna son şekli verilmiş ve alanında uzman kişilerce bu anket formu İngilizce ve Arapça dillerine çevrilmiştir. Sokak lezzetlerini tatma amacıyla İstanbul'u ziyaret eden turistlere İstanbul'un turistik noktalarında (İstanbul tarihi yarımada, Galata Kulesi ve İstiklal Caddesi, Kadıköy) 15 Ekim 2018 – 15 Ocak 2019 tarihleri arasında Türkçe, İngilizce ve Arapça olarak anket uygulanmıştır. Anket uygulanmasının ardından elde edilen 450 adet anket formundan 20 tanesi çıkartıldıktan sonra toplam 430 adet kullanılabilir anket formu analiz edilmiştir. Araştırma sonucunda elde edilen veriler ve modelde yer alan hipotezler, regresyon analizi kullanılarak test edilmiştir. Ölçüm sonuçlarının yüksek düzeyde güvenilirliğe ve geçerliğe sahip olduğu görülmüştür. Yapılan çözümlenmeler sonucunda, davranışa yönelik tutum ve öznel normun, destinasyon seçimine yönelik davranışsal niyete olumlu etkisi olduğu görülmektedir. Algılanan davranışsal kontrol ile ilgili olarak ise destinasyon seçimine yönelik davranışsal niyete herhangi bir etkisinin olmadığı görülmektedir.

**Anahtar Kelimeler:** Planlı Davranış Teorisi, Sokak Yemekleri, Destinasyon Seçimi, İstanbul.

**Referans/Citation:** Kargiglioğlu, Ş. & Aksoy, M. (2020). The Effect of Street Foods on Destination Selection in the Context of Planned Behavior Theory: The Case of Istanbul Province, *Journal of Hospitality and Tourism Issues*, Vol. 2, No.2, 122-142.

<sup>1</sup>This article has been compiled from Şaban KARGİGLİOĞLU's PhD thesis titled "The Effect of Street Foods on Destination Selection and Re-Visiting Intention in the Context of Planned Behavior Theory" in the Gazi University Institute of Social Sciences, Department of Gastronomy and Culinary Arts,

<sup>2</sup> Dr. Sinop University, Hotel, Restaurant and Catering Services, Turkey, skargiglioglu@gmail.com. Orcid ID: 0000-0002-8952-7225.

\*Corresponding author.

<sup>3</sup> Assoc. Prof. Ankara Hacı Bayram Veli University, Gastronomy and Culinary Arts, Turkey, mustafa.aksoy@ahbv.edu.tr. Orcid ID: 0000-0002-3845-1267.

## 1. INTRODUCTION

Businesses operating in the tourism sector benefit from the attractiveness of gastronomy to improve themselves and increase their diversity. Quan & Wang (2004) argue that food and beverage can be both the main attraction and secondary support factor in tourists' travel, and may even be preferred and consumed as part of their daily routine. As a result of the fact that gastronomy tourism is a tourism type which can be demanded for full twelve months of a year, many countries use products from their own culture in the field of promotion and marketing, both through geographically marked products and by enriching their tangible and intangible cultural heritage. Gastronomy tourist do not consume the foods solely to meet their physiological needs, but also they put importance to how these foods and beverages are prepared, preserved, and to the equipment used in this process; all the stages and elements of cooking methods and table culture.

In the 4th century B.C, Greek Archestratus wrote a book about food and wines in the Mediterranean. Thus, it is thought that the word Gastronomy was first used by the Greek Archestratus. The word "gastronomy" was used as the name of a poem published by Jacques Berchoux (1801) in France 200 years ago. The word consists of the combination of the ancient greek words "gastros" used in the meaning of stomach and "nomos" used in the meaning of rule (Scarpato, 2002). Hall & Sharples (2003), according to which food tourism is an experiential trip to a gastronomic region, for recreational or entertainment purposes, which includes visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers' markets, cooking shows and demonstrations, tastings of quality food products or any tourism activity related to food.

Gastronomy tourism can be defined as the type of tourism that provides motivation to travel for new food and beverage experiences, thus greatly helps to drive travel mobility (Çalışkan, 2013: 41). The origin of gastronomy tourism lies in agriculture, culture and tourism. These three elements provide the opportunity to market and place gastronomy tourism as a regional attraction and experience. Agriculture offers the product, culture offers history and authenticity, tourism provides infrastructure and services. All these elements meet under gastronomic tourism (Yüncü, 2010). Considering the outcomes of gastronomic tourism, it is thought that it will contribute to branding along with its competitive advantage in terms of region and country. From this point of view, local cuisine plays an important role in creating a positive picture in economic indicators and developing the destination. Countries and regions that want to take advantage of gastronomy tourism are supported both legally and economically by official authorities (Henderson, 2009: 307-316). Gastronomy tourism is a whole of relationships, including travel and accommodation, in line with the wishes of people to taste different food and drinks, see the production process, learn different cultures by examining the culinary traditions, discovering new meal systems and eating styles (Karim & Chi, 2010). Gastronomy tourism is defined as a form of tourism that enables tourists to experience the culture and past of a region and creates travel motivation for a new food and beverage experience and is effective in shaping travel behaviors (Akbaba & Kendirci, 2016). In addition, gastronomic tourism is a destination element that has managed to save tourism from seasonality and contributes to the distribution of tourism in twelve months (Hjalager, 2002). This so called culinary tourism, also contains information representing the region where the local cultures live in short (Long & Lexington, 2004). Gastro tourists are people who travel to taste the dishes of different cultures, to learn the presentation and services of these dishes and to experience different food cultures. The aim of gastro tourist by having a dining experience is to feel the difference, rather than satiate the belly (Long, 2003).

Although the number of restaurants and indoor areas are increasing today, the habit of street food consumption still maintains its importance in Turkish food and beverage culture (Sert & Kapusuz, 2010). Turkey experiences four seasons which has a great contribution to the increase of the variety of street flavors. Some example of Turkish street foods include; fish sandwiches, bagels, doner, kokorec, kebab, mussels and so on. In addition, the richness of Turkish street foods is due to the differences between the regions on the culture of eating and drinking (Ballı, 2016: 5). It has been observed that the consumption of street foods has become a trend in the recent period and it has become increasingly popular in mostly touristic cities (Bhimji, 2010; Newman & Burnett, 2013), also it is observed that street food has become appealing to all types of consumers (Karsavuran, 2018: 255).

Street food is consumed with different ways in different geographies, and in many cases it can reflect the characteristics of the society consuming it because it is prepared with local products and cooking techniques. At the same time, street food, which can offer a fun and practical consumption, has the potential to be a gastronomic product and to be marketed for the diversification of tourism (Kurt, 2018: 11).

The main purpose of this research is to examine the behavioral intentions for destination selection in the context of planned behavioral theory of the tourists visiting Istanbul for the purpose of tasting street foods. For this purpose, the effect of attitude towards behavior, subjective norm and perceived behavioral control dimensions are determined on behavioral intention towards destination selection. In this study, how the street foods affect the behavioral intention of the destination selection was investigated with the planned behavioral theory method in terms of the behavior of the tourists visiting Istanbul to consume street delicacies. When the studies related to gastronomy are examined in the literature, it is observed that most of foreign studies regarding street flavors are focused on food safety. With very few studies conducted on street delicacies in Turkey, the study regarding destination selection in terms of planned behavioral theory is indeed limited. The main problem of this research is determining the level of influence of attitude towards behavior, subjective norms and perceived behavioral controls on the tourists who come to Istanbul with the aim of consuming street flavors, in terms of their behavioral intentions towards their destination choice.

## **2. CONCEPTUAL FRAMEWORK**

In this part of the study, the conceptual and theoretical framework of Planned Behavior Theory, the applications on the theory of planned behaviour in the literature, street foods and the applications regarding street foods in the literature are given.

### **2.1. Concepts of planned behavior theory**

Reasoned action theory and planned behavioral theory are used to predict individuals' attitudes and manners and determine their intentions in case of an event or behavior. Following the Causal Behavior Theory introduced by Fishbein and Ajzen in 1975, Planned Behavior Theory is a behavioral theory developed by Icek Ajzen in 1985. Causal Behavior Theory has been successfully applied in almost every field of social sciences by many researchers in predicting and explaining people's behavior under voluntary control (Ajzen, 1991, 2001). The most effective and famous conceptual human behavior studies are thought to be Planned Behavior Theory which is used extensively in predicting behavioral intentions (Ryu & Han, 2010). The starting point of both theories; is the assumption that human behavior can be estimated from behavioral intentions (Başbuğ, 2008: 30). Behavioral intentions are shaped by individuals' attitudes towards behavior and their subjective norms.

According to Ajzen (1991), conceptually, behavioral intention has three different determinants: (1) attitude towards behavior that shows its evaluations in favor or against the questioned behavior, (2) the subjective norm known as social pressure that affects the presence of the behavior and (3) perceived behavioral control, where behavior is perceived as simple or complex. Accordingly, some basic assumptions of the model are as follows (Ajzen, 2005):

- a. Intention is the direct precursor of real behavior.
- b. The intention is determined respectively by attitude towards behavior, subjective norm and perceived behavioral control.
- c. These determiners themselves are a function of beliefs about behavior, norms and control, respectively.
- d. Beliefs in behavior, norms and control can be varied as a function of a wide range of background factors.

### **Attitude towards the behavior**

Since the beginning of the field of social psychology, studies have been focused on attitude. However, when it was seen that measuring attitude towards an object has a weak effect on determining human behavior, researchers started to focus on attitude towards behavior (Ajzen & Fishbein, 1977). Ajzen (1991), on the definition of attitude; It states that there is a general consensus that it is a summary evaluation such as good - bad, useful - harmful, pleasant - unpleasant.

It can be expressed as a person's positive or negative feelings / evaluations about the behavior in question (Fishbein, 2001). One of the key stakeholders in the study of attitudes is the tourist. For travel studies, it was concluded that the attitude towards the use of user-generated content positively affects the intention to use it (Ayeh, 2013).

### **Subjective norm**

According to Ajzen (2005), it is defined as the social pressure that a person perceives to perform a behavior or not. In other words, the expectations of the environment or social groups are also important in the behavior of the person (Eyler, 2016: 85).

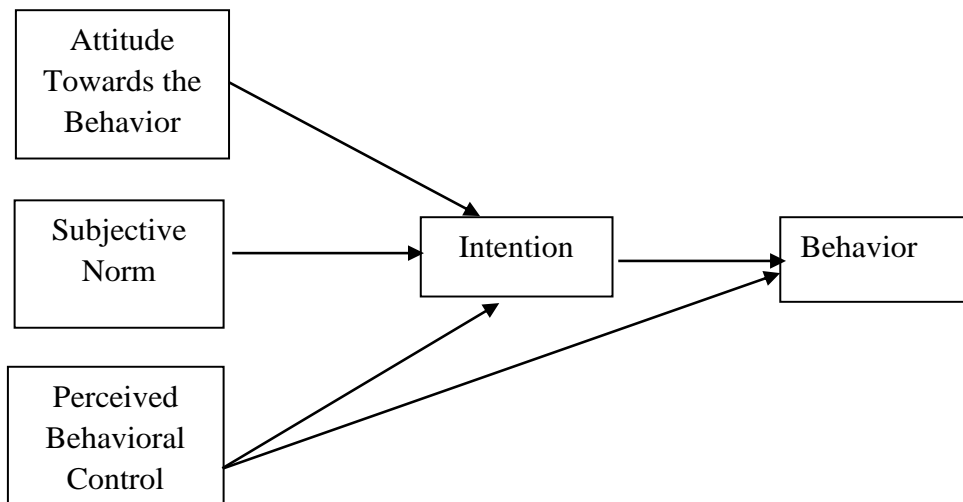
Subjective norm; It expresses the social feedback perceived by the individual regarding the behavior in question. When people that the individual respects expect the behavior they want to see from themselves or perform that behavior themselves; The subjective norm will create (social) pressure to carry out the behavior. On the contrary, if most of the normative beliefs are against the behavior, the perceived subjective norm will create pressure for the behavior not to be performed (Albayrak, 2008: 61).

### **Perceived behavioral control**

Perceived behavioral control refers to the presence or absence of resources and opportunities needed to perform behavior. However, the important point here is that the perceived ease and difficulties of behavior may be different from what it actually is. In other words, the difficulty perceived by the person (internal or external) may be less in reality or not at all (Akkuş, 2013).

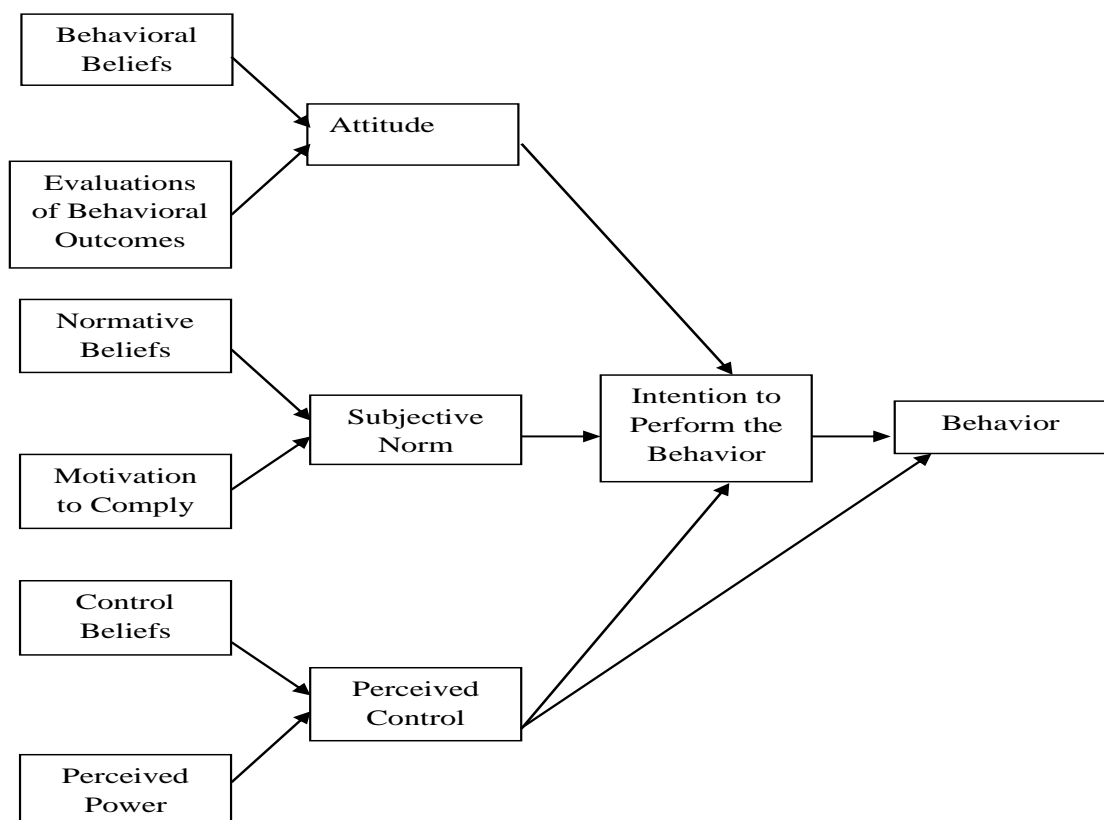
Perceived behavioral control is thought to be affected by two different situations that can weaken its power in predicting intention and behavior (Notani, 1998). The first of these shapes intentions and

interacts with them to affect behaviors jointly (Ajzen, 1991: 179; Maes, Leroy, & Sels, 2014: 785). The second is that an individual's perception of behavioral control does not change over time, but remains constant. In other words, differences between an individual's previously perceived behavioral control and his current control over behavior may weaken the predictive power of behavior (Kocagöz and Dursun, 2010: 141).



**Figure 1. The core model of planned behavior theory (Ajzen, 1991).**

It is stated that individuals who have the same intention to demonstrate a behavior are more likely to be successful when they are more confident in their abilities than individuals who doubt their abilities (George, 2004: 199-200). In accordance of this information, the model becomes shown in Figure 2 (Ajzen, 2005).



**Figure 2. Model of planned behavior theory (Ajzen, 2005).**

## **2.2. Applications of planned behavior theory in the literature**

Planned behavior theory has been applied to tourist consumer behavior for more than fifteen years, if not for a long time. Few of the studies have adapted the causal behavior theory to various tourism-related subjects (tourists intention of trying local cuisine, online shopping experience, climbing behavior to Uluru rocks, etc.), and the main studies that make up the literature are generally discussed in the context of planned behavioral theory. Although planned behavioral theory has been used in different studies in the field of social sciences, it has been observed that it is used in a limited number of studies in the gastronomy literature, which is accepted as a new branch of science. Some of these studies have been found to use TRA (Theory of Reasoned Action), and some others use TPB (Theory of Planned Behavior).

When the studies in the literature are analyzed, it is seen that very few use Planned or Causal Behavior Theory to measure the behavior that is intended to be explained directly (Lee, Qu & Kim, 2007; Lee & Choi, 2009; Hsu & Huang, 2012; Tsai, 2010). The vast majority of surveys addressed intention, especially the intention to visit a particular destination. The "intention to try local cuisine", which can be evaluated in the context of food tourism, was tried to be explained only by a few academicians with Causal Behavior Theory (Ryu & Jang, 2006; Ryu & Han, 2010). In both studies, instead of examining direct intention of the food travel, the researchers examine the intention to try local cuisine during any touristic trip. The least studied subject in the context of tourism is the behavior towards employee study (Huh, Kim & Law, 2009).

In the study of Kurt (2018), which aims to examine independent travellers of Istanbul on their intention on consuming street food within the scope of TPB, it is possible to say that street food is a special food group in terms of diversification and marketing of tourism activities as an important gastronomic element, in case of safe and entertaining consumption, together with the relevant managers and practitioners, and the validity of the theory has been reinforced once more by the fact that the variables discussed within the scope of TPB affect the behavioral intent. From the study, it is concluded that TPB, which is being used successfully in other fields, was also used as a successful conceptual basis for understanding tourist behaviors in the field of gastronomy.

In the field of food and beverage; Mullan & Wong (2010) investigated the effectiveness of a food hygiene intervention based on Planned Behavior Theory, and the Planned Behavior Theory model was observed as a reliable model for predicting food hygiene behaviors. In 2015, Mullan and her work team evaluated the safe food transport behavior with the extended Planned Behavior Theory and concluded that transporting safe food differs from young and old age groups. In their research, Chen & Tsai (2007) revealed that the most important effect on behavioral intentions is the destination image.

## **2.3. Street foods**

Street foods are an inexpensive, nutritious food source for low-income people in the city and the countryside, economically advantageous, attractive and diverse food source for tourists. It is an important source of income especially for women, providing chance to become self-employed and an opportunity to develop business skills with low capital investment. Regarding street foods, the authorities should establish a policy aiming to ensure food safety and hygiene, to ensure that street vendors are informed about safe food, to support, control and plan the street foods sector itself. This policy should be developed as an integrated system with vendors and consumers to meet the needs of each stakeholder in food safety government, consumers and suppliers (Kargiglioğlu, 2019).

Street foods have been going on since the Middle Ages. Because the rich class chooses not to eat on the street and prefer table service in restaurants to have a better image and service quality, street food has become the symbol of the poor (İrigüler & Öztürk, 2016). Even though street foods were not preferred by the high-income group in the past, it is observed that nowadays street foods are seen even in the menus of the first-class restaurants (Kargiglioğlu & Aksoy, 2019).

Street food is a highly heterogeneous food category that covers meals, drinks and snacks. In addition, food and beverage items differ greatly in terms of retail sales, processing methods and consumption. Various attempts have been made to define street foods, however, the accepted definition was made for the first time in 1986 at the "Regional Workshop on Street Food in Asia" organized by the Food and Agricultural Organization (FAO, 1986) in Jakarta, Indonesia. According to this definition, street food is defined as ready-to-eat foods and beverages, which are prepared and/or sold by street vendors or similar vendors, especially in roads, streets or similar public places (Food and Agriculture Organization of the United Nations (FAO), 1986).

Street flavors are common and important features of city centers in many developing countries. As stated in the definition, the main feature of street foods is the place where they are presented as retail, namely "the street". Those who demand these foods are more concerned with the comfort, accessibility and the resulting sense of pleasure, rather than safety, quality and hygiene (Solunoğlu, 2018: 23).

Although street foods have positive aspects, there are also various negative aspects. Those disadvantages include occupations on roadsides and sidewalks, hygiene and sanitation problems, potential disturbances in the lives of other citizens, and a possible contribution to the deterioration of law and order in the city. Therefore, local authorities should be equally concerned about the total environment in which people conduct their daily life activities, apart from dealing with potential health hazards of street foods. This requires long-term planning of the city infrastructure, adequate civilian facilities and also efficient management (Kargiglioğlu, 2019).

Recently, street foods appear to be more impressive with their simplified preparation techniques and the presentation of unique flavors. Some cities of the United States, such as New York, Los Angeles, and Philadelphia, are proud of their street food business (e.g. Kogi Korean BBQ-To-Go, Churro Station and Xooro Gordon Food Service, 2009). In addition, as a strategy to support street food vendors, a contest under the title of Vendy awards was organized and given to the best street food vendor (Henderson et al, 2012). Ready-to-eat food is available everywhere, from New York's hot dogs to Mexican taco stands (Gordon Food Service, 2009; Tinker, 1999, 2003). It is also observed that street foods have become an almost universal phenomenon in urban life in many countries (Haryani et. al, 2007).

Kebab in Turkey, Pho in Vietnam, Samosa in India, Takoyaki in Japan and Taco in Mexico are the most popular street foods which can be found in almost every street corner in mentioned countries (Street food, 2012). Some examples of businesses that offer a variety of cultural and traditional street foods in Asia include street trading center in Singapore, night markets in Taiwan, street stalls in Korea, and yatai (peddlers) in Japan. (Choi, Lee & Ok, 2013).

Some street foods that stand out in Istanbul can be categorized as follows (Demir et al., 2018):

- Sea Products: Fried Mussels, Stuffed Mussels, Grilled Fish Sandwich, Lakerda
- Animal Sourced Products: Meatball, Sogus Kelle, Wet Burger, Spiced Mutton Liver, Icli Kofte (Kibbeh), Sweetbread,

- Pastry: Sariyer pastry, Topic/k, Chickpea Wrap, Turkish Bagel,
- Others: Kanlıca Yogurt, Baked Potato, Mobile Breakfast Bar, Pilaf with Chicken, Haricot Bean Meal,
- Beverages: Boza, Pickle Juice, Turkish Coffee, Sherbets, Salep,
- Sweets/Desserts: Traditional Ottoman Turkish Delight, Semolina Helva, Ottoman Paste, Tulumba Tatlısı (Syrup-soaked Pastry),
- Fruits: Green Plum, Çengelköy Cucumber, Unripe Almond.

The habit of consuming street food has been an important part of the Turkish food culture from the Ottoman Empire time to the present day. Especially in the periods when the culture of eating and drinking starts out, the number of restaurants is low and street foods in the sense of economics come to the fore. People come together and share the experience of having street foods, making it also valuable from the social dimension point of view (Özden, 2015).

#### **2.4. Applications in the literature regarding street foods**

In a study titled a comprehensive review done by Abrahale, Sousa, Albuquerque, Padrão and Lunet (2019), a total of 441 articles were selected. The number of publications has increased in recent years, almost half of the publications have been published after year 2012. It is observed that approximately three quarters of the articles are from Africa or Asia. Most studies are about food safety (85.5%), the availability and consumption of street foods are much less frequently investigated (30.3%). The focus of the studies is generally food (mostly about microbiological contamination) and sellers (mostly regarding food processing), whereas consumers and sales areas are rarely evaluated and no definition for street foods is specified in more than half of the studies.

In a study performed by Gharthey et al. (2019) titled personal hygiene practices of street food vendors in a rural area in South Ghana, they pointed out that, despite its many benefits, street food can create significant foodborne illnesses. Almost half of the vendors (49.7%) handled ventilated food with their bare hands, while 57.8% stated that they did not have the habit of washing their hands with soap and water. More than a tenth (19.9%) of vendors admitted to have at least one foodborne illness in the past twelve months. In the conclusion of the study, regular food safety training and vendors' supervision, in addition to follow up by stakeholders were strongly recommended.

In a study of consumption of fresh vegetables from street food and sanitation of street stalls in four regions of Bogor done by Utami et al. (2019), it is found that consumption of fresh vegetables on the stalls requires serious attention. The study aimed to estimate the probability of exposure to fresh vegetable consumption in street food consumers, measure the level of cleanliness of street stalls that offer fresh vegetables, and propose a mentoring program for the stalls located at four points in the city of Bogor. It is concluded that there is a risk of food safety in consuming fresh vegetables at the stalls located at four points in the city of Bogor.

In the gastronomic value of street foods: Istanbul street delicacies study of Demir et al. (2018), Istanbul street foods are classified under seven different headings: seafood, products of animal origin, pastries, beverages, desserts, fruits and other gastronomic values. It has been determined as a result of the observations of the researchers that the demand for street flavors consumed in different features in different geographical regions of Istanbul is high and that the companies serving street foods generally serve at an amateur level. In addition, it is seen among the results obtained during the study that many



of the dishes depicted as Istanbul street foods are included in Istanbul street life as a result of migrations from Anatolia to Istanbul. It is also possible to see “sherbet” and different food habits from the Ottoman Empire period in today's Istanbul street foods. Moreover, it is possible to say that high-quality foods such as “topik” and “lakerda” are seen in the street foods of Istanbul among the non-Muslim elements that have existed in the social life of Istanbul for many years.

In a study of Çavuşoğlu & Çavuşoğlu (2018) on a research on gastronomy tourism and Cyprus street foods, the concepts of gastronomy, gastronomy tourism, electronic promotion and street flavor were explained and it contains informations about the food produced and sold on the street of Cyprus, the making of these foods, method of sale and the tools used in sales. In the third part of the study, there is a website application prepared for the electronic promotion of the products that are widely produced and sold on the street of Cyprus. In the conclusion part, suggestions about what to do with regard to preserving the food and beverage culture sold on the street in the gastronomic culture of Cyprus and transferring it to future generations are given.

In a study named 'Conceptual analysis of street flavors of Turkey' by Guzeler & Çağla (2018), it is stated that street foods are seen as one of the most important groups in the nutrition choices, and are preferred because of their easy accessibility, low cost and unique flavors. Most of the countries have their own special street food. Turkey is a country with a rich variety of food in terms of street foods. This diversity is important for the gastronomic situation, such as cultural wealth and gastronomic tourism. Therefore, it is necessary to preserve the unique flavors of street food and control the production techniques.

In Karsavuran's (2018) study of street food: the approach of different disciplines and the evaluation of street food in the field of gastronomic tourism, it is stated that street food is largely away from being considered as a marginal and informal sector. It has been concluded that street food, in which consumers show great interest, is also an important business opportunity for disadvantaged groups of the society such as immigrants, women and unemployed. It can be said that traditional dishes and ethnic cuisines served on the streets are a cultural phenomenon reflecting the texture of the city.

In a study of consumer preferences for street foods: the case of Gaziantep city by Solunoğlu & Nazik (2018), it is seen that there is no difference between men and women as well as pre-graduate and undergraduate graduates are found more frequently than primary school graduates in terms of the frequency of consumption of street foods. As mentioned in the literature, street delicacies are local foods that students especially prefer. It can be stated that depending on the increasing degree of graduation, the tendency of consumption also increases. In addition, monthly expenditure averages for consuming street foods differ in terms of married childless families and families with children. As a result, there was a statistically difference in terms of expenditure average and consumption frequency for the participants with high income and those with low income. The socio-demographic data of consumers gained from the study are thought to offer clues to future research on consumption of street foods.

Dönmez Polat & Gezen (2017) carried out a study to draw attention to the street sellers who sell food that they produce and/or buy by opening stalls on the streets and the importance of street sellers in tourism and gastronomy. In the study, the current status of street food and its vendors, which are emphasized theoretically, as well as analysis of the environmental conditions to which they are exposed to and the sustainability of the work are deemed necessary to be determined. In addition, although it seems modest in our culinary culture, it is considered important to ensure the sustainability of street food, creating awareness and offering suggestions about street vendors that produce and/or buy and sell street foods.

Gönülgül & Durlu Özkaya (2007) in their study titled 'The Review of Los Angeles and Toronto Street Food in terms of Menu Content and Production', they found out that within the menu of street food vendors, the fast-food products from American food culture such as Hamburger and Cheeseburger, and easily and quickly consumed foods from Spanish immigrant culture such as Taco and Burrito are seen in the menu. In this study, for a simple street vendor, it is pointed out that the demographic features of the region are important when planning the menu and how effective it is in the formation of the menu.

In a study of Adana street foods in terms of gastronomy tourism by Ballı (2016), the research regarding street foods and particularly Adana street foods from Turkey and the World was added.

In Mensah et al. (2002) study about how safe are street foods in Accra, Ghana, the need to enforce food hygiene rules more often and to license street food vendors are shown; Public health authorities should intensify their efforts to monitor the health and hygiene conditions of food and beverage organizations; Public opinion, and particularly consumer organizations, can play a key role in the food control system by highlighting deficiencies and constructively supporting national food quality control systems; Also wherever there is consumer pressure, it is seen that there is more awareness about food problems and both authorities and food industry are under pressure to improve.

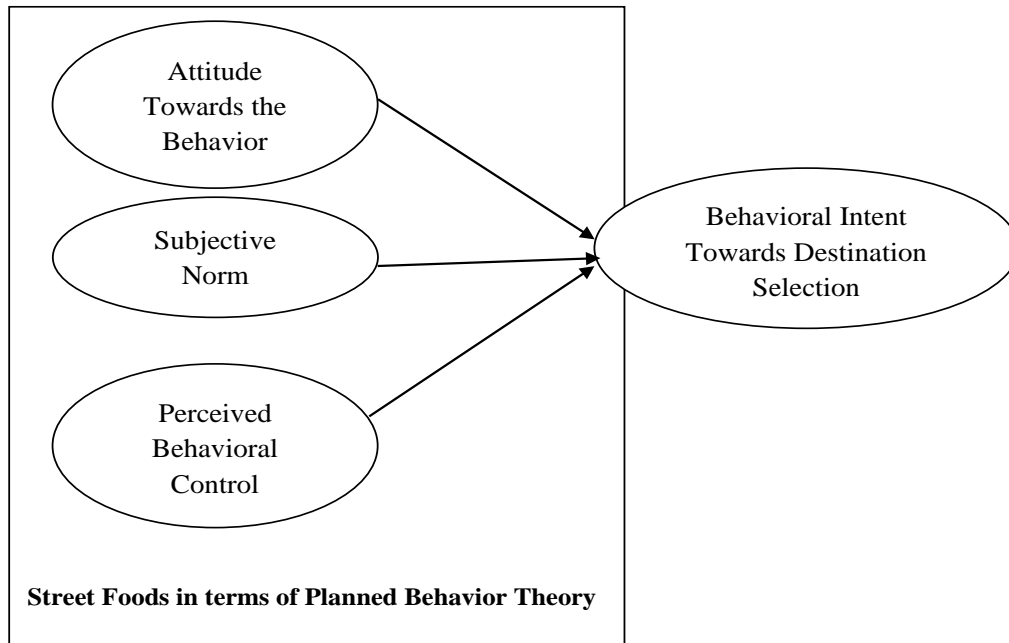
### **3. METHOD**

The target population of the study is tourists visiting Istanbul, which is one of Turkey's most visited cities. The primary reason for choosing the city of Istanbul as the research universe is because of Istanbul is ranked 15<sup>th</sup> among the 100 cities of the world in the list of “100 most visited cities in the world” prepared by the international research company “Euromonitor International”, it comes as the first place compared to Antalya, Edirne and Artvin as the cities from Turkey which are included in the same list (Anadolu Ajansı, 2017).

According to the data of "Tourism Statistics 2019, January - December" prepared by Turkish Statistical Institute, the total number of foreign visitors in Turkey is 45,058,256, while the number of foreign visitors visiting Istanbul is 14,906,663 making it the first among the most preferred destinations in the twelve-month period (Istanbul Provincial Directorate of Culture and Tourism, 2020). On the other hand; the richness of Istanbul in terms of street foods, being shown as one of the best street foods in the world by national and international organizations, and the fact that street foods festivals are organized in the city is another reason why the province is preferred for the study. Although street foods are sold by vendors and handlers for immediate consumption or consumption at a later stage without further processing or preparation, they start to be included within the menu of restaurants and cafes due to their popularity.

A total of 450 participants were gained in the research. After the questionnaire used in the research was finalized, the data collection process is started. Data collection was carried out by the researcher himself and by the people who were informed about the study. During the data collection process, the participants were given preliminary information about the research by the interviewer before they started filling out the questionnaire. Data collection was completed in approximately three months from 15 October 2018 to 15 January 2019. During the data collection process, 450 questionnaires were collected, and 430 usable questionnaire forms were obtained after the questionnaires containing incorrect and incomplete information were removed. Eventually, analysis was carried out on 430 questionnaires.

In accordance with the purpose of this study, frequency distributions of demographic characteristics (gender, age, educational background, income, nationality) of the participants who answered the questionnaire in the study will be made with the descriptive research model, and also as a result of the hypotheses developed, based on the literature, a causal research model was used. The mentioned research model is shown in Figure 3.



**Figure 3. Research Model**

The research hypotheses shown on the research model and subject to the study were formed as follows:

**H<sub>1</sub>:** Individuals' attitudes towards participating in tourism aimed at tasting street foods have an impact on the behavioral intent towards destination selection.

**H<sub>2</sub>:** The subjective norms have an impact on behavioral intent towards destination selection.

**H<sub>3</sub>:** The perceived behavioral controls by individuals have an impact on behavioral intent towards destination selection.

#### **4. FINDINGS**

This section includes the findings regarding the statistical analysis of the data collected as a result of the study. Firstly, descriptive statistics and regression analysis results for the Planned Behavior Theory scale were presented. By testing the measurement model, the reliability, association and distinctive validities of the research findings were examined and hypothesis tests were initiated. All findings are presented and interpreted with the help of relevant tables and figures.

**Table 1. Resources used for scales**

Variables	Resources
-----------	-----------

Attitude Towards Behavior	Lam and Hsu, 2004, Lee et al, 2007, Sparks, 2007, Han; Hsu; Sheu, 2010, Kim et al., 2010, Kocagöz, 2010, Tsai, 2010, Han; Lee; Lee, 2011.
Subjective Norm	Lam and Hsu, 2004, 2006, Cheng et al., 2005, Han; Hsu; Sheu, 2010, Kocagöz, 2010, Ryu and Han, 2010.
Perceived Behavioral Control	Lam and Hsu, 2004, 2006, Cheng et al., 2005, Albayrak, 2008, Sparks, 2009, Han; Hsu; Sheu, 2010, Kocagöz, 2010.
Behavioral Intent	Cheng et al., 2005, Kocagöz, 2010, Ryu and Han, 2010.
Behavioral Belief & Behavioral Assessment	Brown, 1999, Kim et al., 2009, Kocagöz, 2010, Ryu and Han, 2010.
Normative Belief & Adaptation Motive	Joshi, 2003, Lam and Hsu, 2004, 2006, Han; Hsu; Sheu, 2010, Kocagöz, 2010, Ryu and Han, 2010.
Control Beliefs & Power of Control Beliefs	Sparks, 2009, Han; Hsu; Sheu, 2010, Kocagöz, 2010.

As can be seen in Table 2, the reliability values for the scales included in the study were  $\alpha=0,824$  on the Planned Behavior Theory scale,  $\alpha=0,686$  on the Behavioral Belief scale,  $\alpha=0,860$  on the Behavioral Assessment scale,  $\alpha=0,811$  on the Normative Belief scale,  $\alpha=0,875$  on the Adaptation Motive scale,  $\alpha=0,913$  regarding Control Beliefs scale,  $\alpha=0,925$  regarding Power of Control Beliefs scale,  $\alpha=0,850$  on Attitude Towards Behavior scale,  $\alpha=0,846$  regarding Subjective Norm scale,  $\alpha=0,911$  regarding Perceived Behavioral Control scale,  $\alpha=0,725$  on Revisiting Intention scale and  $\alpha=0,853$  on Behavioral Intent Towards Destination Selection scale.

**Table 2. Reliability values for the scales used**

Factor	Cronbach's Alpha ( $\alpha$ )	Number of Variable
Planned Behavior Theory	0,824	15
Behavioral Belief	0,686	10
Behavioral Assessment	0,860	10
Normative Belief	0,811	3
Adaptation Motive	0,875	3
Control Beliefs	0,913	4
Power of Control Beliefs	0,925	3
Attitude Towards Behavior	0,850	3
Subjective Norms	0,846	4
Perceived Behavioral Control	0,911	3
Revisiting Intention	0,725	4
Behavioral Intent Towards Destination Selection	0,853	8

#### 4.1. Findings related to demographic characteristics

In terms of gender, 41.9% of the participants were men and 58.1% were women. According to the data of the age group of the participants; A significant proportion of the participants were between 35-44 years old (29.5%), followed by the group with a rate of 21.2% between the ages of 55-64 and 18.4% with the age of 65 years and above. Looking at these ratios, it can be said that the majority of the respondents are middle-aged and abovementioned. Most of the participants stated that they have a job. In the analysis of occupations of the participants, it is seen that the highest number is 113 people, work as tradesmen with a rate of 26.3%, followed by 97 employees with a rate of 22.6% and 43 officials with a rate of 10.0%. Regarding pensioner, student and unemployed rates and numbers, 70 people are retired with a rate of 16.3%, 53 people are students with a rate of 12.3% and 8 people are unemployed with a rate of 1.9%. When the participants are examined in terms of educational status; It is seen that 33.7% are undergraduates, 31.9% are associate degree graduates, 7.9% are postgraduates, 13.7% are high school graduates and 6.7% are primary education graduates. 6.0% of the participants stated that they had never received any formal education. This indicates that approximately 73.4% of the participants graduated from one of the higher education programs.



In terms of the monthly income levels of the participants, with a rate of 37,4%, the 18001-24000 Turkish Lira income group is the highest rate, followed by 12001-18000 income group with a rate of 27.7%, 7201-12000 income group with a rate of 15.3%, 3601-7200 income group with a rate of 11.9%-, and 24001-30000-income group with a rate of 6.3% respectively, and finally the lowest rate is 1.4% which belongs to 30001-42000 Turkish Lira income group.

**Table 3. Demographic characteristics distribution of the participants**

Variable	Category	Frequency	Percentage
Sex	Male	180	41,9
	Female	250	58,1
	<b>Total</b>	<b>430</b>	<b>100</b>
Age	18-24	25	5,8
	25-34	50	11,6
	35-44	127	29,5
	45-54	58	13,5
	55-64	91	21,2
	65 and above	79	18,4
	<b>Total</b>	<b>430</b>	<b>100</b>
Occupation	Student	<b>53</b>	<b>12,3</b>
	Housewife	46	10,7
	Official	43	10,0
	Employee	97	22,6
	Tradesman	113	26,3
	Unemployed	8	1,9
	Retired	70	16,3
<b>Total</b>	<b>430</b>	<b>100</b>	
Educational Level	No Formal Education	26	6,0
	Primary Education	29	6,7
	High School	59	13,7
	Associate Degree	137	31,9
	Undergraduate	145	33,7
	Postgraduate	34	7,9
<b>Total</b>	<b>430</b>	<b>100</b>	
Average Monthly Income (in Turkish Lira)	3601-7200	51	11,9
	7201-12000	66	15,3
	12001-18000	119	27,7
	18001-24000	161	37,4
	24001-30000	27	6,3
	30001-42000	6	1,4
<b>Total</b>	<b>430</b>	<b>100</b>	

In terms of the nationalities of the surveyed tourists in the study, the most foreign visitors visiting Istanbul are German, American, Chinese, French, Iraqi, British, Iranian, Russian, Saudi Arabian tourists respectively. This seems consistent with the data published by the Istanbul Provincial Directorate of Culture and Tourism, from the survey of foreign tourist visiting Istanbul in 2019. In the list published by Istanbul Provincial Culture and Tourism Directorate, the nationalities of foreign tourists that visit Istanbul the most were German, Iranian, Saudi Arabian, Russian, Iraqi, British, French, American, Chinese and Ukrainian respectively.

**Table 4. Nationalities of the participants**

Nationality	Frequency	Percentage
German	124	28,8

American	32	7,4
Chinese	32	7,4
French	78	18,1
Iraqi	24	5,6
British	64	14,9
Iranian	24	5,6
Russian	38	8,8
Saudi Arabian	14	3,3
Total	<b>430</b>	<b>100</b>

**Regression analysis of planned behavior theory for street flavors**

In the regression analysis to be applied for the interpretation of the research data, simple linear regression analysis was chosen, because it includes a dependent and an independent variable (Ural & Kılıç, 2011: 253).

**H<sub>1</sub>:** Individuals' attitudes towards participating in tourism aimed at tasting street foods have an impact on the behavioral intent towards destination selection.

R<sup>2</sup> = 0,195 was found in the impact of individuals' attitudes towards participating in tourism aimed at tasting street foods on the behavioral intent towards destination selection. That is, individuals' attitudes towards participating in tourism aimed at tasting street foods affects the behavioral intent of the destination selection by 19.5%. According to the Anova test, p = 0,000 was found. Since p value is less than 0.05, it can be said that there is a significant relationship between attitude towards behavior and behavioral intention towards destination selection (See Table. 5):

**Table 5. The impact of individuals' attitudes towards participating in tourism aimed at tasting street foods on the behavioral intent towards destination selection**

Model 1	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate	F	p	
	,442	,195	,193	,89577	103,813	,000	
		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta		Tolerance VIF	
(Constant)	1,975	,192	,442	10,285	,000	1,000	1,000
Attitude	,537	,053		10,189	,000		

As a result of the analysis on the hypothesis, it can be said that with the Tolerance value being 1.00 (greater than 0.05), there is no problem in similarity values of the impact of individuals' attitudes towards participating in tourism aimed at tasting street foods towards behavioral intent for destination selection. It can be said that t value is statistically significant since the significance value of the research t value (10,189) is less than 0.005. The standardized coefficient of beta value of the research is 0,442. Model 1 is reliable because Std. Error < Standardized Coefficient. According to these data, H<sub>1</sub> was accepted.

**H<sub>2</sub>:** The subjective norms have an impact on behavioral intent towards destination selection.

R<sup>2</sup> = ,623 was found in the impact of subjective norms that individuals have on the behavioral intent towards destination selection. That is, subjective norms that individuals have affects the behavioral intent of the destination selection by 62.3%. The measuring power of the subjective norm is at a high level.

According to the Anova test,  $p = 0,000$  was found. Since  $p$  value is less than 0.05, it can be said that there is a significant relationship between the subjective norms that individuals have and behavioral intention towards destination selection (See Table 6.):

**Table 6. The impact of subjective norms that individuals have on the behavioral intent towards destination selection**

Model 2	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate	F	p		
	,790	,624	,623	,61247	709,576	,000		
Unstandardized Coefficients				Standardized Coefficients	t	p	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
(Constant)	1,059	,110	,790	9,627	,000	1,000	1,000	
Subjective Norm	,747	,028		26,638	,000			

As a result of the analysis on the hypothesis, it can be said that with the Tolerance value being 1.00 (greater than 0.05), there is no problem in similarity values of the impact of subjective norms that individuals have on behavioral intent for destination selection. It can be said that  $t$  value is statistically significant since the significance value of the research  $t$  value (9,672) is less than 0.005. The standardized coefficient of beta value of the research is 0,790. Model 2 is reliable because  $\text{Std. Error} < \text{Standardized Coefficient}$ . According to these data,  $H_2$  was accepted.

**H<sub>3</sub>:** The perceived behavioral controls by individuals have an impact on behavioral intent towards destination selection.

$R^2 = ,003$  was found in the impact of perceived behavioral control by individuals on the behavioral intent towards destination selection. Measuring power of perceived behavioral control is almost absent. According to the Anova test,  $p = 0,239$  was found. Since  $p$  value is more than 0.05, it can be said that there is no significant relationship between the perceived behavioral control by individuals and behavioral intention towards destination selection (See Table. 7). As a result of the analysis on the hypothesis, it can be said that with the tolerance value being 1.00 (greater than 0.05), there is no problem in similarity values of the impact of perceived behavioral control by individuals on behavioral intent for destination selection. It can be said that  $t$  value is statistically significant since the significance value of the research  $t$  value (-1,179) is less than 0.005. The standardized coefficient of beta value of the research is -,057. Model 3 is not reliable because  $\text{Std. Error} > \text{Standardized Coefficient}$ . According to these data,  $H_3$  was rejected.

**Table 7. The impact of perceived behavioral control by individuals on the behavioral intent towards destination selection**

Model 3	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate	F	p		
	,057	,003	,001	,99690	1,389	,239		
Unstandardized Coefficient				Standardized Coefficient	t	p	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
(Constant)	4,143	,227	-,057	18,271	,000	1,000	1,000	
Perceived Behavioral Control	-,064	,054		-1,179	,239			

## 5. CONCLUSION AND DISCUSSION

According to the last published tourism report of the United Nations World Tourism Organization, the number of tourists traveling the world has reached 1.5 billion people (UNWTO, 2020). It is observed that people participating in tourism activities tend to move from mass tourism to individual tourism over the years. Also it is seen in recent years that individuals who participated in the tourism mobility focused on belief, sports, health, education and then sea-sand-sun tourism at first, then chose cultural tourism and alternative tourism types after. In the name of gastronomy, with the travels related to wine at the beginning, an increase in the number of tourists participating in gastronomic tourism all over the world has been seen as a result of the reports and studies conducted.

Street foods have attracted the attention of tourists in recent years, apart from being a consumer product in Asian and African countries. However, it has been observed that tourists do research on where to eat street foods instead of preferring high level restaurants in their destination. In Turkey, the knowledge about consumption of food and drink on the street dating from the Ottoman times, and that there is a socialization activity while performing the eating-drinking action, can be accessed from the books of the period and current studies. It is seen that the Ottoman Empire, which is rich with its differences, has a great wealth in terms of street flavors thanks to these differences and wide borders. The fact that each country has different cultural elements is seen as a factor for tourists to prefer different destinations. The fact that Istanbul was the capital during the Ottoman era, that people from different nationalities lived in Istanbul at that time, and that many people from different cultures gathered in a common place, also indicates a variety in terms of street foods.

In this research, behavioral intention towards the destination selection of the people traveling to Istanbul for the purpose of tasting street foods is examined with planned behavior theory for street foods. The behavioral intent towards the choice of destinations of the people traveling to Istanbul for the purpose of tasting street foods was measured through the main variables of the model, which are the attitude towards behavior, the subjective norm and perceived behavioral control. For this purpose, 450 questionnaires in Turkish, English and Arabic were applied at the touristic points of Istanbul (Istanbul historical peninsula, Galata tower and İstiklal Avenue, Kadıköy) between 15 October 2018 and 15 January 2019, and 430 questionnaires were found suitable for analysis. Before the questionnaire was applied to the participants, the interviewer was asking the participants whether their travel was intended to taste street foods or not, and also in the first question of the questionnaire was basically trying to measure whether these trips are for tasting street foods or not. During the application of the questionnaire, people who consumed street foods sold directly on the streets at touristic spots were studied, and no surveys were carried out in businesses that included street foods in their menus. This is one of the limitations of the research. During the study, it was observed that the newly opened restaurants in the survey areas included more street foods in their menus, and it was also seen that there were businesses which included only street foods in their menus. The study has been applied only to the tourists who consume street foods in the streets of Istanbul, and it is thought that studies for businesses offering street foods can be carried out in later studies.

When looking at the averages of the expressions in the questionnaire form with the planned behavior theory, it is seen that the expression that has the highest average in relation to the subjective norms is 'The media with the messages they offer encourages me to travel to taste the street foods'. This situation



shows once again how big the place of media in human life is. It can be said that the media have a high impact in the decision-making process of tourists.

The highest average expression related to perceived behavioral control is ‘Nothing can stop me if I want to travel for tasting the street food’. As can be understood from both the subjective norm and the perceptions of perceived behavioral control, the role of the media in the decision-making process of the respondents is higher than the individuals. When looking at expressions about attitudes towards behavior, ‘It is beneficial to travel for tasting street foods’ and ‘Travelling to taste street foods is a great experience’ are the ones with the highest average. This situation can be interpreted that traveling to taste street foods positively affects the person both physically and mentally. Regarding the behavioral intent of choosing the destination, ‘I’m planning to travel for tasting street foods’ is important in terms of having the highest average expression and both indicating a plan for revisiting and showing behavioral intention in this regard.

As a result of the analysis, it is seen that the consumers' attitudes towards behavior are important in explaining their intention to consume street foods. When the results of the analysis regarding the subjective norm are analyzed, it is seen that the subjective norm has a positive effect on the behavioral intent towards destination selection and the intention to revisit. According to this result, it is understood that the environment and social groups have an impact on the destination selection and intention to revisit.

The perceived behavioral control after the analysis made in the study does not help explaining the behavioral intention towards destination selection. In the studies carried out by Solunoğlu (2018), Akkus (2013), Ryu and Jang (2006) and Ryu and Han (2010), it was concluded that the perceived behavioral control does not have an effect regarding the intention to travel for food purposes. In the examination of the findings obtained as a result of the research, it is seen that behavioral intent is affected by both subjective norm and attitude towards behavior.

Regarding the promotion and marketing of Istanbul street foods, increasing the number of street foods festivals and making advertisements and announcements before and during the festivals on the internet, the streets and in the printed media, establishing gastro-tours to taste and tell the stories of street foods in Istanbul, having courses on city culture in the curriculum especially in high schools and universities in Istanbul, adding street foods to the curriculum as elective courses in universities, organizing workshops for street foods in Istanbul, and also including street foods in tourism promotional films and brochures are deemed necessary. In addition, the creation of a museum regarding street foods are considered to be a factor of attraction as well.

## **REFERENCES**

- Abrahale, K., Sousa, S., Albuquerque, G., Padrão, P. & Lunet, N. (2019). Street food research worldwide: a scoping review. *Journal of Human Nutrition and Dietetics*, 32(2), 152-174.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Ajzen, I. (2001). Nature and operation of attitudes. *Annu. Rev. Psychol.*, 52, 27-58.
- Ajzen, I. (2005). *Attitudes, personality and behavior*. Open University Press, McGraw- Hill, Second Edition.
- Ajzen, I. & M. Fishbein. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, 84 (5), 888-918.

- Akkuş, G. (2013). The intention to participate in food tourism: a review in the framework of the theory of planned behavior. (Unpublished Doctoral Thesis), Erciyes University, Kayseri.
- Albayrak, T. (2008). The effect of environmental policies of businesses on consumer attitudes and behaviors. (Unpublished Doctoral Thesis), Akdeniz University, Antalya.
- Aslan, H. (2010). Gastronomic tourism place and importance of tourism education program-A case study. (Unpublished Master Thesis), Selçuk University, Konya.
- Ayeh, J. K., Au, N. & Law, R. (2013). Do we believe in TripAdvisor? Examining credibility perceptions and online travelers attitude toward using user-generated content. *Journal of Travel Research*, 52(4), 437-452.
- Ballı, E. (2016). Adana street flavors in terms of gastronomic tourism. *Journal of Tourism and Gastronomy Studies*, 4(1), 1-17.
- Başbuğ, G. (2008). Investigation of the job search behavior of new graduates in the context of planned behavior theory. (Unpublished Master Thesis), İstanbul University, İstanbul.
- Bhimji, F. (2010). Struggles, urban citizenship, and belonging: The experience of undocumented street vendors and food truck owners in Los Angeles. *Urban Anthropology and Studies of Cultural Systems and World Economic Development*, 39 (4), 455-492.
- Chen, C. F. & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4), 1115-1122.
- Çalışkan, O. (2013). Gastronomic identity in terms of destination competitiveness and travel motivation. *Journal of Tourism and Gastronomy Studies*, 1(2), 39-51.
- Çavuşoğlu, M. & Çavuşoğlu, O. (2018). A research on gastronomy tourism and Cyprus street flavors. *Güncel Turizm Araştırmaları Dergisi*, 2, 637-651.
- Demir, Ş., Akdağ, G., Sormaz, Ü., & Özata, E. (2018). Gastronomic value of street flavors: Istanbul street flavors. *Güncel Turizm Araştırmaları Dergisi*, 2, 589-601.
- Dört türk şehri dünyanın en çok ziyaret edilen kentleri arasında (2017), available at: [www.aa.com.tr/tr/dunya/4-turk-sehri-dunyanin-en-cok-ziyaret-edilen-kentleri-arasinda/960236](http://www.aa.com.tr/tr/dunya/4-turk-sehri-dunyanin-en-cok-ziyaret-edilen-kentleri-arasinda/960236) (accessed May 2018)
- Dönmez Polat, D. & Gezen, A. (2017). Street food and vendors in gastronomy: A theoretical study. *Journal of Tourism and Gastronomy Studies*, 5(2), 117-124.
- Eyler, N. (2016). A study concerning the determination of the intention to travel for health within the scope of planned behavior of individuals over the age of 50; *Ankara sample*. (Unpublished Doctoral Thesis), Ankara.
- Fao, (1986). *Regional workshop on street foods in Asia*. Jakarta, Indonesia.
- Fishbein, M., Hennessy, M., Kamb, M., Bolan, G. A., Hoxworth, T., Iatesta, M. & Project Respect Study Group. (2001). Using intervention theory to model factors influencing behavior change: Project respect. *Evaluation & the Health Professions*, 24(4), 363-384.
- George, G. F. (2004). The theory of planned behavior and internet purchasing. *Internet Research*, 14(3), 198-212.
- Ghartey, A. F., Adu-Oppong, A., & Doku, D. T. (2019). Personal hygiene practices of street-food-vendors in a rural district in Southern Ghana. *Central Inquiry*, 2(1), 107-131.
- Gordon Food Service. (2009). 'Operators grab consumer attention by capitalizing on street foods, available at: [www.gfs.com/en/aboutus/news-events-details.page?dcr=d-streetfoods.xml](http://www.gfs.com/en/aboutus/news-events-details.page?dcr=d-streetfoods.xml) (accessed December 2019).
- Gönülgül, S. & Durlu-Özkaya, F. (2017). An analysis of los angeles and toronto street food in terms of menu content and production. *Journal of Tourism and Gastronomy Studies*, 5(4), 454-465.

- Güzeler, N. & Çağla, Ö. (2018). Conceptual analysis of street flavors of Turkey. *Annals of the University of Craiova-Agriculture, Montanology, Cadastre Series*, 47(2), 147-155.
- Hall, C. M. & Sharples, L. (2003). The consumption of experiences or the experience of consumption? an introduction to the tourism of taste, In Hall, M., Sharples, L. Mitchell, R. Macionis, M. & Cambourne, B. (Eds.) *Food tourism around the world* (pp. 1-24). *Elsevier Butterworth-Heinemann*, Oxford.
- Haryani, Y., Noorzaleha, A. S., Fatimah, A. B., Noorjahan, B. A., Patrick, G. B., Shamsinar, A. T., & Son, R. (2007). Incidence of Klebsiella pneumonia in street foods sold in Malaysia and their characterization by antibiotic resistance, plasmid profiling, and RAPD-PCR analysis. *Food Control*, 18(7), 847-853.
- Henderson, J. (2009). Food tourism reviewed, *British Food Journal*, 111(4), 317-326.
- Hsu, C. H. C. & S. Huang. (2012). An extension of the theory of planned behavior model for tourists. *Journal of Hospitality and Tourism Research*, 36(3), 390-417.
- Huh, H. J., Kim, T. & Law, R. (2009). A comparison of competing theoretical models for understanding acceptance behavior of information systems in upscale hotels. *International Journal of Hospitality and Tourism Research*, 28, 121-134.
- Işın, A. (2018). *Local Food of incoming foreign tourists in Turkey within the scope of the Theory of Planned Behavior Intention A Study on Depletion*. (Unpublished Doctoral Thesis) Gazi University, Ankara.
- İrigüler, F., & Öztürk, B. (2016). Street food as a gastronomic tool in Turkey. In II. International Gastronomic Tourism Congress Proceedings (pp. 49-64).
- İstanbul Kültür ve Turizm Müdürlüğü (2019), Istanbul tourism statistics report 2018, available at: [www.istanbulkulturturizm.gov.tr/Eklenti/62367,aralik-2018pdf.pdf?0](http://www.istanbulkulturturizm.gov.tr/Eklenti/62367,aralik-2018pdf.pdf?0) (accessed March 2019).
- Kargiglioğlu, Ş. & Aksoy, M. (2019). A study on the evaluation of İstanbul travels of tourists visiting İstanbul for tasting street flavors. *Journal of Tourism and Gastronomy Studies*, 7 (3), 1821-1835. DOI: 10.21325/jotags.2019.450.
- Karsavuran, Z. (2018). Street food: The approach of different disciplines and the evaluation of street food in the field of gastronomy tourism. *Journal of Tourism and Gastronomy Studies*, 6(1), 246-265.
- Kocagöz, E. ve Dursun, Y. (2010). How can perceived behavioral control be positioned in the Ajzen's theory: Alternative model analyses. *Karamanoğlu Mehmetbey Üniversitesi Sosyal ve Ekonomik Araştırmalar Dergisi*, 2, 139-152.
- Kurt, C. O. (2018). Examining the intention of tourists traveling independently to consume street food within the framework of planned behavior theory: A study in İstanbul. (Unpublished Master Thesis), Akdeniz University, Antalya.
- Lee, H. Y., H. Qu & Y. S. Kim. (2007). A study of the impact of personal innovativeness on online travel shopping behavior- a case study of korean travelers. *Tourism Management*, (28), 886-897.
- Lee, W. J. & H. S. C. Choi. (2009). Understanding meeting planners' internet use behavior: An extension to the theory of planned behavior, *International Journal of Hospitality and Tourism Administration*, 10, 109-128.
- Long, L. (2003). *Culinary tourism*, The University Press of Kentucky, United States of America.
- Maes, J., Leroy, H. and Sels, L. (2014). Gender differences in entrepreneurial intentions: A TPB multi-group analysis at factor and indicator level. *European Management Journal*, 32(5), 784-794.
- Mensah, P., Yeboah-Manu, D., Owusu-Darko, K. & Ablordey, A. (2002). Street foods in Accra, Ghana: how safe are they?, *Bulletin of the World Health Organization*, 80 (7).

- Mullan, B. & Wong, C. (2010). Using the theory of planned behaviour to design a food hygiene intervention. *Food Control*, 21(11), 1524-1529.
- Newman, L. L. & Burnett, K. (2013). Street food and vibrant urban spaces: Lessons from Portland, Oregon. *Local Environment*, 18(2), 233-248.
- Notani, A. S. (1998). Moderators of perceived behavioral control's predictiveness in the theory of planned behavior: A meta-analysis. *Journal of Consumer Psychology*, 7(3), 247-271.
- Özden, B. (2015). Mobile vehicles used by İstanbul street vendors, food in life. <http://foodinlife.com.tr/makale/670> (accessed August 2017).
- Ryu, K. & Han, H. (2010). Influence of the quality of food, service, and physical environment on customer satisfaction and behavioral intention in quick-casual restaurants: Moderating role of perceived price. *Journal of Hospitality & Tourism Research*, 34(3), 310-329.
- Ryu, K. & S. C. Jang. (2006). Intention to experience local cuisine in a travel destination: The modified theory of reasoned action. *Journal of Hospitality and Tourism Research*, 30, 507-516.
- Sert, S. & Kapusuz, F. (2010). Unpackaged foods: A study on students' views and reasons for preferring. *Gıda Teknolojileri Elektronik Dergisi*, 5(3), 25-35.
- Solunoğlu, A. (2018). *Consumer attitudes related to street taste: Gaziantep and İstanbul samples*. (Unpublished Doctoral Thesis), Gazi University, Ankara.
- Solunoğlu, A. & Nazik, M. H. (2018). Consumer preferences regarding street flavors: The case of Gaziantep, *Journal of Tourism and Gastronomy Studies*, 6(3), 40-59.
- Streetfood.org. (2012). 'Street food life: Countries', retrieved from [http://streetfood.org/index.php?option=com\\_content&task=view&id=37&Itemid=52](http://streetfood.org/index.php?option=com_content&task=view&id=37&Itemid=52) (accessed March 2019).
- Tinker, I. (1999). Street foods into the 21st century. *Agriculture and Human Values*, 16(3), 327- 333.
- Tinker, I. (2003). Street foods: Traditional microenterprise in a modernizing world. *International Journal of Politics, Culture and Society*, 16(3), 331-349.
- Tsai, C. Y. (2010). Applying the theory of planned behavior to explore the independent travelers' behavior. *African Journal of Business Management*, 4 (2), 221-234.
- Ural, A. & Kılıç, İ. (2006). *Scientific research process and statistical analysis*. Ankara:Detay Yayıncılık.
- UNWTO, (2020). 'World tourism barometer N°18 January 2020'. Retrieved from: [www.unwto.org/world-tourism-barometer-n18-january-2020](http://www.unwto.org/world-tourism-barometer-n18-january-2020) (accessed May 2020).
- Utami, D. F. R., Rahayu, W. P., & Nuraida, L. (2019). The Consumption of Fresh Vegetables from Street Food and Sanitation of Street Stalls at Four Locations in Bogor City. *Kesmas: National Public Health Journal*, 13(3), 124-131.

---

**Yazar(lar) Hakkında/About Author(s)**

---

**Şaban KARGİGLİOĞLU/ skargiglioglu@gmail.com**



Şaban Kargiglioğlu graduated from Halim Foçalı Anatolian Hotel and Tourism Vocational High School in 2006. He finished his Bachelor's degree in 2012 from Gazi University, Faculty of Commerce and Tourism, Department of Hospitality Management, then continued to receive his Master's degree from İzmir Kâtip Çelebi University, Institute of Social Sciences, Department of Tourism Management in 2015. In 2019, he received his PhD from Gazi University, Institute of Social Sciences, Department of Gastronomy and Culinary Arts. He worked as a trainee between 2004-2005 and periodically between the years of 2006-2013 in the kitchens of first-class holiday villages and five star hotels. In 2016, he started his academic career as a lecturer in the cookery program at Başkent University Vocational School of Social Sciences. Currently he is working as a lecturer in the Cookery Programme at Sinop University. His research interests are gastronomy, tourism guidance, tourism management.

**Mustafa AKSOY/ mustafa.aksoy@ahbv.edu.tr**



Mustafa Aksoy currently works at the Department of Gastronomy and Culinary Arts, Ankara Hacı Bayram Veli University as an associate professor. Mustafa does research in Gastronomy, Social Policy, Quantitative Social Research and Qualitative Social Research. Their most recent publication is 'Investigation on Entrepreneurship Trends of Tourism Faculty Students'.