

Evaluation of Gastronomical and Architectural Formations of Restaurants in Touristic Regions: The Case of Alanya

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Abstract

Sensory features are important in the preference of gastronomic venues by customers. Gastronomical experiences constitute one of the important motivations of tourism activities. In order to provide customer satisfaction and maintain sustainability of tourism activities, it is important to determine why the popular venues are preferred in touristic regions. In this study, the ten most preferred gastronomy places of Alanya according to TripAdvisor data, were evaluated in the intersection of gastronomy and architecture. Thus, it is aimed to obtain data that can be suggested to restaurateurs and entrepreneurs. As a result of the study, it was seen that frequently preferred high-scoring restaurants have similar characteristics. It was determined that there are examples from both Turkish and World cuisines in nine of the ten restaurants examined. As environmental values, it can be said that the view of the restaurants and the availability of parking lots are not decisive. Proximity to the city center is a common feature of the most preferred restaurants. In addition, it was observed that frequently preferred restaurants have similarities in their spatial preferences such as music, seating arrangement, color, number of customers, ventilation, lighting and furniture. Looking at the rankings and scores, it was concluded that the most preferred restaurant businesses stand out in gastronomic parameters rather than environmental and spatial parameters. According to the findings, it is suggested that restaurants that are planned to be opened in touristic areas should include local and traditional options in addition to international foods in their menus. In addition, it is recommended to consider proximity to the city centers when choosing a location, to choose brown-beige colors, pendant lighting and wooden furniture in interior design.

Keywords: Alanya, Online Restaurant Selection, Restaurant Design

Jel Codes: M10, Z30

Öz

Gastronomi mekanlarının müşteriler tarafından tercihinde, duyuşal özellikler önem taşımaktadır. Gastronomik tecrübeler, turizm hareketliliklerinin önemli motivasyon sebeplerinden birini oluşturmaktadır. Turistik bölgelerde, müşterilerin sıkça tercih ettiği restoranların tercih sebeplerinin belirlenmesi, müşteri memnuniyetinin sağlanması ve turizm hareketliliklerinin sürdürülebilirliği açısından önemlidir. Bu çalışmada Türkiye'nin en turistik bölgelerinden biri olan Alanya ilçesinin, TripAdvisor verilerine göre turistler tarafından en çok tercih edilen on gastronomi mekânı, gastronomi ve mimarlık kesişiminde değerlendirilmiştir. Böylelikle restoran işletmecileri ve girişimcilere öneri olabilecek veriler elde edilmesi amaçlanmıştır. Çalışma sonucunda, sıkça tercih edilen yüksek puanlı işletmelerin benzer özellikler taşıdığı belirlenmiştir. İncelenen on restoranın dokuzunda hem Türk ve Dünya mutfaklarından örnekler olduğu tespit edilmiştir. Restoranların çevresel değerlerinden manzara ve otopark özelliklerinin belirleyici olmadığı saptanmıştır. Kent merkezine yakınlık ise incelenen restoranların ortak bir özelliği olarak öne çıkmaktadır. Ek olarak sıkça tercih edilen restoranların müzik, oturma düzeni, renk kullanımı, müşteri sayısı, havalandırma, aydınlatma ve mobilya tercihlerinde benzerlikler taşıdıkları tespit edilmiştir. Sıralama ve puanlara bakıldığında, en çok tercih edilen restoran işletmelerinin çevresel ve mekânsal parametrelerden çok gastronomik parametrelerde öne çıktıkları saptanmıştır. Elde edilen bulgulara göre turistik bölgelerde yeni açılması planlanan restoranların menülerinde uluslararası ürünlerin yanında yerel ve geleneksel seçeneklere yer vermeleri önerilmektedir. Ayrıca lokasyon seçiminde kent merkezlerine yakınlık gözetmeleri, iç mekân tasarımında kahverengi-bej renklerin tercihi, sarkıt aydınlatmalar ve ahşap mobilyaların kullanılması tavsiye edilmektedir.

Anahtar Kelimeler: Alanya, Online Restaurant Selection, Restaurant Design

JEL Kodları: M10, Z30

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Introduction

The factors that constitute a gastronomic venue strongly affect the customer experience. Among these factors, sensory parameters are primal. The suitability of the place's concept to the food that customer wants to consume and architectural features of the place are some of the factors that affect the restaurant selection. In general, in a restaurant environment, customers are exposed to many factors and respond to these factors in emotional and cognitive ways. It has been determined that there is a significant relationship between marketing, consumer psychology, environmental psychology and consumer behavioral intentions (Nusairat et al., 2020). Social and cultural values are decisive in the establishment of these relations. The prominent local values of each geography can affect the culinary cultures and indirectly the spatial designs. For instance, the prevalence of food kiosk culture in regions where street delicacies are popular has led to a similar change in the design languages of gastronomic venues (Demir et al., 2018). However, in multinational regions with characteristic features such as tourism, the creation of visitor-oriented design and food culture, with the effect of commercial concerns, can have an impact on formations of restaurants from the gastronomical and architectural aspects.

Food is a society's way of expressing itself and its lifestyle. Culture is an important part of gastronomic tourism that cannot be ignored. Food of a region is among the important attractive features as well as climate, accommodation and scenery (Birdir & Akgöl, 2015). Food cultures connect people to other people, both near and far. Holland (2014), begins to the book of Food Atlas by saying, "when we eat, we travel". This sentence summarizes the impact of cultural interactions between tourism activities with culinary cultures. One of the biggest motivations of tourism activities is gastronomy experiences. Good food in local restaurants is one of the most important travel activities for tourists. Studies have shown that tourists who leave their destinations with positive experiences are more likely to revisit the region or recommend it to their surroundings (Huang & Hsu, 2009). All these reasons show the importance of operating the restaurants in touristic areas with the right design and practices for the tourism sector.

This study was conducted in Alanya, a town of Turkey's Antalya province, that stands out with its touristic features. According to the data of 2020, Alanya's population is 333.000 people. About one-tenth of this population is made up of resident foreigners. According to the tourism data of 2019, a total of 5.8 million foreign tourists visited Alanya (Akman et al., 2020). When tourism statistics are examined, it is seen that Alanya can host 20 times the population of domestic and foreign tourists. In order to use this tourism potential correctly, social and cultural appeals should be utilized optimally. Many studies have been conducted about Alanya, one of the main tourism destinations of Turkey (Akış, 2007; Kavacık et al., 2012; Sarı, 2010). When the studies are examined, it is seen that the number of studies based on gastronomy and architecture is quite low in the literature. In this study, the different features of the 10 restaurants located in Alanya with the highest score according to TripAdvisor data, were evaluated at the intersection of gastronomy and architecture. The aim of this study is to determine the concept and spatial characteristics of the restaurants preferred and liked by the tourists, to make suggestions for new restaurants, to improve the customer experience and to contribute to the touristic potential of the region.

Conceptual Framework

Various factors such as what they want to eat, restaurant prices and spatial conditions play a role in customers' preference for a restaurant as an eating and drinking place. Additionally, these factors like customers behaviors, physical environment, food and price contribute to foodservice quality (Ryu et al., 2012). Restaurants usually attract the attention of customers with their prices, advertisements and services. However, the physical conditions of the business are also a factor that serves marketing purposes. Many attributes such as food quality, service quality, price, atmosphere, etc. have an impact on customers' satisfaction and decision (Liu & Tse, 2018). Some customers can choose according to the service offered by the restaurant, some according to the culinary culture, and some according to the atmosphere of the place. All these external factors affecting customer preferences can be considered as physical conditions planned by the entrepreneur. The importance of physical conditions may vary depending on the business scope and consumption experience (Bitner, 1992).

Both the gastronomic experience of restaurant and spatial elements that affect the atmosphere of the space can be decisive in consumption. The culinary culture that a restaurant offers as a service determines the type of restaurant and customer preferences. Auty (1992), conducted interviews with 16 restaurateurs in Lancaster and categorized the restaurants under five groups depending on the type of food: pizza-plus, steak-house, fast-food, arty-cafes, and out-of-town. The surveys conducted

with the people living in the region showed that the type of food was the most determining parameter affecting restaurant preferences. Similarly, the richness of the menu or the menu option for a specific target audience can stand out in the gastronomic experience. As one of the factors that show the tangible quality value of a restaurant's product/service, the variety of food, contributes to the quality image of the restaurant and it is expected to affect customer preferences as well (Raajpoot, 2002). The variety of food and the menu, which form the gastronomic concept of the restaurant, are physical factors shaped by the decisions of the businesses. For this reason, its effect on food and beverage preferences will give entrepreneurs an idea about customer expectations and wishes.

The physical conditions of the place are as determinant as the culinary culture and the menu in customer preferences. Objective factors of the environment can cause cognitive and psychological reactions in customers (Soriano, 2002). The customer's staying in a place for a long time, exploring the place, spending money or exhibiting the opposite attitude are actions that enable to understand the environment and user relationship. In this regard, the physical environment mediates to predict and explain customer behavior (Bitner, 1992). Environmental psychology, which examines the relationship between human and the built environment, also assumes that the environment surrounding people affects behaviors (Darley & Gilbert, 1985).

The interaction between the physical environment and the human takes place through experience and perception. Experience gives the space an identity that is described as atmosphere, in other words, ambiance or aura (Heide et al., 2007). The atmosphere, which is characteristic of the space, is formed by the participation of the body in the space. The body makes spatial formation dynamic through experience. Only spaces designed with an eye-centered approach cause disconnection by making the user independent from the space. Since such spaces are far from exploration and invitation, it makes it difficult for the user to connect with the space. Impressive architecture, on the other hand, is the experience of a holistic mixture of all senses (Pallasma, 2005). It is the atmosphere itself, which accompanies physical conditions and aesthetic feelings, like contentment in an architectural structure. The atmosphere, which establishes the interaction between the physical conditions of the environment and human emotions, is subjective in the sensory perception formed by the experience of the body in the space. However, when evaluated in terms of production-aesthetical, it is objective. For example, in the design of a stage, arrangements such as sound, light and lighting are made within the framework of a common perception. The atmosphere that is intended to be perceived by the audience is produced objectively (Böhme & Thibaud, 2017). Kotler (1973) refers to the organization of sensory attributes to create an artificial environment as the intended atmosphere. Similarly, an atmosphere production can be mentioned in a restaurant space. Because restaurants are a service sector focused on consumption and satisfaction, targeting the customer. For this reason, the atmosphere of restaurant spaces has an important position in terms of customers and entrepreneurs. There are various studies in the literature on the relationship between restaurant atmosphere and customer satisfaction. In these studies, the evaluation of the physical environment of the business spaces within the frame of ambiance, design and social factors (Baker, 1986), the reflection of the business spaces' physical conditions which are considered with the dimensions of ambiance, space and symbol (Bitner, 1992), feelings of satisfaction, arousal and dominance to customer perception created by physical conditions (Robson, 1999), factors affecting restaurant customer preferences (Auty, 1992), the effect of restaurant atmosphere created with different colors on customer perception (Jacquier & Giboreau, 2012), the place of restaurant atmosphere in the factors that customers pay attention to when choosing a restaurant (Liu & Tse, 2018) are discussed in general with the effects of the physical environment on perception. In the studies, it is seen that the concept of the environment as a feature of the restaurant is diversified. The environment defines the restaurant atmosphere with parameters that stimulate all senses such as color, light, decor, interior organization, sound, smell, temperature. Unlike other studies, Auty (1992) defines the atmosphere through the identity of the space. The atmosphere, which is expressed with adjectives such as stylish, romantic and classic, gains these identities as a result of the combination of parameters. Restaurant atmosphere factors in literature are shown in Table 1.

Table 1. Restaurant Atmosphere Factors in Literature

Baker, 1986	Bitner, 1992	Auty, 1992	Liu & Tse, 2018
Concept of Environment:	Environmental Dimensions:	Elements of Aura:	Restaurant Attributes:
-Ambient factor: Air quality	-Ambient Conditions:	-Service -Decor	-Food-related

Noise Scent Cleanliness -Design factor: Architecture Color Scale Materials Texture, pattern Shape Style Accessories Layout Comfort Signage -Social factor: Audience Service Personnel	temperature air quality noise music odor etc. -Space/Function: layout equipment furnishings etc. -Sign, Symbols, Artifacts: signage personal artifacts style of decor etc.	-Price -Atmosphere: traditional plastic romantic formal/informal cliquey posh/pretentious Leisurely Pubby Rough Classy Main variables of choice: Food type Food quality Value for money Image and atmosphere Location Speed of service Recommended New experience Opening hours Facilities for children	-Service-related -Price and value -Atmosphere: interior design and décor, lighting, music, appropriate room temperature, cleanliness of the dining room, cleanliness of the restrooms, server's appearance, aroma and environmental authenticity -Convenience
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The urban environment in which a restaurant is located has the potential to positively or negatively affect the atmosphere created by the interior design. According to Lynch (1964), the components of the urban environment's paths, borderlines, districts, focal points, signs form the city image of the city-dweller. The image of the city is related to the impression of the environment and the atmosphere it spreads. Atmosphere is about the aesthetic quality of a landscape (Böhme & Thibaud, 2017). The natural and built environment offers a view to the restaurant spaces in contexts such as building, nature, sea, traffic. The landscape can be effective in the customer's experience of the place due to its contribution to the atmosphere of the place. The element that affects the restaurant view is the location of the restaurant. According to Auty (1992), the effect of location on customer preference is as effective as the atmosphere. Apart from aesthetic concerns, the availability of parking spaces in terms of functionality and accessibility is a prominent feature in the environment where the restaurants are located. Public transportation or car parking is important in terms of accessibility in the environment where restaurants are located (Park & Khan, 2006).

When the studies on restaurant customer preference factors in the literature are examined, it is seen that there are similarities as well as variations in the classification of factors. Restaurant preference factors are discussed as gastronomic in terms of food, economical in terms of price, architectural in terms of space, and social dimensions in terms of customer profile (Bojanic, 2007; Choi et al., 2009; Filimonau et al., 2018; Horng, et al., 2013). This research, on the other hand, aims to deal with restaurant spaces with their gastronomic, environmental and spatial dimensions. This study analyzes gastronomically concept and menu; environmentally location, view and car parking; spatially music, seating arrangement, color dominance, capacity, ventilation (heating-cooling), lighting, furniture. All three evaluation parameters contribute to the establishment of the restaurant identity in line with the decisions of the restaurateur.

Gastronomic Parameters

One of the factors that customers consider the most when choosing a restaurant is the response of places to gastronomic needs. It has been reported in studies that customers are highly likely to prefer and revisit places where they expect good gastronomic experiences (Ariker, 2012; Chua et al., 2020). In this study, the food concept and menu contents from gastronomic parameters were analyzed.

- Concept: According to the Cambridge dictionary, the word concept has equivalents such as principle, idea and understanding (Cambridge University Press, n.d.). Concept represents the culinary culture and service understanding that places offer to customers. For example, a restaurant serving different dishes from all over the world may have a world cuisine concept, while restaurants serving only Asian cuisine have an Asian cuisine concept.
- Menu: Menu contents indicate the variety of food that restaurants offer to customers. It is one of the factors affecting customer preferences and revisit intentions. For example, the service of alcoholic/non-alcoholic beverages, the presence of local cuisine items, and the offering of vegan or vegetarian options affect customer preferences (Saraiva et al., 2011).

Environmental Parameters

A restaurateur is expected to evaluate the quality of the urban environment in which the restaurant is located among the feasibility studies before setting up a business. The urban context, on the other hand, is included in the scope of this research in terms of architecture. The evaluation parameters are the view of the restaurant, its location and the availability of parking.

- **View:** The city is a large interior space with its architecture and vistas. Encountering with the silhouettes provide an environment for the user to construct meanings and perceive themselves and the world (Erzen, 2015). The city with the viewpoints and landscapes as a whole, which has a sensory and cognitive effect on the citizen, constitutes the external environment in which the user would like to be a part of it. In particular, the landscape as an outdoor environment where the restaurant spaces are located is a parameter that can be observed in user preferences.
- **Location:** The location of restaurant is one of the factors that can be decisive in customer preferences. The survey conducted with tourist restaurant customers in Amsterdam shows that well-qualified restaurants are mostly located in the city periphery and in a position separated from standard restaurants. Standard restaurants, on the other hand, are located on the roads where the tourist population is high (Terhorst & Erkuş-Öztürk, 2015). As the research shows, the location of the restaurant has a qualitative effect on the preferences of the restaurator and the customer.
- **Parking:** Another factor that can be evaluated among the environmental possibilities of a restaurant is the availability of parking. Parking is a parameter that will affect transportation depending on the restaurant location. Although standard restaurants can be reached by foot (Terhorst & Erkuş-Öztürk, 2015), some high-quality restaurants preferred by customers require vehicle transportation. For this reason, in determining the location of a restaurant, traffic, ease of entry and exit and parking are considered as site-specific competencies (Park & Khan, 2006).

Spatial Parameters

The interior arrangement and features that make up the atmosphere are considered as the spatial parameters of a restaurant. Because the spatial organization that appeals to the senses is possible through the atmosphere. What affects the atmosphere is the holistic space organization that appeals to all senses.

- **Music:** Music is one of the parameters that determine the restaurant customer's preferences. The rhythm, tempo and volume of the music affect the time the user spends in the place. Loud music disrupts the conversation environment as it makes conversations incomprehensible. Fast-paced music also accelerates the service and the time spent in the restaurant (Robson, 1999). The atmosphere created by the music or its compatibility with the atmosphere in the existing environment creates a positive effect on the customer's dining experience (Areni, 2003).
- **Capacity:** Restaurant size is a parameter that affects the number of customers and seating arrangement. It is not desirable for customers who come to the restaurant to leave without finding a place. For this reason, restaurants are generally organized by taking into account the highest level of customer capacity, as much as their physical conditions allow. While the physical conditions of the space determine the density, the feeling in the customer that the density arouses as a crowd is a perceptual process (Stokols, 1972). Density and crowding have a positive or negative effect on customer behavior. (Hui & Bateson, 1991). Capacity, as a physical state of the space, can be decisive in the atmosphere of the environment with its effect on perception.
- **Sitting Arrangement:** Since the sitting arrangement in the restaurant creates perceptions such as congestion or spaciousness, its effect on the atmosphere is undeniable. Fixing tables and chairs in a restaurant reduces the customer's individual control over the space. The reconfigurable sitting plan allows the customer to move as they wish (Robson, 1999). The layout of the floor plan can increase the social interaction between the customer and the employee, as well as have a great effect on the fulfillment of the service purposes and duty of the service person (Bitner, 1992). The sitting arrangement is decisive in the restaurant

atmosphere in terms of circulation, interaction and comfort.

- **Color Dominance:** Color is one of the important factors that create the visual atmosphere in the space. For example, a business can create a sense of sincere and friendly environment with appropriate color and light preferences in places (Kotler, 1973). The surveys conducted by Jacquier & Giboreau (2012) with customers in restaurants with 3 different color themes show that the color in the space mediates the formation of emotions such as stress, intimacy and comfort in customers.
- **Ventilation:** Another parameter that is decisive in the restaurant atmosphere with its effect on the senses is the air quality. Baker (1986) evaluates air quality as a factor affecting the ambiance in the physical environment. Heating, cooling and ventilation methods determine the quality of the air. This parameter, which forms the background of the customer's environment, has an effect on satisfaction.
- **Lighting:** Details such as texture and material of a design are perceived by light. The colors of the space can be distinguished by light and shadows. In some designs, the way to create an aura of space can also be provided by light (Coles & House, 2012). Lighting is a parameter that supports the creation of a place's day or night atmosphere (Heide et al., 2007). For this reason, lighting is one of the factors that determine the character of the spaces, enable them to be enjoyable and functional.
- **Furniture:** The effect of furniture on the atmosphere in a restaurant is related to its contribution to the restaurant style. Through furniture, the restaurant interior can gain a tasteful, spacious and rich image. Since it can also enable customer to spend more comfortable time, it is decisive in customer preferences (Hansen, et al., 2005).

Methodology

In this study, document review and field research methods were used with purposive sampling model. According to Creswell (2014), field studies include visiting and examining places such as businesses and events in the researched region about the targeted phenomenon or phenomena. The research was carried out in the Alanya district of Turkey's Antalya in 2022 July. Alanya was preferred due to its high tourist attraction and gastronomic tourism potential. First of all, as a result of the literature review, twelve non-subjective features that clearly affect the customer experience have been identified (Table 2).

Table 2. Restaurant Evaluation Parameters

Parameters		Reference
Gastronomic parameters	Concept	Auty (1992)
	Menu	Auty (1992)
Environmental parameters	View	Erzen (2015)
	Location	Terhorst & Erkuş-Öztürk (2015)
	Car parking	Park & Khan (2006)
Spatial parameters	Music	Robson (1999), Areni (2003)
	Seating layout	Robson (1999), Bitner (1992)
	Color dominance	Kotler (1973), Jacquier & Giboreau (2012)
	Customer capacity	Stokols, (1972), Hui & Bateson (1991)
	Ventilation	Baker (1986)
	Lighting	Coles & House (2012), Heide et al., (2007)
	Furniture	Hansen et al., (2005)

Afterwards, according to the travel website TripAdvisor, ten different restaurants with the highest ratings in Alanya were visited by the authors within the scope of the research. TripAdvisor is a worldwide used travel website by tourists for destination decisions and by tourism establishments for commercial purposes (Yoo et al., 2016). Top ten restaurants use TripAdvisor ranking for advertising. There are 743 restaurants in Alanya, according to the TripAdvisor ranking data. In this study, the top 10 restaurants are coded linearly according to the rankings on the website, with the highest rated restaurant getting the number 1. The places were examined according to the checklist created with the data obtained from the literature. The findings were discussed and compared with previous studies in the literature. Finally, in the light of the data obtained, the characteristics of the restaurants preferred and liked by the tourists were evaluated and accordingly, suggestions were made for future businesses.

Results and Discussion

Within the scope of this research, 10 restaurants, all of which serve a la carte, were examined in detail. The results are shown in Table 3.

Table 3. Evaluation Results of Restaurants

Parameters		1	2	3	4	5	6	7	8	9	10
Concept	World cuisine	✓	✓	✓	✓	✓	✓	✓		✓	✓
	Local food	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Menu	Alcohol	✓	✓	✓	✓	✓	✓	✓		✓	✓
	Seafood	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Vegetarian		✓	✓	✓				✓	✓	✓
View	Main road		✓	✓		✓	✓				
	Residential	✓			✓				✓	✓	✓
	Commercial				✓			✓			
Location	<1 km				✓	✓		✓	✓		
	1-5 km		✓	✓			✓			✓	✓
	>5 km	✓									
Car Parking											
Music	Live		✓							✓	✓
	Record	✓	✓	✓	✓	✓		✓		✓	✓
	None						✓		✓		
Sitting Layout	Grid	✓	✓	✓	✓	✓		✓			✓
	Linear	✓		✓			✓		✓	✓	
Color Dominance	Brown	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Beige	✓			✓					✓	
	Green		✓			✓					
	Blue									✓	✓
	Grey							✓			
	Orange						✓				
Capacity	50-100 person				✓	✓		✓	✓	✓	✓
	>100 person	✓	✓	✓			✓				
Ventilation	Fan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Air conditioner					✓					
Lighting	Pendant	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Led			✓		✓	✓	✓	✓	✓	
	Spot				✓	✓					
Furniture	Wooden	✓	✓	✓	✓		✓		✓	✓	✓
	Plastic	✓		✓			✓				
	Wooden-like plastic					✓		✓			

According to the concept findings, examined under the heading of gastronomic parameters, it was determined that the concept of World cuisine is dominant in nine of the ten restaurants serving in the region and ranked high according to TripAdvisor. It was observed that local cuisine elements (foods from Turkish cuisine) are present in all restaurants. These dishes that restaurants offer on their menus indicate that tourists visiting different destinations demand to consume local food. These results are in agreement with the results reported by Sever and Girgin (2019). It was determined that only Turkish cuisine options are available in the restaurant ranking number eight. According to the analysis of the menu contents, it was determined that alcoholic beverage service is available in all restaurants except

the restaurant which is in the eighth place and serves only with the concept of Turkish cuisine. In addition, it was seen that all the restaurants in the top ten offer seafood. Six of the ten restaurants surveyed had menus with vegetarian options. This result is similar to the results of the study conducted by Efendi and Atalay (2020) investigating the gastronomic preferences of tourists. The data is significant in that it shows that tourists prefer restaurants that offer vegetarian options.

As a result of the environmental parameter analyzes of the restaurants, according to the view findings, it was determined that four of the ten restaurants were on the side of the main road and with a street view, five had a residential view, and two had a commercial view. The sights of the restaurants included in the list are diversified as residential or commercial city silhouettes on the streets or alleys. The most preferred restaurants in the region, located on the seaside, do not have a sea view. In this case, it is seen that there is no characteristic view angle. Although Böhme & Thibaud (2017) say that the view contributes to the atmosphere of the place in terms of aesthetics, it can be said that the restaurants in the region do not consider the view as a data.

When the locations of the businesses are examined the Mustafa Kemal Atatürk monument was taken as the central point while evaluating the distance of the restaurant to the city center. It was determined that the distance of four restaurants to the city center is less than 1 km, the distance of five restaurants to the city center is between 1-5 km, and the distance of one restaurant to the center is more than 5 km (Figure 1). In the study of Terhorst & Erkuş-Öztürk (2015) on restaurants in Antalya city center, it is seen that tourists prefer easily accessible restaurants on the road (passers-by-streets). It was concluded that the location strategies for local customers are completely different from the location strategies for tourists. It is seen that nine of the ten restaurants examined in Alanya are located very close to the city center and on the roads. As location, it can be said that passers-by-streets is a prominent feature of touristic restaurant businesses.



Figure 1. Locations of Evaluated Restaurants

According to the findings obtained in the determination of the presence of car-parking, which is given importance in the studies in the literature, it was observed that none of the restaurants in the list have a parking area. In fact, the reality that restaurants close to the city center are preferred and the presence of parking is not sought confirms that tourists prefer restaurants that are accessible on foot. Yen et al. (2020), revealed in their study that the spending tendencies of customers who come to restaurants by walking, cycling or public transportation are much higher than what business owners and managers think. Based on this situation, they suggested that restaurant operators choose places close to the city center as a location or advocate more public transportation instead of more parking spaces. This situation leads to similar suggestions especially for tourists traveling to other countries away from their personal vehicles and is in line with the findings of this study. Tzeng et al. (2002), reported that, unlike these results, parking lot availability and size can vary according to the restaurateur profile. In the study, it has been determined that while trained operators and catering

specialists consider the rental cost, the size of the commercial area where the restaurant is located, and the number of competitors in the region as important; restaurateurs without business education attach importance to the availability and size of parking spaces.

As a result of the evaluation of spatial parameters, it was seen that music broadcasting was available in eight of the ten restaurants in the list. Three of these eight establishments broadcast live and recorded music according to the hours, while only recorded music is broadcast in five. Music is used by restaurants in the region as an effective element in customer spending time (Robson, 1999) and dining experience satisfaction (Areni, 2003). The obtained findings are compatible with the studies in the literature. Liu (2020), reported that background music in restaurants has a significant positive correlation with customer satisfaction and customer behavioral intentions. Faat et al. (2019), revealed that the presence of background music causes customers to lengthen their stay and increase their consumption. They also recommended that restaurateurs choose appropriate music to create a pleasant atmosphere, as it affects customer feelings.

As a result of the seating arrangement determinations, it was seen that both grid and linear seating arrangements were preferred in two of the ten restaurants, only the grid arrangement was chosen in five, and only linear seating arrangement was preferred in three of them. Illustrations of grid and linear seating arrangements are shown in Figure 2. Mostly, the use of grid layout allows crowded groups to combine tables and sit together. The mobility of tables and chairs makes it possible to arrange seating arrangements according to the customer's needs (Robson, 1999).

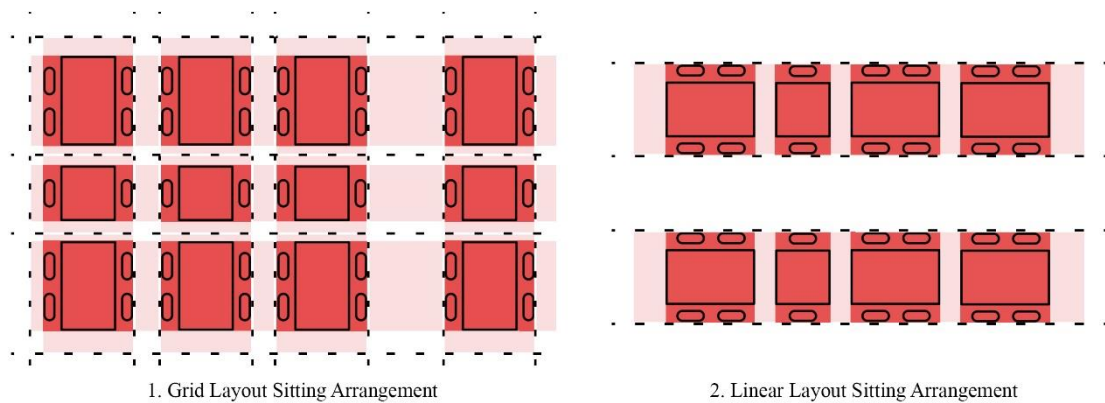


Figure 2. Diagram of Sitting Arrangements

In terms of color dominance, brown-beige in three of the ten restaurants, brown-green in two, brown-blue in one, brown-gray in one, brown-orange in one and only blue in one restaurant was determined. As a result of the capacity reviews of the enterprises, was seen that six of the ten restaurants have a customer capacity of 50-100 people, and four of them have a customer capacity of more than 100 people. It was determined that all the restaurants examined as ventilation preferred fans, and only one restaurant used air conditioning in addition to the fan. Considering the positioning and application of the fans in the spaces, only functionality was considered for ventilation. All restaurants use pendant lighting elements for lighting. In addition to pendant lighting, it was observed that five restaurants preferred led lighting and one restaurant preferred spot lighting, while one restaurant used all of the pendant, led and spot lighting elements. The choice of lighting elements was for functionality, not to affect the atmosphere of the place. Wood and wood-like furniture come to the fore in the furniture preference of businesses. Only wooden furniture was preferred in five of the ten restaurants, plastic and wooden furniture in three, and wooden-like plastic furniture in two. Lin et al. (2015), reported that interior color preferences cause perceptual differences in relation to the light sources used, and that color dominance-lighting preferences should be made harmoniously by professionals. Kumar et al. (2019), recommended the use of modern air conditioning systems in restaurants, which are the most useful methods of today, thus reducing the energy consumption of businesses and avoiding unnecessary losses. Lu et al. (2020), suggested that restaurant seating arrangements should be rearranged by increasing the distances and the ventilation systems should be improved and modernized, especially considering that it is a preventive measure against pandemics. Fiedoruk and Kłęk (2017), reported that it is difficult to make a choice in the selection of ventilation systems due to the fact that fans are low-priced despite their inadequacy in providing fresh air circulation, and air-conditioning systems are more successful in fresh air circulation, although expensive in terms of cost and maintenance. Mannapova (2020), stated that furniture has important effects on the ambiance of

the space and stated that wooden furniture and decoration materials are durable, flexible, waterproof, resistant to chemical factors and have aesthetic appearances.

Conclusion

The determination of the factors that are effective in the restaurant preference of the customers is of great importance for the tourism and business sectors. The most prominent feature in the restaurant selections of the customers is the gastronomic service they offer. In addition, the physical environment and spatial characteristics play a strategic role in service marketing and management. The gastronomic characteristics, environmental and spatial choices of successful businesses can be seen as a guide in this direction.

The food menus of the examined restaurants consist of dishes from world cuisines and examples of Turkish cuisine. The menus, which contain elements from the traditional cuisines of the countries, are perceived as exotic and conventional by the tourists and arouse curiosity in the customers. On the other hand, it is a well-known argument that customers prefer familiar options in their food preferences during their travels. For this reason, as seen in this study, it is recommended to create menus including traditional foods with generally-known world cuisine options especially for customers who may hesitate to try new dishes. In beverage service, content such as cocktails and other alcoholic beverages appealing to tourists is preferred. This situation can create a suggestion about determining the menu content for the entrepreneurs who want to establish a business for foreign tourists.

In addition, it was observed that touristic restaurants usually come to the fore with their proximity to the city center. Considering that tourists generally stay in nearby hotels and avoid using public transport, it can be suggested that the businesses planned to be established in the future should consider the walking distance to the city center as a location. Landscape and parking features of the restaurants remain in the background. Hence, it can be suggested that businesses should attach importance to culinary features and gastronomic studies rather than environmental concerns.

It was observed that wooden furniture was used and brown color was dominant in the restaurants examined. It was seen that pendant lighting and ventilation with fans are preferred by businesses. The use of wooden furniture, dark colors and pendant lighting are frequently used tools in today's industrial restaurant designs. In the modern design language, gaudiness and splendor have given way to avant-garde, simple and elegant designs. In the light of the data obtained in this study, although it is suggested to create a different and unique ambiance in touristic restaurant designs, it is recommended to take this modern design language as a basis. In addition, it has been determined that the recording music playing in the background and the grid seating arrangement dominate in high rated-frequently preferred places. Gridal seating arrangement provides convenience for the restaurant to maintain its daily operations. The application of this seating arrangement by frequently preferred high-rated restaurants provides data that can guide new businesses, like all other data in this study.

In order to develop this study, more detailed results on the reasons for preference can be obtained through surveys to be applied to tourists who prefer restaurants. Also, it will be appropriate to determine the characteristic features of the places that are frequently preferred in different touristic regions, and to shed light on the new businesses to be established by these features.

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