



Yerli Turistlerin Gastronomi Turizmine Yönelik Tutumları: Konya Örneği*

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Öz

İnsanlar yeme içme gibi fizyolojik ihtiyaçlarını karşıladıktan sonra güvenlik ve barınma ihtiyacı doğmakta, bunlar öncelikli temini gereken ihtiyaçlar olarak sayılmaktadır. Bunlardan sonra Maslow'un ihtiyaçlar hiyerarşisine göre ait olma ve saygınlık gelmektedir. Her ne kadar ilk ihtiyaçlardan farklı gibi görünse de günümüzde bu ihtiyaçların giderilmesi de yeme içme ile bağlantılıdır. Zorunlu yiyecek tüketimi harici yapılacak tüketim aile, eş-dost, iş toplantısı gibi faaliyetlerle gerçekleştirilmektedir. Belirli bir refah seviyesine ulaşıncaya sosyal ihtiyaçların belirginliği artmaktadır. Sosyalleşme faaliyetleri arasında seyahat de girmektedir. Yiyecek içecek tatma ve değişik kültürleri tanıma gibi amaçlar için tur operatörleri destinasyonlar belirlemektedir. Bu çalışmada Konya'ya tarihi yerleri ziyarete gelen yerli turistlerin gastronomi turizmine bakışı incelenmiştir. Bu amaçla geçerli 439 anket değerlendirmeye alınmıştır. Sonuç olarak insanların seyahate çıkarken amaçladıkları ziyarete tercih ettikleri turizm çeşidi ve beklentilerini farklılaştırmaktadır. Konya'ya tarihi yerlerini gezmeye gelen yerli turistlerin, diğer çalışmalarla kıyaslanınca, mutfak kültürüne dolaylı olarak da Konya mutfağına ilgisinin düşük olduğu belirlenmiştir. Genel memnuniyet açısından turist profiline göre destinasyon oluşturulmasının önemi görülmüştür.

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Gastronomi Turizmi, Yerli Turistlerin Tutumu, Destinasyon Algısı, Konya

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Domestic Tourists' Attitudes Towards Gastronomy Tourism: A Case Study of Konya*

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Abstract

After people meet their physiological needs such as eating and drinking, the need for security and shelter arises, and these are considered as needs that must be met first. Consumption other than compulsory food consumption is carried out with activities such as family, friends and family, business meetings. As a certain level of welfare is reached, the salience of social needs increases. Travel is also included among socialization activities. Tour operators determine destinations for purposes such as tasting food and beverages and getting to know different cultures. In this study, the view of gastronomy tourism of domestic tourists who come to Konya to visit historical places was examined. For this purpose, 439 valid surveys were evaluated. As a result, it has been seen that people's intended visit when traveling varies the type of tourism they prefer and their expectations from the visit. It has been determined that the interest of local tourists who come to visit the historical places of Konya to the culinary culture and indirectly to Konya cuisine is lower compared to similar studies. It has been seen that it is important to create a destination according to the tourist profile in terms of general satisfaction. Whether going to a tourist destination, for example, for a religious visit or for a secondary purpose, will change the answers tourists give to the same questions can be suggested as another research topic.

Keywords

Gastronomy Tourism, Attitudes of Domestic Tourists, Destination Perception, Konya

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Introduction

Gastronomy, also known as culinary arts, is defined as the art of good eating in general and is the study of how the food of a region, locality, or country is prepared, what tools are used in preparing or serving, when and with what food is consumed as well as of the cultural meaning that it bears (Gök, 2020:249-250). These gastronomic values are generally based on many foundations such as cultural, geographical, communal, and nutritional socialization (Gillespie, 2001:2). The fact that people began to cook their food following the discovery of fire revealed the culinary culture, in other words, created the infrastructure of gastronomy. Of course, the first pieces of bread baked on fire have nothing to do with good eating and drinking, but it can be argued that the foundation of gastronomy food art has begun to be laid here. The fact that eating and drinking have been in practice as of the existence of human beings also proves that this issue is very wide-ranging. Gastronomy is intertwined with many fields such as anthropology, archaeology, sociology, bakery, pastry, butchery, farming, nutrition, accommodation, and service (Gillespie, 2001:3). The part that is the subject of this study is food and gastronomy tourism and examines all aspects of food and drink as well as its relationship with tourism. Expressing that gastronomic tourism has four different types of motivation, Kargiglioğlu (2020:36-37) first refers to physical motivation, reporting that eating and drinking are compulsory for human beings, and gastronomic tourism is formed with the inclusion of travel for the purpose of eating and drinking. The second, which is cultural motivation, is the desire to learn about a particular culture. The third aspect is social motivation and the desire of people to actively observe themselves in gastronomic activity. The last type of motivation is prestige and refers to sharing the experiences gained after the trip in social groups. According to Kılıçhan (2013:5, quoted from Aksoy and Çelik, 2017:423), an ordinary visit to any restaurant including eating and drinking activities is not considered gastronomic tourism. In other words, the above objectives are aimed for an eating and drinking activity to be considered a gastronomic activity.

This study has been designed to shed light on the gastronomy-related interests, attitudes, views of domestic tourists who have visited historical places in Konya, or who have participated in gastronomy tourism before, or who are considering participating in gastronomy tourism.

1. Conceptual Framework

1.1. The Link Between Gastronomy Tourism and Food and Drink Culture

Gastronomy is an important tool for tourism and makes a critical contribution to the local economy. An underlying factor behind people participating in gastronomy tourism is that traditionally produced foods and foods specific to that region affect the choice of destination (Karaman and Aylan, 2021: 6-8). Gastronomy tourism provides a sustainable tourism opportunity. On the one hand, investments in the region are on the rise; on the

other hand, the preservation of traditional production and its transfer to future generations are guaranteed (Kargiglioglu, 2020:38).

People tend to consume better and more diverse foods as their level of welfare increases, resulting in an increased interest in more natural and healthy nutrition. In addition, there is a demand for traditionally produced foods, and in parallel, restaurants with authentic, traditional foods designed differently from modern or perhaps gastronomy-themed-oriented restaurants are emerging and the social demand of people is shifting to these sides. Investments increase in places with gastronomic values with destination selections gaining priority, authentic foods attract people's curiosity, and the traditionally produced unique products of the region are also protected with documents such as geographical indications.

1.2. Features of Gastronomy Tourism

The main motivation source of gastronomy tourism is to see the food on the spot, taste it, and visit the relevant place. In order to understand gastronomy tourism, which is a very broad subject, some of its features are listed in Table 1 (Zağralı Çakır, 2020:48).

Table 1. Characteristics of Gastronomy Tourism.

Characteristics of Gastronomy Tourism
• Tourists prefer their meals to eat out locally.
• Gastronomy appeals to human's five senses.
• There is a positive correlation between those who are interested in wine and local cuisine and those who are interested in cultural activities.
• Interest in the kitchen has nothing to do with age, gender and ethnicity.
• Gastronomy tourism, unlike others, can be done at any time and any time.
• Gastronomy tourists are mostly people who like to explore.
• Gastronomy tourism can be experienced individually.
• Gastronomy tourism extends the tourism season.
• Tourism provides destination diversity and new sources of income.
• It provides equal distribution to different destinations within the country.
• The attractiveness and development of destinations is increasing with gastronomic tourism.
• Gastronomy tourism creates a strong and active image and helps the branding of the destination.
• Gastronomy tourism encourages re-visiting to eat, thinking that a single trip will suffice.
• It is the local people who are loved in gastronomy tourism and benefits from the employment area.
• Contrary to mass tourism, gastronomy tourism is intertwined with the local people and cultural interaction takes place.

- Small and medium term numbers will increase with the innovations of gastronomic tourism.
- A sustainable tourism will be created with gastronomic tourism.
- With gastronomic tourism, people do not accept different cultures voluntarily.
- Gastronomy tourism creates a travel motivation.
- Gastronomy tourism includes different phenomena. It is not only a food and beverage activity, but also includes certain operations such as visiting the farm and attending festivals.
- It meets the demands of meeting the basic need for food and beverage.
- Gastronomy tourism provides a unique competitive advantage.
- Demand-generating people enable them to develop tourism to the destination.
- It provides the promotion of the region.
- Gastronomy tourism promotes natural and healthy nutrition.
- Gastronomy tourism benefits local producers with new customers.

References: Çevik and Saçılık, 2011, Dilsiz, 2010, Harrington and Ottenbacher, 2010, Horng and Tsai, 2010, Karagöz, 2006, Karim and Chi, 2010, Kivela and Crotsts, 2006, Long, 2003, Sarı-Gök, 2020.

1.3. The Relationship Between Gastronomy Tourism and Destination

It is important to find foods that people can consume to include a destination in their preferences. The fact that food is an important tool and adds a touristic value while determining the destination also contributes to the formation of a destination's identity and culture (Quan and Wang, 2004: 299). Therefore, the preference of a destination and regional development are prominent issues. Unlike compulsory eating, adding a special meaning to food consumption and evaluating it in a different context with gastronomy tourism makes travel more enjoyable, and the same destination becomes preferable again. Thus, gastronomy tourism and food turn into an essential, marketable source of image and experience for tourists (Quan and Wang, 2004: 299). Within the scope of gastronomy tourism, cultural capital accumulation is acquired by consuming traditional foods (Richards, 2002:11). These cultural accumulation acquisitions may involve events and things such as food processing and storage methods, recipes, cooking methods, cooking equipment, table setting, table manners, food service, meal arrangements, eating habits, food-related ceremonies, festivals, fairs, celebrations, holidays, weddings, etc. (Deveci, 2020:1).

Studies show that the gastronomic elements of a certain place are effective in choosing a destination. Some factors affecting consumption in gastronomy tourism are given in Table 2 under 3 categories with a tourist-oriented approach.

Table 2. Some Factors Affecting Consumption in Gastronomy Tourism.

Tourist	Destination's Kitchen	Destination's Surroundings
Cultural and religious influences (cultural basis and religious beliefs, etc.)	Appealing to the senses (taste, aroma, texture, image, etc.)	Gastronomic image / identity (gastronomic image perception of the destination)
Socio-demographic factors (socio-economic, demographic situation, etc.)	The contents of the meal (ingredients, sauces, spices, etc.)	Marketing methods (internet, travel guides, tv shows, etc.)
Food-related identity and attitude (food withdrawal, variety seeking tendency)	Preparation and cooking techniques	Content (time, place, people)
Past experiences	Food / Type of cuisine (national /regional/local cuisine, traditions, attributed meaning, etc.)	Service delivery (expected service quality)
Motivational factors	Availability of food (availability, variety, alternatives, etc.)	Type of service (consumption-based equipment, equipment, tools, etc.)
Physiological factors (hungry, thirst, satiation, etc.)	Price, value, and quality	Seasonality (destination season, temperature)

References: Kargiglioğlu, 2020:38.

2. Method

2.1. Objective

The objective of the study is to shed light on the interests and attitudes of domestic tourists visiting a region, who have participated in or are considering participating in gastronomy tourism, and their views on local food and drinks

2.2. Significance of the Study

Determining the knowledge of Turkish cuisine and gastronomy tourism perceptions of domestic tourists (in the Konya example) who do not visit a destination for the purpose of gastronomy tourism but visit touristic places for other purposes expresses the importance

of the study. Expanding the knowledge of Turkish cuisine and the perception of gastronomy tourism of domestic tourists who do not participate in gastronomy tourism but visit different places indicates the significance of the study.

2.3. Scope and Limitations

In this study, the perspectives of domestic tourists visiting different historical places in Konya province on gastronomy tourism were examined. This is considered a limitation. Within the possibilities, different studies can be prepared by applying them to different regions and foreign tourists. The difficulty of identifying the people who participate in gastronomy tourism in the selection of tourists visiting any place is a limitation.

2.4. Data Collection Method of the Study

A general survey model, one of the quantitative research methods, was used in the study. There are two types of survey models. These are correlational surveys and general survey models. The general survey model is a type of descriptive study conducted on a sample selected from the population to make a judgment about the population. The correlational survey model, on the other hand, is aimed at revealing the relationship between two variables and making comparisons between two variables (Karasar, 2014). Research data were collected in September and October 2019. The studies of Hatipoğlu (2010), Belpınar (2014), Yarış (2014), and Üzümcü (2018) were used while preparing the survey questions for the participants. A five-point Likert-type rating scale was used in the survey questions with a grading system including “1: I strongly disagree”, “2: I disagree”, “3: I moderately agree”, “4: I agree” and “5: I strongly agree”. The data obtained as a result of the surveys were analysed in the SPSS 24 package program. Frequency and percentage values were used to evaluate the demographic characteristics of the participants. The Chi-square test was used to determine the level of relationship in determining the demographic characteristics and participation levels of the participants. A single sample Chi-Square analysis was used to test the significance of the distribution of the participants' responses to the statements. The analyses were tested at a 95% confidence level.

2.5. The Population of the Study

Domestic tourists visiting Konya participated in the survey. Attention was paid to the fact that the tourists reside outside of Konya. The sample consisted of people who volunteered to participate in the survey randomly. A total of 486 people participated in the survey, but 439 surveys were evaluated after the examination of responses provided.

2.6. Assumptions

It was assumed that the individuals participating in the study correctly understood the statements directed to them and gave sincere responses to the questions.

3. Findings And Discussion

3.1. Findings on Demographic Characteristics

According to Table 3 including the demographic characteristics of the participants, 43.3% are female and 56.7% are male. The proportion of participants aged between 18 and 35 who can be described as the young population is close to 50% while around 25% of them are between the ages of 36-47, which is defined as middle age, and the proportion of participants aged 48 and above is 26.2%. Thus, it is suggested that the participants of the survey have similar characteristics to the population living in Turkey. While more than 50% of the participants are primary and high school graduates, 37.4% of them are high school graduates and 1.1% of them have a postgraduate degree, which is quite low. Considering the question “Have you participated in gastronomy tourism before?”, about 20% of the participants responded as “yes”, while 80% responded as “no”. As can be understood from the responses, gastronomy tourism in Turkey has not yet reached the desired levels.

Table 3. Demographic Characteristics of the Participants

Demographic Features		N	%
Gender	Man	190	43,3
	Woman	249	56,7
Age	18-23	79	18,0
	24-29	67	15,3
	30-35	60	13,7
	36-41	47	10,7
	42-47	71	16,2
	≥48	115	26,2
	Graduation	Primary education	125
High school		145	33,0
University		164	37,4
MSc		5	1,1
Have you been to gastronomic tourism before?	Yes	100	22,8
	No	339	77,2

3.2. Reliability Analysis of Survey Items

The studies of Hatipoğlu (2010), Belpınar (2014), Yarış (2014), and Üzümcü (2018) were used while preparing the survey questions for the participants. Özdamar (1999) determined the reliability limits of the scale according to the Cronbach's alpha coefficient as follows. In

case of $0,00 < \alpha < 0,40$, the scale is not reliable, $0,40 < \alpha < 0,60$, the scale has low reliability, $0,60 < \alpha < 0,80$, the scale is highly reliable, $0,80 < \alpha < 1,00$, the scale is perfectly reliable.

According to the Cronbach's alpha test applied to the survey questions, the reliability limits of the scale were found to range between 0.851 and 0.876. The scale applied according to these values was determined to be perfectly reliable, and the information about the questions is given in Table 4.

Table 4. Cronbach's Alpha Values of Questions.

Survey Items	Cronbach's Alpha
1. I like to try different foods and drinks.	,866
2. I am curious about the eating and drinking activities of societies in different countries or cities.	,854
3. The quality of food and beverage businesses in a country or city is effective in my travel.	,853
4. For the gastronomic culture, I research the food and beverage culture of the destination I visit beforehand.	,854
5. I prefer to consume local foods and beverages in the destination I go to.	,852
6. I know what to eat and drink in the destination I will visit.	,856
7. I pay attention to the food ceremonies applied in the destination I visit.	,854
8. Due to my religious belief, I do not consume every food and drink.	,876
9. If I like the place I travel to, I recommend it.	,859
10. I criticize if the place I travel to is bad.	,861
11. If I am satisfied with the result of the trip, I can go to the same place again.	,863
12. The quality of service where I go is important to me.	,855
13. It is important that the business I go to has local characteristics (heating, furniture, objects, space design, etc.)	,851
14. Where I go, I pay attention to the fact that the food is produced under healthy and hygienic conditions.	,860
15. I pay attention to the fact that the food and drink I consume is local before its taste.	,851
16. I pay attention to the price on my gastronomic tour.	,862
17. I pay attention to the presentation of the food I eat or the beverage I drink.	,852
18. I pay attention to the presence of the menu wherever I go.	,852
19. I pay attention to the same plate as the image on the menu.	,851
20. It is important for me that the employees are knowledgeable about the region and local products.	,851

The demographic information given in Table 4 and the gastronomy-related questions given in Tables 5, 6 and 7 were asked to the tourists participating in the survey. All of the questions below were interpreted along with comparisons with previous studies. Chi-square test was used to determine the level of relationship in determining the participants' level of participation in the relevant questions.

Table 5. Answers Given Before the Gastronomy Travel.

QUESTIONS		ANSWERS					Chi S.
		1	2	3	4	5	
I like to try different foods and drinks.	Yes	0 %0	2 %2,0	1 %1,0	21 %21,0	76 %76	,000
	No	31 %9,1	12 %3,5	30 %8,8	95 %28,3	170 %50,3	
	Sum	31 %7,1	14 %3,1	31 %7,1	116 %26,4	246 %56,3	
I am curious about the eating and drinking activities of societies in different countries or cities.	Yes	0 %0	3 %3,0	5 %5,0	25 %25,0	67 %67,0	,000
	No	33 %9,7	25 %7,4	46 13,6	107 31,6	128 37,8	
	Sum	33 %7,5	28 %6,4	51 %11,6	132 %30,1	195 %44,4	
The quality of the food and beverage businesses of a country or city is effective in my travel.	Yes	1 %1,0	3 %3,0	10 %10,0	21 %21,0	65 %65,0	,000
	No	14 %4,1	30 %8,8	54 %15,9	126 %37,2	115 %33,9	
	Sum	15 %3,4	33 %7,5	64 %14,6	147 %33,5	180 %41,0	
For the gastronomic culture, I research the food and beverage culture of the destination I visit beforehand.	Yes	1 %1,0	2 %2,0	9 %9,0	38 %38,0	50 %50,0	,000
	No	46 %13,6	74 %21,8	88 %26,0	90 %26,5	41 12,1	
	Sum	47 %10,7	76 %17,3	97 %22,1	128 %29,2	91 %20,7	
I prefer to consume local foods and beverages in the destination I go to.	Yes	1 %1,0	1 %1,0	8 %8,0	28 %28,0	62 %62,0	,000
	No	32 %9,4	22 %6,5	103 %30,4	100 %29,5	82 %24,2	
	Sum	33 %7,5	23 %5,2	111 %25,3	128 %29,2	144 %32,8	

I know what to eat and drink in the destination I will visit.	Yes	1 %1,0	3 %3,0	15 %15,0	38 %38,0	43 %43,0	,000
	No	27 %8,0	54 %15,9	77 %22,7	127 %37,5	54 15,9	
	Sum	28 %6,4	57 %13,0	92 %21,0	165 %37,6	97 %22,1	
I pay attention to the food ceremonies applied in the destination I visit.	Yes	5 %5,0	3 %3,0	19 %19,0	25 %25,0	48 %48,0	,004
	No	34 %10,0	43 %12,7	62 %18,3	94 %27,7	106 %31,3	
	Sum	39 %8,9	46 %10,5	81 %18,5	119 %27,1	154 %35,1	
Due to my religious belief, I do not consume every food and drink.	Yes	9 %9,0	4 %4,0	15 %15,0	17 %17,0	54 %54,0	,000
	No	12 %3,05	9 %2,7	19 %5,6	45 %13,3	254 %74,9	
	Sum	21 %4,8	13 %3,0	34 %7,7	62 %14,1	308 %70,2	

***p < 0,005 (1: totally disagree, 5: totally agree)**

Statistically significant differences were observed between the responses given by the respondents to all of the questions given in Table 6 ($p < 0.005$). In all of the responses to the questions, the number of those who responded as "I strongly disagree" to the statement of "yes" was less than 10, the number of those who responded as "I disagree" was 21 (n), the number of those who responded as "I moderately agree" was 83, the number of those who responded as "I agree" was 213, and the number of those who responded as "I strongly agree" was 465. In particular, the responses to the questions as "I agree and I strongly agree" show that in general, the majority of people consciously want to experience different foods before traveling for gastronomic purposes and have curiosity about the food culture of different societies and a tendency to do research on the destination before the trip and consume local foods.

Table 6. Answers to Questions About the Traveled Place.

QUESTIONS		ANSWERS					Chi S.
		1	2	3	4	5	
If I like the place I travel to, I recommend it.	Yes	1 %1,0	0 %0	2 %2,0	31 %31,0	66 %66	,000
	No	9 %2,7	8 %2,4	6 %1,8	30 %8,8	286 %84,4	
	Sum	10 %2,3	8 %1,8	8 1,8	61 13,9	352 80,2	
I criticize if the place I'm traveling to is bad.	Yes	2 %2,0	7 %7,0	8 %8,0	33 %33,0	50 %50,0	,000
	No	7 %2,1	27 %8,0	19 5,6	52 15,3	234 %69,0	
	Sum	9 %2,1	34 %7,7	27 %6,2	85 %19,4	284 %64,7	
If I am satisfied with the result of the trip, I can go to the same place again.	Yes	4 %4,0	3 %3,0	8 %8,0	22 %22,0	63 %63,0	,385
	No	6 %1,8	5 %1,5	30 %8,8	97 %28,6	201 %59,3	
	Sum	10 %2,3	8 %1,8	38 %8,7	119 %27,1	264 %60,1	

***p < 0,005 (1: totally disagree, 5: totally agree)**

97 participants (22.10%) responded as "yes - I strongly agree or I agree" while 362 respondents responded as "no" to the question of "I like to try different foods and drinks". Akdağ et al. (2015) conducted on the travel motivations of domestic tourists visiting Hatay found that 88 people (n) who visited Hatay for the purpose of eating and drinking (\bar{X} 4.2222) responded as "important" (5 points) while 56 people responded as "important" (4 points), which amounts to 84.2% of people in total. According to Yarış (2014), who studied the interest of people of Mardin in gastronomy tourism, domestic tourists responding as "I like to eat ethnic food" had a score of \bar{X} 4.11 in the survey. Koçoğlu (2019) also found a score close to 4 points (\bar{X} 3.83) for the question "I travel to taste local food and drinks on-site". One may notice that the idea of eating and drinking is very important for the tourists going to Hatay and Mardin, but according to this study, the participants do not attach enough importance to tasting new foods. Since the domestic tourists interviewed here are people who visit historical places, this can be interpreted as the reason for the low level of importance given to food and locality.

92 participants (22.78%) responded as "yes - I strongly agree or I agree" to the question "I am curious about the eating and drinking activities of societies in different countries or cities", while the number of those who were not curious was very high with a total of 339

respondents (77.22%). As reported by Yarış (2014), there was significant interest in the question of "I am curious about what people from different cultures eat", with a high average of \bar{X} 4.06, among the tourists visiting Mardin. In the study of Koçoğlu (2019), a score of \bar{X} 4.00 was obtained for the similar question directed to the tourists visiting Gaziantep.

86% of the respondents responded as "yes -I strongly agree (65) or I agree (21)" to the question "The quality of a country's or city's food and drink businesses has an effect on my travel". However, the total of those who responded as "no" to the question was 339, showing that the expectations of the participants about the business quality are not important. According to Yarış (2014), the importance given to service quality by tourists visiting Mardin is above the average (\bar{X} 3.78). Akdağ et al. (2015), on the other hand, found that traditional foods and drinks (\bar{X} 4.70), quality of food (\bar{X} 4.60), and service and hospitality (\bar{X} 4.53) are the most important factors in the perceptions of tourists visiting Hatay regarding the image of food and drink. However, in the same study, it was also reported that there was no significant correlation between tourists' perception of food and drink image and overall satisfaction with the food and drink experienced by the participants during their travels. There were very few positive responses to the questions "I research the food and drink culture of the destination I visit for purposes of the gastronomic culture" and to the statement "I know what to eat and drink in the destination I will visit", meaning that the tourists do not feel the need for research before the trip. Similarly, Koçoğlu (2019) conducted a survey with 401 people to determine the gastronomic attitudes of tourists visiting Gaziantep. A score of \bar{X} 4,00 was obtained for the statement "My desire to get to know the local food culture had an effect on my visit to Gaziantep", while a score of \bar{X} 4,20 was obtained for the statement "Local foods and drinks give me information about the culture of the local people". Güllü and Atasoy (2020), on the other hand, conducted a study with 374 tourists coming to the Cappadocia region from abroad, adding that "Turkish gastronomy has an effect on their decisions before visiting Turkey", which means that the gastronomic characteristics of the destination to be visited are investigated.

While responses to the statement "I prefer to consume foods and drinks specific to the region in the destination I choose" were given by 62 participants as "yes - I strongly agree", 82 participants responded as "no", 28 participants responded as "yes-I agree", and 103 participants responded as "no - I moderately agree ". Thus, it was concluded that participants visiting Konya to see historical places do not look for food specific to the region. Yarış (2014) reported that a score of \bar{X} 4.11 was obtained by the domestic tourists visiting Mardin for the statement "I like to eat ethnic food". Yurtseven (2011) reported that the satisfaction of tourists visiting Gökçeada was "high" in a study with 384 tourists on the satisfaction of local and authentic foods.

As a result of the literature review conducted by Akdağ and Üzülmöz (2017), it was found that "authenticity and diversity provide people with a unique holiday experience", "authentic food establishes strong bonds between the region, people, and food", and they

are highly satisfied with their "regional food" experience and also tell about this experience to their close circles. In the survey conducted by Şengül (2017) across Turkey, the participants were asked, "Which of the cities in the Central Anatolia Region would you like to visit for gastronomy (food and drink) tourism?" and it was found that the highest rates of preference were obtained for Konya (38.99%) and Kayseri (37.24%), respectively. In particular, the recognition of cities for their rich culinary cultures and food varieties is another crucial reason for preferences of gastronomy and Konya and Kayseri were found to be the 7th and 8th cities, respectively, when it comes to recognition based on the findings in the same study.

83 participants responded as "yes - I strongly agree or I agree" to the statement "I pay attention to the food ceremonies held in the destination I visit", which was found low, while 100 participants responded as "yes" in total. This is possible due to the fact that the participants were visitors of historical places. It is known that throughout history, humanity has had an indisputable connection to religion, sovereignty, food, and symbolism, that is, ceremony (Ünsal, 2020). This is also supported by Koçoğlu (2019), who reported a great number of positive responses to the statement "I would like to extend my stay to taste Gaziantep's local foods on sira night (a kind of entertainment specific to Gaziantep and Şanlıurfa cities)".

71 participants responded as "yes- I strongly agree or I agree" to the statement "I do not consume every food and drink due to my religious belief". Accordingly, it can be concluded that there is a decrease in terms of the religious sensitivity of the tourists participating in the survey to food consumption. It is known that one of the main factors determining the food of people throughout history is the restriction of their religious beliefs. For example, while Muslims consume the meat of animals slaughtered with halal slaughter method and do not eat pork, Jews consume foods prepared with the kosher slaughter method. While eating pork is considered a unifying factor for Christians, it is seen as a separating element for Muslims and Jews. Moreover, for Hindus cows are sacred and they are not allowed to be slaughtered, and beef is also not consumed (Beşirli, 2010).

100 respondents (22.78 %) who responded as "yes" to each of the statements in Table 5 reading "If I like the place I travel to, I recommend it", "If the place I travel to is bad, I criticize it", and "If I am satisfied with my travel, I can go to the same place". This begs the question of whether there is reluctance or dissatisfaction according to the tendency of the tourists in the study to participate in all questions. As a matter of fact, Akdağ and Üzülmöz (2017) reported that those who are highly satisfied with their local food experience often tell this experience to their close circles. Koçoğlu (2019) reported that a score of \bar{X} 4.16 was obtained for the statement "I would like to tell my relatives about Gaziantep food when I return to my city of residence". Similarly, Yarış (2014) reported that Mardin has a positive image of gastronomy based on the average of the responses (\bar{X} =3.75) to the suggestions about the gastronomy image of Mardin.

Table 7. Opinions on Dishes Consumed during Gastronomy Travel, Local Products and Their Features

QUESTIONS		ANSWERS					Chi S.
		1	2	3	4	5	
The quality of service where I go is important to me.	Yes	1 %1,0	0 %0,0	4 %4,0	21 %21,0	74 %74,0	,037
	No	10 %2,9	3 %0,9	39 %11,5	43 %12,7	244 %72	
	Sum	11 %2,5	3 %0,7	43 %9,8	64 %14,6	318 %72,4	
It is important that the business I go to has local characteristics (heating, furniture, objects, space design, etc.)	Yes	2 %2,0	2 %2,0	17 %17,0	20 %20,0	59 %59,0	,003
	No	24 %7,1	27 %8,0	88 %26,0	64 %18,9	136 %40,1	
	Sum	26 %5,9	29 %6,6	105 %23,9	84 %19,1	195 %44,4	
Where I go, I pay attention to the fact that the food is produced under healthy and hygienic conditions.	Yes	1 %1,0	0 %0,0	3 %3,0	6 %6,0	90 %90,0	,101
	No	10 %2,9	6 %1,8	15 %4,4	43 %12,7	265 %78,2	
	Sum	11 %2,5	6 %1,4	18 %4,1	49 %11,2	355 %80,9	
I pay attention to the fact that the food and drink I consume is local before its taste.	Yes	7 %7,0	6 %6,0	20 %20,0	28 %28,0	39 %39,0	,000
	No	55 %16,2	43 %12,7	104 %30,7	57 %16,8	80 23,6	
	Sum	62 %14,1	49 %11,2	124 %28,2	85 %19,4	119 %27,1	
I pay attention to the price on my gastronomic tour.	Yes	6 %6,0	2 %2,0	9 %9,0	23 %23,0	60 %60,0	,193
	No	7 %2,1	10 %2,9	41 %12,1	62 %18,3	219 %64,6	
	Sum	13 %3,0	12 %2,7	50 %11,4	85 %19,4	279 %63,6	
I pay attention to the presentation of the food I eat or the beverage I drink.	Yes	1 %1,0	1 %1,0	8 %8,0	29 %29,0	61 %61,0	,002
	No	17 %5,0	18 %5,3	68 %20,1	82 24,2	154 %45,4	
	Sum	18 %4,1	19 %4,3	76 %17,3	111 %25,3	215 %49,0	
I pay attention to the presence of the menu wherever I go.	Yes	1 %1,0	6 %6,0	21 %21,0	18 %18,0	54 %54,0	,001
	No	46 %13,6	43 %12,7	56 %16,5	61 %18,0	133 %39,2	

	Sum	47 %10,7	49 %11,2	77 %17,5	79 %18,0	187 %42,6	
I pay attention to the same plate as the image on the menu.	Yes	1 %1,0	2 %2,0	12 %12,0	21 %21,0	64 %64,0	,000
	No	46 %13,6	31 %9,1	66 %19,5	49 %14,5	147 %43,4	
	Sum	47 %10,7	33 %7,5	78 %17,8	70 %15,9	211 %48,1	
It is important for me that the employees are knowledgeable about the region and local products.	Yes	1 %1,0	6 %6,0	20 %20,0	23 %23,0	50 %50,0	,001
	No	43 %12,7	39 %11,5	72 %21,2	43 %12,7	142 %41,9	
	Sum	44 %10,0	45 %10,3	92 %21,0	66 %15,0	192 %43,7	

The rate and statistics of the answers in the tables above show that the primary purpose of domestic tourists who come to Konya to see historical and religious places is not eating and drinking, their interest in gastronomy is lower, and the travel purpose of tourists is the factor that determines their activities in the destination. It has been observed that tourists determine the destination according to the content of the touristic activities they will do and carry out their visits accordingly. During the visit, secondary tourism activities are also carried out. For example, although tourists who come to Konya primarily visit for religious purposes, they also make contacts within the scope of gastronomy tourism.

4. Conclusion

Eating and drinking activities have been going on since the very beginning of humanity. Other needs begin to be noticed after the necessary food, drink, and shelter activities in order to survive. Therefore, needs such as belonging and socialization come to the fore. When people come together with their families or other people, they often consume food and drink, and sometimes even eating and drinking activities bring people together.

The act of going from one place to another for a specific purpose is defined as travel. When considered in terms of tourism, this concept has a very general scope. The route prepared for people to travel in line with certain goals can be called a destination. The destination is determined according to the purpose of the trip and everything to be done there is shaped according to the purpose. In this study, it was observed that domestic tourists visiting Konya to see historical places are not focused on eating and drinking, and their interest in gastronomy is quite low and that the purpose of travel for the tourists is what determines their activities in the place to travel. It was also observed that the distribution of tourists visiting Konya shows that tourists of all ages visit. Varol and Ünüsan (2018) also report that Konya can appeal to all segments of society. While Özilhan Özbey and Başer (2015) reported that the city of Konya stands out as a religious place in terms of image, its sufficiency in other elements is low, Akbulut and Yazıcıoğlu (2020) put forward

that the overall gastronomic image affects the destination image at a high level. In addition, the highest scores among the responses given to Konya's gastronomic brand perception were obtained in “etliekmek (quick bread with ground meat layer on top)” and okra soup. It was suggested that the incomplete understanding of the characteristics and expectations of tourists traveling for a certain purpose may also affect gastronomy tourism (Şen and Aktaş, 2017).

It is well-understood that when determining a place as a destination, it is necessary to clearly know its potential, to identify and promote its prominent cultural features. In addition, as in this study, people traveling to a place for a specific purpose should at least be conscious of the other values of the place they are traveling to, or they should be made conscious of such values by tour operators.

Whether going to a tourist destination, for example, for a religious visit or for a secondary purpose, will change the answers tourists give to the same questions can be suggested as another research topic.

5. Declarations

A part of this study was presented at the 1st International Lake Tourism and Current Trends in Tourism Congress (Beysehir, Konya, Turkey) on 06.10.2023.

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