Tourist Destination

Received: 15.06.2024 | Revised: 06.08.2024 | Accepted: 08.12.2024 | Published Online: 21.12.2024 |

Tourist Destination 2023, 1 (1): 69-80
10.5281/zenodo.14540498
https://tourdes.org

The effect of food and beverages served in accommodation businesses on destination attractiveness

Gökhan Onat

Prof. (Assit.), Department of Gastronomy And Culinary Art, Ardeşen Tourism Faculty, Recep Tayyip Erdoğan University, Rize, Türkiye

Email: gokhan.onat@erdogan.edu.tr

Orcid Id: 0000-0001-5072-948X

Abstract

Food and beverage services offered in accommodation establishments are one of the most important elements of the tourism experience. Local cuisine experiences are becoming more and more prominent among tourists' motivations for choosing destinations. Increasing the attractiveness of destinations and ensuring the satisfaction of tourists is directly related to authentic and quality gastronomy services. Food and beverages are considered to be not only a means of consumption but also an important tool for cultural identity and brand value of destinations. In this context, local gastronomy elements offered to tourists can positively affect the overall image of the destination and visitor loyalty. In this study, the effects of food and beverages offered in accommodation establishments on destination attractiveness are examined in the light of the research in the literature. A total of 15 studies were evaluated using content analysis method and the effects of these services on tourist satisfaction, behavioral intentions and destination preferences were revealed. The findings show that quality and authentic gastronomy services have the power to differentiate destinations and this positively affects tourists' destination preferences. In addition, factors such as the way food is presented, its visuality and the atmosphere of the environment in which it is presented are also found to strengthen tourist satisfaction. However, it was emphasized that low quality services may lead to tourist dissatisfaction and damage the image of the destination. With these aspects, gastronomy tourism is considered as a powerful strategic tool in destination marketing.

Keywords: *Accommodation enterprises, Food and beverage, Destination attractiveness*

1. Introduction

Customer satisfaction is important in many sectors, but it would not be wrong to state that it is more important in the tourism sector than in many other sectors (Danaher & Arweiler, 1996). Therefore, customer satisfaction is a critical success factor for accommodation businesses. It is known that customer satisfaction in hospitality businesses is affected by many variables. These factors include service quality, product features, employee satisfaction, adaptation to technological developments, personnel hygiene, and goods and other services offered in accommodation facilities (Nunkoo et al., 2020).

First of all, service quality is one of the most determining factors of customer satisfaction. The service quality offered in accommodation businesses plays a major role in meeting and exceeding customers' expectations. For example, Doğan (2023) examined the impact of service quality on customer satisfaction in detail and concluded that high service quality increases customer satisfaction. Moreover, it is stated that perceived service quality explains approximately 40% of the changes in customer satisfaction (Aşık, 2016). In this context, it can be said that the continuous improvement of service quality by accommodation businesses will directly affect customer satisfaction (Tellioğlu, 2021). Product features are another important factor affecting customer satisfaction. In studies such as Albayrak (2015) and Davras (2019), it has been revealed that there is a linear relationship between the performance of product features and customer satisfaction. Especially the quality of food and beverages offered in accommodation businesses is among the factors that directly affect customer satisfaction (Irdem, 2014). Another factor affecting

This contents is licensed under a Creative Commons Attribution (CC-BY) 4.0 License and available as full open access.
© Copyrights of this content is retained by their authors.

customer satisfaction is the use of technological developments in accommodation businesses. Studies such as Ergün (2019) and Mil and Özdoğan (2015) emphasize the role of technology in increasing customer satisfaction. Effective use of technology can be expressed as a factor that increases satisfaction by improving customer experience.

The quality, taste and visuals of food and beverages offered in accommodation businesses increase both destination attractiveness and customer satisfaction. In this way, it contributes to businesses to gain competitive advantage. Food and beverage services are recognized as one of the most important departments of accommodation establishments. This department plays a critical role in ensuring customer satisfaction by constantly interacting with guests (Tekin & Deniz, 2015; Tellioğlu, 2021). Increased customer satisfaction increases the number of loyal customers and this provides a significant competitive advantage to businesses (Aksu et al., 2016; Tellioğlu, 2021). Food and beverage revenues and expenses are an important cost item that needs to be kept under control for accommodation businesses. For this reason, food and beverage revenues have an important place among the main sources of income of accommodation businesses. After accommodation revenues, food and beverage revenues constitute the largest proportion (Meriç, 2023). Therefore, it is vital for businesses to accurately calculate their food and beverage costs for sustainable profitability (Meriç, 2023). Moreover, as mentioned earlier, the quality of food and beverages is an important factor affecting guests' destination preferences. Offering local food and beverages plays an important role in tourists' assessment of the attractiveness of a destination (Uzkesici, 2024; Yazıcıoğlu et al., 2019). In this study, it is aimed to reveal the effect of food and beverages offered in accommodation establishments on destination attractiveness by utilizing secondary data. In this context, studies investigating the effect of food and beverages on destination attractiveness were examined in the literature. Since these studies are limited, studies explaining the relationship between food and beverages and variables such as customer satisfaction, which are the antecedent variables of destination attractiveness, were also utilized. In this way, the purpose of the study was explained more clearly.

Examining the effect of food and beverages on destination attractiveness by utilizing the studies in the literature allows both to contribute to the development of theory in the field of tourism and to obtain concrete data in the marketing of destinations. In this context, gastronomy tourism has become increasingly important in recent years. Many studies have shown that the unique culinary cultures of destinations affect tourists' destination preferences thanks to gastronomy tourism (Guan & Jones, 2015; Onat & Güneren, 2024; Updhyay & Sharma, 2014). In particular, it is recognized that food and beverages reflect the cultural heritage of the destination and offer authentic experiences to tourists. In this context, taking into account the studies in the literature, it is suggested that food and beverages can be considered as an important element of destination attractiveness.

2. Literature Review

Accommodation businesses are facilities designed to meet the accommodation needs of guests. These establishments usually provide various types of services such as hotels, motels, hostels and resorts. Accommodation businesses not only provide bedding services, but also enrich guests' stay experiences with food and beverage services, entertainment facilities and other supporting services (Sert, 2023).

Historically, the origins of accommodation businesses date back to ancient times. The first accommodation facilities emerged as inns and guesthouses built for travelers to rest and meet their needs. Such facilities were located at strategic points, especially on trade routes, allowing merchants and travelers to rest safely (Kale, 2021). In medieval Europe, the function of monasteries and churches as guesthouses contributed to the spread of accommodation services. In this period, accommodation facilities were generally operated by organizations providing religious and social services (Bardakoğlu, 2016).

In the 19th century, with the industrial revolution, accommodation businesses gained a more professional structure. In this period, with the widespread use of railway transportation, the hotel sector showed a great development. The opening of luxury hotels, especially in big cities and touristic regions, paved the way for the modernization of the accommodation sector (Çakmak & Kurnaz, 2020). Since the mid-20th century, with the growth of the tourism industry, hospitality businesses have started to offer a wider range of services and have developed various strategies to increase customer satisfaction (Mil & Özdoğan, 2015).

Today, hospitality businesses have further evolved with digitalization and technological developments. Digital marketing tools such as online reservation systems, mobile applications and social media increase the customer reach of hospitality businesses and improve service quality (Sert, 2023)(Sert, 2023). Moreover, concepts such as sustainability and environmental responsibility have an important place in the strategic planning of modern hospitality businesses (Ertaş et al., 2018).

The provision of food and beverages in accommodation establishments is an important factor affecting tourists'

Table 1. Advantages and Disadvantages of Food and Beverages

Advantages	Quality food and beverages increase customer satisfaction and strengthen the likelihood of repeat visits (Perez & Apritado, 2022; Rodríguez et al., 2020).
	Quality food and beverages increase guests' loyalty to the business and generate positive reviews (Patiar et al., 2017). This can strengthen the position of the business in the market and increase the potential for businesses to gain new customers.
	High-quality food and beverage products, although initially costly, increase profitability in the long run through customer satisfaction and repeat visits (Giritlioğlu et al., 2014).
	Quality products and services can lead customers to accept higher prices (Kang et al., 2012).
	Environmentally friendly and sustainable practices can be said to positively affect customers' preferences (Günaydın et al., 2022; Puspitayanti, 2024). The use of local and quality products can reduce environmental impacts and contribute significantly to local economies.
Disadvantages	Poor quality food and beverages lead to complaints and negative comments when they do not meet customer expectations (Düzgün, 2023; Şengül, 2024). Unpalatable or unhygienic products undermine trust in the business and can significantly reduce revisit rates.
	Negative comments about food and beverages damage the image of the business and make it difficult to gain new customers (Boz & Eşitti, 2020; Gökçe, 2015).
	Poor evaluations of food and beverage quality can negatively affect the position and competitiveness of the business in the market (Meriç, 2023).
	Poor quality materials may initially provide a cost advantage, but may lead to a decrease in revenues due to loss of customers and negative reviews (Birdir & Hiçyakmazer, 2019).
	Lack of hygiene can lead to health problems such as food poisoning and cause the business to face legal problems (Çoban et al., 2019). Customers who experience health problems can sue the business and this can seriously affect the financial situation of the business.

Source: *Created by the author.*

customer satisfaction, behavioral intentions and desire to pay more (Onat & Güneren, 2024). Tourists' stay experiences are directly related to the quality, variety and presentation of food and beverages. High quality food and beverage services increase tourists' overall satisfaction, which positively affects their intention to visit again (Pramudito, 2020; Seetanah et al., 2018).

The quality of food and beverages is an important element that shapes tourists' experiences. Research shows that the quality of food and beverages has a significant impact on tourists' overall satisfaction levels. It has been observed that tourists with high satisfaction levels also increase their intention to visit again (Pramudito, 2020; Rini et al., 2021). Moreover, the presentation and atmosphere of food and beverages enrich tourists' experiences, increasing their willingness to pay more (Kim et al., 2010; Kim et al., 2017). For example, if the restaurant atmosphere and food presentation are aesthetically pleasing, tourists value these experiences more (Maghrifani, 2023).

The impact of food and beverages on tourists' behavioral intentions also interacts with factors such as social media and word-of-mouth marketing. By sharing their positive experiences on social media platforms, tourists attract the attention of other potential visitors, which increases the reputation of the business (Nugraha et al., 2019; Vu, 2024). Therefore, the quality and presentation of food and beverages positively affect not only customer satisfaction but also the marketing strategies of the business (Sudari et al., 2019).

As a result of the studies in the literature, the advantages and disadvantages that food and beverages can create for a destination can be listed as follows:

Food and beverages offered in accommodation establishments can be expressed as a critical factor affecting tourists' customer satisfaction, behavioral intentions and willingness to pay more. High quality food and beverage services enrich tourists' experiences, increase their intention to visit again and strengthen the competitive advantage of businesses (Dewi, 2024; Tsai et al., 2022).

3. Method

The current research aims to examine the impact of food and beverages offered in accommodation establishments on destination attractiveness. In this direction, content analysis method was preferred in order to reveal the stated purpose. Content analysis is defined as a data analysis technique that enables the systematic analysis and interpretation of text, visual and other forms of communication (Ültay et al., 2021). This method allows researchers to extract meaningful information from data by focusing on a specific topic (Neuendorf, 2017). Content analysis, which can be used in harmony with both qualitative and quantitative methods, is a widely preferred method in social sciences (Çalık & Sözbilir, 2014).

While qualitative content analysis provides an in-depth examination of the data, quantitative content analysis aims to obtain numerical data within the framework of certain criteria (Neuendorf, 2017). This method provides researchers with the opportunity to examine data systematically and interpret the results in broader contexts. For example, content analysis of tourism destinations can help to understand the reasons for preference for preferred tourism destinations in society. Content analysis also allows for the re-evaluation of data from existing literature. Information in the literature can often be scattered or fragmented. Through content analysis, this information can be examined systematically and a clear framework can be created (Taylan, 2011). In addition, in-depth analysis of existing studies can reveal which areas of the subject have not been sufficiently researched or which questions remain unanswered. This will provide a guiding study for future research in studies in which the mentioned method is preferred. As can be understood from the above, content analysis can be

used to answer a specific research question (Neuendorf, 2017).

Content analysis is divided into two main groups: traditional content analysis and systematic review. These approaches include different methods and techniques depending on the purpose of the research and the type of data (Yılmaz, 2021). Traditional content analysis and systematic review are as follows:

Traditional content analysis aims to reveal themes, patterns and trends by systematically examining the content of a particular text or form of communication. It is usually a qualitative method and relies on the researcher's ability to interpret. Using this method, researchers can gain in-depth knowledge about a specific topic and analyze the meaning, context and social impact of the content (Çalık & Sözbilir, 2014).

Systematic review refers to the structured examination and synthesis of existing literature in order to answer a specific research question. It is mostly preferred to be used with quantitative data and aims to bring together the findings of these studies by covering all studies conducted on a specific topic. Systematic review is also important in terms of identifying knowledge gaps in a particular field and providing guidance for future research (Deveci, 2024; Yılmaz, 2021).

In line with the above explanations, in the current study, qualitative data and studies in the literature are utilized to reveal the impact of food and beverages offered in accommodation establishments on destination attractiveness in depth. Therefore, the following research question was identified:

Q1: How do the food and beverages offered in accommodation establishments affect destination attractiveness?

The research question identified in the current study is envisaged to reveal the perceptions and attitudes of tourists in depth by using traditional content analysis. In doing so, direct sources in the literature on this subject were utilized. By bringing together the studies conducted on this subject, the effects of food and beverages on tourism destinations were analyzed holistically and the results of the studies were clearly presented. It creates an effective framework for understanding the effects of food and beverages offered in accommodation establishments on destination attractiveness and developing more comprehensive strategies in this regard.

4. Findings

Food and beverages offered in accommodation establishments are among the factors that directly affect destination attractiveness (Handani et al., 2023; Pavić et al., 2019; Zeraib et al., 2022). The quality, presentation and cultural meaning of food and beverages are important factors that shape both customer satisfaction and the overall image of the destination. In this context, it can be stated that high quality food and beverages increase the attractiveness of the destination, while low quality negatively affects this attractiveness.

Customer Satisfaction and Food and Beverage Quality; The quality of food and beverages has a decisive impact on customer satisfaction, which in turn affects the overall attractiveness of the destination. Research shows that food quality is one of the most important factors on tourists' travel experiences (Pavić et al., 2019; Zeraib et al., 2022). In particular, the presentation of food with local and cultural significance both meets tourists' expectations and increases the attractiveness of the destination by creating unforgettable experiences (Handani et al., 2023). For example, as stated in Ali et al. (2019), local cuisine elements are considered as an important part of authentic experiences for tourists.

Impact of Presentation and Ambiance; The presentation of food and beverages is not only limited to flavor, but also integrated with visuality and ambiance. A well-designed dining experience can increase tourists' interest in a destination. Ryu et al. (2012) emphasize that visually appealing food positively affects the customer experience, especially in luxury restaurants. In addition, the cleanliness and orderliness of the environment in which the food is served can help to create a positive image by reflecting the professionalism and quality of the destination.

Local and Cultural Ties; The cultural significance of food and beverages is another important factor that increases destination attractiveness. Sims (2010) states that food reflects the culture and heritage of a region, and tourists are increasingly seeking such authentic experiences in their travels. By promoting local flavors, hospitality businesses can create a cultural connection and increase the attractiveness of the destination (Forbord, 2015). Such cultural experiences can strengthen tourists' loyalty to the destination and encourage repeat visits.

Destination Marketing and Economic Value; Integrating food and beverage services into destination-wide events can create synergies that increase attractiveness. For example, collaborations between hotels and local producers can lead to unique gastronomic events or food festivals. Such initiatives can make the destination more attractive while supporting the local economy (Forbord, 2015; Pavić et al., 2019).

Author(s)	Title of the Study	Summary of the Study
Baran & Batman (2022)	The Role of Culinary Culture in Destination Marketing: Sakarya Case	The study examines the role of culinary culture in destination marketing through the example of Sakarya. The study examines how local culinary culture affects the attractiveness of a destination and tourists' travel decisions. The study emphasizes that gastronomy is not only a means of consumption, but also an important reflection of regional identity and cultural heritage. The promotion of local food in Sakarya is considered as an effective tool in tourists' search for authentic experiences. The research results show that local cuisine has a critical importance in destination branding and sustainable tourism development. In this context, the authors state that effective marketing of culinary culture strengthens the destination image and increases tourist demand.
Özersin (2019)	The effect of gastronomy tourism on destination image and destination choice: The case of Çeşme	In her doctoral study, the researcher examined the impact of gastronomy tourism on destination image and destination choice of tourists through the example of Çeşme. The research reveals that gastronomy is not only an attraction factor for touristic destinations, but also an important factor that shapes the destination image. The study evaluates how Çeşme's local flavors and gastronomic events are a source of motivation for tourists and how they affect destination choice. The findings show that gastronomy tourism positively affects tourists' perception of the destination, strengthens the destination image and increases visitor loyalty. The study also suggests that gastronomic elements should be used more effectively in destination marketing strategies.
Taşkın (2020)	Evaluation of gastronomy tourism as a destination attraction factor in terms of food and beverage establishment characteristics: The case of Şanlıurfa province	In the researcher's master's thesis, the evaluation of gastronomy tourism as a destination attraction factor is discussed in terms of the characteristics of food and beverage establishments through the example of Şanlıurfa. The study examines the contribution of Şanlıurfa's rich culinary culture to gastronomy tourism and the impact of food and beverage establishments in the region on this type of tourism. The study analyzes how local cuisine and traditional dishes affect tourists' destination preferences and the role of the service quality offered by the establishments in this context. The findings show that Şanlıurfa's gastronomic values make the region an attractive tourism destination and that F&B establishments support this attractiveness with elements such as presentation, quality and authenticity.
Zararsız et al. (2024)	The Place and Importance of Safranbolu Saffron in Gastronomy; A Research in Food and Beverage Enterprises	In this study, the place and importance of Safranbolu saffron in the field of gastronomy is evaluated in the context of food and beverage establishments. The research reveals the importance of Safranbolu saffron both as a gastronomic value and as a part of destination identity. The study examines how Safranbolu saffron is used in food and beverage establishments, the contribution of this use to tourists' gastronomic experiences and its impact on the regional economy. The findings show that saffron is a strong attraction factor in the promotion of the region and tourists' search for authentic experiences. The research emphasizes that Safranbolu saffron should be marketed more effectively and its use in food and beverage establishments should be expanded to increase its gastronomy tourism potential.
Danthanarayana & Ranasinghe (2020)	The Impact of Destination Attractiveness on Tourists' Motivation to Consume Local Foods	The study investigating the impact of destination attractiveness on tourists' motivation to consume local food examined the role of physical, cultural and social characteristics of destinations on tourists' food preferences. The research shows that especially the unique gastronomic values of the destination and authentic culinary experiences increase tourist motivation. The presentation, taste and authenticity of local food were highlighted as critical factors that enrich tourists' travel experience and influence destination choice. The study emphasizes that destinations can increase touristic attractiveness by integrating culinary culture into their marketing strategies.
Demir & Dalgıç (2022)	Examining gastronomy festivals as the attractiveness factor for tourism destinations: The case of Turkey.	The study, which deals with the evaluation of gastronomy festivals as an attraction factor for touristic destinations, examines the effects of such events on tourists' destination choices in the case of Turkey. The study reveals that gastronomy festivals, in addition to promoting local culinary culture, strengthen the brand image of destinations and offer unique experiences for tourists. When the social, cultural and economic impacts of festivals are evaluated, it is determined that they both increase the motivation of tourists to participate and benefit local communities. The study emphasizes that destinations' use of gastronomy festivals as an effective marketing tool can increase tourism revenues and destination attractiveness.
Björk & Kauppinen-Räisänen (2016)	Local food: a source for destination attraction	By examining the effects of local food on destination attractiveness, this study reveals that local cuisine is a source of authentic experience for tourists and an important factor influencing destination choice. By analyzing tourists' motivations and perceptions of local food, the study shows that food is not only considered as a nutritional element but also as a means of cultural exploration. While the authentic experiences offered by local food increase tourists' loyalty to the destination, this emphasizes the importance of using local gastronomy elements more effectively in destination marketing strategies.

Iradawati (2024)	The Influence of Destination Image, Food and Beverage Quality, and Prices on Purchasing Decisions at the Surabaya Culinary Tourism Center	This study, conducted at a gastronomy tourism center in Surabaya, examined the effects of destination image, food and beverage quality and prices on tourists' purchase decisions. The study found that the overall image of the destination is a strong determinant of tourists' food and beverage consumption, while quality food and beverage services increase tourists' satisfaction and positively affect their purchasing tendencies. In addition, price accessibility and perceived value were identified as other important factors that directly shape tourists' decisions. The study recommends that destinations should focus on the balance between quality and price for sustainable tourism.
Karim (2006)	Culinary tourism as a destination attraction: An empirical examination of the destination's food image and information sources	This study examined how gastronomy tourism functions as a destination attraction and the effects of food image on tourists' destination choice. The study reveals that the culinary image of destinations shapes tourists' perceptions and expectations, as well as plays an important role in their motivation to travel. The study also analyzed how information sources (such as brochures, media and word-of-mouth) influence tourists' perceptions of destination food. The findings suggest that strategic management of food image in gastronomy tourism marketing can enhance destination attractiveness.
Arslan & Osei (2024)	Unveiling the Attractiveness of Urban Destinations in the Context of Cuisine	Examining the attractiveness of urban destinations in the context of gastronomy, this study analyzes the impact of cities' culinary culture on tourists' travel motivations. The research reveals that authentic food and gastronomy experiences offered in cities play an important role in increasing tourists' interest in the destination. It is also emphasized that factors such as the atmosphere of restaurants, the quality of local food and the promotion of the city's food culture strengthen tourists' overall experience and satisfaction. The study suggests that urban destinations can attract more visitors by integrating gastronomy elements into their tourism strategies.
Eren (2019)	Turkey's food image, travelers' revisit intention and tourist expenditures: Turkey's food image	This study examined the impact of Turkey's food image on tourists' revisit intentions and spending behavior. The study reveals that Turkey's local cuisine plays an important role in tourists' destination choices and that these dishes enrich tourists' travel experiences, providing a strong motivation to revisit. It was also found that Turkey's food image has a positive impact on tourist spending, with tourists tending to spend more on gastronomic experiences. The study emphasizes that gastronomy tourism can be used as a critical strategy in destination marketing.
Karim & Chi (2010)	Culinary tourism as a destination attraction: An empirical examination of destinations' food image	This study, which examines the impact of gastronomy tourism on destination attractiveness, emphasizes the importance of the food image of destinations on tourists' perceptions and travel decisions. The research revealed that food image is a determining factor in tourists' destination choices and destinations with a strong food image are more successful in attracting tourists. In addition, it was determined that gastronomy tourism increases tourist satisfaction, strengthens repeat visit intentions and increases the brand value of destinations. The study suggests that destinations can strengthen their tourism strategies by effectively promoting their culinary culture.
Kıvanç & Selçuk (2022)	Local Food and Bayburt Cuisine as a Destination Attraction Element	This study examined the impact of Bayburt cuisine on the destination attractiveness of local foods. The research reveals that Bayburt's traditional foods are an important factor shaping tourists' destination preferences and that these foods offer authentic experiences. It is emphasized that the promotion of local cuisine can increase the touristic attractiveness of Bayburt and strengthen tourists' interest in the region. The study suggests that local foods should be integrated into the marketing strategies of destinations in the context of gastronomy tourism and that these elements will contribute to the tourism sector.
Selwood (2004)	The lure of food: Food as an attraction in destination marketing in Manitoba, Canada	This study examined the attractiveness of food in destination marketing in Manitoba, Canada. The research reveals that food, especially local cuisine, plays a role as an important attraction factor in tourists' destination choices. It was emphasized that gastronomy tourism in Manitoba contributes to the cultural and natural attractiveness of the region, and that local food increases tourists' interest in the region. The study suggests that marketing food not only for nutritional purposes but also as a cultural experience can increase the competitiveness of destinations.
Cohen & Avieli (2004)	Food in tourism: Attraction and impediment	This study examined the role of food in tourism as both an attraction and a barrier. The research reveals that food, especially local cuisines, makes tourists' destination choices attractive but can also be a barrier for some tourists. The attractiveness of food is associated with satisfying tourists' search for cultural experiences. However, for some tourists, trying new and different foods other than what they are used to can be challenging. The study emphasizes that food plays a dual role in destination marketing and that gastronomic experiences can negatively impact tourists' experiences if not presented in the right way.

Source: *Created by the author.*

Risks of Negative Experiences; Poor quality food and beverages can have negative impacts on destination attractiveness. Negative food experiences can lead to dissatisfaction of tourists and damage the image of both the business and the destination (Biswas et al., 2020; Richardson et al., 2019). Negative reviews spread through social media and online platforms can deter potential visitors and significantly reduce the competitiveness of the destination.

The studies in Table 2 were utilized to reveal in more depth how the food and beverages offered in accommodation establishments affect destination attractiveness.

Table 2. Studies on the Impact of Food and Beverages on Destination Attractiveness.

In Table 2, it is stated that food and beverages directly or indirectly affect destination attractiveness. Although some of the studies in Table 2 do not directly mention the effect of food and beverages on destination attractiveness, the effect of gastronomy and cuisine on destination attractiveness is examined. Since these two concepts are directly related to food and beverage, it was deemed worthwhile to examine the studies that addressed the impact of these concepts on destination attractiveness in this study.

5. Conclusions

Determining the impact of food and beverages offered in accommodation establishments on destination attractiveness is an important issue in terms of both tourism and marketing. This study evaluates how food and beverages offered in accommodation establishments enrich tourists' experiences and increase the preferability of destinations in the light of the studies in the literature. In particular, high quality and authentic food and beverages have been found to increase customer satisfaction and strengthen tourists' intentions to revisit (Pavić et al., 2019; Zeraib et al., 2022). In addition, it has been concluded that local gastronomy elements play an important role in meeting tourists' cultural experience expectations and that these elements are decisive in tourists' destination choices (Forbord, 2015; Sims, 2010).

It has also been emphasized that elements such as presentation, ambience and visual aesthetics of food have a direct impact on destination attractiveness (Ryu et al., 2012). For example, visually appealing and well-presented food has been found to contribute to tourists valuing these experiences more and preferring destinations. In addition, it is also among the findings that events such as gastronomy festivals organized throughout the destination are effective in attracting tourists and strengthening the brand image of the destination (Demir & Dalgıç, 2022). These findings reveal that accommodation establishments can differentiate their destinations by using local gastronomy elements more effectively.

In the light of various findings in the literature, the study examined the contributions of food and beverages to destination attractiveness in depth using content analysis method. Especially gastronomy tourism stands out as a powerful tool in destination marketing. Baran and Batman (2022) emphasized the impact of culinary culture on destination brand value and stated that local gastronomy elements play a critical role not only in consumption but also in creating regional identity. Özersin (2019) showed that gastronomy tourism strengthens destination image and positively affects tourists' destination preferences. These studies reveal that gastronomy has a dimension that shapes the touristic experience and contributes to sustainable tourism.

In Taşkın's (2020) study, it was emphasized that Şanlıurfa cuisine increases destination attractiveness and food and beverage establishments support this attractiveness with their presentation and quality elements. Similarly, Zararsız et al. (2024) showed that Safranbolu saffron is a strong attraction element in the context of gastronomy tourism and contributes to destination promotion. These studies investigating the impact of food and beverages on destination attractiveness clearly demonstrate how local cuisine can create a differentiation factor in the tourism sector.

Discussing the impact of negative experiences on tourists, Cohen and Avieli (2004) stated that food can be both an attraction and a barrier in tourism. This suggests that destinations need to manage gastronomy experiences carefully and that it is critical to maintain basic standards, especially hygiene. Studies examining the impact of social media and online comments on destination attractiveness (Demir & Dalgıç, 2022; Richardson et al., 2019) have revealed that positive comments strengthen the destination image, while negative comments have a deterrent effect. Therefore, it is clear that the quality of gastronomy experiences should be maintained in a sustainable manner.

Utilizing secondary data, studies that directly or indirectly address the impact of food and beverages offered in accommodation establishments on destination attractiveness were examined. The recommendations made as a result of the review of these studies are as follows:

Based on the studies emphasizing that gastronomy tourism reflects cultural heritage and contributes to the identity formation of the destination (Baran & Batman, 2022; Özersin, 2019), it is thought that interdisciplinary research is needed to examine the

effects of food and beverages from a broader perspective. Therefore, it may be recommended to increase multidisciplinary studies in the field of gastronomy.

Studies in the literature indicate that local gastronomy elements strengthen the cultural heritage of the destination and contribute to sustainable tourism (Forbord, 2015; Zararsız et al., 2024). However, it has been observed that theoretical models are not preferred in these studies. Theoretical models used in relation to tourism and gastronomy may be preferred in future studies.

It is emphasized that local food increases destination attractiveness and authentic experiences are important for tourists (Karim & Chi, 2010; Taşkın, 2020). For this reason, gastronomy festivals where local food and authentic experiences are offered can be organized.

Some of the studies in the literature emphasize that the visual aesthetics of food have a significant impact on the tourist experience (Maghrifani, 2023; Ryu et al., 2012). Based on these studies, it is thought that the adoption of innovative presentation techniques that emphasize visuality will positively affect tourist experiences.

In the current research, many studies on the impact of food and beverages offered in accommodation establishments on destination attractiveness have been summarized and examined in depth. The common conclusion of these studies is that the food and beverages offered in destinations affect the attractiveness of the destination. Therefore, the food and beverages offered in destinations are of great importance. As well as contributing to the attractiveness of a destination, it may also cause tourists not to prefer that destination again. For this reason, destination managers and food inspectors can increase inspections on this issue and increase penalties for those who do not comply with food production and presentation rules.

The current research has tried to reveal the effect of food and beverage products offered in accommodation establishments on destination attractiveness by examining 15 different studies that directly or indirectly examine the effect of food and beverage products on destination attractiveness. This expresses a limitation of this study. Because, although these studies in the literature are expressed by collecting primary data in an applied manner, most of them are not up-to-date studies. In order to eliminate this limitation in future studies, it may be suggested to address the issue expressed by utilizing primary data.

References

Ab Karim, S., & Chi, C. G. Q. (2010). Culinary tourism as a destination attraction: An empirical examination of destinations' food image. Journal of Hospitality Marketing and Management, 19(6), 531–555. https://doi.org/10.1080/19368623.2010.493064

Aksu, M., Korkmaz, H., & Sünnetçioğlu, S. (2016). Yiyecek Ve İçecek İşletmelerindeki Hizmet Kalitesinin Müşteri Memnuniyeti Üzerinde Etkisi: Bozcaada'da Dineserv Modeliyle Bir Araştirma. Balıkesir Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 19(35), 1–18. https://doi.org/10.31795/baunsobed.645313

Albayrak, T. (2015). Ürün Özelliklerinin Performansı Ile Müşteri Memnuniyeti Arasındaki Doğrusal Ve Doğrusal Olmayan İlişkinin Karşılaştırılması. Anatolia Turizm Araştırmaları Dergisi, 26(1), 17. https://doi.org/10.17123/atad.vol26iss131923

Ali, M., Puah, C., Ayob, N., & Raza, S. A. (2019). Factors Influencing Tourist's Satisfaction, Loyalty and Word of Mouth in Selection of Local Foods in Pakistan. British Food Journal, 122(6), 2021–2043. https://doi.org/10.1108/bfj-11-2018-0728

Arslan, E., & Osei, M. (2024). Unveiling the Attractiveness of Urban Destinations in the Context of Cuisine. Transnational Business and Management, 2(1), 43–54.

Aşık, N. A. (2016). Algilanan Hizmet Kalitesinin Müşteri Memnuniyeti Üzerine Etkisi: Termal Otellerde Bir Araştirma. Journal of International Social Research, 9(47), 1161. https://doi.org/10.17719/jisr.2016.1462

Baran, Z., & Batman, O. (2022). Destinasyon Pazarlamasında Mutfak Kültürünün Rolü: Sakarya Örneği (The Role of Cuisine Culture in Destination Marketing: Sakarya Case). Journal of Tourism & Gastronomy Studies, 10(1), 456–475.

Bardakoğlu, Ö. (2016). Küçük Konaklama İşletmelerinde Pazarlama Stratejileri Ve Müşteri Bağlılığı: İzmir Örneği. Journal of Yaşar University, 11(42), 58. https://doi.org/10.19168/jyu.07489

Birdir, K., & Hiçyakmazer, C. T. (2019). Otel İşletmelerinde Kırmızı Et Satın Alma Ve Tedarik Sürecinin İncelenmesi (Investigation on the Purchase and Supply Process of Red Meat in Hotel Operations). Journal of Tourism and Gastronomy Studies, 7(2), 1142–1158. https://doi.org/10.21325/jotags.2019.413

Biswas, C., Deb, S. K., Hasan, A. A., & Khandakar, M. S. A. (2020). Mediating Effect of Tourists' Emotional Involvement on the Relationship Between Destination Attributes and Tourist Satisfaction. Journal of Hospitality and Tourism Insights, 4(4), 490–510. https://doi.org/10.1108/jhti-05-2020-0075

Björk, P., & Kauppinen-Räisänen, H. (2016). Local food: a source for destination attraction. International Journal of Contemporary Hospitality Management, 28(1), 177–194.

Boz, M., & Eşitti, B. B. (2020). Yerli Ve Yabancı Turistlerin Her Şey Dahil Sistemini Tercih Nedenleri Ve Memnuniyet Düzeyleri: Antalya Örneği. Çanakkale Onsekiz Mart Üniversitesi Uluslararası Sosyal Bilimler Dergisi. https://doi.org/10.31454/usb.836482

Çakmak, T. F., & Kurnaz, H. A. (2020). Konaklama İşletmelerinin Turist Rehberleri Şikayetleri Üzerine Bir Araştırma: Safranbolu Örneği. Turist Rehberliği Dergisi (Tured), 3(2), 139–153. https://doi.org/10.34090/tured.800715

Çalık, M., & Sözbilir, M. (2014). İçerik analizinin parametreleri. Eğitim ve Bilim, 39(174).

Çoban, S., Çoban, E., & Yetgin, D. (2019). Şehir Turizminde Faaliyet Gösteren Otellere Yönelik E-Yorumların İncelenmesi: Eskişehir İli Örneği. Turk Turizm Arastirmalari Dergisi, 3(3), 542–558. https://doi.org/10.26677/tr1010.2019.177

Cohen, E., & Avieli, N. (2004). Food in tourism: Attraction and impediment. Annals of Tourism Research, 31(4), 755–778.

Danaher, P. J., & Arweiler, N. (1996). Customer satisfaction in the tourist industry: A case study of visitors to New Zealand. Journal of Travel Research, 35(1), 89–93.

Danthanarayana, C., & Ranasinghe, R. (2020). The Impact of Destination Attractiveness on Tourists' Motivation to Consume Local Foods. Department of Marketing Management, University of Kelaniya, Sri Lanka, 6(2), 73–91.

Davras, Ö. (2019). Müşteri Memnuniyetinin Üç Faktör Teorisine Göre Kongre Oteli Ürün Özelliklerinin Sınıflandırılması. Anatolia Turizm Araştırmaları Dergisi, 30(3), 174–184. https://doi.org/10.17123/atad.656009

Demir, M., & Dalgıç, A. (2022). Examining gastronomy festivals as the attractiveness factor for tourism destinations: The case of Turkey. Journal of Convention & Event Tourism, 23(5), 412–434.

Deveci, İ. (2024). Çevrim İçi Sistematik Literatür Derleme Eğitiminin Doktora Öğrencileri Üzerindeki Yansımaları. Manisa Celal Bayar Üniversitesi Eğitim Fakültesi Dergisi, 12(1), 129–156. https://doi.org/10.52826/mcbuefd.1395499

Dewi, P. R. A. (2024). Role of Destination Image Mediates the Influence of Tourist Experience and Service Quality on Revisit Intention (Study on Domestic Tourists Tanah Lot Tourism Destination Areas). European Journal of Business Management and Research, 9(1), 21–30. https://doi.org/10.24018/ejbmr.2024.9.1.2076

Doğan, Y. (2023). Konaklama Tesislerinde Hizmet Kalitesinin Müşteri Memnuniyetine Etkisi. Journal of Tourism and Gastronomy Studies, 11(3), 1996–2013. https://doi.org/10.21325/jotags.2023.1278

DÜZGÜN, M. (2023). Elektronik Ağızdan Ağıza Pazarlama Bağlamında Müşteri Değerlendirmeleri Ile Gastronomi İmajı Arasındaki İlişki: Gaziantep Üzerine Bir Araştırma (The Relationship Between Customer Evaluations and Gastronomy Image in the Context of Electronic Word of Mouth . Journal of Tourism and Gastronomy Studies. https://doi.org/10.21325/jotags.2023.1285

Eren, R. (2019). Turkey's food image, travelers' revisit intention and tourist expenditures: Turkey's food image. Anais Brasileiros de Estudos Turísticos, 9, 1–16.

Ergün, E. (2019). İlişkisel Pazarlama Kapsaminda Sosyal Müşteri İlişkileri Yönetimi Ve Konaklama İşletmelerinde Bir Uygulama. Journal of International Social Research, 12(62), 1259–1271. https://doi.org/10.17719/jisr.2019.3135

Ertaş, M., Kırlar-Can, B., Yeşilyurt, H., & Koçak, N. (2018). Konaklama İşletmelerinin Yeşil Yıldız Uygulamaları Kapsamında Çevreye Duyarlılığının Değerlendirilmesi. Seyahat Ve Otel İşletmeciliği Dergisi, 15(1), 102–119. https://doi.org/10.24010/soid.415349

Forbord, M. (2015). Food as Attraction: Connections Between a Hotel and Suppliers of Specialty Food. Scandinavian Journal of Hospitality and Tourism, 16(3), 297–314. https://doi.org/10.1080/15022250.2015.1108860

Giritlioğlu, İ., Jones, E., & Avcıkurt, C. (2014). Measuring Food and Beverage Service Quality in Spa Hotels. International Journal of Contemporary Hospitality Management, 26(2), 183–204. https://doi.org/10.1108/ijchm-03-2012-0049

Gökçe, Y. (2015). Sürdürülebilirlik Kapsaminda Termal Otel İşletmelerinde Atik Yönetimi Uygulamalari: Sandikli Örneği. Gumushane Universitesi Sosyal Bilimler Elektronik Dergisi, 6(14). https://doi.org/10.17823/gusb.221

Guan, J., & Jones, D. L. (2015). The contribution of local cuisine to destination attractiveness: An analysis involving Chinese tourists' heterogeneous preferences. Asia Pacific Journal of Tourism Research, 20(4), 416–434.

Günaydın, Y., Correia, A., & Kozak, M. (2022). Comparing Efficiency in All-Inclusive and Bed and Breakfast Hotel Businesses: A Multi-Period Data Envelopment Analysis in Turkey. European Journal of Management and Business Economics, 31(4), 439–452. https://doi.org/10.1108/ejmbe-11-2021-0308

Handani, N. D., Wang, J., & Kim, H.-S. (2023). The Destination Attributes of Travelers' Satisfaction and Experience at Uluwatu Tourism Area Based on Online Reviews. 829–835. https://doi.org/10.2991/978-2-494069-93-0_96

Iradawati, S. N. (2024). The Influence of Destination Image, Food and Beverage Quality, and Prices on Purchasing Decisions at the Surabaya Culinary Tourism Center. BALANCE: Economic, Business, Management and Accounting Journal, 21(2), 226–247.

Irdem, A. (2014). Konaklama İşletmelerinde Yiyecek Ve İçecek Maliyetlerinin Düşürülmesine Yönelik Stratejik Bir Yaklaşim: Üretim Planlamasi Üzerine Bir Model Önerisi. Balıkesir Üniversitesi Sosyal Bilimler

Enstitüsü Dergisi, 17(32), 81–104. https://doi.org/10.31795/baunsobed.645486

Kale, E. (2021). Konaklama İşletmelerinde Girişimci Ve Pazar Yönlülüğün Örgütsel Performansa Etkisi. Turk Turizm Arastirmalari Dergisi, 5(3), 1723–1738. https://doi.org/10.26677/tr1010.2021.816

Kang, K. H., Stein, L., Heo, C. Y., & Lee, S. (2012). Consumers' Willingness to Pay for Green Initiatives of the Hotel Industry. International Journal of Hospitality Management, 31(2), 564–572. https://doi.org/10.1016/j.ijhm.2011.08.001

Karim, S. A. (2006). Culınary Tourısm as a Destınatıon Attractıon: an Empırıcal Examınatıon of the Destınatıon's Food Image and Informatıon Sources. New York University.

Kim, J., Ritchie, J. R. B., & Tung, V. W. S. (2010). The Effect of Memorable Experience on Behavioral Intentions in Tourism: A Structural Equation Modeling Approach. Tourism Analysis, 15(6), 637–648. https://doi.org/10.3727/108354210x12904412049776

Kim, K., joung Park, O., Yun, S., & Yun, H. (2017). What makes tourists feel negatively about tourism destinations? Application of hybrid text mining methodology to smart destination management. Technological Forecasting and Social Change, 123, 362–369. https://doi.org/10.1016/j.techfore.2017.01.001

Kıvanç, M. İ., & Selçuk, G. N. (2022). Local Food and Bayburt Cuisine as a Destination Attraction Element. Journal of Humanities and Tourism Research, 12(3), 560–572.

Maghrifani, D. (2023). The Effects of Past and Expected Experiences on Revisit Intention: A Study of Australian and Indonesian Tourists. Consumer Behavior in Tourism and Hospitality, 19(1), 1–17. https://doi.org/10.1108/cbth-11-2022-0199

Meriç, E. (2023). A Method Proposal for Calculating and Accounting for Department-Based Costs in Accommodation Businesses. Erciyes Üniversitesi İktisadi Ve İdari Bilimler Fakültesi Dergisi, 64, 7–19. https://doi.org/10.18070/erciyesiibd.1173195

Mil, Z., & Özdoğan, O. N. (2015). Konaklama İşletmelerinde Teknoloji Kullaniminin Müşteri Tatmini Üzerine Etkileri1. Dokuz Eylül Üniversitesi İşletme Fakültesi Dergisi, 16(1), 47. https://doi.org/10.24889/ifede.268167

Neuendorf, K. A. (2017). The Content Analysis Guidebook. https://doi.org/10.4135/9781071802878

Nugraha, D. Y., Wibowo, L. A., Disman, D., & Hurriyati, R. (2019). Smart Tourism Strategy in Increasing the Number of Tourist in Indonesia. https://doi.org/10.2991/icebef-18.2019.36

Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnassee, V. (2020). Service quality and customer satisfaction: The moderating effects of hotel star rating. International Journal of Hospitality Management, 91, 102414.

Onat, G., & Güneren, E. (2024). The mediator role of customer satisfaction in the effect of gastronomicimage on behavioral intention. Tourism & Management Studies, 20(2).

Özersin, U. (2019). Gastronomi turizminin destinasyon imajı ve destinasyon seçimine etkisi: Çeşme örneği. Dokuz Eylul Universitesi (Turkey).

Patiar, A., Kensbock, S. L., Ma, E., & Cox, R. (2017). Information and Communication Technology–Enabled Innovation: Application of the Virtual Field Trip in Hospitality Education. Journal of Hospitality & Tourism Education, 29(3), 129–140. https://doi.org/10.1080/10963758.2017.1336096

Pavić, L., Blešić, I., Petrović, M. D., Radovanović, M., & Prišenk, J. (2019). Can the Quality of Hospitality Services Play a Role in Sustainable Equestrian Tourism in Slovenia? Mediations, Effects, and Implications. Sustainability, 11(21), 6155. https://doi.org/10.3390/su11216155

Perez, M. D., & Apritado, J. M. M. (2022). Towards Framework Development: Exploring the Role of Skills Competencies and Service Quality to Guest Experience in Food and Beverage Department of Hotels in NCR. International Journal of Research Studies in Management, 10(5). https://doi.org/10.5861/ijrsm.2022.54

Pramudito, O. (2020). Do Attractions Give Tourists Satisfaction? https://doi.org/10.2991/aebmr.k.200205.011

Puspitayanti, N. K. B. (2024). Implementation of Green Practice in the Food and Beverage Department at Jimbaran Puri, a Belmond Hotel Bali. International Journal of Travel Hospitality and Events, 3(2), 168–183. https://doi.org/10.56743/ijothe.v3i2.372

Richardson, S., Lefrid, M., Jahani, S., Munyon, M. D., & Rasoolimanesh, S. M. (2019). Effect of Dining Experience on Future Intention in Quick Service Restaurants. British Food Journal, 121(11), 2620–2636. https://doi.org/10.1108/bfj-09-2018-0617

Rini, E. S., Sembiring, B. K. F., & Absah, Y. (2021). Effect of Experiential Quality and Experiential Satisfaction on Revisit Intention in Lake Toba. Holistica – Journal of Business and Public Administration, 12(1), 41–48. https://doi.org/10.2478/hjbpa-2021-0004

Rodríguez, M. R. G., Díaz-Fernández, M. C., & Font, X. (2020). Factors Influencing Willingness of Customers of Environmentally Friendly Hotels to Pay a Price Premium. International Journal of Contemporary Hospitality Management, 32(1), 60–80. https://doi.org/10.1108/ijchm-02-2019-0147

Ryu, K., Lee, H., & Kim, W. G. (2012). The Influence of the Quality of the Physical Environment, Food, and Service on Restaurant Image, Customer Perceived Value, Customer Satisfaction, and Behavioral Intentions. International Journal of Contemporary Hospitality Management, 24(2), 200–223. https://doi.org/10.1108/09596111211206141

Seetanah, B., Teeroovengadum, V., & Nunkoo, R. (2018). Destination Satisfaction and Revisit Intention of Tourists: Does the Quality of Airport Services Matter? Journal of Hospitality & Tourism Research, 44(1), 134–148. https://doi.org/10.1177/1096348018798446

Selwood, J. (2004). The lure of food: Food as an attraction in destination marketing in Manitoba, Canada. In Food tourism around the world (pp. 178–191). Routledge.

Şengül, A. (2024). Kastamonu'daki Konaklama İşletmelerine Yönelik Çevrim İçi Şikâyetlerin İncelenmesi: Tripadvisor Örneği. Afyon Kocatepe Üniversitesi Sosyal Bilimler Dergisi, 26(1), 329–342. https://doi.org/10.32709/akusosbil.1092357

Sert, A. N. (2023). Konaklama İşletmelerinde Dijital Pazarlama Araçlarının Kullanımı: Ankara Örneği (Determination of Digital Marketing Tools in Hospitality Businesses: The Case of Ankara). Journal of Business Research - Turk. https://doi.org/10.20491/isarder.2023.1762

Sims, R. (2010). Putting Place on the Menu: The Negotiation of Locality in UK Food Tourism, From Production to Consumption. Journal of Rural Studies, 26(2), 105–115. https://doi.org/10.1016/j.jrurstud.2009.09.003

Sudari, S. A., Tarofder, A. K., Khatibi, A., & Tham, J. (2019). Measuring the Critical Effect of Marketing Mix on Customer Loyalty Through Customer Satisfaction in Food and Beverage Products. Management Science Letters, 1385–1396. https://doi.org/10.5267/j.msl.2019.5.012

Taşkın, Ş. (2020). Destinasyon çekicilik unsuru olarak gastronomi turizminin yiyecek-içecek işletmesi özellikleri açısından değerlendirilmesi: Şanlıurfa ili örneği. Hasan Kalyoncu Üniversitesi.

Taylan, H. H. (2011). Sosyal Bilimlerde Kullanilan içerik analizi ve söylem analizinin karşilaştirilmasi. Bingöl Üniversitesi Sosyal Bilimler Enstitüsü Dergisi (BUSBED), 1(2), 63–76.

Tekin, Ö. A., & Deniz, İ. (2015). Turizm Öğrencilerinin Yiyecek Ve İçecek Departmanina Yönelik Tutumlari: Üniversite Öğrencileri Üzerine Bir İnceleme. Elektronik Sosyal Bilimler Dergisi, 14(55). https://doi.org/10.17755/esosder.97751

Tellioğlu, S. (2021). A STUDY TO MEASURE WORK ENGAGEMENT AND LIFE SATISFACTION OF FOOD &Amp; BEVERAGE EMPLOYEE' IN ACCOMMODATION COMPANIES. Yönetim Ve Ekonomi Araştırmaları Dergisi, 19(2), 261–278. https://doi.org/10.11611/yead.905332

Tsai, Y. F., Lin, Y. C., & Liou, Y. H. (2022). Effects of Memorable Tourism Experience on Tourist's Satisfaction and Revisiting. International Journal of Research in Business and Social Science (2147-4478), 10(7), 297–309. https://doi.org/10.20525/ijrbs.v10i7.1446

Ültay, E., Akyurt, H., & Ültay, N. (2021). Sosyal bilimlerde betimsel içerik analizi. IBAD Sosyal Bilimler Dergisi, 10, 188–201.

Updhyay, Y., & Sharma, D. (2014). Culinary preferences of foreign tourists in India. Journal of Vacation Marketing, 20(1), 29–39.

Uzkesici, D. (2024). Destinasyon Pazarlamasında Çok Kültürlülük Ve Gastronominin Rolü. Güncel Turizm Araştırmaları Dergisi, 8(1), 134–153. https://doi.org/10.32572/guntad.1336866

Vu, V. V. (2024). MTEs and Revisit Intention: The Mediating Role of Destination Attachment and Sharing Experiences on Social Media. Innovative Marketing, 20(2), 78–88. https://doi.org/10.21511/im.20(2).2024.07

Yazıcıoğlu, İ., Işin, A., & Yalçın, E. (2019). Coğrafi Işaretli Ürünlerin Gastronomi Turizmi Kapsamında Değerlendirilmesi: Akdeniz Bölgesi Örneği. Gastroia Journal of Gastronomy and Travel Research, 3(4), 861–871. https://doi.org/10.32958/gastoria.571657

Yılmaz, K. (2021). Sosyal Bilimlerde Ve Eğitim Bilimlerinde Sistematik Derleme, Meta Değerlendirme Ve Bibliyometrik Analizler. Manas Sosyal Araştırmalar Dergisi, 10(2), 1457–1490. https://doi.org/10.33206/mjss.791537

Zararsız, H. F., Ayyıldız, S., & Kırmacı, H. A. (2024). Gastronomide Safranbolu Safranı'nın Yeri ve Önemi; Yiyecek İçecek İşletmelerinde Bir Araştırma (The Place and Importance of Safranbolu Saffron in Gastronomy; A Research in Food and Beverage Enterprises). Journal of Tourism & Gastronomy Studies, 12(3), 1947–1965.

Zeraib, S., Kouba, Y., & Berghout, B. (2022). The Influence of Tourism Development Strategies on the Attractiveness of Mountainous Destinations: A Case Study of the Aures Mountains in Algeria. Sustainability, 14(20), 13045. https://doi.org/10.3390/su142013045Tseng, T.-T., Liao, L.-C. C., & Chang, H.-M. (2019). A Study on the Pilgrimage Model of Tourists in Mazu Temple-Case Study Fengtain Temple in Taiwan. *Destech Transactions on Social Science Education and Human Science*. https://doi.org/10.12783/dtssehs/emse2018/27205

Author Bio



Gökhan Onat:

He completed his undergraduate education at Nevşehir Hacı Bektaş Veli University, Department of Tourism Management. He prepared his Ph.D thesis titled " The Mediator Role Of Customer Satisfaction In The Effect Of Gastronomy Image On Behavioral Intention" at Nevsehir Hacı Bektaş Veli University in 2022 and earned the title of Doctor. He started to work as Research Assistant at Recep Tayyip Erdoğan University Ardeşen Tourism Faculty in 2019 and as of 2023, he has been working as Assis. Prof. at Ardeşen Tourism Faculty/ Department of Gastronomy and Culinary Arts.

His reserch interest areas: Gastronomy Image, Geographically Indicated Products, Quantitative Research Methods.

Author statement: Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.
Declaration of Conflicting Interests: The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article

This paper does not required ethics committee report. Justification: The methodology of this study does not require an ethics committee report.