Futourism Congress

The Second International Congress on Future of Tourism: Innovation, Entrepreneurship and Sustainability

FUTOURISM 2018

September 27-29, 2018 Mersin / TURKEY









2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

Mersin Üniversitesi 1992 · Erciyes Üniversitesi 1978 · Nişantaşı University · Wuyi University · Kharazmi University · USV Universitatea Ştefan cel Mare Suceava

THE SECOND INTERNATIONAL CONGRESS ON FUTURE OF TOURISM:
Innovation, Entrepreneurship and Sustainability
(Futourism 2018)

PROCEEDING BOOK
27-29 September 2018 - Mersin/TURKEY

2. ULUSLARARASI TURİZMİN GELECEĞİ KONGRESİ:
İnovasyon, Girişimcilik ve Sürdürebilirlik Kongresi
(Futourism 2018)

BİLDİRİLER KİTABI
27-29 Eylül 2018 - Mersin/TÜRKİYE

Editor/Editör:
Prof. Dr. Kemal BİRDİR

Co-Editors/Editör Yardımcıları:
Doç. Dr. Erdinç KARADENİZ
Doç. Dr. Levent KOŞAN
Dr. Öğr. Üyesi Beril DÖNMEZ
Dr. Ozan GÜLER
Arş. Gör. Ali DALGIÇ
Arş. Gör. Sercan BENLİ
Arş. Gör. Fatih GÜNAY

Prepare for Publication/Yayına Hazırlayanlar
Arş. Gör. Dr. Tuğba PALA MORKOÇ
Arş. Gör. Elif BAK
Arş. Gör. Mehmet BEYAZGÜL
Arş. Gör. Mehtap ÖZKAN BUZLU
Arş. Gör. Gizem ÇAPAR
Arş. Gör. Burhan ÇINAR
Arş. Gör. Selda DALAK
Arş. Gör. Anıl KALE
Arş. Gör. Muhammed A. KINIKLI
Arş. Gör. Aykut SOYLU
Arş. Gör. Ferhat ŞEKER
Arş. Gör. Neslihan ŞİMŞEK
Arş. Gör. Derya TOKSÖZ

Mersin Üniversitesi Yayınları Yayın No : 51
ME.Ü. Turizm Fakültesi Yayınları Yayın No : 2
ISBN : 978-975-6900-59-8

© Mersin Üniversitesi Yayınları

Her hakkı saklıdır. Yazarından ve yayınevinden yazılı izin alınmaksızın bu kitabın fotokopi veya diğer yollarla kısmen veya tamamen çoğaltılması, basılması ve yayınlanması yasaktır. Aksine davranış, 5846 sayılı Fikir ve Sanat Eserleri Kanunu gereğince, 5 yıla kadar hapis ve adli para cezaları ile fotokopi ve basım aletlerine el konulmasını gerektirir.

Dizgi : Arif AKSAY
Kapak Tasarım : Arif AKSAY
Baskı : 1. Basım
Yayın Yılı ve Yeri : 2018, Mersin/TÜRKİYE

Bu kitap, "2. Uluslararası Turizmin Geleceği Kongresi: İnovasyon, Girişimcilik ve Sürdürebilirlik Kongresi" organizasyonu kapsamında yayımlanmıştır. Bu kitapta yayımlanan tüm bildirilerin içeriklerinden yazarları sorumludur. Bildiriler yazar(lar)ın kendi düşüncelerini yansıtmaktadır.

This book has been published under the international organization themed as "The Second International Congress on Future of Tourism: Innovation, Entrepreneurship and Sustainability". Authors are responsible for intents of their proceedings published in this book. Proceedings reflect authors' own ideas.

The Second International Congress on Future of Tourism: Innovation, Entrepreneurship and Sustainability (Futourism 2018)

2. Uluslararası Turizmin Geleceği; İnovasyon, Girişimcilik ve Sürdürebilirlik Kongresi (Futourism 2018)

ONUR KURULU / HONORARY BOARD	
Ali İhsan SU	**Mersin Valisi**
Burhanettin KOCAMAZ	**Mersin Belediye Başkanı**
Prof. Dr. Ahmet ÇAMSARI	**Mersin Üniversitesi Rektörü**
Prof. Dr. Muhammet GÜVEN	**Erciyes Üniversitesi Rektörü**
Prof. Dr. Esra HATİPOĞLU	**Nişantaşı Üniversitesi Rektörü**
Prof.Dr. Mohammad Ali SOBHANALLAHI	**Rector of Iran Kharazmi University**
Prof. Dr. Adalat Jalal MURADOV	**Azerbaycan Devlet Üniversitesi Rektörü**
Prof. Dr. Valentin POPA	**Ştefan cel Mare Suceava Üniversitesi Rektörü**
Prof. Dr. Cheng-Zhen Wu	**Rector of Wuyi University**

DANIŞMA KURULU / ADVISORY BOARD	
Prof. Dr. Kemal BİRDİR	**Mersin Üniversitesi**
Prof. Dr. Cihan COBANOGLU	**University of South Florida Sarasote Manatee**
Prof. Dr. Doğan GURSOY	**Washington State University**
Prof. Dr. Kurtuluş KARAMUSTAFA	**Erciyes Üniversitesi**
Prof. Dr. Nazmi KOZAK	**Anadolu Üniversitesi**
Prof. Dr. Meryem AKOĞLAN KOZAK	**Anadolu Üniversitesi**
Prof. Dr. Salih KUŞLUVAN	**İstanbul Medeniyet Üniversitesi**
Prof. Dr. Carmen NASTASE	**Stefan cel Mareof Suceava Üniversitesi**
Prof. Dr. Fevzi OKUMUS	**University of Central Florida**
Prof. Dr. Asım SALDAMLI	**Mardin Artuklu Üniversitesi**
Prof. Dr. Xiao-Cun Xiong	**Wuyi University**
Assoc. Prof. Dr.Hamid JALALIAN	**Kharazmi University**

*BİLİM KURULU / SCIENTIFIC COMMITTEE**	
Prof. Dr.Ghada ABDALLA	**Cairo University**
Prof. Dr. Zeynep ASLAN	**Adnan Menderes Üniversitesi**
Prof. Dr. Semra GÜNAY AKTAŞ	**Anadolu Üniversitesi**
Prof. Dr. Ahmet AKTAŞ	
Prof. Dr. Orhan BATMAN	**Sakarya Üniversitesi**
Prof. Dr. Kemal BİRDİR	**Mersin Üniversitesi**
Prof. Dr. Derviş BOZTOSUN	**Erciyes Üniversitesi**
Prof. Dr. A. Celil ÇAKICI	**Mersin Üniversitesi**
Prof. Dr. Beykan ÇİZEL	**Akdeniz Üniversitesi**
Prof. Dr. Ali ERBAŞ	**Eskişehir Osmangazi Üniversitesi**
Prof. Dr. Murat GÜMÜŞ	**Batman Üniversitesi**
Prof. Dr. Mehmet SARIIŞIK	**Sakarya Üniversitesi**
Prof. Dr. Kurtuluş KARAMUSTAFA	**Kayseri Üniversitesi**
Prof. Dr. Hasan KILIÇ	**Doğu Akdeniz Üniversitesi**
Prof. Dr. İsmail KIZILIRMAK	**İstanbul Üniversitesi**
Prof. Dr. Turhan KORKMAZ	**Mersin Üniversitesi**
Prof. Dr. Meryem AKOĞLAN KOZAK	**Anadolu Üniversitesi**
Prof. Dr. Nazmi KOZAK	**Anadolu Üniversitesi**
Prof. Dr. Osman Avşar KURGUN	**Dokuz Eylül Üniversitesi**
Prof. Dr. Derman KÜÇÜKALTAN	**İstanbul Arel Üniversitesi**
Prof. Dr. Ebru GÜNLÜ KÜÇÜKALTAN	**Dokuz Eylül Üniversitesi**
Prof. Dr. Udo KLAIBER	**Baden Wuerttemberg University**
Prof. Dr. Puiu NISTOREANU	**Bucharest Üniversitesi**
Prof. Dr. Zafer ÖTER	**İzmir Katip Çelebi Üniversitesi**
Prof. Dr. Bahattin ÖZDEMİR	**Akdeniz Üniversitesi**
Prof. Dr. Asım SALDAMLI	**Mardin Artuklu Üniversitesi**
Prof. Dr. Gabriela TIGU	**Bucharest University**
Prof. Dr. Muharrem TUNA	**Gazi Üniversitesi**
Prof. Dr. Şule AYDIN	**Nevşehir Hacı Bektaş Veli Üniversitesi**
Prof. Dr. Mehmet Cihan YAVUZ	**Çukurova Üniversitesi**
Prof. Dr. Mehmet YEŞİLTAŞ	**Girne Amerikan Üniversitesi**
Prof. Dr. Medet YOLAL	**Anadolu Üniversitesi**
Prof. Dr. Nedim YÜZBAŞIOĞLU	**Akdeniz Üniversitesi**
Doç. Dr. Gürkan AKDAĞ	**Mersin Üniversitesi**
Doç. Dr. Yılmaz AKGÜNDÜZ	**Dokuz Eylül Üniversitesi**
Assoc. Prof. Dr. Angela ALBU	**Stefan cel Mare of Suceava**
Doç. Dr. Dilek ATÇI	**Mersin Üniversitesi**
Doç. Dr. Lütfi ATAY	**Çanakkale 18 Mart Üniversitesi**
Doç. Dr. Sevda SAHİLLİ BİRDİR	**Mersin Üniversitesi**
Doç. Dr. Umut BALCI	**Batman Üniversitesi**
Doç. Dr. Övünç BARDAKOĞLU	**Dokuz Eylül Üniversitesi**
Assoc. Prof. Dr. Carmen CHASOVSCHI	**Stefan cel Mare of Suceava**
Assoc. Prof. Dr. Lee-Fung CHI	**Wuyi University**
Doç. Dr. Burçin Cevdet ÇETİNSÖZ	**Mersin Üniversitesi**
Doç. Dr. Osman ÇALIŞKAN	**Akdeniz Üniversitesi**
Doç. Dr. Murat ÇUHADAR	**Süleyman Demirel Üniversitesi**

Doç. Dr. Mahmut DEMİR	**Süleyman Demirel Üniversitesi**
Doç. Dr. Şirvan ŞEN DEMİR	**Süleyman Demirel Üniversitesi**
Doç. Dr. Erol DURAN	**Çanakkale 18 Mart Üniversitesi**
Doç. Dr. V. Rüya EHTİYAR	**Akdeniz Üniversitesi**
Doç. Dr. Oktay EMİR	**Anadolu Üniversitesi**
Assoc. Prof. Dr. Pal GUBAN	**Edutus Foiskola/College**
Doç. Dr.Kenan GÜLLÜ	**Erciyes Üniversitesi**
Doç. Dr. Serhat HARMAN	**Batman Üniversitesi**
Doç. Dr. Ebru TARCAN İÇİGEN	**Akdeniz Üniversitesi**
Assoc. Prof. Dr. Hamid JALALIAN	**Kharazmi University**
Doç. Dr. Erdinç KARADENİZ	**Mersin Üniversitesi**
Doç. Dr. Meryem SAMIRKAŞ KOMŞU	**Mersin Üniversitesi**
Doç. Dr. Muammer MESCİ	**Düzce Üniversitesi**
Assoc. Prof. Dr. Ali MOVAHED	**Kharazmi University**
Doç. Dr. Göknil Nur KOÇAK	**Mersin Üniversitesi**
Doç. Dr. Levent KOŞAN	**Mersin Üniversitesi**
Doç. Dr. Çağıl Hale ÖZEL	**Anadolu Üniversitesi**
Doç. Dr. Kazım Ozan ÖZER	**Nişantaşı Üniversitesi**
Doç. Dr. Nilüfer ŞAHİN PERÇİN	**Nevşehir Hacı Bektaş Veli Üniversitesi**
Doç. Dr. Abdullah TANRISEVDİ	**Adnan Menderes Üniversitesi**
Doç. Dr. Kamil UNUR	**Mersin Üniversitesi**
Doç. Dr. Kamil YAĞCI	**Pamukkale Üniversitesi**
Doç. Dr. İrfan YAZICIOĞLU	**Gazi Üniversitesi**
Doç. Dr. Uysal YENİPINAR	**Mersin Üniversitesi**
Doç. Dr. Burhanettin ZENGİN	**Sakarya Üniversitesi**
Dr. Öğr. Üyesi Özge ADAN GÖK	**Dokuz Eylül Üniversitesi**
Dr. Öğr. Üyesi Ceylan ALKAN	**Dokuz Eylül Üniversitesi**
Dr. Öğr. Üyesi Pelin ARSEZEN	**Muğla Sıtkı Koçman Üniversitesi**
Dr. Öğr. Üyesi Aydoğan AYDOĞDU	**Kastamonu Üniversitesi**
Dr. Öğr. Üyesi Erdinç BALLI	**Çukurova Üniversitesi**
Dr. Öğr. Üyesi Ayşe İpek KOCA BALLI	**Çukurova Üniversitesi**
Dr. Öğr. Üyesi Alper BOZKURT	**Adana Bilim Teknoloji Üniversitesi**
Dr. Öğr. Üyesi Harun ÇALHAN	**Erciyes Üniversitesi**
Dr. Öğr. Üyesi Ömer ÇOBAN	**Batman Üniversitesi**
Dr. Öğr. Üyesi Yeşim ÇOŞAR	**Dokuz Eylül Üniversitesi**
Dr. Öğr. Üyesi S. Emre DİLEK	**Batman Üniversitesi**
Dr. Öğr. Üyesi Seden DOĞAN	**Ondokuz Mayıs Üniversitesi**
Dr. Öğr. Üyesi Beril DÖNMEZ	**Mersin Üniversitesi**
Dr. Öğr. Üyesi Yakın EKİN	**Akdeniz Üniversitesi**
Dr. Öğr. Üyesi Emre ERBAŞ	**Mehmet Akif Ersoy Üniversitesi**
Assist. Prof. Dr. Wei-Feng GUO	**Wuyi University**
Assist. Prof. Dr. Jin-Hui GUO	**Wuyi University**
Dr. Öğr. Üyesi Ebru GÖZEN	**Akdeniz Üniversitesi**
Assist. Prof. Dr. Moslem GHASEMI	**Kharazmi University**
Dr. Öğr. Üyesi Murat İsmet HASEKİ	**Çukurova Üniversitesi**
Dr. Öğr. Üyesi Cem IŞIK	**Atatürk Üniversitesi**
Dr. Öğr. Üyesi Serpil YALIM KAYA	**Mersin Üniversitesi**
Dr. Öğr. Üyesi Yasin KELEŞ	**Ondokuz Mayıs Üniversitesi**

Dr. Öğr. Üyesi Uğur KILINÇ	**Mehmet Akif Ersoy Üniversitesi**
Dr. Öğr. Üyesi Sibel OĞUZ	**Adana Bilim Teknoloji Üniversitesi**
Dr. Öğr. Üyesi Ece ÖMÜRİŞ	**Akdeniz Üniversitesi**
Dr. Öğr. Üyesi Hülya TAŞTAN	**Mersin Üniversitesi**
Dr. Öğr. Üyesi Nuray TÜRKOĞLU	**Sinop Üniversitesi**
Dr. Öğr. Üyesi Meltem YAMAN	**Nişantaşı Üniversitesi**
Dr. Öğr. Üyesi Lale YILMAZ	**Mersin Üniversitesi**

* Alfabetik olarak önce unvana, daha sonra soyada göre düzenlenmiştir.

ORGANİZASYON KURULU / ORGANIZING COMMITTE*	
Prof. Dr. Kemal BİRDİR	**Mersin Üniversitesi, Turizm Fakültesi**
Prof. Dr. A. Celil ÇAKICI	**Mersin Üniversitesi, Turizm Fakültesi**
Doç. Dr. Gürkan AKDAĞ	**Mersin Üniversitesi, Turizm Fakültesi**
Doç. Dr. Dilek ATÇI	**Mersin Üniversitesi, Turizm Fakültesi**
Doç. Dr. Sevda BİRDİR	**Mersin Üniversitesi, Turizm Fakültesi**
Doç. Dr. Erdinç KARADENİZ	**Mersin Üniversitesi, Turizm Fakültesi**
Doç. Dr. Göknil Nur KOÇAK	**Mersin Üniversitesi, Turizm Fakültesi**
Doç. Dr. Levent KOŞAN	**Mersin Üniversitesi, Turizm Fakültesi**
Doç. Dr. Meryem SAMIRKAŞ KOMŞU	**Mersin Üniversitesi, Turizm Fakültesi**
Doç. Dr. Kamil UNUR	**Mersin Üniversitesi, Turizm Fakültesi**
Doç. Dr. Uysal YENİPINAR	**Mersin Üniversitesi, Turizm Fakültesi**
Dr. Öğr. Üyesi Sabri ARICI	**Mersin Üniversitesi, Turizm Fakültesi**
Dr. Öğr. Üyesi Beril DÖNMEZ	**Mersin Üniversitesi, Turizm Fakültesi**
Dr. Öğr. Üyesi Hülya TAŞTAN	**Mersin Üniversitesi, Turizm Fakültesi**
Dr. Öğr. Üyesi Serpil YALIM KAYA	**Mersin Üniversitesi, Turizm Fakültesi**
Dr. Öğr. Üyesi Lale YILMAZ	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Dr. Yaşam Umut BILDIRCIN	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Dr. Gülser YAVUZ	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. Dr. Tuğba PALA MORKOÇ	**Mersin Üniversitesi, Turizm Fakültesi**
Dr. Ozan GÜLER	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Abdullah AKMAZ	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Nuray ALTUN	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Nüket Yeşim ARICI	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Hüseyin ÇİÇEKLİOĞLU	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Aydın DEMİRAL	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Alper DURAN	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Emine EKER	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Kemal ENES	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Cevat ERCİK	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Aysun EYÜBOĞLU	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Feray FENNİBİLEK	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Eyüp KARAKUŞ	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Kerem KARDAŞ	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Mehmet KEZİBAN	**Mersin Üniversitesi, Turizm Fakültesi**
Öğr. Gör. Adem YETİM	**Mersin Üniversitesi, Turizm Fakültesi**

Arş. Gör. Elif BAK	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. Sercan BENLİ	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. Mehmet BEYAZGÜL	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. Gizem ÇAPAR	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. Burhan ÇINAR	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. Selda DALAK	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. Ali DALGIÇ	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. Fatih GÜNAY	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. Anıl KALE	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. A. Muhammed KINIKLI	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. Mehtap ÖZKAN BUZLU	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. Aykut SOYLU	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. Ferhat ŞEKER	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. Neslihan ŞİMŞEK	**Mersin Üniversitesi, Turizm Fakültesi**
Arş. Gör. Derya TOKSÖZ	**Mersin Üniversitesi, Turizm Fakültesi**

* Alfabetik olarak önce unvana, daha sonra soyada göre düzenlenmiştir.

MUTUAL IMPACT BETWEEN TOURISM AND THE HOST COMMUNITY A CASE STUDY AQABA SPECIAL ECONOMIC ZONE (ASEZA) 793
Omar A. A. JAWABREH, Nassar Mousa NASSAR

FAMILY FIRMS' CORPORATE SOCIAL RESPONSIBILITY IN HOSPITALITY AND TOURISM INDUSTRY.....800
Robert RANDOLPH, Esra MEMİLİ, Burcu KOÇ, Özlem YILDIRIM ÖKTEM, Sevil SÖNMEZ

FACTORS AFFECTING MOBILE EVENT APPLICATION (MEA) ADOPTION.....804
Ahmet Bulent OZTURK, Wei WEI, Nan HUA, Ruoxi QI

THE IMPORTANCE OF LOCAL FOOD IN THE FORMATION OF TOURIST EXPERINCES AND ITS SUSTAINABILITY: A CONCEPTUAL EVALUATION.....810
Kurtuluş KARAMUSTAFA, Mustafa ÜLKER, Pembe ÜLKER

RELATIONSHIP BETWEEN QUALITY MANAGEMENT PRACTICES AND COMPETITIVE ADVANTAGE: EVIDENCE FROM TURKISH HOTEL INDUSTRY 817
Feridun DUMAN, Özgür ÖZER

CYCLING GROUPS AS NEO-TRIBES 819
Kübra AŞAN, Medet YOLAL

ECOTOURISM DEVELOPMENT STRATEGIES FOR SUSTAINABLE DEVELOPMENT OF URBAN AREAS: CASE STUDY OF MAHABAD CITY 824
Ali. MOVAHED, Ali SHAMAI

DIVERSIFICATION STRATEGIES FOR RURAL ECONOMY THROUGH TOURISM DEVELOPMENT (CASE STUDY OF CARIAK VILLAGE, DENA TOWNSHIP, IRAN).....837
Ali SHAMAI, Moslem GHASEMI

THE IMPACT OF BUSINESS STRATEGY AND PERCEIVED ENVIRONMENTAL UNCERTAINTY ON THEINNOVATIVE PERFORMANCE MEASUREMENT APPROACH: A STUDY OF ANTALYA HOTELS 842
Huseyin ARASLI, Cihan ALPHUN

DETERMINING SUSTAINABILITY CONCEPT OF TURKISH HOUSEHOLDS' TOURISM PARTICIPATION DECISIONS IN TIMES OF ECONOMIC CRISIS 847
Hasan GÜL

IMPACT OF COMMUNICATION SATISFACTION AND WORK-LIFE BALANCE ON EMPLOYEE TURNOVER INTENTION…….851
Mohamed Kamal ABDIEN

RESIDENTS' ATTITUDES TOWARDS TOURISM DEVELOPMENT: A SMALL COMMUNITY PERSPECTIVE 860
Medet YOLAL, Figen SEVİNÇ

PROSPECTS OF DEVELOPMENT OF HEALTH TOURISM IN RUSSIA.....866
Khloponin A. Daria ANATOLYEVNA, Nikitina Olga ALEXANDROVNA

The Importance of Local Food in the Formation of Tourist Experinces and Its Sustainability: A Conceptual Evaluation

Prof. Dr. Kurtuluş KARAMUSTAFA[a], Res. Asst. Mustafa ÜLKER[b*], Res. Asst. Pembe ÜLKER[c]

[a] *Kayseri University, Kayseri, Turkey*
[b] *Erciyes University, Kayseri, Turkey*
[c] *Erciyes University, Kayseri, Turkey*

Abstract

Since tourist products are mainly service based, tourist experiences gain importance in the survival of tourist destinations. That is mainly because of: (a) its impact on the revisit intention of current visitors and (b) the impact of the reference groups (previous visitors) in the choice and purchase of service based products by the potential visitors; that is to say that positive tourist experiences will affect others' choice in the form of recommendations. Tourist experiences can be enriched through service quality, authenticity, service themes and uniqueness. In this respect, local food can be used as a factor to create positive and unique tourist images on a tourist product of a tourist destination. In other words, local food can be a travel motivation, a significant driver in destination choice, a means for achieving sustainable development, a factor that triggers revisit intention and contributes to the general satisfaction of tourists.

Against this, the purpose of this study is to evaluate the structural model of tourist food experiences developed by Quan and Wang (2004) to understand the place and the importance of local food in the formation of tourist experiences and sustainable tourism. To do this, a review of the current literature was carried out. The literature review indicated that the use of local food may help create either peak or supporting tourist experiences. In other words, tourists may consider local food either as a peak experience or as supporting experience. Based on the evaluations, suggestions were made to destination managers, tourism enterprises and local food producers on the use of local food as a means of tourist experience and sustainability.

Key Words: Sustainability, Local Food, Tourist Experience.

Introduction

Food and beverages are accepted as one of the most important components of tourism (Hall and Sharples, 2003, p. 1). To illustrate, these food and beverages could be consumed in a restaurant that cooks local food. By this means, while tourists enjoy dishes produced from local food at the places they are traveling, they can experience different cultures at the same time. In this sense, for transferring the gastronomic identities of destinations to tourists, studying local food and beverages was stated to be important (Karamustafa and Ülker, 2017a, p. 28). Kivela and Crotts (2009, p. 180) stress that local food could be a motivational factor for tourists to travel, a criteria for destination selection, a factor that affects the satisfaction of tourists and something that contributes to the revisit intention. For this reason, it can be asserted that if owners of tourism enterprises and local authorities give importance to the local food belonging to destinations, it could help the number of visitors increase and the transfer of food and beverage culture to visitors.

In the context of tourism, the use of local food and beverages also has important contributions for sustainability. For example, Hopwood, Mellor and O'Brien (2005, p. 38) describe sustainable development as an attempt to combine growing concerns about a range of environmental issues with socio-economic issues. Karamustafa (1999) describes three of the most important aspects of sustainable development; (a) sustainable development seems to be a long-term strategy, (b) it considers an inter-generational and intra-generational balanced level of welfare and (c) it is perceived as a universally valid prescription, which is supposed to be applicable to all countries without considering their level of development. In addition to the sustainable development of destinations that important destinations are in search of sustainable development strategies and techniques to leave a livable world for future generations (Hassan, 2000, p. 239).

It is possible to conserve and use through long ages economic, socio-cultural and environmental resources together with sustainable tourism activities. When the issue of sustainability is considered in the context of tourism, the idea of supporting local firstly emerges. As an example, it can be given that the ingredients used in the food prepared by accommodation enterprises in tourism destinations can be obtained from the region where the enterprise is located. Considering that local food may act as a travel motivation with its unique and authentic characteristics (Hall and Sharples, 2003, p. 2; Chaney and Ryan, 2012, p. 313) it can be an opportunity for businesses and destinations wishing to attract more visitors. In addition to providing the opportunity for the guest to taste the local products of the region, accommodation enterprises purchasing locally also encourage local producers in a sense. In recent years, food and beverage operations have also encouraged their guests to promote local products in order to support local producers (Casselman, 2010, p. 1). In general, it would not be wrong to say that business that prepare food for their guests using locally produce products also support this production and sustainability.

[*] *Corresponding author: Res. Asst. Mustafa ÜLKER*
*Tel. + 90-537-831-5682 ** Email: mustafaulker@erciyes.edu.tr*

Before the use of local food and beverages in destinations, it would be appropriate to define this concept. Although it does not have a common definition (Zepeda and Li, 2006, p. 5; Pearson, Henryks, Trott, Jones, Parker, Dumaresq, and Dyball, 2011, p. 887) local food has two popular definitions as "food that are produced within the boundaries of a region" and "food that are produced within the boundaries of a country" (Wilkins, Bowdish, and Sobal, 2002, p. 428). Similarly, Mirosa and Lawson (2012, p. 817) define local food as food that are produced, sold and consumed in a specific geographic region. On the other hand, there are also some studies that take geographic distance into consideration while defining local food. To illustrate, in a study carried out by Onozaka, Nurse, and McFadden (2010, p. 1), participants define local food as food that are produced within a 50 miles (approximately 80 km) of a region. Likewise, in a study carried out by Kang and Rajagopal (2014, p. 302) local food is conceptualized as food that are produced within a 200 miles (approximately 322 km) of a region. Inherently, some major attributes of local food are (Özdemir, Yılmaz, Çalışkan, and Aydın, 2015, p. 419); (a) it should be produced where it is consumed and/or sold, (b) it should be purchased from local markets or producers, (c) there should be a specific limit of distance between where it is produced and consumed and (d) it should reflect the food culture of the region. Last, but of course not least, it should be stressed that the concept of local food can be used for both expressing ingredients that are used to prepare dishes and local dishes itself. While local food as ingredients refers to ingredients that are used for production, local food as dishes also refers to the local cuisines.

Despite the increase in the number of studies on food experience in tourism, it can be asserted that this specific area (use of local food based on sustainability) needs more focus because of the above mentioned reasons. Generally, food choice means choosing a specific food among other alternatives (Chang, Kivela, and Mak, 2010, p. 990). In this study, food choice refers to the food choices of tourists in destinations they visit. Tourists can have an authentic and cultural experience while consuming local food. In this sense, it can be argued that food and beverages that belong to a specific region can form a strong connection with this region (Lin, Pearson, and Cai, 2011, p. 32). For example, the champagne that is produced in Champagne Region of France is identified and integrated with this region and has become the gastronomic identity of the region (Özdemir and Çalışkan, 2011, p. 486). By this means, visitors who come to a destination have a chance to experience local culture via testing local food and beverages. In the view of such information, in this study, firstly local food is evaluated within the frame of sustainability; subsequently the use of local food and beverages as peak and supporting tourist experiences is examined in the light of the current literature.

1. Local Food as a Means of Sustainability

Sustainability, literally, means to keep in existence, to maintain and conserve and is considered to be a positive term by almost all people (Scarpato, 2002, p. 137). In this sense, it can be seen as an appreciate life style for traditional societies that claim protection for farming. From this point of view, it can be asserted that, gastronomy tourism which is an important factor for the development of destinations (Henderson, 2009, p. 319-321) can also contribute to the sustainability by supporting local production. To illustrate in a study conducted by Kivela and Crotts (2006) in Hong Kong, it was concluded that gastronomy tourism has different contributions to producers, the tourism industry, local people and tourists. Haven-Tang and Jones (2005, p. 82) also states that local food and beverages have different contributions to tourists, tourism enterprises and local people. In sum, it can be claimed that in the context of sustainability the use of local food would benefit to producers, local community, the tourism industry and related environment.

The main purpose of interdisciplinary gastronomy studies is to foster sustainable gastronomy (Scarpato, 2000, p. 12), and hence the sustainable tourism development. Sustainable gastronomy can be also defined as eco-gastronomy and be described as one of the components of sustainable tourism. Tourists, who come to a particular destination temporarily and regard themselves as part of the society, make significant contribution to local sustainability in that specific destination. Sustainability in food and beverage operations can be achieved through sustainable actions through all stages of production, preparation and consumption of food and beverages.

It has previously been stated that the protection of economic, socio-cultural and environmental resources is possible together with sustainable tourism activities. Similarly, in the model developed by Carter and Rogers (2008, p. 365) the term sustainable supply chain is associated with social and economic performance (Figure 1). The sustainable supply chain has four supporting factors as risk management, transparency, strategy and culture. It can be asserted that the use of local food would benefit to sustainability, environmentally, socially and economically. From the 1970s onwards, a number of local initiatives have emerged around the world, when examining the importance given to local food (Lehtinen, 2012, p. 1056). After that, important steps have been taken to promote local culture. In this respect, links between tourists and producers have been established and it has also contributed to the economy when local food is handled in context of sustainability, it may be considered to prove beneficial from the aspects of (a) achieving economic benefit, (b) supporting local farmers and (c) giving less harm to the environment (Ülker, 2017, p. 16).

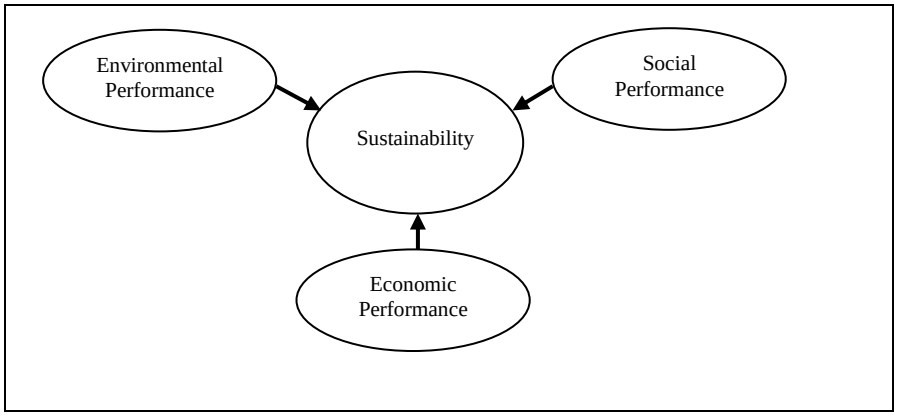

Figure 1. The concept of the sustainable supply chain
Source: Carter and Rogers (2008, p. 365)

It is important to ensure that producers and consumers are connected for the widespread use of local food. What is essential for the use of local food is to establish a short food supply chain. Marsden, Banks and Bristow (2000, p. 425-426) indicate that sustainable local food supply can take place in three forms. These are (a) consumers making direct purchases from a manufacturer, (b) consumers purchasing from local sales points located in regions where they live and, (c) consumers purchasing from sales units located outside regions where they live. In addition, lodging and catering enterprises can also supply local food for their guests. In this way, they will be able to contribute to sustainability by using local products as well as earning income by enabling their guests to recognize the local culture.

The basic similarity between social, environmental and economic strengthening and socio-economic strengthening in sustainability is the idea of "turn to local" (Connelly, Markey and Roseland, 2011, p. 313). The basic strategy, in this respect, is to realize the food and beverage supply process shorter and more locally between producers and consumers (Goodman, 2003, p. 3). Consumers in this context may refer to final consumers (such as travelers/tourists) as well as businesses that will serve the final consumers. Although it is observed that links between producers and consumers have increased over the years, it is also seen that there are some obstacles to purchase and/or to use local food. Main obstacles in question are expressed by Karamustafa and Ülker (2017c, p. 36) as seasonality, inadequacy of product supply, local and regional regulations, product costs, and the obligation to work with many suppliers. These obstacles can be overcome with the help of legislative regulations and the efforts of the enterprises and the end consumers, which can make a significant contribution to sustainability by using the local product. The use of local food as a means of creating tourist experience will be discussed based on the review of the related literature.

2. The Role of Local Food in Tourist Experience

Large-scale enterprises engaged in industrial production in agriculture and food sector are increasingly dominating food and beverage production (Campbell, Martinelli, and Fairhurst, 2015, p. 280). Consumers, however, have been more inclined to consume locally produced foods and beverages in recent years (Vecchio, 2010, p. 122; Lillywhite and Simonsen, 2014, p. 308). Similarly, research findings on local food and beverages by Schneider and Francis (2005, p. 259) and Curtis and Cowee (2009, p. 26) suggest that consumers often show interest in locally produced products and are willing to pay more for purchasing local food. In accordance, in the study conducted by Karamustafa and Ülker (2017b), it was found that the quality perception of local food was important in the formation of chefs' intention to use local foods. Finally, Quan and Wang (2004, p. 302) suggest that learning about the differences in tourists' eating habits will improve food service and increase guest satisfaction. It can be said that food and beverage enterprises located in tourist destinations bear responsibility of providing local food and beverages. Restaurants have a supporting role for traveling individuals. In addition to providing food and beverages, restaurants offer many other opportunities like comfort, communication and increased quality of life for individuals. In terms of tourists, enjoyment is seen as part of the experience and eating out can be a pleasant and memorable part of the total tourist experience (Kivela and Crotts, 2006, p. 356). In addition, local restaurants in tourist destinations also take on an important task with offering food and beverages that reflect local culture to tourists. Food and beverage businesses are recommended to use local food and beverages to achieve both competitive advantage and increased guest satisfaction (Karamustafa and Ülker, 2017c, p. 38-39). The researches carried out on tourists in particular point to the fact that the visitors are positively approaching businesses using local food (Ülker, 2017, p.132).

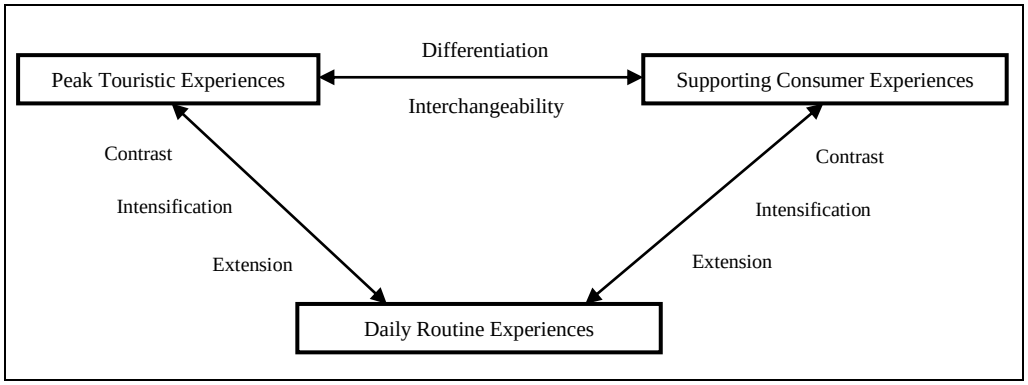

Figure 2. The Conceptual Model of the Tourist Experience
Source: Quan and Wang (2004).

In order to better understand the food and beverage-related tourist behavior, it is important to know how important food and beverage are in tourist experience and according to which factors it changes. From here it is necessary to look at a conceptual model developed by Quan and Wang (2004, p. 300) that determines the place of food and beverage in the tourist experience (Figure 2). When the model is examined, it is seen that tourist experience is composed of peak and supporting experiences. Quan and Wang (2004, p. 300) relate the dimensions of the tourist experience to everyday experiences. In this context, peak experiences and supporting experiences can be viewed as the extension (Chang, Kivela, and Mak, 2010, p. 999; Mak, Lumbers, and Eves, 2012, p. 184), an intensified form (Cohen and Avieli, 2004, p.760) or an opposite (Chang, Kivela, and Mak, 2010, p.1007) of the daily routine. Also, the role of food in tourist experience can vary depending on whether it meets a basic need or it creates a peak experience. In this sense, tourists can view food as a supporting experience or a peak experience.

2.1. Local Food as a Peak Tourist Experience in Tourism

If food consumption takes place within the peak tourist experience, it is expected that it is the opposite of daily experience. In this kind of experience, tourists, unlike their daily experience, can perform activities such as tasting new food and learning about different local food and beverage cultures (Mak, Lumbers, and Eves, 2012, p. 186). In this context, it can be said that the widespread use of local food in the tourism industry will contribute to the economy by attracting more tourists to destinations (Telfer and Wall, 1996, p. 636). In a study conducted by Okumus, Okumus, and McKercher (2007, p. 258) it was indicated that both Turkey and Hong Kong use local food in destination marketing. Similarly, Frochot (2003, p. 83) analyzed the promotional materials of 19 regions in France with content analysis and reached the conclusion that they give particular importance to local cuisine products used for the promotion.

Food consumption is an essential part of human life but can be an attraction and drive for people to travel (Henderson, 2004, p. 69). Sometimes, tourists want to get away from routine and familiar and demand more innovative and diverse dining experiences (Quan and Wang, 2004, p. 302). One reason for this may be the fact that food and beverage preferences of individuals differ according to their cultural values (Karamustafa, Ülker, and Kılıçhan, 2016, p. 230). Peak experience includes main travel motivations of tourists. In this sense, it can be expected that the main motivation for tourists to come to a destination is to taste local food. Food and beverages specific to a particular destination may be of importance for some consumers (Ulama, Erbaş, and Karamustafa, 2010, p. 229). Therefore, the experience of tourists whose main travel motivation is to consume locally produced products in a destination is called as peak tourist experience. Moreover, with programs such as gourmet travels, food trips, radio shows and TV shows it is aimed to establish a connection between food and tourism (Hall and Sharples, 2003, p. 2).

If the main travel motivation for tourists is to taste local foods, food consumption takes place in the context of peak tourist experience. In some cases, tourists may taste local food although it is not their main travel motivation. A transition from supporting experience to peak experience is in question here. To illustrate, a tourist who travel with the motive of skiing may attend to a fair where local food and beverages are exhibited. In this case, it can be said that the food, which was actually a supporting experience, becomes a peak experience as a result of participation in a fair where local food is exhibited.

2.2. Local Food as a Supporting Tourist Experience in Tourism

In supporting experience, the main purpose of travel and touristic experience is not to consume local food (Mak, Lumbers, Eves, and Chang, 2012, p. 928). Individuals seeking tourist experience for other purposes may wish to obtain local food experiences during their visit to a destination. For example, Chang, Kivela, and Mak (2011, p. 314) have reached the conclusion that Taiwanese and Chinese tourists do not spend much time on their dining experiences and perceive food consumption as an extension of everyday experience. Likewise, Quan and Wang (2004, p. 300) have found that food and beverages are often perceived as supporting experience in their study and are rarely perceived as peak experience.

Based on the model, there may also be changes between the peak and supporting experience in certain situations. As mentioned before, there may not be a distinguishing line between two types of experience in some cases.

A food that can be perceived as a supportive experience can turn into a peak tourist experience as a result of a change in travel behavior. The results of the research carried out by Kivela and Crotts (2009, p.173) also support this thought. In this study, it is stated that although tourists had a different motivation to travel, they enjoyed food and beverages during their trip and eventually it became a peak tourist experience. In this context, it can be said that the role food plays in tourist experience actually affects the attitudes towards local food (Yılmaz, 2015, p. 32).

It may be useful to establish and develop supporting experiences such as food culture so that destinations can successfully be marketed. Similarly, Quan and Wang (2004, p. 302) indicate that supporting experiences such as food experience should not be forgotten in order for marketing strategies to be successful. For example, if tourists who prefer Turkey for sea-sand-sun tourism also taste local products it would contribute to both local and national economies. At the same time, food will play a role in promoting the culture of the country and the region. For this reason it can be suggested that the local governments in the regions where tourist facilities are located encourage food and beverage enterprises to use local products.

3. Conclusion and Suggestions

The aim of this study was; (a) to evaluate local food from the perspective sustainability, and (b) to determine whether the use of local food and beverages in the context of tourism could be a supporting and peak tourist experience in the light of the tourists' food experience model developed by Quan and Wang (2004). In this conceptual study, it was concluded that the model could also be used for local food and beverages. Based on this knowledge, some implications can be presented for local producers, tourists and tourism enterprises. It is possible to assess the dining experience of a tourist in a destination from two perspectives. In the case of the former, it can be possible for tourists to travel to places where they can be able to taste the local food and beverages which can be the main travel motivation in this case. In other words, tourists travel with a desire to taste local food. Although its importance has long been emphasized, gastronomy tourism (type of tourism which mainly includes tasting food and beverages pertaining to a specific destination) is not a type of tourism that has many participants. However, it should be noted that as a type of special interest tourism, gastronomy tourism may also yield a considerable benefit to the host countries. Moreover, diversifying tourism activities by adding more gastronomy-related activities particularly in destinations which are preferred more by cultural tourists will contribute positively to the enterprises in the region, to the local people, and to the tourists. It may be beneficial for cultural tourists to consume local food and beverages in a local restaurant both for recognizing the local culture and for satisfying their need. To illustrate, participating in *"Sira Night Activities"* which are held in Urfa in Turkey can be a case in point. In these activities, visitors can have a chance to experience local culture by eating local food on a floor table, by watching local dances performed by people who wear their folk costumes, and by sitting side by side with local people.

On the other hand, unlike peak tourist experience, tourists may view food and beverages as a supporting experience as well. In other words, tourists travelling with motives other than consuming local food and beverages may prefer local food and beverages for their physiologic needs. As these tourists are not in search of a particular food and beverage enterprise, it can be recommended for entrepreneurs to open their ventures near tourist attraction sites. Putting a variety of local food and beverage menu options on their menus is also suggested. However, it should also be noted that being open to taste new food depends on some factors like nationality. For example, tourists from Far East are more inclined to prefer their own cuisine.

As in most studies, this study also is not free from limitations. The most important limitation is that only secondary data has been utilized while conducting this conceptual study. However, the relevant literature about this topic has been reviewed extensively and, empirical and conceptual research findings lead the way to this study. In this regard, it is thought that the conceptualization of local food and beverages as peak and supporting tourist experiences will provide guidance to owners of food and beverage enterprises, managers, supervisors, producers, suppliers and local/regional authorities.

The development of a holistic scale that includes the topics mentioned in this study (local food and beverages as peak and supporting tourist experiences) and the investigation of this topic in different time periods, cultures, geographies and types of businesses empirically will surely make the wealth of knowledge in this area even richer. In addition, in this study local food and beverages were assessed from the point of view of tourists. Further researches can adopt a food and beverage enterprise point of view. It will be also beneficial to produce empirical knowledge based on the primary field data which can be either qualitative or quantitative or blend of both with a focus of multi-method research approach.

4. References

Campbell, J., Martinelli E., & Fairhurst, A. (2015). Italian and US consumers of local foods: An exploratory assessment of invariance. *Journal of International Consumer Marketing*, 27(4), 280-294.

Carter, C.R., & Rogers, D.S. (2008). A framework of sustainable supply chain management: moving toward new theory. *International Journal of Physical Distribution & Logistics Management*, 38(5), 360-387.

Casselman, A. L. (2010). Local foods movement in the Iowa catering industry (Master's Thesis). Iowa State University.

Chaney, S., & Ryan, C. (2012). Analyzing the evolution of Singapore's world gourmet summit: An example of gastronomic tourism. *International Journal of Hospitality Management*, 31(2), 309-318.

Chang, R. C., Kivela, J., & Mak, A. H. (2010). Food preferences of Chinese tourists. *Annals of Tourism Research*, 37(4), 989-1011.

Chang, R. C., Kivela, J., & Mak, A. H. (2011). Attributes that influence the evaluation of travel dining experience: When east meets west. *Tourism Management*, 32(2), 307-316.

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

Connelly, S., Markey, S., & Roseland, M. (2011). Bridging sustainability and the social economy: Achieving community transformation through local food initiatives. *Critical Social Policy*, 31(2), 308-324.

Curtis, K. R., & Cowee, M. W. (2009). Direct marketing local food to chefs: chef preferences and perceived obstacles. *Journal of Food Distribution Research*, 40(2), 26-36.

Frochot, I. (2003). An analysis of regional positioning and its associated food images in French tourism regional brochures. *Journal of Travel & Tourism Marketing*, 14(3-4), 77-96.

Goodman, D. (2003). The quality "turn" and alternative food practices: Reflections and agenda. *Journal of Rural Studies*, 19(1), 1–7.

Hall, C. M., & Sharples, L. (2003). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste, *In Food Tourism Around the World: Development, Management and Markets, ed. Hall, C. M., Sharples, L., Mitchell, R., Macionis, N., & Cambourne, B.*, Routledge, 1-24.

Hassan, S. S. (2000). Determinants of market competitiveness in an environmentally sustainable tourism industry. *Journal of Travel Research*, 38(3), 239-245.

Haven-Tang, C., & Jones, E. (2005). Using local food and drink to differentiate tourism destinations through a sense of place: A story from wales-dining at Monmouthshire's great table. *Journal of Culinary Science & Technology*, 4(4), 69-86.

Henderson, J. C. (2004). Food as a tourism resource: A view from Singapore. *Tourism Recreation Research*, 29(3), 69-74.

Henderson, J. C. (2009). Food tourism reviewed. *British Food Journal*, 111(4), 317-326.

Hopwood, B., Mellor, M., & O'Brien, G. (2005). Sustainable development: mapping different approaches. *Sustainable Development*, 13(1), 38-52.

Kang, S., & Rajagopal, L. (2014). Perceptions of benefits and challenges of purchasing local foods among hotel industry decision makers. *Journal of Foodservice Business Research*, 17(4), 301-322.

Karamustafa, K. (1999). Tourism development and international tour operators: A case of study of Turkey (Phd Thesis). Strathclyde University.

Karamustafa, K., & Ülker, M. (2017a). Using local food and beverages in tourism: A conceptual study. *In Bakır Sert, H. (ed.) The Proceedings of the 2nd International Tourism and Microbial Food Safety Congress (pp. 27-29)*, Antalya, Turkey.

Karamustafa, K., & Ülker, M. (2017b). Chefs' intentions to use local food: Its relation with local food qualities and chefs' local food familiarities. *In Zengin, B., & Özer, K. Ö. (ed.) The Proceedings of the 4th International Congress of Tourism and Management Researches (pp.752-768)*, Gyrne, Turkish Republic of North Cyprus.

Karamustafa K., & Ülker, M. (2017c). Ticari mutfaklarda yerel yiyecek satın alma ve kullanma davranışı: algılanan engeller ve faydalar (Purchasing and using behavior of local food in commercial kitchens: perceived challenges and benefits). *Türk Turizm Araştırmaları Dergisi*, 1(4), 30-42.

Karamustafa K., Ülker M., & Kiliçhan, R. (2016). An evaluation of cultural values and food spending with a focus on food consumption. *Çatalhöyük - International Journal of Tourism and Social Research*, 1(1), 221-233.

Kivela, J., & Crotts, J. C. (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of Hospitality & Tourism Research*, 30(3), 354-377.

Kivela, J., & Crotts J. C. (2009). Understanding travelers' experiences of gastronomy through etymology and narration. *Journal of Hospitality & Tourism Research*, 33(2), 161-192.

Lehtinen, U. (2012). Sustainability and local food procurement: A case study of Finnish public catering. *British Food Journal*, 114(8), 1053-1071.

Lillywhite, J. M., & Simonsen, J. E. (2014). Consumer preferences for locally produced food ingredient sourcing in restaurants. *Journal of Food Products Marketing*, 20(3), 308-324.

Lin, Y. C., Pearson, T. E., & Cai, L. A. (2011). Food as a form of destination identity: A tourism destination brand perspective. *Tourism and Hospitality Research*, 11(1), 30-48.

Mak, A. H., Lumbers, M., & Eves, A. (2012). Globalization and food consumption in tourism. *Annals of Tourism Research*, 39(1), 171-196.

Mak, A. H., Lumbers, M., Eves, A., & Chang, R. C. (2012). Factors influencing tourist food consumption. *International Journal of Hospitality Management*, 31(3), 928-936.

Marsden, T., Banks, J., & Bristow, G. (2000). Food supply chain approaches: exploring their role in rural development. *Sociologia Ruralis*, 40(4), 424-438.

Mirosa, M., & Lawson, R. (2012). Revealing the lifestyles of local food consumers. *British Food Journal*, 114(6), 816-825.

Okumus, B., Okumus, F., & McKercher, B. (2007). Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey. *Tourism Management*, 28(1), 253-261.

Onozaka, Y., Nurse, G., & McFadden, D. T. (2010). Local food consumers: How motivations and perceptions translate to buying behavior. *Choices*, 25(1), 1-6.

Özdemir, B., & Çalışkan, O. (2011). Otel dışı yemek deneyimi (Non-Hotel dining experience), *In Uluslararası Turizm İşletmeciliği (International Tourism Management), ed. Pırnar, İ., İçöz, O., & Çulha, O.*, Ankara: Nobel Akademik Yayıncılık (Nobel Akademik Publishing), 475-496.

Özdemir, B., Yılmaz, G., Çalışkan, O., & Aydın, A. (2015). Şeflerin yerel yiyeceğe ilişkin algılamaları ile yerel yiyecek satın alma niyetleri arasındaki ilişki (The relationship between chefs' perceptions of local food and local food purchasing intentions). *In Kelkit, A. (ed.) 16. Ulusal Turizm Kongresi Bildiriler Kitabı (The Proceedings of the 16th National Tourism Congress) (pp. 418-437)*. Ankara Detay Yayıncılık (Detay Publishing).

Pearson, D., Henryks, J., Trott, A., Jones, P., Parker, G., Dumaresq, D., & Dyball, R. (2011). Local food: Understanding consumer motivations in innovative retail formats. *British Food Journal*, 113(7), 886-899.

Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tourism Management*, 25(3), 297-305.

Scarpato, R. (2000). New global cuisine: The perspective of postmodern gastronomy studies (Master's Thesis). RMIT University

Scarpato, R. (2002). Sustainable gastronomy as a tourist products. *In Tourism and Gastronomy, ed. Hjalager, A.M., & Richards G.*, London and New York: Routledge, 132-152.

Schneider, M. L., & Francis, C. A. (2005). Marketing locally produced foods: Consumer and farmer opinions in Washington County, Nebraska. *Renewable Agriculture and Food Systems*, 20(4), 252-260.

Telfer, D. J., & Wall, G. (1996). Linkages between tourism and food production. *Annals of Tourism Research*, 23(3), 635-653.

Ulama, Ş., Erbaş, E., & Karamustafa, K. (2010). Servis yönetimi (Service management). *In Profesyonel Restoran Yönetimi (Professional Restaurant Management), ed. Sarışık, M., Çavuş, Ş., & Karamustafa, K.*, Ankara: Detay Yayıncılık (Detay Publishing), 229-253.

Ülker, M. (2017). Mutfakta çalışan şeflerin yiyecek üretiminde yerel ürün kullanımları (The use of local food ingredients in the food production by chefs working in the kitchen) (Master's Thesis). Erciyes University.

Vecchio, R. (2010). Local food at Italian farmers' markets: Three case studies. *International Journal of Sociology of Agriculture and Food*, 17(2), 122-139.

Wilkins, J. L., Bowdish, E., & Sobal, J. (2002). Consumer perceptions of seasonal and local foods: A study in a US community. *Ecology of Food and Nutrition*, 41(5), 415-439.

Yılmaz, G. (2015). Turizm destinasyonlarında restoran biçimleşmeleri üzerine nitel bir araştırma: Kapadokya örneği (A qualitative study on restaurant configurations in tourism destinations: The case of Cappadocia) (Master's Thesis). Akdeniz University.

Zepeda, L., & Li, J. (2006). Who buys local food?. *Journal of Food Distribution Research*, 37(3), 5-15.