

## PAPER DETAILS

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## Local Food and Bayburt Cuisine as a Destination Attraction Element\*

### Destinasyon Çekim Unsuru Olarak Yöresel Mutfak ve Bayburt Mutfağı Örneği

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#### Abstract

Gastronomy tourism, which is growing daily in the world, has become an essential part of cultural tourism and has become one of the economic development tools for countries. Many recent studies reveal that the culinary cultures of the travel destination constitute an essential element of the travel activity. This research aims to determine the usability of gastronomic tourism as a magnetism element in destinations and its applicability in the center and districts of Bayburt. In the study, the universe consists of commercial food and beverage businesses operating in the center and sections of Bayburt. The study sample consists of 93 commercial food and beverage businesses selected randomly from the universe. For this purpose, data were collected through a questionnaire supported by face-to-face interviews with the managers of the companies operating in the center and districts of Bayburt, and they are evaluated with the help of the SPSS 20.0 statistical program. In line with the findings obtained from the research, it was concluded that gastronomy has an essential place among the attraction factors of Bayburt.

**Keywords:** Gastronomy Tourism, Attractiveness of a Destination, Local Cuisine, Bayburt Cuisine

#### Özet

Dünyada her geçen gün büyüyen gastronomi turizmi, kültür turizminin önemli bir parçasını oluşturmakla birlikte ülkeler için ekonomik kalkınma yöntemlerinden birisi haline gelmiştir. Son dönemlerde yapılan birçok araştırma seyahat edilen destinasyondaki mutfak kültürlerinin seyahat faaliyetinin önemli bir unsurunu oluşturduğunu ortaya koymaktadır. Bu çalışmada amaç, gastronomi turizminin destinasyonlarda çekim gücü unsuru olarak kullanılabilirliği ve Bayburt merkez ve ilçelerinde uygulanabilirliğini tespit edebilmektir. Araştırmada evren, Bayburt merkez ve ilçelerinde faaliyette bulunan ticari yiyecek içecek işletmelerinden meydana gelmektedir. Araştırmanın örneklemini ise evrenden tesadüfi örnekleme seçilen 93 ticari yiyecek içecek işletmesi oluşturmaktadır. Bu amaç doğrultusunda Bayburt merkez ve ilçelerinde faaliyet gösteren işletmelerin yöneticileriyle yüz yüze görüşme yöntemi ile desteklenmiş anket uygulaması aracılığıyla veriler toplanmıştır ve SPSS 20.0 istatistik programı yardımı ile değerlendirilmiştir. Yapılan çalışmadan elde edilen bulgular doğrultusunda Bayburt'un çekim gücü faktörleri arasında gastronominin önemli bir yere sahip olduğu sonucuna ulaşılmıştır.

**Anahtar Kelimeler:** Gastronomi Turizmi, Destinasyon Çekiciliği, Yöresel Mutfak, Bayburt Mutfağı

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## 1. INTRODUCTION

In a dynamic sector such as tourism, destinations should be able to use the feature of being different and unique rather than the usual understanding to adapt to the constantly changing and developing environment. To make the destinations attractive for all domestic and foreign tourists, it is necessary to base them on their irreplaceable features and, simultaneously, respect the value judgments of the society. With the increasing competition day by day, the importance that destinations attach to differentiation is increasing at the same rate (Ayaz and Çobanoğlu, 2017:414). Destinations are to be chosen by tourists, and the expectations, needs, and wishes of individuals with different characteristics and personalities vary (Çakıcı and Aksu, 2006:2). In this context, it can be ensured that individuals attract more visitors by making new additions to the destinations in order to meet their tastes, habits and feelings of curiosity (Aritan and Akyüz, 2015:196).

In our age, when the competitive environment is high, Turkish destinations should not only show their differences in many aspects but also evaluate their attractiveness elements well in order to compete with other country destinations. After analyzing the variable consumer demands and market preferences well, the development of the destination's attractiveness elements should be arranged in line with these wishes and preferences. At the beginning of the attraction power of the destinations are the cultural and historical structures of the countries. Gastronomy, which has an important place in the element of cultural attraction, has become a creative marketing element with its uniqueness to destinations (Küçükaltan, 2009:8).

Gastronomy, which is defined as the transformation of eating and drinking activities into art and science at the same time, has begun to integrate with the tourism sector and has an important place in regional destination promotions (Küçükaltan, 2009:8). Among alternative tourism types; recently, gastronomy tourism has begun to enter into tourism types such as cultural tourism, faith tourism, sports tourism, health tourism, congress tourism, third age tourism, youth tourism, rural tourism, and recreational tourism. Nowadays, a new one is added to the travel purposes of people every day; the food and beverage industry, which is intertwined with the tourism industry, has also started to take its place rapidly, and has now become an alternative attraction force rather than a necessity. Individuals who visit touristic destinations want to see the culinary culture of these destinations on site and experience them by looking at the visuals and tastes of their meals. Turkish cuisine, which includes the food cultures of the Seljuk and Ottoman palaces along with the product variety of Anatolian and Asian dishes, has become one of the leading cuisines in the world. This study has been prepared to examine the place of the culinary potential of Bayburt in the attraction power of destinations.

## 2. DESTINATION

Destination; It can be defined as a geographical place with historical, cultural and natural attraction, and touristic opportunities and where tourists travel seriously without the aim of earning income or settling (İlban, 2007:5). The concept of destination which Buhalis (2000) emphasizes; It consists of various categorical features such as attraction factors, catering and accommodation establishments, accessibility, touristic trips, various activities and additional supportive services. The concept of destination in the context of travel and tourism sectors; It is defined as the geographical region or place where the community for touristic purposes is located in the ordinary society (Tinsley and Lynch, 2001:372).

Although a destination refers to a geographical region, this word cannot be considered as a geographical region with clearly defined boundaries and legal definitions in the tourism literature.

Defining it as a geographical region is a definition made to reveal its tourism-specific characteristics (Türkey, 2014:2). As a matter of fact, Tekeli (2001:57) defines the destination as a real or a region of the size perceived in the minds. Leiper (1995) defines the concept of destination as a region preferred by individuals in order to evaluate their spare time and to experience their personal characteristics or abilities. Cho (2000) defines it as a place where tourists want to spend time outside of their permanent residence. When the literature is examined, it is seen that the definition of a touristic destination is made frequently, but it seems very difficult to make a clear definition that stands out (Martini, Franch, & Tomassini, 2003). There are many definitions of tourist destinations. Prominent among these definitions are: Tourism destination; It can be defined as a geographical place or region where individuals participating in tourism activities are in the society where they go (Tinsley, 2001).

Davidson (1997) emphasizes that destinations consist of a combination of tourism products that offer a set of intertwined experiences with consumers. Shaw and Morris (2000) define it as geographical places and regions that offer multilateral touristic products to those who participate in the travel event for tourism purposes. Buhalis (2000) classifies the six factors that reveal the basic framework in the evaluation of tourism destinations as follows:

- Charms (Natural, man-made and artificial),
- Accessibility (Extensive transport systems, terminals and vehicles),
- Amenities/facilities (Accommodation and catering facilities, travel agents and other services),
- Available Package-tours (Pre-organized tours offered by travel agents and manufacturers),
- Activities (All activities in the destination that the tourist can participate in during his visit),
- Supporting Services (Banking, communication tools, post office, etc. all services available to tourists).

### **2.1. The Relationship Between Tourism and Destination**

Destinations are one of the indispensable elements of the tourism event. Although the level of impact differs from region to region, tourism is one of the most critical social and economic activities that affect the development of a destination. Today, where the competitive environment is increasing daily and consumers are more selective, the tourism industry is also under great pressure (Özdemir, 2014:9). The fact that the tourism sector can support the socio-economic development of the destinations depends on the administrative decisions taken by the local administrators and businesses regarding the environment of the destinations. In the globalizing world, developing factors other than destinations have an impact on the current development of the region (Pender and Sharpley, 2005:188). The economic dependence of a destination on tourism is due to the fact that tourism is a leading sector in that destination. Therefore, positive or negative developments that may occur in the tourism sector will not only affect the position of that destination within tourism organizations, but also play a role in determining the state of the regional economy. When tourism is only one of many economic activities in a destination, it does not affect the destination's economic situation in a positive or negative sense (Özdemir, 2007:6; Türker and Süzer, 2022).

### **2.2. The Effect of Attractions on Destination Selection**

Attractiveness factors generally refer to the defining characteristics of destinations. Elements such as socio-cultural structure, historical and natural beauties, religious or ethnic structure, flora and fauna structure, urban architectural texture, accommodation and transportation facilities, lifestyle of local people and folkloric values can be effective in the purchasing decision process and

destination preferences (Demir, 2010:1042). Marketing and routine promotional activities in tourism tend to continue in the future (Ritchie, 2002:439). Various factors affecting the competitiveness of a destination have been identified in the tourism literature. The first of the two most important factors are an excellent destination management that can meet the demands and expectations of tourists and increase their satisfaction, and the second is a good brand (Bregoli and Chiappa, 2011:254).

The values perceived by the tourists and the characteristics of the destination are an essential factor in the destination preference of the tourists. These features are; attraction (natural formations, unique structures, cuisine, sea, beach, etc.), transportation facilities, infrastructure and superstructure opportunities (accommodation, eating and drinking, shopping areas, etc.), activities (nightlife, sports opportunities, fairs, etc.), other factors (hygiene, security, hospitality, price, etc.) (Buhalis, 2000:98; Bahar and Kozak, 2005:78; Baldiran, 2006; Mihalko and Ratz, 2007:96). Although the activities that tourists participate in vary according to the type of destination, tourists participate in the following activities in the destinations they visit (Page and Hall, 2003:149):

- Shopping in stylish and luxurious boutiques,
- Visiting museums, art galleries, zoos and botanical gardens,
- Eating in elegant and elegant or exotic restaurants,
- Watching theater plays, concerts, opera and ballet performances,
- Going to discos, bars, cafes and nightclubs,
- Participating in festivals and local events,
- Watching sports competitions,
- Participating in panoramic tours,
- Traveling to the ocean or seaside places,
- To visit historical sites and different architectural structures,
- Traveling and exploring the destination freely.

### **2.3. Local Cuisine as Destination Attraction**

The culinary culture of the destination plays an important role in choosing the destination they will prefer to travel. The nutritional cultures of the societies are closely related to the lifestyles of the people they host. In the kitchen of each region, the preparation, cooking and equipment used can show different characteristics. Tourists coming to Turkey also want to get to know the local Turkish culinary culture, try it, and see the preparation and cooking methods of the dishes closely (Pekyaman, 2008:19).

In recent years, the culinary heritage of a place has started to be used as a tourism product. Gastronomy Tourism is beginning to be one of the most crucial touristic activity experiences demanded by tourists visiting the region (Selwood, 2003:179). Nutrition is one of the indispensable elements of human life. However, the way people live varies according to the culture, geographical structure, economic level, environmental structure and historical process (Baytok et al., 2001:9).

Local cuisine culture has an important place among the products specific to the region visited. Especially, eco-tourists choose a destination because of the reasons such as eating local dishes blended with the culture of the people living in that destination, learning about the dishes specific to that region and gaining experience, and such reasons are preferred. In fact, the fact that there is no opportunity to taste the flavors specific to the destination in another place may be the only purpose of the trip to that place (Güneş et al., 2008:7; Apak and Gürbüz, 2018:336). The abundance of food and beverage sources in terms of variety is one of the main reasons for the richness of Turkish cuisine, which is seen as an essential element of the country's tourism (Maviş,

2003:58). Migration events that started from the lands of Central Asia and progressed to the lands of today's Turkey, the conquest of different countries, and the Anatolian lands, where many civilizations prevailed, have an essential role in the formation of our culinary culture (Aktaş ve Özdemir, 2005:23).

### 3. GASTRONOMY

All civilizations that have emerged from the first ages to the present, and the communities and peoples that have prepared the environment for the formation of these civilizations, have prepared and developed dishes according to the soil and climatic conditions of the place they live (Sandıkçı 2007:6). B.C. starting from the 5th century, the Chinese and Romans were among the first nations to pioneer gastronomy. The principles of gastronomy applied today began to develop in France and Italy during the Renaissance period (Öney 2013:160). The term gastronomy was first used in 1800 in the work of jurist and poet Joseph de Berchoux called "Gastronomy or Man From Field to Table" and settled in the language. This work defines gastronomy as the art of eating qualified food (Özbay, 2017:5).

Gastronomy, which can be defined as "the transformation of food and beverage culture into art and science"; it has become an important factor in the destination preference of individuals who will participate in the trip (Küçükaltan 2009:1). People eat out not only to satisfy their hunger needs, but also to enjoy the view, food, atmosphere and other opportunities and to have a sense of satisfaction (Yüncü 2010:28; Dalahmetoğlu and Avcı, 2021).

#### 3.1. The Relationship between Eating Out and Gastronomy

With the industrial revolution, the strengthening of labor unions has reduced the weekly working time, which was 60-70 hours a week at the beginning of the last century, to 40 hours today. In fact, in some countries, pressures are increasing on employers to reduce this period, taking into account the characteristics of the sector in which they work. In addition, annual paid leaves, national days and holidays that employees have increased the leisure time of people. The increase in leisure time leads people to travel outside of their place of residence and therefore to eat in addition to accommodation (Türksoy, 2015:7). In developing countries; The change in the population in terms of quality and quantity, urbanization, increase in income level, and proportional increase in women's business life have directed the society to products that are easy to consume. Accordingly, increases have occurred in mass consumption places. On the other hand, the structure of consumption has changed with the effect of socio-economic factors such as the growth of sectors such as the tourism sector (Onurlubaş et al., 2001:917).

The idea of opening exceptional restaurants for people to have the opportunity to eat out is a phenomenon that emerged in France at the time of the industrial revolution. Thanks to the industrial revolution, the development of technology and the increase in the number of working people caused people to have less time to cook at home. During this period, excellent restaurants resembling Renaissance palaces or cathedrals were built. The culture of eating outside the home has created a comfortable environment for the working class, entertainment for families, and an opportunity to socialize for young people. For the business world, "lunch break" has been an important opportunity to socialize. Romantic dinners, New Year's Eve, anniversary, birthday dinners have started to move out of the house in this period (Göker, 2011:32).

#### 3.2. Gastronomy Tourism

Gastronomic tourism; it refers to the form of tourism, which consists of travels made by individuals with a special interest in taste to regions that arouse curiosity in line with this interest. Gastronomy tourism is a form of tourism carried out in order to learn the stages of preparation,

presentation and consumption of foods in various culinary cultures, their cuisine, meal arrangements, and eating styles (Long, 2003:21). Hall and Mitchell (2000:10) defined gastronomic tourism as travels to visit food producers and attend food festivals, to eat and get acquainted with the food produced in accommodation establishments and restaurants in some destinations famous for their food. Gastronomy tourism basically refers to a kind of gastronomic activity. Travels of tourists to taste regional food and beverages, to learn and experience the food and drink culture of the region can be evaluated in this context (Çalışkan, 2013:40).

The food of a region has a significant impact on the preference of that region and the experiences of the tourists who come there. The food of a region is among the important elements of attraction such as accommodation, scenery and climate of that region. The sense of tasting and trying different foods can be the main motivation factor of the travel experience, or it can be seen as a secondary purpose of the total experience. Some people travel to taste the flavors of new cuisines (McKercher, Okumuş and Okumuş, 2008:137-138). Gastronomy tourism and rural tourism interaction and activity support each other. With the use of the local food and beverage culture of Turkey, which has a positive image in the world, the attractiveness of rural tourism destinations can be increased. Regardless of the reason why tourists travel, they want to have a unique dining experience (Deveci et al., 2013:31).

### **3.3. Importance of Gastronomy Tourism for Türkiye**

While the concept of food is an element that affects the travel preference for a region or country, it is also a concept that explains the satisfaction that tourists get from their travels. Considering that Turkey is a country with rich opportunities when compared to the countries that come to the fore with its cuisine in the international arena, it has become a necessity to market Turkish cuisine as an element of attraction (Zağralı and Akbaba, 2015:6635).

Turkey is an important country that can be preferred in terms of touristic destination and gastronomy tourism, both with its touristic attraction and its deep-rooted and rich cuisine. Today, with the globalization, the cuisines, food cultures, food and beverage habits and consumption of the countries cause a rapid change. Local flavors are the elements that need to be protected especially. Because there are features in the food of nations with the influence of culture, historical formation and natural existence. Technology and material wealth do not produce a strong culinary culture, this requires time (Gülen, 2017:36). The reason why Turkish cuisine, which is one of the few largest cuisines in the world, has not become an attractive element at the international level, is due to the fact that its diversity cannot be reflected; only some products (such as doner, rice, kebab) are offered to tourists and the lack of educational support. However, Turkish cuisine, which is as rich and diverse as possible, can be transferred to the whole world through the tourism sector and become an important attraction force (Seyitoğlu and Çalışkan, 2014:27).

### **3.4. The Relationship between Destination Marketing and Gastronomy Tourism**

Destination marketing; includes successive activities such as pricing, target market preference, product development, effective distribution channels and product presentation. It is an important point to focus on, as the qualified services produced at the destination increase tourist satisfaction. Destination-based marketing activities strengthen the competitive position of destinations and lead to the development of demand by increasing the recognition of the attraction elements in the region (Bardakoğlu, 2011:68).

UNWTO explains gastronomic tourism as follows; It is all of the experiential activities related to food and beverage for entertainment purposes carried out to destinations famous for their cuisine. These activities are; food shows, gastronomic festivals, food fairs, markets and trips to food production areas are activities to experience local and quality foods (Şahin and Ünver,

2015:64). Gastronomy tourism is an important marketing tool used in the marketing of destinations, as it is a type of tourism that can be carried out in all months of the year. Therefore, the destination benefits from all the opportunities provided by tourism throughout the year. Gastronomy tourism is an important alternative for destinations that cannot benefit from "sea, sun, sand" tourism. Gastronomy tourism creates a unique market by adding significant value to destinations in the creation of touristic destinations (Şahin and Ünver, 2015:66).

Destinations that specialize in gastronomic tourism stand out with more than one food and beverage tour. For example; While wine tourism has developed in many destinations such as England, France, Italy, Australia, America, and South Africa, beer tourism has come to the fore in Canada, and well-known foods such as pizza and spaghetti have come to the fore in Italy. It is known that Turkey stands out with its kebab varieties as a gastronomic product in the world (Arslan, 2010:2-3).

### 3.5. Bayburt Cuisine

Bayburt, one of the important cities of the Black Sea Region, was founded in BC. It is estimated that it was founded around 3000 BC. Bayburt has been ruled by many different nations and tribes throughout history, such as Azzis, Cimmerians, Scythians, Haldis, Medes, Persians, Romans, Umayyads, Byzantines, Seljuks, Akkoyunlus. The Ottomans, who conquered the city and its surroundings in 1514, dominated these lands until 1923, the foundation year of the Republic of Turkey ([www.bayburt.gov.tr](http://www.bayburt.gov.tr), 2022). Located on the Erzurum-Trabzon road connecting Eastern Anatolia to the Black Sea Region, Bayburt has an important potential with its cultural values, history, rich natural resources and geographical location ([www.gezimanya.com](http://www.gezimanya.com), 2022).

## 4. METHOD

### 4.1. The Research Aim

The aim of this research is to measure the effect of the potential of commercial food and beverage businesses in Bayburt center and its districts in promoting local cuisine on tourists as a destination attractiveness factor. To introduce the local cuisine in the businesses operating in the center and districts of Bayburt and to examine the regional cuisine culture by highlighting the gastronomic values. In this direction, a survey study supported by the face-to-face interview method was conducted for commercial food and beverage businesses operating in Bayburt center and its districts. For these purposes, the hypotheses of the research were established as follows:

- H1: In the center of Bayburt and its districts; The habit of eating out in the destination has a significant effect on the gastronomy-culture relationship in the destination.
- H2: In the center of Bayburt and its districts; The habit of eating out in the destination has a significant effect on gastronomy tourism as a destination attraction.
- H3: In the center of Bayburt and its districts; The habit of eating out in the destination has a significant effect on the economic development and gastronomy tourism in the destination.
- H4: In the center of Bayburt and its districts; The relationship between gastronomy and culture in the destination has a significant effect on gastronomy tourism as a destination attraction.
- H5: In the center of Bayburt and its districts; The relationship between gastronomy and culture in the destination has a significant effect on economic development and gastronomy tourism in the destination.
- H6: In the center of Bayburt and its districts; As a destination attraction, gastronomy tourism has a significant effect on economic development and gastronomy tourism in the destination.



## 4.2. The Research Model

In this study, the descriptive method and relational survey model were used. By collecting data without making any changes in the characteristics of the participants in the research, it was tried to get the opinions of the participants about the existing situation. The research model created in accordance with the objectives of the research Figure 1. has also been given.

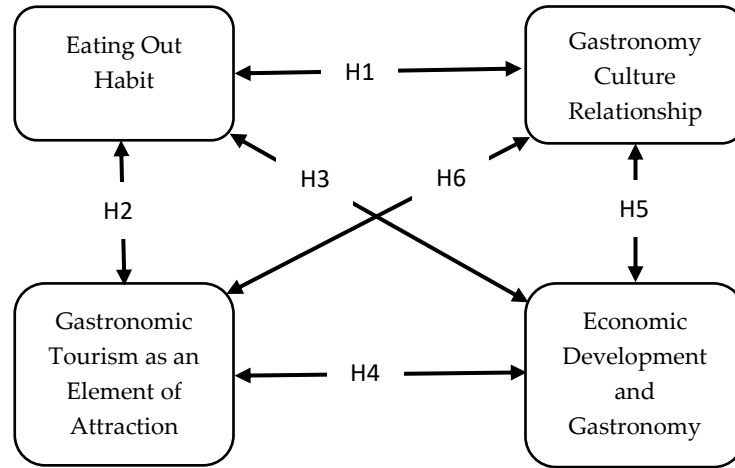


Figure 1. Research Model

## 4.3. The Universe of the Research and the Sampling Process

The universe of the research; It consists of 101 commercial food and beverage businesses operating in the center and districts of Bayburt, in line with the data obtained from Bayburt Municipality and Bayburt Coffee Shops, Hoteliers and Restaurants Chamber of Craftsmen. The sample of the application consists of 93 commercial food and beverage businesses operating in the center of Bayburt and its districts. The survey application was carried out with the help of face-to-face interviews with 93 commercial food and beverage business managers.

## 4.4. Data Collection and Analysis

The questionnaire study, which was supported by the face-to-face interview technique with the managers of food and beverage businesses, consists of two parts. In the first part of the survey, there are questions to determine the general characteristics of food and beverage businesses (type of business, service duration, age range of customers who prefer local foods, service type, customer capacity). In the second part, the survey questions in Göker's (2011) master's thesis were used in order to determine the views on the habit of eating out, the relationship between gastronomy and culture, gastronomy tourism as a factor of attraction, economic development and gastronomy tourism. Propositions in the second part of the questionnaire about the effect of local cuisine as a destination attraction factor; 1- Strongly Disagree, 2- Disagree, 3- Undecided, 4- Agree, 5- Strongly Agree, sorted and evaluated on a 5-point Likert scale. The data obtained from the survey study were evaluated by transferring them to the SPSS 20.0 (Static Packages for the Social Sciences) program and analyzed with statistical methods (Frequency analysis, Correlation analysis, Regression analysis) with the support of experts regarding the study. In addition, the confidence interval in the study was accepted as  $\pm 5\%$  and the Z value was taken as 1.96.

## 5. RESULT

### 5.1. Findings of Commercial Food and Beverage Businesses

As seen in Table 1, when the 93 commercial food and beverage businesses participating in the research in the center and districts of Bayburt are analyzed in terms of type, it is seen that there

are 86% (80) independent businesses. In addition, 14.0% (13) of them were found to be in the type of business connected to the chain business.

**Table 1.** Findings of Commercial Food and Beverage Businesses

Variables		n	%
Business Type	Depends on the Chain Business	17	14
	Independent	26	86
Service Period	1-3 Years	22	23.7
	4-6 Years	33	35.5
	7-10 Years	10	10.8
	11 Years and Above	28	30.1
Service Method	A La Carte	70	75.3
	Table D'Hote	7	7.5
	Self-service	2	2.2
	Open buffet	14	15.1
Customer Capacity	Less than 50 persons	32	34.4
	51-100 persons	24	25.8
	101-150 persons	8	8.6
	151-200 persons	22	23.7
	More than 200 persons	7	7.5

When the enterprises are examined in terms of service period, 35.5% (33) 4-6 years, 30.1% (28) 11 years, 23.7% (22) 1-3 years and 10.8% (10) of the enterprises. It has been observed that it has served for 7-10 years. When the service types of the enterprises are examined, 75.3% (70) Ala Carte service, 15.1% (14) open buffet service, 7.5% (7) Table D'Hote service and 2.2% (2) self-service. Finally, when the customer capacities are examined, 34.4% (32) of the enterprises participating in the survey study have less than 50 people, 25.8% (24) between 51-100 people, 23.7% (22) between 151-200 people, 8%, It is seen that there are 6 (8) enterprises with a customer capacity of 101-150 people and 7.5% (7) more than 200 people.

**Table 2.** Findings of Guests Arriving at Commercial Food and Beverage Businesses

Variables		n	%
Local Food Preference Age in the Business	15-25 Ages	17	18.3
	26-35 Ages	26	28.0
	36-45 Ages	27	29.0
	46-55 Ages	20	21.5
	Over 56	3	3.2

When the age groups of the guests coming to the commercial food and beverage establishments are examined, 29.0% (27) 36-45 years old, 28.0% (26) 26-35 years old, 21.5% (20) 46-55 years old, 18.3% (17) 15-25 years old and 3.2% (3) individuals over 56 years old.

## 5.2. Findings Related to Mean and Correlation Analysis of Research Variables

Pearson correlation coefficients, mean, standard deviation and correlation values of the scales of eating out at the destination, gastronomic culture relationship in the destination, gastronomy tourism as a factor of attraction in the destination, and economic development in the destination and gastronomy tourism scales, which are among the research scales, were calculated. A scale has been developed to interpret the means of research variables. According to the developed scale, "1 - 2.66" indicates low level, "2.67 - 4.33" indicates medium level, and "4.34 - 5" indicates high-level average.

**Table 3.** Mean and Correlation Coefficients

Variables	M	S.d.	(1)	(2)	(3)	(4)
The Habit of Eating Out at the Destination (1)	3.34	0.698	1			
Relation between Gastronomy and Culture in the Destination (2)	3.28	0.848	.375**	1		
Gastronomy Tourism as an Attractive Element in a Destination (3)	3.25	0.772	.543**	.436**	1	
Economic Development and Gastronomy Tourism in the Destination (4)	3.19	0.833	.482**	.272**	.539**	1

M=Mean, S.d=Standard deviation, \*( $p<0.01$ ), \*\*( $p<0.001$ )

In correlation analyses, if  $r>0.70$ , it is accepted that there is a strong relationship between the variables, if  $r = 0.40$  to  $0.70$ , there is a moderate relationship, and between  $r = 0.20$  and  $0.40$ , there is a weak relationship. If  $r < 0.20$  it is called a negligible relationship. According to the scale developed to interpret the scale averages, the average of the scale of eating out at the destination (3.34), the average of the gastronomy culture relationship scale in the destination (3.28), the average of the gastronomic tourism scale as the attraction power in the destination (3.25), and finally the It has been seen that the average of the economic development and gastronomy tourism scale is at a moderate level with an average of.

In the correlation analysis of the mean of the scale of eating out at the destination, at the  $p<0.001$  significance level; It has been observed that there is a moderate positive and significant relationship of .375 between the habit of eating out at the destination and the relationship between gastronomy and culture in the destination. It has been observed that there is a moderate positive and significant relationship of .543 between the habit of eating out at the destination and gastronomy tourism as a factor of attraction in the destination. However, it has been determined that there is a positive and significant relationship of .482 between the habit of eating out in the destination and the economic development and gastronomy tourism in the destination.

In the correlation analysis of the mean of the gastronomy culture relationship scale at the destination, at the  $p<0.001$  significance level; It has been determined that there is a moderate positive and significant relationship of .436 between the gastronomic culture relationship in the destination and the gastronomic tourism as a factor of attraction in the destination, a weak positive and significant relationship of .272 between the gastronomic culture relationship in the destination and the economic development and gastronomy tourism in the destination. Finally, in the correlation analysis of the average of the gastronomy tourism scale as a factor of attraction in the destination, at the  $p<0.001$  significance level; It has been found that there is a positive and significant .539 medium level relationship between gastronomy tourism as an attraction factor in the destination and economic development and gastronomy tourism in the destination.

### 5.3. Findings Related to Regression Analysis

In the regression analysis, firstly, the relationship between gastronomy and culture in the destination, gastronomy tourism as a factor of attraction in the destination, and economic development and gastronomy tourism in the destination were determined as the dependent variables. In contrast, the habit of eating out at the destination was determined as the independent variable. Later, while gastronomy tourism as a factor of attraction in the destination and economic development and gastronomy tourism in the destination was determined as dependent variables, the relationship between gastronomy and culture in the destination was determined as independent variables. Finally, while gastronomic tourism is determined as the dependent

variable as a factor of attraction in the destination, economic development and gastronomy tourism in the destination have been determined as independent variables and the relationship between them has been tried to be determined. While interpreting the regression analysis, the “R” value indicating the relationship between the independent variable and the dependent variable, the “R<sup>2</sup>” value expressing how much of the variance in the dependent variable is explained by the independent variable, and the “F” value, which helps in deciding whether the model is suitable or not. Regarding the beta value, the “t” value was taken. And if the significance level is less than 0.05, the “p” value ( $p \leq 0.05$ ), which means that the variable in question makes a significant contribution to the explanatory power of the model, was taken into account (Altunışık et al., 2010:235-236).

**Table 4.** Regression Analysis Data Of Hypotheses

Dependent variable	Independent variable	$\beta$	R <sup>2</sup>	F	t	p
Gastronomy Culture Relationship	Eating Out Habit	.375	.424	14.871	3.856	0.000*
Gastronomy Tourism as an Attractive Element in the Destination	Eating Out Habit	.543	.295	38.036	6.167	0.000*
Economic Development and Gastronomy Tourism in the Destination	Eating Out Habit	.482	.232	27.499	5.244	0.000*
Gastronomy Tourism as Destination Attraction	Relation between Gastronomy and Culture in the Destination	.436	.190	21.386	4.425	0.000*
Economic Development and Gastronomy Tourism in the Destination	Relation between Gastronomy and Culture in the Destination	.272	.074	7.261	2.695	0.008*
Economic Development and Gastronomy Tourism in the Destination	Gastronomy Tourism as an Attractive Element in a Destination	.539	.290	37.188	6.098	0.000*

\*( $p < 0.01$ )

According to the results of the regression analysis on the effect of individuals' eating out habits on the gastronomic culture relationship, it was concluded that eating out habits explained approximately 42% of the gastronomy culture relationship ( $R^2$ : .424) and was at a statistically (F: 14.871;  $p$ : .000). According to the t-Test results explaining the significance of the coefficients in the regression analysis; it is understood that the eating habits of individuals are an important variable that affects the relationship between gastronomy and culture in the destination (t: 3.856;  $P$ : .000).

Approximately 42% of the relationship between gastronomy and culture in the destination is explained by the habit of eating out. In addition, the positive value of the Beta coefficient (.375) indicates that this effect is a positive one. When evaluated from this point of view, **H1**: In Bayburt center and its districts; The hypothesis that the habit of eating out in the destination has a significant effect on the gastronomy-culture relationship in the destination has been accepted.

According to the results of the regression analysis on the effect of individuals' eating out habits on gastronomy tourism as an attraction force in the destination, it was concluded that eating out habits explained approximately 29% of gastronomy tourism as an attraction force in the destination ( $R^2$ : .295) and it was at a statistically significant level. (F:38.036;  $p$ : .000). According to the t-Test results explaining the significance of the coefficients in the regression analysis; It is seen

that the eating habits of individuals are an important variable that affects gastronomy tourism as a factor of attraction in the destination (t: 6.167; P: .000). About 29% of gastronomic tourism is explained by the habit of eating out, as a factor of attraction in the destination. In addition, the positive value of the Beta coefficient (.543) indicates that this effect is a positive one. When evaluated from this point of view, **H2**: In the center of Bayburt and its districts; The hypothesis that the habit of eating out in the destination has a significant effect on gastronomy tourism as a destination attraction has been accepted.

According to the results of the regression analysis on the effect of individuals' eating out habits on economic development and gastronomy tourism in the destination, it was concluded that eating out habits explained approximately 23% of the economic development and gastronomy tourism in the destination ( $R^2$ : .232) (F:27.499; p: .000). According to the t-Test results explaining the significance of the coefficients in the regression analysis; it is seen that the eating habits of individuals are an important variable that affects the economic development and gastronomy tourism in the destination (t: 5.244; P: .000). 23% of economic development and gastronomic tourism in the destination is explained by the habit of eating out. In addition, the positive value of the Beta coefficient (.482) indicates that this effect is a positive one. When evaluated from this point of view, **H3**: In the center of Bayburt and its districts; The hypothesis that the habit of eating out in the destination has a significant effect on the economic development and gastronomy tourism in the destination has been accepted.

According to the results of the regression analysis on the effect of the gastronomic culture relationship in the destination on gastronomy tourism as a destination attraction power factor, it was concluded that the gastronomy culture relationship in the destination explains 19% of the gastronomy tourism as a destination attraction power factor ( $R^2$ : .190) (F: 21.386; p: .000).

According to the t-Test results explaining the significance of the coefficients in the regression analysis; The relationship between gastronomy and culture in the destination seems to be an important variable that affects gastronomy tourism as a destination attraction power (t: 4.425; P: .000). As a destination attraction, 19% of gastronomy tourism is explained by the gastronomic culture relationship in the destination. In addition, the positive value of the Beta coefficient (.436) indicates that this effect has a positive effect. When evaluated in this sense, **H4**: In the center of Bayburt and its districts; The hypothesis that the gastronomy-culture relationship in the destination has a significant effect on gastronomy tourism as a destination attraction has been accepted.

According to the results of the regression analysis on the effect of the gastronomy culture relationship in the destination on the economic development and gastronomy tourism in the destination, it was seen that the gastronomic culture relationship in the destination explains about 7% of the economic development and gastronomy tourism in the destination ( $R^2$ : .074) (F: 7.261; p: .008). According to the t-Test results explaining the significance of the coefficients in the regression analysis; it is seen that the relationship between gastronomy and culture in the destination is an important variable that affects the economic development and gastronomy tourism in the destination (t: 2.695; P: .008). It is possible to explain about 7% of the economic development and gastronomy tourism in the destination with the gastronomic culture relationship in the destination. In addition, the positive value of the Beta coefficient (.272) indicates that this effect has a positive effect. When evaluated in this sense, **H5**: In the center of Bayburt and its districts; The hypothesis that the gastronomy-culture relationship in the destination has a significant effect on the economic development and gastronomy tourism in the destination has been accepted.

According to the results of the regression analysis on the effect of gastronomy tourism as an attraction power factor in the destination on the economic development and gastronomy tourism

in the destination, it was concluded that gastronomy tourism as the attraction power factor explains 29% of the economic development and gastronomy tourism in the destination ( $R^2$ : .290) ( $F$ : 37.188). ;  $p$ : .000). According to the t-Test results explaining the significance of the coefficients in the regression analysis; It is seen that gastronomy tourism as an attraction power factor in the destination is an important variable that affects the economic development and gastronomy tourism in the destination ( $t$ : 6.098;  $P$ : .000). It is possible to explain 29% of economic development and gastronomy tourism in the destination with gastronomy tourism as a destination attraction factor. In addition, the positive value of the Beta coefficient (.539) indicates that this effect has a positive effect. When evaluated from this point of view, **H6**: In the center of Bayburt and its districts; As a destination attraction, the hypothesis that gastronomy tourism has a significant effect on economic development and gastronomy tourism in the destination has been accepted.

**Table 10.** Acceptance/Disagreement of Research Hypotheses

HYPOTHESES	RESULT
<b>H1</b> : In the center of Bayburt and its districts; The habit of eating out in the destination has a significant effect on the gastronomy-culture relationship in the destination.	ACCEPT
<b>H2</b> : In the center of Bayburt and its districts; The habit of eating out in the destination has a significant effect on gastronomy tourism as a destination attraction factor.	ACCEPT
<b>H3</b> : In the center of Bayburt and its districts; The habit of eating out in the destination has a significant effect on the economic development and gastronomy tourism in the destination.	ACCEPT
<b>H4</b> : In the center of Bayburt and its districts; The relationship between gastronomy and culture in the destination has a significant effect on gastronomy tourism as a destination attraction.	ACCEPT
<b>H5</b> : In the center of Bayburt and its districts; The relationship between gastronomy and culture in the destination has a significant effect on economic development and gastronomy tourism in the destination.	ACCEPT
<b>H6</b> : In the center of Bayburt and its districts; As a destination attraction, gastronomy tourism has a significant effect on economic development and gastronomy tourism in the destination.	ACCEPT

## 6. CONCLUSION, DISCUSSION AND SUGGESTIONS

In this study, which was carried out to examine the regional cuisine culture and contribute to the literature by promoting the local cuisine and highlighting the gastronomic values in the enterprises operating in the center and districts of Bayburt, it is seen that 80 of the 93 enterprises participating in the application are independent enterprises. When the service period of the enterprises subject to the research is examined, it is seen that the enterprises operating between 4-6 years are in the first place with a rate of 35.5%. Then, it is seen that the enterprises operating for 11 years or more are in the second place with 30.1%. For this reason, it can be said that approximately two-thirds of the enterprises are experienced enterprises. When the service forms of the participating enterprises are examined; It was concluded that the vast majority preferred Ala Carte style service (75.3%), followed by open buffet service (15.1%). Considering the customer capacities of the participating enterprises, enterprises with a capacity of less than 50 come first, followed by enterprises with a capacity of 51-100 people, businesses with a capacity of 151-200 people and businesses with other capacities.

When the customers coming to the participating businesses are examined, it is concluded that the age groups that prefer local dishes are the 36-45 age group with 29%, and the 26-35 age group with 28% in the second row. The rate of young people between the ages of 15-25 is only

18.3%. Considering that approximately 12 thousand students are studying in universities and 2 thousand students in boarding schools, it can be said that young people prefer local food and beverage units in the city less. As a result, it can be concluded that they prefer the cafeterias located in the place where they stay.

After examining the characteristics of the commercial food and beverage businesses participating in the research, the reliability of the scale used in the research was analyzed. The average and correlation coefficients between the scales whose reliability was determined were examined and it was determined that the scale averages were moderate and there was a relationship between the habit of eating out in the destination and the gastronomic culture in the destination, gastronomy tourism as a destination attraction, economic development in the destination and gastronomic tourism. In addition, it has been determined that there is a relationship between gastronomy culture in the destination and gastronomy tourism as a destination attraction, economic development in the destination and gastronomy tourism. Finally, it has been determined that there is a relationship between gastronomy tourism as a destination attraction and economic development in the destination and gastronomy tourism.

With the data obtained from the research sample, the characteristics of commercial food and beverage businesses, the habit of eating out in the destination, the relationship of gastronomy culture in the destination, gastronomy tourism as a destination attraction power, and the relations of economic development and gastronomy tourism in the destination were investigated. It can be said that there is no significant difference between the service period of the enterprise in the sector and the scales of the research, and this is due to the fact that the service periods of the enterprises in the research sample are close to each other.

There is a significant difference between the type of service provided by the companies participating in the research and the habit of eating out, but there is no significant difference between the service type and gastronomy culture relationship, gastronomic tourism as a factor of attraction, and economic development and gastronomic tourism. The difference between the type of service provided by businesses and the habit of eating out is due to Ala Carte and Self Service forms. The reason for this is that there is a high desire to eat out in the region and individuals want to prefer their own taste rather than a standard meal.

There is a significant difference between the age groups that prefer the local food served in the establishments and the habit of eating out. Still, there is no significant difference between the age groups that prefer the local food and the gastronomy culture relationship, gastronomic tourism as an attraction factor, and economic development and gastronomic tourism. It has been determined that the significant difference between the age groups who prefer the local food served in the establishments and the eating habits are caused by the 15-25 years old and over 56 years old, 26-35 years old and over 56 years old and 36-45 years old and more than 56 decades old groups. It can be said that the reason for this is that individuals over the age of 56 want to continue the tastes they are accustomed to when they participate in the activity of eating out.

There is a significant difference between the customer capacities of the enterprises participating in the research and economic development and gastronomy tourism. Still, there is no significant difference between the customer capacities of the enterprises and the habit of eating out, gastronomy culture relationship and gastronomic tourism as an element of attraction. The significant difference between the customer capacities of the businesses and economic development and gastronomy tourism is found to be between 101-150 people with less than 50 people, 101-150 people with 51-100 people, 151-200 people with 101-150 people and 101-150 people with 101-150 people. More than 200 people have been found to originate from groups. It can be said that the reason for this is that the type of service and product variety may differ according to

the capacity of the enterprise. At the same time, the number of customers served is an important factor in product quality. The quality of the offered product will also increase the demand for the product and will contribute to the region economically.

The existence of the relationships between the variables that were the subject of the research, which were determined by the correlation analysis, was revealed by the regression analysis in the research analysis section. In the regression analysis carried out to reveal the effect of eating out habit on the gastronomic culture relationship, it was concluded that eating out habit explained approximately 42% of the gastronomy culture relationship and it was statistically significant. In this case, it can be deduced that the habit of eating out is an important factor in terms of gastronomy-culture relationship, and that the commercial enterprises that offer eating out services should increase the importance they attach to the local cuisine and at the same time, the local products should be presented in accordance with the culture of the region. These results are made in the literature; Hobsbawn and Ranger (1983), Şanlıer (2005), Sims (2009), Güler (2010), Hussain et al. (2012), Serçeoğlu (2014), Aksoy and Sezgi (2015), Cömert and Özata (2016), Kargiglioğlu and Akbaba (2016), Şengül and Türkay (2016), Cesur (2017) studies have obtained a supportive result.

In the regression analysis carried out to reveal the effect of eating out habit on gastronomy tourism as an attraction force in the destination, it was concluded that eating out habit explained approximately 29% of gastronomic tourism as an attraction force in the destination and it was at a statistically significant level. As an element of gastronomic tourism, it can be deduced that the habit of eating out is an important factor and that commercial enterprises that offer catering services should create a power of attraction by making product and service differentiation in order to gain competitive advantage, and at the same time, they should support this with good promotion and marketing. In addition, this result; Cohen and Avieli (2004), Harrinton and Ottenbacher (2010), Baran and Batman (2013), Bucak and Araci (2013), and Uygur and Doğan (2013) support the results of their studies.

In the regression analysis carried out to reveal the effect of eating out habit on economic development and gastronomy tourism in the destination, it was concluded that eating out habit explains about 23% of economic development and gastronomy tourism in the destination, and in this case, the effect of eating out in terms of economic development and gastronomic tourism in the destination. It can be deduced that it is an important factor and that the commercial enterprises that provide dining out services should increase the product and service quality by increasing the customer loyalty and enable people to decide to eat out in order to contribute more to the regional economy. In addition, this result; Çetintaş and Bektaş (2008), Göker (2011), Baran and Batman (2013), Bekar and Kılıç (2014), Şahin and Ünver (2015) support the results of their studies.

In the regression analyzes carried out to reveal the effect of gastronomy culture relationship in the destination on gastronomy tourism as a destination attraction power element and on economic development and gastronomy tourism in the destination, and finally the effect of gastronomy tourism as an attraction power element on the economic development and gastronomy tourism in the destination, the gastronomic culture relationship in the destination It has been concluded that gastronomy tourism as a destination attraction factor explains 19% and explains 7% of economic development and gastronomy tourism in the destination, and finally gastronomy tourism as a destination attraction factor accounts for 29% of economic development and gastronomy tourism in the destination. In this case, it can be deduced that policies should be created that will contribute to the regional economy by using gastronomic and cultural values as a factor of attraction. According to the results found in the literature; Correia et al. (2007), Fox (2007), Çalışkan (2013), Cömert and Özkaya (2014), Bekar and Dönmez (2016), Çulha and Dağkiran (2016),



Şengül and Türkay (2016), Aydoğdu and Duman (2017) ), Akyürek and Zeybek (2018) have obtained a supportive result.

According to the results of the propositions; It is seen that there is an intense participation in eating out activities in the center and districts of Bayburt due to the desire to have fun and leisure, to create social unity and to be satisfied with social activities. One of the most important reasons for this is that there is a flow of local and foreign visitors to the businesses operating on the edge of Çoruh in the summer months, and therefore food and beverage businesses are mostly preferred for recreational purposes other than general purposes.

The reason why there is an intense relationship between gastronomy and culture in the center and districts of Bayburt; is due to the fact that the kitchen structures and service forms of the commercial food and beverage businesses in the region are arranged in parallel with the culinary culture of the region. In addition, another reason that positively affects the relationship between gastronomy and culture is the gastronomic diversity created by the influence of the Black Sea and Eastern Anatolia Regions. Local and foreign visitors, who are curious about the taste of the dishes known in the region and the locals, have created a significant relationship between the culture of the region and gastronomy. Especially cabbage soup, fake stuffed, gendime pilaf, ziron, sweet soup etc. are some of these delicacies.

The reason for the intense use of gastronomy as an element of attraction in the center and districts of Bayburt is; The culinary culture of the region is an important promotional tool for the region, and also creates a tourist attraction for the region. With this; The fact that the number of commercial food and beverage businesses that provide local cuisine service, taking into account the tastes and recommendations of their visitors, is higher than the general number, is a factor of attraction for the region.

The reason why gastronomy tourism is an important element in economic development in Bayburt center and its districts; The reason is that the culinary culture of the region drives the tourists who come to the region to shopping intensively. Especially, local products such as walnut pancakes with coconut, milk pastry, ziron and Bayburt ketesi are packaged and offered for sale and are among the products that tourists buy during their visits. In addition to this, the fact that the enterprises providing local cuisine service in the region are more demanded than other food and beverage enterprises and that these types of enterprises earn more than their costs constitute an important element in economic development.

As a result; In line with the findings obtained from the study, it was concluded that gastronomy has an important place among the attraction factors of Bayburt. Therefore, it will be beneficial to provide training on Bayburt cuisine, culinary culture and gastronomic values to the commercial food and beverage businesses operating in the province by the relevant institutions and organizations under the leadership of Bayburt Municipality, Bayburt University and Provincial Culture and Tourism Directorate. In addition, gastronomic educational tours should be provided to Bayburt cuisine and cooks should be encouraged to conduct research on this subject. In addition, a restaurant that serves local dishes can be created as a "brand" and opened to other regions.

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