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Research Article

EVALUATION OF THE TRAVEL MOTIVATIONS OF GASTRONOMY TOURISTS FROM THE PERSPECTIVE OF TOURIST GUIDES

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Abstract

The main purpose of this study is to identify the travel motivations of gastronomy tourists from the perspective of tourist guides. More specifically, the objective is to identify the factors that lead gastronomy tourists to a destination and the reasons why gastronomy tourists prefer a destination. The research also focuses on determining the impact of economic, social, and psychological factors, as well as advertising and promotional activities that encourage gastronomy tourists to travel on travel motivation. Within the scope of the research, the qualitative research method was applied and descriptive phenomenology was adopted as the research design, as the experiences of the tourist guides were used. A data collection instrument suitable for the phenomenological pattern was selected and the semi-structured interview technique was used. In order to identify the tourist guides, the criterion sampling method and the snowball sampling method were used. Seventeen tourist guides were interviewed using these methods. The data obtained from the interviews were subjected to content analysis. In addition, descriptive analyzes were conducted using the analysis program *"Maxqda 20"*. As a result of the analysis, five main themes, twenty-one sub-themes, and one hundred eighty-eight codes were identified. The main themes identified were push factors, pull factors, influencing factors, advertising and promotion factors, and preferred destinations. Experience, festivals and fairs, economic factors, social media tools, and popular sub-themes were found to be the most frequently coded sub-themes. As a matter of fact, the factors that motivate and attract gastronomy tourists to travel, how economic, social, and psychological factors affect gastronomy tourists, and the impact of traditional and social media on travel motivation were found.

Keywords: Gastronomy Tourist, Travel Motivation, Tourist Guide, Qualitative Research, Maxqda.

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Introduction

The phenomenon of eating to live has begun to give way to the phenomenon of living to eat recently. Thus, the understanding of eating has changed (Deveci, Türkmen and Avcıkurt, 2013) and gastronomy has become one of the main components of the tourist experience (Hall, Mitchell and Sharples, 2003; Kivela and Crotts, 2006; Tikkanen, 2007; Harrington and Ottenbacher, 2010; Hall, 2012; Chen, 2013; Björk and Kauppinen-Räisänen, 2016). The desire to experience local flavours and culture has increased in recent years, especially among people with high levels of education and income, and so gastronomy tourism has developed and spread (Bekar, Kılıç and Şahin, 2011).

Gastronomy tourism, which offers new and exciting tastes, pleasures, and smells to its visitors, also offers tourists the opportunity to get to know and learn about the cultures of destinations (Mason and Paggiaro, 2012). Therefore, gastronomy, which is described as a natural destination resource, is supported, described, designed, interpreted, and presented for the demonstration of authentic experiences (Park, Kim and Yeoman, 2019). Local food and beverages are considered as a unique attraction for the development of gastronomy tourism in destinations (Bekar et al., 2011). Traditional tastes have a significant place in the development of gastronomic culture. Groups traveling to various countries as a social activity in order to discover rare foods and beverages found in some destinations have revealed the concepts of *"gastronomy tourist or gastro tourist"* (Hatipoğlu, 2010).

The need for food and beverage, which is considered as one of the most important services that tourists receive during their holiday, represents the food and beverages specific to destinations in tours. Tourist guides are considered as people they can trust on these trips that tourists have not gone or experienced before. Therefore, tourist guides help the guests who participate in the tour to experience the flavors of the region since tourist guides are not only obliged to convey subjects such as art, history, geography, and culture in destinations, but they also play a significant role in the promotion of the region (İrigüler and Güler, 2017).

It is considered a very essential quality for tourist guides to have knowledge about the cuisine or local flavors of the destinations since tourists nowadays want to have knowledge and experience about local products, local events, as well as the history, culture, and nature of destinations. Within this context, it is considered that the tourist guides' knowledge of destinations' culinary cultures, and the transfer of accurate information will be influential in tourists' next travel preferences (Gregorio and Licari, 2006; Mak et al., 2017). In addition, considering that gastronomy tourists are special interest tourists, it is known that these tourist types are the types of tourists who love to spend (Schmantowsky, 2008). Therefore, determination of the travel motivations of gastronomy tourists by tourist guides may increase the possibility of more gastronomy tourists to participate in trips in the future. In this context, it is thought that the study will be particularly significant both in theory and in practice.

Gastronomy tourism is a significant component of the socio-cultural, environmental, and economic structure of a destination, as well as the source of identity formation in post-modern societies (Richards, 2002). However, it is noted that studies on tourists' eating and drinking experiences are still in their infancy (Hall and Sharples, 2003; Kivela and Crotts, 2006; Richards, 2012) and tourists' eating and drinking experiences have not been fully researched (Sthapit, Björk and Coudounaris, 2017). Examining the relevant literature is examined, it is found that there are a limited number of studies on tourists' travel motives (Crompton, 1979; Dann, 1981; Goossens, 2000; Fields, 2002; Quan and Wang, 2004; Tikkanen, 2007; Kim, Goh, and Yuan, 2010; Agyeiwaah et al., 2019). Studies on the determination of gastronomy tourists' travel motivations by tourist guides are not fully found in the literature reviewed. Therefore, the main purpose of this study is to identify the travel motivations of gastronomy tourists from the perspective of tourist guides. Furthermore, the study examined the factors that led gastronomy tourists to destinations, the reasons why gastronomy tourists preferred a destination, that is, the factors of destination attraction. Also, this research tried to determine the effects of the economic, social, and psychological factors that motivated gastronomy tourists to travel, and the impacts of advertising and promotion activities on the travel motivation of gastronomy tourists. In addition, the preference for the qualitative research method in the study and the analysis of the data by collecting the data from the field through *"Maxqda 20"*, a computer software program, revealed the methodological difference of the study. Therefore, it is believed that this study will fill an important gap in the travel motivations of gastronomy tourists in the gastronomy literature and will also serve as a guide for markets targeting gastronomy tourists.

Conceptual Framework

Gastronomy Tourist and Characteristics of Gastronomy Tourists

The participation of tourists in any gastronomy-related activity (festival, workshop, etc.) in a destination is considered as a part of gastronomy tourism. In this case, the consumption of food and beverage, whether for adventure, pleasure, or cultural sharing, turns into a positive experience for tourists to understand the culture of the region (Kalkstein, 2007). The gastronomy tourist is a concept intended to describe the relationship between eating and drinking and tourist-related activities in general (Mitchell and Hall, 2003). Based on the definition of tourist, gastronomy tourist is defined as *"people who have enough free time, desire and financial income to go to another city and/or country from the city they live in, basically with the motive of eating and drinking"* (Hatipoğlu, 2010: 6). Similarly, Long (2010: 21) used the definition for the gastronomy tourist as *"tourists who participate in travel for various purposes or just taste the food of various cultures and experience the service and presentation of these foods, but also have experiences that can make a difference in the eating and drinking culture"*. Öney (2013: 180), who uses the concept of *"gourmet tourist"* instead of a gastronomy tourist, explained this concept as *"a special interest tourist whose urge to travel is primarily formed by her interest in food"*. Like Öney (2013), Üner (2014: 56), who draws attention to the fact that the gastronomy tourist is a special interest tourist, defines this concept as *"special interest tourist participating in gastronomy tourism, which is considered as special interest tourism, satisfying the curiosity of new food and beverage by participating in gastronomic activities, and gaining experiences by participating in gastronomic activities"*.

Gastronomy tourism, which is considered as the combination of taste and travel, has become an activity that offers tourists unforgettable experiences with unique cuisines. Gastronomy tourism is a source of entertainment and an opportunity for tourists to collect beautiful memories. Therefore, eating and drinking is a significant factor for gastronomy tourists when choosing holiday destinations (Sánchez Cañizares and López Guzmán, 2012). Gastronomy tourists are eager to experience authentic food, to obtain information about the origin of food and beverages, and to see and know the people who prepare and serve food and beverages during their travels (Puksi and Leo, 2014).

In the literature, gastronomy tourists are classified according to various characteristics. The first of these classifications is that of Kivela and Crotts (2005). Kivela and Crotts (2005), in their *"Life Model for* G*astronomy Tourism"*, divide gastronomy tourists into four categories based on their foods, meals, attitudes, and preferences as *"recreational, existential, diversionary (various), and experimental"*. Recreational and diversionary gastronomy tourists, as the name suggests, are the types of tourists who participate in such activities to spend their leisure time. Unlike these types of tourists, existential gastronomy tourists consume food not to satisfy their hunger and thirst, but to gain in-depth knowledge of a local or regional culinary culture.

According to the group of existential gastronomy tourists, the holiday reaches its goal when you eat in special restaurants preferred by the locals of the region. These tourists seek out villagers and want to watch food being prepared with care and respect according to tradition. In addition, this type of tourist actively visits farms, attends cooking classes, participates in fruit, vegetable, and wine production and harvesting, visits wine and cheese producers, and wants to go fishing with professional fishermen. These people are especially willing to take a sample of the product or buy it to take home (Kivela and Crotts, 2005).

Experimental gastronomy tourists, on the other hand, usually have a lifestyle of tasting food 'face-to-face'. These tourists look for innovative menus, designer cafes and restaurants, and stylish service. They keep the most up-to-date information on trendy foods, additives, and recipes. They tend to learn about the unique flavours and recipes of the region, to discover the ingredients used, to examine and procure fresh products, and to refine their own tastes by using new products. Tourist food trends change according to the interests of these tourists (Kivela and Crotts, 2005).

Another classification proposed in light of studies on the profile of gastronomy tourist was introduced to the literature by Mitchell, Hall and McIntosh (2000). According to Mitchell et al. (2000), gastronomy tourists are classified into four groups depending on their interest in gastronomy tourism. These are as follows:

- ***High Level of Interest/Participation (Gourmets and Gastronomes):*** This group of tourists are people who examine the gastronomy tourism potential in depth, especially in unexplored or newly developing regions, or who aim to visit the destination for these purposes only. Almost all of the tourist activities of the gastronomy tourists of the first group are related to the eating and drinking in the region.

Individuals who write articles in national or international journals about the places they have experienced and are referred to as gourmets comprise the first group (Mitchell and Hall, 2003).

- ***Moderate Interest/Participation (Enthusiasts):*** Tourists who make up this group are gastronomy tourists who have knowledge and interest in gastronomy tourism, and feel the need to develop and experience various cultures. In addition, gastronomy tourists in this group usually participate in gastronomy tourism activities by taking tours individually or accompanied by expert guides (Zengin, Uyar and Erkol, 2014).
- ***Low Level of Interest/Participation (Tourist):*** Gastronomy tourists included in the first or second group are those who are curious about eating and drinking and make gastronomic trips because they think it will be a different activity. Tourists, who make up this group, visit various food and beverage festivals, fairs, and local markets only as part of a package tour (Akdağ, 2015).
- ***Uninterested or Little Interest (Food Familiarity):*** Tourists in this group are those who visit certain restaurants to meet their food needs without changing before and after the trip, and who consume food and beverages included in the package tour during their holiday (Hatipoğlu, 2014).

Although the classifications that emerged from the researches are different, all of these classifications are the evaluation of tourists for holidays taken for different purposes. The classifications contribute to the development of motivational resources to enhance tourists' dining experience during holidays (Akgöl, 2012).

Travel Motivations of Gastronomy Tourists

Motivation means arousing interest and enthusiasm for doing something (Turkish Language Institution, 2021). When tourists travel, they often try the local dishes of the places they visit. Thus, the local food plays an important role in the tourist experience. For some tourists, enjoying the local cuisine of a culture different from their own is the biggest motivation to travel. Almost all tourists prefer to bring packaged local food to their friends and relatives (Yuan, 2015). According to Fields (2002), meals eaten during the holiday period can have a strong social function as tourists' desire to establish new social relationships and strengthen social ties in the holiday region reveals the interpersonal aspect of meals (Kim, Eves and Scarles, 2009).

McIntosh, Goeldner and Ritchie (1995) stated that there are four motivational categories for gastronomy tourism. These are physical motivation, cultural motivation, interpersonal motivation, status, and prestige motivations. Physical motivation includes factors such as physical and mental activities, playing sports to stay healthy, and pleasure. Cultural motivation is explained as learning more about other cultures, having a sufficient level of knowledge about a country's indigenous people, their lifestyle, music, art, dances, etc. and this makes people happy. Interpersonal motivation is stated as visiting friends and relatives, meeting new people, and having different experiences, and this strengthens people's motivation. Status and prestige motivations, on the other hand, are expressed as personal development, ego strengthening and sensuality, recognition, and attention from others to boost their personal ego (McIntosh et al., 1995).

Boniface (2003) studied the motivational sources of gastronomy tourists in five different dimensions to include the food and beverages that are part of tourism. 1. Concern is for the safety of processed, industrial, global, and commercial foods and beverages. Gastronomy tourists sometimes have the need to celebrate holidays or show their friendship through food and drink. At this point, s/he has the need to separate from traditional and non-routine food. 2. Difference, the indicator of influence and individuality is the presentation of food and beverage as a *"common"* language between holidays and everyday life to attract the attention of others through special food and beverage. 3. Curiosity and desire for knowledge and discovery is to feel anxious about the ingredients of food and beverages, and show superiority over other individuals. 4. The need to feel between the local and the global is to visit the origins of food and the environment to see how and where food is obtained. 5. The need/desire for sensory and tangible satisfaction and experience encompasses the opportunities offered by food and beverage tourism with all its power and effortlessly (Boniface, 2003).

Hall and Sharples (2003) propose to divide gastronomy tourism into four groups because of the special attention given to food as a travel motivation. The classification is based on certain criteria. The first of these criteria, the main reason for traveling to a destination, is related to food. In this context, places such as restaurants, markets, wineries, etc. can be visited. This segment is referred to as gourmet/gastronomy tourism. Second, moderate attention is paid to food-related activities and participation in wider activities at the destination is ensured. This segment is referred to as the concept of food tourism. According to the third criterion, participation in food-related activities is low. The activities are considered as 'something different'.

This segment is referred to as rural/urban tourist. The last classification concerns tourists who have no interest in food or food-related activities (Shenoy, 2005).

Travel motivation affects tourists' propensity to according to their wishes and needs and their choice of destination. In addition, travel motivation is composed of internal and external factors that encourage individuals to participate in the tourism movement. In this context, gastronomy is a significant source of motivation to participate in tourism activities, therefore it is a phenomenon that motivates tourists. From this point of view, it can be stated that travel motivations such as learning about the food culture of a region, area, or country, tasting different flavours, and experiencing local products drive individuals to engage in gastronomy tourism (Wolf, 2006).

McKercher, Okumuş and Okumuş (2008) state that trying different foods is the main travel motivation for some tourists, while it is a secondary travel motivation for other tourists. Wolf (2006), Öney (2013) and Üner (2014) list the travel motivations and experiences that a tourist needs to be qualified as a gastronomy tourist as follows:

- Attending special cooking shows by a successful chef and tasting the prepared dishes,
- Watching cooking competitions,
- Eating at various restaurants,
- Having a dining experience in local restaurants,
- Attending the opening of a restaurant or a special program,
- Participating in gastronomic events such as festivals, fairs, etc. related to food and beverage,
- Tasting food and beverages typical of a particular region,
- Visiting places such as farms, vineyards, gardens, and markets where local products are grown,
- Attending culinary courses where local foods are taught.

The motivational factors that enable tourists to participate in gastronomy tourism and that influence their preferences for eating local food are listed in the above points. In addition to all these studies, Kim and Eves (2012) identified nine different motivational factors for tourists' consumption of local food in their study. These factors are listed as escape from routine, exciting experience, health, learning level, togetherness, authentic experience, prestige, physical environment, and sensory satisfaction. Information about who gastronomy tourists are and where their motivation lie is significant for consumer behavior research. Based on this information, tourism marketers and managers can meet the needs and demands of the gastronomy tourism market and offer a better vision through the effective development of product packages (Smith, 2007).

Methodology

The study attempted to identify the travel motivations of gastronomy tourists from the perspective of tourist guides, and qualitative research methods were used. The qualitative research method was used in an attempt to define, analyze, and interpret the reasons for gastronomy tourists' travel. In order to determine the travel motivations of gastronomy tourists, the research problem was first identified. The question *"What are the factors that motivate gastronomy tourists to travel?"* is the basic research problem. The research was conducted through an exploratory approach in accordance with the nature of qualitative research, and some questions were asked to the participants by considering the purpose and the main problem of the research. The questions addressed to the participants, i.e., the tourist guides, are as follows:

1. What are the factors that cause gastronomy tourists to travel?

2. What are the reasons why gastronomy tourists prefer (are attracted to) a destination?

3. What are the economic, psychological, and social factors that cause gastronomy tourists to travel?

4. What are the effects of advertising and promotion of gastronomic elements on tourists' motivation to travel?

5. What are the popular destinations preferred by gastronomy tourists?

These questions, addressed to the tourist guides, were intended to find an answer to the main problem of the study. In addition to these questions, some demographic questions were asked to learn about gender, age,

marital status, educational level, work experience, work style, foreign language, and registered chamber of tourist guides.

A research design was created to plan word by word how the research would be conducted. The phenomenological pattern was used as a basis, since the objective was to determine the travel motivations of gastronomy tourists by benefitting from the experiences of tourist guides. Thanks to the phenomenological pattern, also called phenomenology, it was possible to obtain detailed information about the identified phenomenon. The travel motivations of gastronomy tourists were identified as a phenomenon and experienced by tourist guides. Phenomenological research is handled in two different ways as descriptive and interpretive (Ersoy, 2017). This study was based on descriptive phenomenology and attempted to uncover what was known about the phenomenon. In other words, unlike interpretative phenomenology, it attempted to describe the phenomenon rather than interpret it.

The data collection tool was determined in accordance with the research design. One of the most appropriate data collection tools for the phenomenological design is the interview. Therefore, a semi-structured interview technique was used in the research in order to elicit personal experiences of the tourist guides. The interview technique was used in the research, and the interview was conducted individually through a meeting between the researcher and the participant. All interviews were conducted face-to-face in the study. Data collection using the interview technique took place between 28.02.2022 and 13.03.2022. The ethics committee permission document required prior to the start of interviews was issued by Nevşehir Hacı Bektaş Veli University dated 21.02.2022 and 2022.02.54. decree/number. Subsequently, an appointment was made by each participant prior to the interview and the interviews were conducted at their designated place and time. The interviews lasted an average of 40 minutes. For each interview, permission was obtained from the participants, and a voice recorder was used. In addition, brief notes were taken on participants' responses to questions during the interview. Interviews were conducted entirely on the basis of participant voluntariness.

In order to determine the participants, i.e., the tourist guides, the criterion sampling method and the snowball sampling method were used, which belong to the purposive sampling methods. In this way, some criteria were established and it became easier to determine the participants. An attempt was made to interview tourist guides who have information about gastronomy tourists, who have ideas about the travel motivations of gastronomy tourists, and who have accompanied a gastronomy tour at least once before, and all these criteria were established. Moreover, after each interview, another tourist guide who met these criteria was asked to the participants and the interviews continued in this way. One of the most important issues in qualitative research is the number of participants. It is important to obtain in-depth information by interviewing a few people rather than meeting with many people. Vagle (2014) states that there is no magic number for the number of participants in phenomenological studies. Therefore, the main focus is on data saturation and adequacy for research (Yıldırım and Şimşek, 2013; Creswell, 2018). In the research, it was found that after the interview with the seventeenth person, the data began to repeat and the interviews were terminated.

In the research, content analysis was used as a strategy for data analysis. Thus, a second revision was made to analyze the data obtained, and the data were studied in detail and systematically. In addition, frequency analysis, which is one of the types of content analysis, was used in the research. Thus, the frequency of occurrence of the themes identified in the research was determined in numerical, percentage, and proportional forms. In order to analyze the data obtained, all data were decoded and transferred to a Word file. Then, the Word file was uploaded into *"Maxqda 20"*, a qualitative data analysis program, and marked as a new project. Using the program, themes and sub-themes were determined and coding began. Both closed and open code systems were used in this phase. In other words, both literature and field data were examined in detail.

Validity and reliability are important aspects in qualitative research. However, other terms are used instead of validity and reliability. Internal validity is referred to as *"credibility"*, external validity is referred to as *"transferability"*, internal reliability is referred to as *"consistency"* and external reliability is referred to as *"confirmability"* (Yıldırım and Şimşek, 2013; Creswell, 2018; Merriam, 2018). In this regard, care was taken to present the research results considering their credibility and ethical conformity. The phenomenon studied in the research was treated in an impartial manner. In addition, the researchers gathered detailed and in-depth information about the phenomenon through personal interviews, confirmed the information obtained and had the opportunity to gather additional information. Detailed information about the tourist guides participating in the research was provided and it was possible to compare the sample with other samples. However, the data collected were reproduced in full detail and a detailed explanation of how the results were obtained was provided. On the other hand, care was taken to present the results in a meaningful and consistent manner.

Using the triangulation technique, interviews were conducted with more than one person and the results were compared. This also allowed readers to relate the research findings to their own experiences and indirectly generalize. Furthermore, bias, misconceptions, and unrealistic data were uncovered during the analysis of the data, and excluded from the analysis. It was concluded that the questions were determined and the results were quite consistent in the research. On the other hand, the raw data obtained during the research were saved and could be studied by others. All this increased the validity and reliability of the research, and the systematic analysis of the data was facilitated by the *"Maxqda 20"* analysis program used.

Results

As part of the research, interviews were conducted with tourist guides and the data obtained were analyzed. First, the demographic data of the tourist guides were presented in a table and the participants were labeled as P1, P2, P3 … P17. Information on gender, age, marital status, education level, work experience, work style, language, and guide chamber was provided for each participant. Then, the identified code system for the travel motivations of gastronomy tourists was presented from the tourist guides' point of view. What should be explained with each code was explained in the next table. All the data obtained in this research, based on a qualitative research method, were revealed through descriptive analysis. Using word frequency analysis, one of the types of descriptive analysis, all the data obtained from the field were examined and the most frequently repeated words were identified based on the word cloud. Then, using the code-sub code-sections model, statistics about each theme and opinions about the participants were included. Table 1 shows the demographic data of the tourist guides who participated in the research.

Table 1. Demographic Characteristics of the Participants

Participant	Gender	Age	Marital Status	Level of Education	Work Experience	Work Style	Language	Guide Chamber
P1	Male	26-35 age	Single	Graduate	6-10 year	Freelance	English	NERO
P2	Female	36-45 age	Married	Graduate	11-15 year	Freelance	English	NERO
P3	Female	26-35 age	Married	Graduate	6-10 year	Freelance	English	NERO
P4	Female	36-45 age	Married	Graduate	16-20 year	Freelance	English	NERO
P5	Female	26-35 age	Married	Undergraduate	6-10 year	Freelance	English	NERO
P6	Male	46-55 age	Married	Graduate	21 years and above	Freelance	English	NERO
P7	Female	26-35 age	Married	Graduate	6-10 year	Freelance	English	TRO
P8	Male	26-35 age	Single	Undergraduate	6-10 year	Freelance	English	İRO
P9	Female	36-45 age	Single	Graduate	6-10 year	Freelance	English	NERO
P10	Female	26-35 age	Married	Graduate	6-10 year	Freelance	English	İRO
P11	Male	26-35 age	Married	Undergraduate	6-10 year	Freelance	English	İRO
P12	Female	26-35 age	Married	Undergraduate	6-10 year	Freelance	English	NERO
P13	Female	26-35 age	Married	Graduate	6-10 year	Freelance	English	ANRO
P14	Male	36-45 age	Single	Undergraduate	11-15 year	Freelance	English	İRO
P15	Female	26-35 age	Single	Undergraduate	11-15 year	Freelance	English	İRO
P16	Male	26-35 age	Single	Undergraduate	6-10 year	Freelance	English	İRO
P17	Female	36-45 age	Single	Graduate	16-20 year	Freelance	English	ARO

Of the 17 participants included in the study, 11 were female and 6 were male. The age range of the participants varied between 26 to 55 years. The participants, most of whom are married, have at least a college degree and have at least 6 years of work experience. All participants are self-employed and practice their profession in English. Although the chambers of tourist guides which they are affiliated with vary, it has been found that the majority of them are registered with Nevşehir Chamber of Tourist Guides (NERO). In addition, apart from NERO, there are registered participants in Istanbul Chamber of Tourist Guides (IRO), Trabzon Regional Chamber of Tourist Guides (TRO), Ankara Chamber of Tourist Guides (ANRO), and Antalya Chamber of Tourist Guides (ARO).

Figure 1. Code System for Gastronomy Tourists

Code System	**188**
Push Factors	0
Curiosity	7
Experience	10
Request	3
Hedonism	5
Seeking Difference/Discovery	7
Seeking Thrill/Adventure	3
Pull Factors	0
Local Culinary Culture	11
Cooking Techniques and Presentation Styles	10
Tools and Equipment Used in the Kitchen	3
Local Products	7
Presence of Local Restaurants	4
Culinary Courses/Workshops	5
Festivals and Fairs	16
Gastronomy Museums	3
Influencing Factors	0
Economic Factors	14
Psychological Factors	13
Sociological Factors	12
Advertising and Promotion Factors	0
Traditional Media Tools	13
Social Media Tools	16
Preferred Destinations	0
Popular	17
Unpopular	9

The code system for the travel motives of gastronomy tourists is shown in Figure 1. In order to establish the code system, first of all, the data obtained from the interviews were decoded. The decoding file is loaded as a project into the Maxqda software program. The main theme, sub-themes, and codes were created using the Maxqda program. As a result, 5 main themes, 21 sub-themes, and 188 codes were identified. The main themes identified were push factors, pull factors, influencing factors, advertising and promotion factors, and preferred destinations. Push factors consisted of sub-themes of curiosity, experience, request, hedonism, seeking difference/discovery, and seeking thrill/adventure. Pull factors included the sub-themes of local culinary culture, cooking techniques and presentation styles, tools and equipment used in the kitchen, local products, presence of local restaurants, culinary courses/workshops, festivals and fairs and gastronomy museums. Influencing factors included sub-themes of economic factors, psychological factors, and sociological factors. Advertising and promotion factors consisted of sub-topics of traditional media tools and social media tools. Finally, preferred destinations included popular and unpopular sub-themes. Explanations of the code system can be found in Table 2.

Table 2. Explanations for the Code System

Main Themes	Sub-themes	Explanations
Push Factors	***Curiosity***	It refers to the effect of tourist's interest in gastronomy on travel motivation.
	Experience	It refers to the effect of the tourist's desire to have a gastronomic experience on travel motivation.

	Request	It refers to the effect of tourist's desire to eat and drink on travel motivation.
	Hedonism	It refers to the effect of tourist's sense of pleasure in gastronomy on travel motivation.
	Seeking Difference/Discovery	It refers to the effect of the tourist's search for gastronomic difference or discovery on travel motivation.
	Seeking Thrill/Adventure	It refers to the effect of the tourist's search for excitement or adventure in gastronomic terms on travel motivation.
Pull Factors	***Local Culinary Culture***	It refers to the effect of the culinary culture of a country, a region, or a place on tourist's travel motivation.
	Cooking Techniques and Presentation Styles	It refers to the effect of cooking techniques and presentation styles of a country, a region, or a place on tourist's travel motivation.
	Tools and Equipment Used in the Kitchen	It refers to the effect of the tools and equipment used in the kitchen of a country, a region, or a place on tourist' travel motivation.
	Local Products	It refers to the effect of the gastronomic products of a country, a region, or a place on tourist's travel motivation.
	Presence of Local Restaurants	It refers to the effect of the presence of local restaurants in a country, a region, or a place on tourist's travel motivation.
	Culinary Courses/Workshops	It refers to the effect of culinary courses/workshops in a country, a region, or a place on tourist's travel motivation.
	Festivals and Fairs	It refers to the effect of festivals, and fairs in a country, a region, or a place on tourist's travel motivation.
	Gastronomy Museums	It refers to the effect of gastronomy museums in a country, a region, or a place on tourist's travel motivation.
Influencing Factors	***Economic Factors***	It refers to the effect of tourist's economic situation on travel motivation.
	Psychological Factors	It refers to the effect of the tourist's being affected by psychological factors on travel motivation.
	Sociological Factors	It refers to the effect of the tourist's being affected by sociological factors on travel motivation.
Advertising and Promotion Factors	***Traditional Media Tools***	It refers to the effect of traditional media tools on gastronomic travel motivation.
	Social Media Tools	It refers to the effect of social media tools on the motivation for gastronomic travel.
Preferred Destinations	***Popular***	It refers to the effect of gastronomically popular

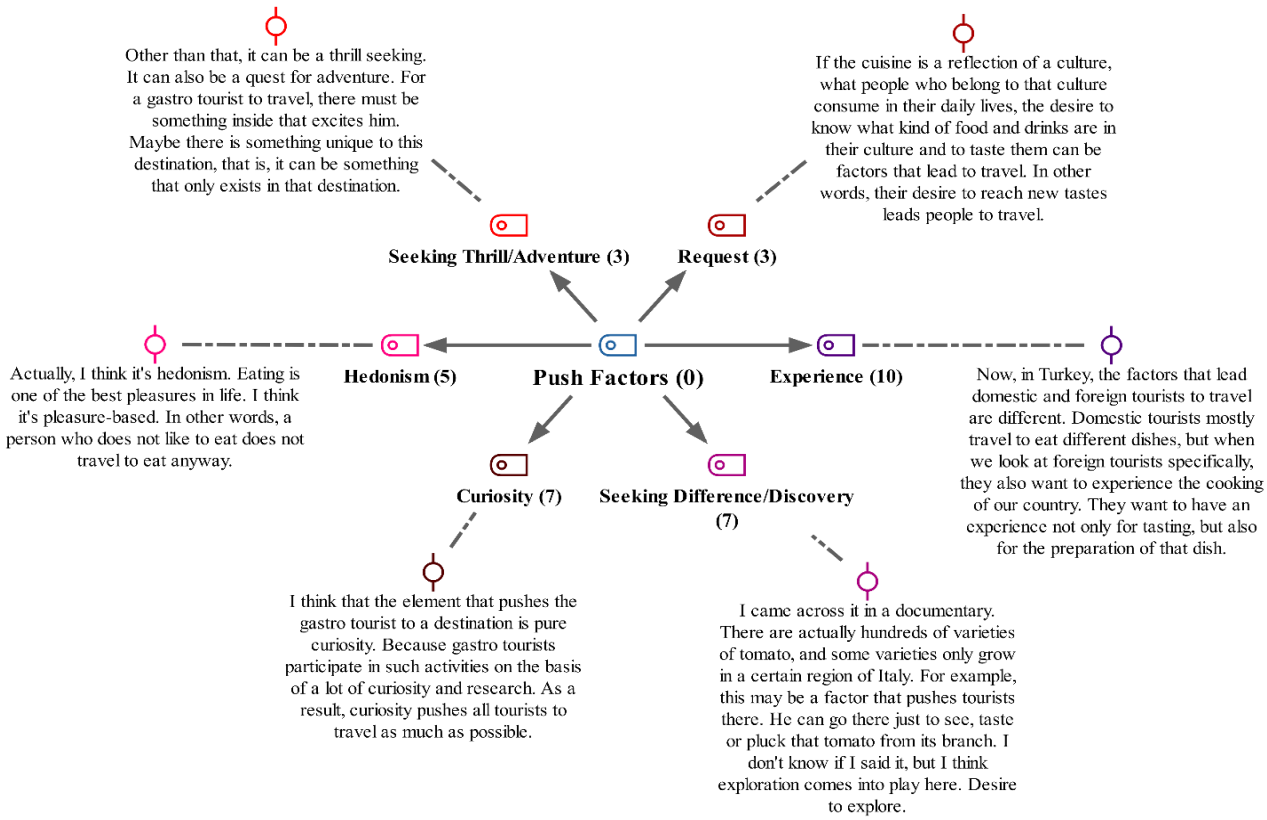
		destinations on tourists' travel motivation.
	Unpopular	It refers to the effect of gastronomically unpopular destinations on tourists' travel motivation.

Descriptive analyzes were performed for the themes in the code system. The MAXDicto module of the Maxqda software program was used to identify the key concepts related to the travel motivations of gastronomy tourists. In order to perform word frequency analysis, all statements of the participants were examined. The minimum number of characters for participants' statements was set at three. Then all words were listed in order. The fact that Turkish is an agglutinative language revealed the necessity of combining words. On the other hand, some words (and, or etc.) were deemed unnecessary and included in the exclusion list. As a result of combining the words and applying the excluded list, a total of 11.958 words and 3.492 word frequencies were found. The frequency of some words was much higher than the others, and the words with the highest frequency were visualized in the word cloud in Figure 2.

Figure 2. Word Cloud for Gastronomy Tourists

In this study, which examined the travel motivations of gastronomy tourists were examined from the perspective of tourist guides, the 50 most frequently repeated words were visualized in a word cloud. Some of the words appeared larger than others. This was related to the frequency of the word. In other words, the size of words is directly related to their frequency. As can be seen in the word cloud, the words with the highest frequency are; gastronomy (298 times), tourist (246 times), eating and drinking (174 times), destination (140 times), travel (120 times), culture (105 times), preference (87 times), tourism (81 times), social (76 times), publicity (75 times), guide (71 times), cuisine (69 times), people (66 times), festival (49 times), and media (44 times). The fact that the research is related to gastronomy tourists, the curiosity about food and drink increases travel motivation, and the opinions of tourist guides about destinations visited for gastronomic purposes led to the repetition of these words more often than others. The word cloud was used to determine how often the words were repeated with high frequency, and through the code-sub code-segment model, which is another analysis, main themes, sub-themes and codes were revealed. The models showing the distribution of tourist guides' views on the travel motivations of gastronomy tourists are shown in Figure 3 and Figure 7.

Figure 3. Model Showing the Distribution of Tourist Guides' Views on Push Factors Code

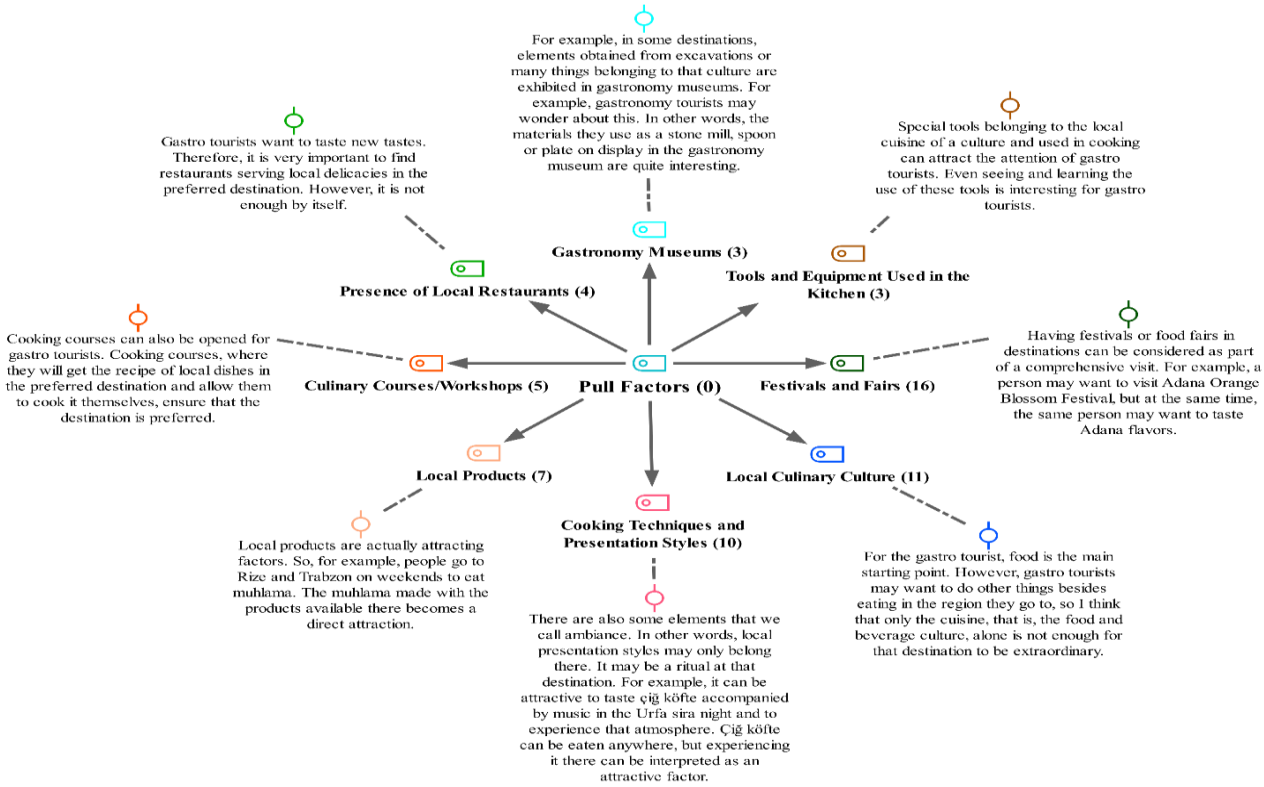


When examining the distribution of the tourist guides' views on the main theme of pushing factors, it was found that the experience sub-theme was coded 10 times, the sub-themes of curiosity and seeking difference/exploration were coded 7 times, hedonism sub-theme was coded 5 times, and the sub-themes of desire and search for excitement/adventure were coded 3 times. In fact, it was identified that the main theme of push factors was coded 35 times. It was found that the push factors, which is an important main theme for the travel motivation of gastronomy tourists, was the third most frequently coded main theme. The results show that the most important reason that motivates gastronomy tourists to travel from the perspective of tourist guides is experience. Participants' views on the main theme of push factors can be found below.

> *"In other words, there is a desire to experience activities that they cannot experience in their daily lives. If you look at it from this perspective, tourists want to immerse themselves in the cuisine of the destinations they visit. For example, a concept like "home cooking" or "cooking tour" has emerged. We have this in Cappadocia. The tourists come and shop at the market. They go to the kitchen with the masters. The master shows what he can do, he does his show. They try to do the same thing. They cook and prepare the meals together. After that, they sit together and eat with pleasure. This event is very common right now and they make big profits. So tourists are willing to pay huge sums of money for this experience."* ***(K6)***

> *"They want to go and explore the cuisines of different cultures more. Gastro-tourists are tempted to discover such original values. For example, let us say that this kebab is prepared in one place or a region. When they know this, they want to try it in that region, in that place. It is this search for discovery that drives gastro tourists. Distances do not matter. They can travel from one end of Turkey to the other just for this purpose."* ***(K16)***

Figure 4. Model Showing the Distribution of Tourist Guides' Views on Pull Factors Code

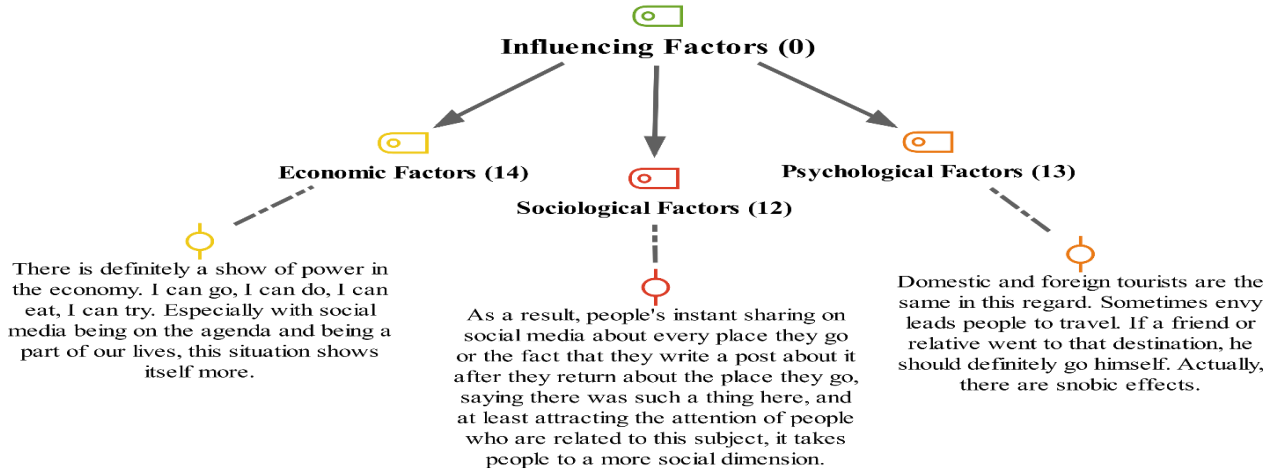


When examining the distribution of tourist guides' views on the main theme of pull factors, it was found that the sub-theme of festivals and fairs was coded 16 times, the sub-theme of culture of local cuisine was coded 11 times, the sub-theme of cooking techniques and presentation styles was coded 10 times, the sub-theme of local products was coded 7 times, the sub-theme of culinary courses/workshops was coded 5 times, the sub-theme of presence of local restaurants was coded 4 times, and the sub-theme of tools and equipment used in the kitchen and gastronomy museums was coded 3 times. As a result, it was found that the main theme of pull factors was coded 59 times. It was found that pull factors, which are an important main theme for the travel motivation of gastronomy tourists, were the most frequently coded main theme. The results reveal that the most important reason that pulls gastronomy tourists to travel is gastronomic festivals, and fairs from the tourist guides' point of view. The participants' views on the main theme of pull factors can be found below.

> *"For example, there is now a gastrofest in Van. The fact that it is held in Van after cities like İzmir, Adana, and Hatay is an attraction factor. I saw it in Emitt. People came to the stalls just to eat. We just went to the Susurluk stand to have a toast. For example, we went to the Afyon stall to eat keşkek. In other words, promotion of the local elements of the destinations should not only be realized through social media, but also through the initiative of local governments. Both the fair and the festival have an impact on promotion. They are all things that lead to travel, that attract to a destination. For example, Emitt has become a place where people both shop and see the promotion. They bought a lot of things. There were people who had never tasted Antep baklava and they had come to taste it."* ***(K7)***

> *"Especially local cuisines, unique cuisines are very beneficial in this respect. In this regard, there are demands from tourists such as street delicacies or extreme dishes. The countries and destinations where these are cooked offer significant benefits to gastro tourists in tourism and tourists make some demands in this regard."* ***(K6)***

Figure 5. Model Showing the Distribution of Tourist Guides' Views on the Influencing Factors Code

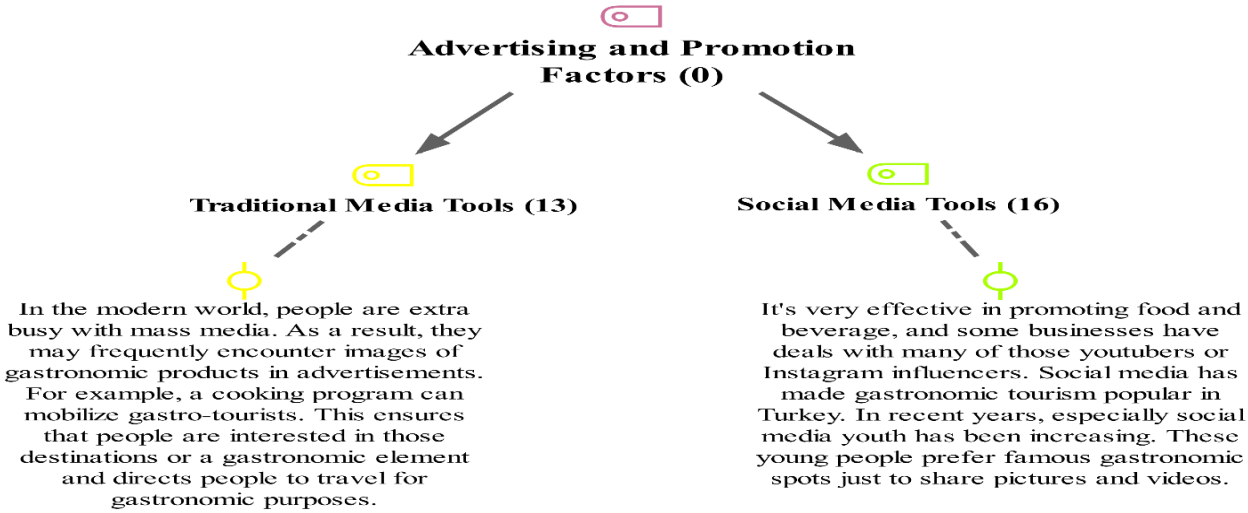


Examining the distribution of the tourist guides' views on the main theme of influencing factors, we find that the sub-theme of economic factors was coded 14 times, the sub-theme of psychological factors 13 times, and the sub-theme of sociological factors 12 times. As a consequence, it was found that the main theme of influencing factors was coded 39 times. Influencing factors, which are an important main theme for the travel motivation of gastronomy tourists, were found to be the second most frequently coded main theme. According to the findings, from the point of view of tourist guides, it has been revealed that the most important factor influencing gastronomy tourists to travel is economic factors. Participants' views on the main theme of influencing factors can be found below.

> *"Of course, among the economic factors, what we call income/material is essential. In other words, in my opinion, any person, no matter what type of tourism it is, not only gastronomy tourism, needs an income in order to realize the tourism event. But of course, this income may differ depending on the type of tourism they participate in. It can also vary according to the economic structure of the destination they choose. Unfortunately, when I think about what the income level should be for a gastro tourist, I can't find a right answer. But I think it should be at least in the middle to upper income group. In other words, among the economic factors, both the financial situation of the person and the economic situation of the destination play a role in the travel process."* ***(K9)***

> *"Having overcome this situation, psychological factors are of great importance, of course. After all, every tourist wants to be satisfied with the trip in which s/he participates. Gastro tourists' desire to try new flavours, their curiosity to cook new dishes, and the resulting pleasure are related to psychological factors. Motivation is obviously very important among the factors that push tourists to travel. Gastro tourists are motivated after their gastronomy experience and are better able to continue their lives. In fact, gastronomy is a passion."* ***(K11)***

Figure 6. Model Showing the Distribution of Tourist Guides' Views on Advertising and Promotion Factors Code

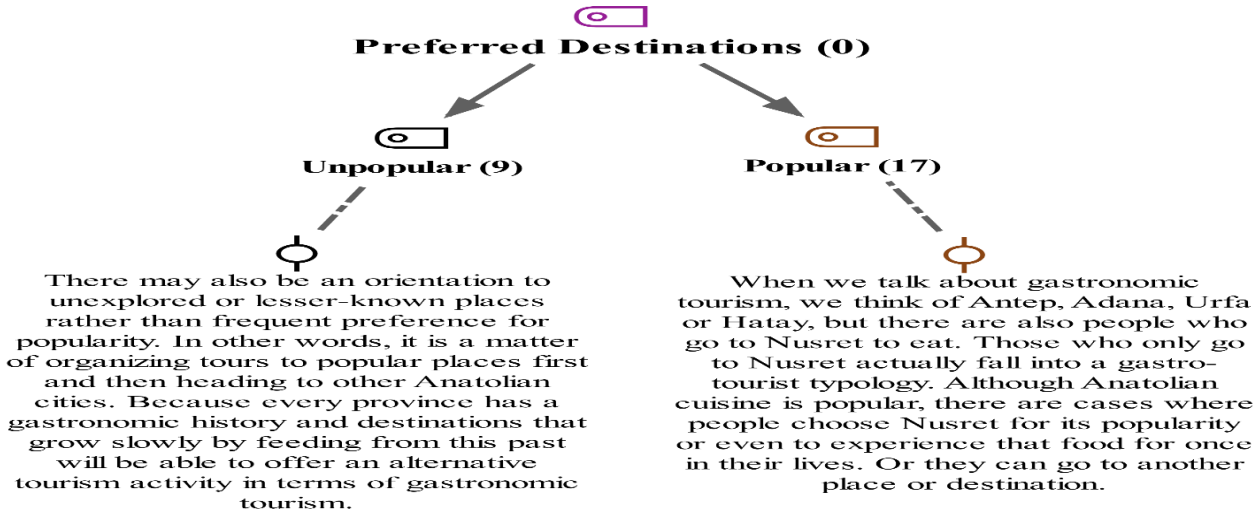


Examining the distribution of the tourist guides' views on the main theme of advertising and promotion factors, we find that the sub-theme of social media tools was 16 times, and the traditional media tools sub-theme was coded 13 times. Finally, it was found that the main theme of advertising and promotion factors was coded 29 times. It was found that advertising and promotion factors, which are an important main theme for the travel motivation of gastronomy tourists, was the fourth most frequently coded main theme. The results show that one of the most important reasons for gastronomy tourists' travel motivation from the tourist guides' point of view is social media tools. Participants' views on the main theme of advertising and promotion factors can be found below.

> *"For example, we used to read the gourmet columns when there was no such thing, right? How do you think Vedat Milör entered our lives? By doing this job. He would go to and eat at any restaurant, then make positive and negative comments about that restaurant and give people tips that way. There were secret gourmets for a while. These themes are even seen in the series. Here are some towns and villages that remained hidden or could not advertise at all, that is, did not have any income to spare for it, thus became famous. There is also one thing, Masterchef, this TV show. I think this TV show encourages people to become gastro tourists because he shoots in some cities, which promotes that city. It arouses curiosity. Actually, cooking shows are something that came to our country much later. Foreign countries did it many years ago."* ***(K5)***

> *"Here, it is very effective in hotel advertising, destination advertising, and food and beverage advertising. Some companies make a deal with most YouTubers or Instagram influencers and they all talk about the same place at once. In fact, it was social media that popularised gastronomy tourism in Turkey. It wasn't known that much, or not everyone felt the need to experience it. Not everyone was sure that I would go to Adana to eat Adana kebab. But now we have come to such a state, or we always talk about Adana and Antep. Black Sea cuisine is the same. What we call muhlama, what some call kuymak, is now being shown so much on social media through Instagram phenomena so much that everyone wants to go and eat it once. Therefore, with the introduction of social media into our lives, everything has taken a strange turn."* ***(K13)***

Figure 7. Model Showing the Distribution of Tourist Guides' Views on Preferred Destinations Code



Examining the distribution of the tourist guides' views on the main theme of preferred destinations, we find that the popular sub-theme was coded 17 times, and the unpopular sub-theme was coded 9 times. In fact, it was found that the main theme of preferred destinations was coded 26 times. The main theme of preferred destinations, which impacts the travel motivation of gastronomy tourists, was the least coded main theme. These results suggest that it was concluded that gastronomy tourists prefer more popular destinations from the perspective of tourist guides and that popular destinations increase tourists' travel motivation more. Participants' views on the main theme of preferred destinations can be found below.

> *"Gastronomy tourism is a newly developing type of tourism in our country. Previously, tours with gastronomic content were organized, but they were not carried out consciously as they are now. There are popular destinations such as Hatay, Adana, Antep, and Urfa. The tour to Kars is very popular under today's circumstances. Kars flavors such as goose, cheddar came to the fore with the Eastern Express. I say that I think more popular places are preferred."* ***(K1)***

> *"Gastro-tourists do not just prefer popular destinations. I think tourists who are trying to become new gastro-tourists prefer popular destinations. In my opinion, these types of tourists are special interest tourists, so they will go where it is most convenient for them to fulfill their purpose. This can be any destination in Anatolia, it does not matter. So it does not have to be popular."* ***(K15)***

Conclusion, Discussion, and Suggestions

In recent years, the great interest in gastronomy has led to an increase in the demand for this type of tourism because gastronomy tourism actually offers a series of enriching experiences to tourists. When it comes to gastronomy tourism, the first thing that comes to mind is eating and drinking activities. However, gastronomy tourism is not limited to eating and drinking. Gastronomy tourism includes many activities such as visiting gastronomic production sites, participating in gastronomic events or activities, learning about local products and harvests, talking, visiting gastronomic museums, watching gastronomic-oriented competitions, and attending gastronomic training courses.

Due to the changing demands and expectations of tourists, it is considered that today they are more likely to participate in forms of tourism that involve more experiential processes. Therefore, it can be said that gastronomy tourists are currently in a more advantageous position than other types of tourists. Destinations

willing to be at the forefront with gastronomy tourism need motivational sources to attract gastronomy tourists. In this context, this study aims to identify the travel motivations of gastronomy tourists from the perspective of tourist guides, because the tourist guide is the ambassador who interacts and communicates with tourists who prefer the destination.

As part of the objective, interviews were conducted with the tourist guides, they were asked what could be the effective motivation sources of gastronomy tourists in their trips, and the data obtained were subjected to content analysis in the program *"Maxqda 20"*. Five main themes and twenty-one sub-themes were found in the content analysis. The five main themes identified were push factors, pull factors, influencing factors, advertising and promotion factors, and preferred destinations. Under the main theme of push factors, there were sub-themes of curiosity, experience, request, hedonism, seeking difference/discovery, and seeking thrill/adventure. Sub-themes of local culinary culture, cooking techniques and presentation styles, tools and equipment used in the kitchen, local products, presence of local restaurants, culinary courses/workshops, festivals and fairs, and gastronomy museums fell under the main theme of pull factors; sub-themes of economic factors, psychological factors, and sociological factors fell under the main theme of influencing factors; sub-themes of traditional media tools and social media tools fell under the main theme of advertising and promotion factors, and under the main theme of preferred destinations there were popular and unpopular sub-themes. Again, as a result of the word frequency analysis, a word cloud was created for the data obtained, and it was found that the most repeated words were gastronomy, tourist, food and beverage, destination, travel, culture, preference, tourism, social and promotion. The fact that the study is about gastronomy tourists, and considering some factors that can be effective for both tourists and destinations led to the frequent repetition of these words. According to the results of the code-sub code-theory model applied in the study, it was found that the push factor most frequently repeated by the tourist guides was experience. Again, it was concluded that the most frequently repeated influencing factors were festivals and fairs; the most frequently repeated influencing factor was economic factors; the most frequently repeated advertising and promotion factor was social media, and the most frequently repeated preferred destination factor was popular destinations.

Theoretical Contribution

It is well known that studies on the tourists' eating and drinking experiences in gastronomy tourism are still in their infancy (Hall and Sharples, 2003; Kivela and Crotts, 2006; Richards, 2012) and tourists' eating and drinking experiences have not been fully researched (Sthapit et al., 2017). In reviewing the relevant literature, it was found that there are limited number of studies that focus on tourists' travel motivations (Crompton, 1979; Dann, 1981; Goossens, 2000; Fields, 2002; Quan and Wang, 2004; Tikkanen, 2007; Kim et al., 2010; Agyeiwaah et al., 2019). Therefore, the fact that this study focuses on the travel motivations of gastronomy tourists contributes to the theory. Also, the identification of push and pull factors for travel motivation, and the inclusion of tourist guides interacting with tourists distinguish this study from other studies (Şimşek and Selçuk, 2018; Akyürek and Kutukız, 2020; Güllü and Atasoy, 2020; Dağdelen and Pamukçu, 2021). Moreover, in the analysis of the interviews conducted in the study, the determination of the code system, the performance of the word frequency analysis, and the use of the code-sub code-segments model can be expressed in the context of both theoretical and methodological contributions.

Practical Contribution

The increasing number of scientific studies conducted in the field of gastronomy tourism makes it necessary to specialize in the field of tourist guidance. The fact that all stakeholders and tourist guides in destinations have information about the factors that make gastronomy tourists travel will prove effective in marketing the tours they prepare for gastronomy tourism. In addition, the creation of gastronomy tours with different price levels for different income groups, taking into account the economic factors, will lead more gastronomy tourists to tourism activities. In terms of destination management, using factors that attract gastronomy tourists in advertising and promotion activities will also influence tourists' preferences. In addition, in the context of the research findings, the fact that tourist guides have their own official social media account and report on the gastronomy tours in which they participate will again draw the attention of gastronomy tourists. In fact, not only the tourist guides but all the stakeholders who benefit from this information and put it into practice are considered as activities to improve gastronomy tourism.

Limitations of the Research and Suggestions for Future Research

The major limitation of this study, which aims to identify the travel motivations of gastronomy tourists, is that only tourist guides were interviewed to identify the travel motivations of gastronomy tourists. The number of

people interviewed during the interview is another limitation of the study. In addition, the use of only the interview technique, which is one of the qualitative data collection methods in the study, posing only five basic questions in the study, and the fact that the interview results were only subjected to content analysis are also among limitations. In light of all these contributions and limitations, suggestions for future studies are made below:

- It is recommended that tourist guides should have information about the travel motivations of gastronomy tourists, that tourist guides should specialize in this subject, and that only tourist guides who have knowledge of gastronomy tourism should go on gastronomy tours.
- Destinations should enrich their tour programs by being aware of the travel motivations of gastronomy tourists.
- It is believed that effective use of social media by all stakeholders in addition to traditional media will be beneficial in today's technology era.
- It is recommended to organize tours not only to popular destinations, but to all destinations that are not popular but rich in culinary culture in Anatolia.
- With the increase of qualitative and quantitative studies on gastronomy tourists, it is recommended to conduct a scaled study that measures the economic, social, and psychological factors that will make an important contribution to the theory, rather than measuring only the push and pull factors.

In addition, as a result of the interviews, it was noted that gastronomy tourism is considered a part of cultural tourism and both types of tourism are considered together and included in tour programs. However, the fact that gastronomy tourism is an alternative form of tourism and that the tourists who participate in this type of tourism are actually special interest tourists should not be ignored. Therefore, it is recommended that all tourism stakeholders be aware of this, and organize tours that focus exclusively on gastronomy tourism.

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