



# JOURNAL OF GASTRONOMY HOSPITALITY AND TRAVEL

2023	Volume 6	Issue 1
<a href="http://www.joghat.org">www.joghat.org</a>		ISSN: 2619-9548
Contents		

**EXAMINATION OF DIGITAL MARKETING PERFORMANCES OF THERMAL HOTELS: THE CASE OF TÜRKİYE** ..... 1-9

**A GASTRONOMIC PRODUCT CANDIDATE FOR GEOGRAPHICAL INDICATION: AYRANCI BURNT YOGURT** ..... 10-23

**TERMAL TURİZM KAYNAKLARININ SÜRDÜRÜLEBİLİRLİĞİ ÇERÇEVESİNDE YEREL PAYDAŞLARIN GÖRÜŞLERİ (LOCAL STAKEHOLDERS' VIEWS ON THE SUSTAINABILITY OF THERMAL TOURISM RESOURCES)** ..... 24-41

**WHAT DOES THE TOURISM PRINT MEDIA SAY ABOUT FESTIVALS? A CASE STUDY ON THE EFFECTS OF FESTIVALS ON TOURISM** ..... 42-58

**THE MEDIATING ROLE OF DESTINATION SATISFACTION IN THE EFFECTS OF SHOPPING ATTRIBUTES ON DESTINATION LOYALTY: THE CASE OF ALANYA** .. 59-73

**SÜRDÜRÜLEBİLİR GASTRONOMİ TURİZMİ: BİR SİSTEMATİK LİTERATÜR TARAMASI (SUSTAINABLE GASTRONOMY TOURISM: A SYSTEMATIC LITERATURE REVIEW)**..... 74-82

**TURİST REHBERLİĞİ VE GİRİŞİMCİLİK (TOUR GUIDING AND ENTREPRENEURSHIP)** ..... 83-95

**THE EFFECT OF METAVERSE TECHNOLOGY ON MEDICAL TOURISM PROCESS**.....96-102

**SAKİN ŞEHİR HAREKETİNİN DESTEKLENMESİNDE ÇEVRESEL KAYGININ DÜZENLEYİCİ ROLÜ (THE MODERATOR ROLE OF ENVIRONMENTAL CONCERN IN SUPPORTING THE CITTASLOW MOVEMENT)** ..... 103-111

**TURİZMDE İNOVATİF BİR ÜRÜN OLARAK KAPSÜL OTELLERİN İNCELENMESİ (EVALUATION OF CAPSULE HOTELS AS AN INNOVATIVE TOURISM PRODUCT)**... 112-130

**EKOLOJİK OTELLERİN ÇEVİRİMİÇİ YORUMLARININ DUYGU ANALİZİ VE ÇOK KRİTERLİ KARAR VERME YÖNTEMLERİ İLE DEĞERLENDİRİLMESİ: ANTALYA ÖRNEĞİ (EVALUATION OF ONLINE REVIEWS OF ECOLOGICAL HOTELS BY SENTIMENT ANALYSIS AND MULTI-CRITERIA DECISION MAKING METHODS: ANTALYA CASE)**.....131-146

**OKUL ÖNCESİ ÇOCUK KİTAPLARINDA KÜLTÜREL MİRAS ÖĞELERİNİN İNCELENMESİ (EXAMINATION OF CULTURAL HERITAGE ITEMS IN PRESCHOOL CHILDREN'S PICTURE BOOKS)** ..... 147-156

**TOPLU YİYECEK ÜRETİMİ GERÇEKLEŞTİREN İŞLETMELERDE FİZİKİ MUTFAK PLANLAMASI (PHYSICAL KITCHEN PLANNING IN BUSINESSES WITH MASS FOOD PRODUCTION)** ..... 157-167

<b>THE RELATIONSHIP BETWEEN SERVICE QUALITY OF ACCOMMODATION ESTABLISHMENTS IN TURKEY AND CUSTOMER SATISFACTION: A META-ANALYSIS STUDY</b> .....	168-179
<b>MENÜDEN ÜRÜN TERCİHLERİNDE TÜKETİCİ ETNOSENTRİZMİNİN GIDA NEOFOBİSİNİN SATIN ALMA NİYETİ VE RESTORAN İMAJININ ETKİLERİ (THE EFFECTS OF CONSUMER ETHNOCENTRISM, FOOD NEOFOBIA, PURCHASE INTENTION AND RESTAURANT IMAGE ON PRODUCT PREFERENCES FROM THE MENU)</b> .....	180-196
<b>TURİSTLERİN YEREL MUTFAK TÜKETİM DEĞERİNİN TUTUM, DESTİNASYON İMAJI VE DAVRANIŞAL NİYET ÜZERİNE ETKİLERİ: HATAY ÖRNEĞİ (THE EFFECTS OF TOURISTS LOCAL CUISINE CONSUMPTION VALUE ON ATTITUDE DESTINATION IMAGE AND BEHAVIORAL INTENTION: THE CASE OF HATAY)</b> .....	197-217
<b>DESTİNASYON DÜZEYİNDE ALGILANAN KALİTE, ZİYARETÇİ MEMNUNİYETİ VE DAVRANIŞAL NİYETLERİN MODELLENMESİ: MANAVGAT ÖRNEĞİ (MODELLING PERCEIVED QUALITY, VISITOR SATISFACTION AND BEHAVIOURAL INTENTIONS AT DESTINATION LEVEL: THE CASE OF MANAVGAT)</b> .....	218-226
<b>ÜNİVERSİTELERDEKİ TURİZM İŞLETMECİLİĞİ BÖLÜMLERİNİN AKADEMİK TEŞKİLATLANMASI: TÜRKİYE'DEKİ AHVAL VE ŞERAİT (ACADEMIC ORGANIZATION OF TOURISM MANAGEMENT DEPARTMENTS IN UNIVERSITIES: TERMS AND CONDITIONS IN TURKEY)</b> .....	227-239
<b>EVALUATION OF SPECIAL DAY MEALS BY LOCAL PEOPLE</b> .....	240-252
<b>ET TÜKETİMİ ve ERKEKLİK İLİŞKİSİ (RELATIONSHIP BETWEEN MEAT CONSUMPTION AND MASCULINITY)</b> .....	253-265
<b>TÜRKİYE'DEKİ GASTRONOMİ VE MUTFAK SANATLARI EĞİTİMİNE GENEL BİR BAKIŞ (AN OVERVIEW OF GASTRONOMY AND CULINARY ARTS EDUCATION IN TURKEY)</b> .....	266-275
<b>YERLİ HALKIN TURİZM ETKİLERİNE YÖNELİK ALGISI: UZUNGÖL'DE BİR ARAŞTIRMA (LOCAL PEOPLE'S PERCEPTION TO THE EFFECTS OF TOURISM: A RESEARCH IN UZUNGOL)</b> .....	276-299
<b>THE MEDIATING ROLE OF TRUST IN MANAGER IN THE EFFECT OF EMPLOYEES' PERCEPTIONS OF TRANSFORMATIONAL AND TRANSACTIONAL LEADERSHIP STYLES ON THEIR SELF-EFFICACY BELIEFS</b> .....	300-318
<b>COĞRAFİ İŞARETLER HAKKINDA YEREL YÖNETİCİ GÖRÜŞLERİNİN ANALİZİ (ANALYSIS OF LOCAL EXECUTIVE OPINIONS ABOUT GEOGRAPHICAL INDICATIONS)</b> .....	319-334
<b>MÜŞTERİ SÖZLÜ SALDIRGANLIĞININ DUYGUSAL TÜKENMEYE ETKİSİ VE DUYGUSAL TÜKENMENİN SONUÇLARI: RESTORAN İŞLETMELERİNDE BİR ARAŞTIRMA (THE EFFECT OF CUSTOMER VERBAL AGGRESSION ON EMOTIONAL EXHAUSTION AND THE CONSEQUENCES OF EMOTIONAL EXHAUSTION: A RESEARCH IN RESTAURANT BUSINESSES)</b> .....	335-348
<b>YETİŞKİN BİREYLERDE RENKERLE YEME ARZUSU İLİŞKİSİNİN ARAŞTIRILMASI (INVESTIGATION OF THE RELATIONSHIP OF COLORS AND EATING DESIRE IN ADULT INDIVIDUALS)</b> .....	349-364
<b>SAFRANBOLU'DAN TAŞKÖPRÜ'YE KUYU KEBABI: BİR GASTRONOMİ ROTASI ÖNERİSİ (KUYU KEBAB FROM SAFRANBOLU TO TAŞKÖPRÜ: A GASTRONOMIC ROUTE PROPOSAL)</b> .....	365-376

<b>MUTFAK KÜLTÜRÜ ENVANTERİNE YÖNELİK YEREL ÜRÜNLERİN ORTAYA ÇIKARILMASI: KÜTAHYA ÖRNEĞİ (UNCOVERING LOCAL PRODUCTS FOR CULINARY CULTURE INVENTORY: THE CASE OF KÜTAHYA)</b> .....	377-392
<b>TARIM VE KIRSAL KALKINMAYI DESTEKLEME KURUMU TARAFINDAN VERİLEN DESTEKLERİN NEVŞEHİR'DE TURİZM SEKTÖRÜNE OLAN ETKİLERİNİN DEĞERLENDİRİLMESİ (ASSESSMENT OF THE EFFECTS OF THE SUPPORT GIVEN BY THE AGRICULTURE AND RURAL DEVELOPMENT SUPPORT INSTITUTION ON THE TOURISM SECTOR IN NEVSEHIR)</b> .....	393-408
<b>YEREL RESTORAN SEÇİM SÜRECİNDE SWARA YÖNTEMİYLE KRİTER AĞIRLIKLARININ BELİRLENMESİ (THE SELECTION PROCESS OF LOCAL FOOD RESTAURANT, DETERMINING THE WEIGHTS OF CRITERIA WITH SWARA)</b> .....	409-417
<b>TURİST KAVRAMINA İLİŞKİN TURİZM ÇALIŞANLARININ METAFORİK ALGILARININ İNCELENMESİ (EXAMINATION OF TOURISM EMPLOYEES PERCEPTIONS REGARDING THE CONCEPT OF TOURIST)</b> .....	418-427
<b>CONSUMER OPINIONS ON THE GASTRONOMIC PRODUCTS PRODUCED WITH ANATOLIA'S WHEAT HERITAGE IZA</b> .....	428-443
<b>KİŞİLİK ÖZELLİKLERİ, PSİKOLOJİK SERMAYE VE GİRİŞİMCİLİK EĞİLİMİ ARASINDAKİ İLİŞKİ: TURİZM LİSANS ÖĞRENCİLERİ ÜZERİNE BİR ARAŞTIRMA (THE RELATIONSHIP BETWEEN PERSONALITY TRAITS, PSYCHOLOGICAL CAPITAL AND ENTREPRENEURIAL TENDENCY: A STUDY ON TOURISM UNDERGRADUATE STUDENTS)</b> .....	444-458
<b>AFET GASTRONOMİSİ KAPSAMINDA GASTRONOMİ VE MUTFAK SANATLARI BÖLÜMLERİ İÇİN AFET DURUMLARINDA MUTFAK YÖNETİMİ DERSİ ÖNERİSİ (KITCHEN MANAGEMENT IN DISASTER SITUATIONS COURSE RECOMMENDATION FOR GASTRONOMY AND CULINARY ARTS DEPARTMENTS WITHIN DISASTER GASTRONOMY)</b> .....	459-471

**Published articles in JOGHAT is INDEXED in following indexes;**

**ULAKBİM Sosyal Bilimler Veri Tabanı – (TR Dizin)**

**ICI – Index Copernicus International**

---

**ASOS – Academia Social Science Index**

---

**DRJI – Directory of Research Journals Indexing**

---

**SIS – Scientific Indexing Services**

---

**EuroPub database**

---

**Bilgindex**

---

**Türkiye Turizm Dizini**

## **Editors**

**Rahman TEMİZKAN (Ph.D.)** [editor@joghat.org](mailto:editor@joghat.org)

Eskisehir Osmangazi University, Faculty of Tourism, Campus of Meselik,  
Odunpazari/Eskisehir, TURKEY

**Duran CANKÜL (Ph.D.)** [editor@joghat.org](mailto:editor@joghat.org)

Eskisehir Osmangazi University, Faculty of Tourism, Campus of Meselik,  
Odunpazari/Eskisehir, TURKEY

## **Editorial Board of Gastronomy and Culinary Arts**

Murat DOĞDUBAY (Ph.D.) Gastronomy and Culinary Arts

Osman Nuri ÖZDOĞAN (Ph.D.) Gastronomy and Culinary Arts

Menekşe CÖMERT (Ph.D.) Gastronomy and Culinary Arts

Alaa Nimer ABUKHALİFEH (Ph.D.) Gastronomy and Culinary Arts

Iva SLÍVAR (Ph.D.) Gastronomy and Culinary Arts

Miju CHOI (Ph.D.) Gastronomy and Culinary Arts

Burhan KILIÇ (Ph.D.) Gastronomy and Culinary Arts

Salih Zeki ŞAHİN (Ph.D.) Gastronomy and Culinary Arts

## **Editorial Board of Hospitality Management**

Roberto MICERA (Ph.D.) Hospitality Management

Mohd Hafiz Mohd HANAFİAH (Ph.D.) Hospitality Management

Qiang YAN (Ph.D.) Hospitality Management

Ahmet KÖROĞLU (Ph.D.) Hospitality Management

Erdoğan EKİZ (Ph.D.) Hospitality Management

Emrah ÖZKUL (Ph.D.) Hospitality Management

Sergiu RUSU (Ph.D.) Hospitality Management

Ozan Emre AKSÖZ (Ph.D.) Hospitality Management

Saloomah TABARI (Ph.D.) Hospitality Management

Cüneyt TOKMAK (Ph.D.) Hospitality Management

Yusuf AYMANKUY (Ph.D.) Hospitality Management

### **Editorial Board of Travel Management and Tour Guiding**

Oğuz DİKER (Ph.D.) Travel Management and Tour Guiding

Özlem KÖROĞLU (Ph.D.) Travel Management and Tour Guiding

Sebahattin KARAMAN (Ph.D.) Travel Management and Tour Guiding

Nick NAUMOV (Ph.D.) Travel Management and Tour Guiding

Lóránt Dénes DÁVID (Ph.D.) Travel Management and Tour Guiding

Yalçın ASLANTÜRK (Ph.D.) Travel Management and Tour Guiding

### **Editorial Board of Recreation Management**

Ali YAYLI (Ph.D.) Recreation Management

Özlem SÜRÜCÜ (Ph.D.) Recreation Management

Detlev REMY (Ph.D.) Recreation Management

Mir Abdul SOFIQUE (Ph.D.) Recreation Management

Alberto Jonay Rodríguez DARIÁS (Ph.D.) Recreation Management

Zelia BREDA (Ph.D.) Hospitality Management

### **Editorial Board of Civil Aviation**

Savaş, S. ATEŞ (Ph.D.) Civil Aviation

Harun YILMAZ (Ph.D.) Civil Aviation

### **English Language Editors**

Davut UYSAL (Ph.D.) Anadolu University

Engin AYTEKİN (Ph.D.) Afyon Kocatepe University

Bircan ERGÜN Afyon Kocatepe University

### **Publisher Address**

Eskişehir Osmangazi University

26480 Odunpazari / Eskisehir, TURKEY

**e-mail:** editor@joghat.org