



JOURNAL OF GASTRONOMY HOSPITALITY AND TRAVEL

2023	Volume 6	Issue 2
www.joghat.org		ISSN: 2619-9548
Contents		

SAĞLIK TURİZMİNDE PAZARLAMA ARACI OLARAK AKREDİTASYON VE KALİTE BELGELERİ: VAKIF VE DEVLET ÜNİVERSİTESİ HASTANELERİ ÜZERİNE KARŞILAŞTIRMALI BİR ARAŞTIRMA (ACCREDITATION AND QUALITY CERTIFICATES AS A MARKETING TOOL IN HEALTH TOURISM: A COMPARATIVE STUDY ON FOUNDATION AND STATE UNIVERSITY HOSPITALS) 472-482

KÜLTÜREL ZEKÂ KAPSAMINDA SOMUT OLMAYAN KÜLTÜREL MİRAS ÖĞELERİNİN DEĞERLENDİRİLMESİ (EVALUATION OF INTANGIBLE CULTURAL HERITAGE ITEMS IN THE SCOPE OF CULTURAL INTELLIGENCE)..... 483-494

ŞARAP KALİTESİNİN BELİRLENMESİNDE YAPAY ZEKÂNIN ROLÜ: MAKİNE ÖĞRENMESİ ALGORİTMALARI ÜZERİNE BİR UYGULAMA (THE ROLE OF ARTIFICIAL INTELLIGENCE IN DETERMINING THE WINE QUALITY: AN APPLICATION ON MACHINE LEARNING ALGORITHMS) 495-507

A REVIEW ON NATIONAL POSTGRADUATE THESES ON MUSEOLOGY IN TURKEY 508-520

TURİZM SEKTÖRÜNDE GERİLLA PAZARLAMA ÖRNEKLERİ VE TÜRKİYE DESTİNASYONU İÇİN ÖNERİLER (EXAMPLES OF GUERRILLA MARKETING IN TOURISM SECTOR AND SUGGESTIONS FOR TURKEY DESTINATIONS)..... 521-534

THE ROLE OF GASTRONOMY TOURISM IN SHAPING DESTINATION BRAND EQUITY: THE CASE OF GAZİANTEP INTERNATIONAL GASTRONOMY FESTIVAL 535-547

EVALUATION OF LOCAL DISHES AS AN INTANGIBLE CULTURAL HERITAGE VALUE IN TERMS OF GASTRONOMY TOURISM: THE CASE OF AYVALIK 548-557

YEREL GIDA İLE MUTFAK KÜLTÜRÜNÜN MENÜ PLANLAMA VE GASTRONOMİK ÇEKİCİLİĞE ETKİSİ (THE EFFECT OF LOCAL FOOD AND CULINARY CULTURE ON MENU PLANNING AND GASTRONOMIC ATTRACTIVENESS)..... 558-582

INVESTIGATION OF GASTRONOMY VALUES IN TERMS OF AUTHENTICITY OF AFYONKARAHISAR PROVINCE IN THE UNESCO CREATIVE CITIES NETWORK 583-592

COVID-19 PANDEMİ SÜRECİNDE, TURİZM FAKÜLTELERİNDE EĞİTİM ALAN ÖĞRENCİLERİN VE EĞİTİM VEREN ÖĞRETİM ELEMANLARININ, ÇEVİRİM İÇİ ÖĞRENME VE ÖĞRETME DENEYİMLERİ (DURING THE COVID-19 PANDEMIC PROCESS, ONLINE LEARNING AND TEACHING EXPERIENCES OF STUDENTS AND TEACHERS IN TOURISM FACULTIES) 593-606

GASTRONOMİ VE AV TURİZMİ; ESKİ TÜRKLERDEN TÜRKİYE'YE AV ETİ VE AV MUTFAĞI (GASTRONOMY AND HUNTING TOURISM; GAME MEAT AND GAME CUISINE FROM ANCIENT TURKS TO TÜRKİYE)..... 607-623

KAHRAMANMARAŞ MERKEZLİ DEPREMLERİN TURİZM SEKTÖRÜNE ETKİSİ VE DEPREM SONRASI ATILMASI GEREKEN ADIMLAR HAKKINDA ÖNERİLER (THE IMPACT OF EARTHQUAKES CENTERED IN KAHRAMANMARAŞ ON THE TOURISM INDUSTRY AND SUGGESTIONS FOR STEPS TO BE TAKEN AFTER THE EARTHQUAKE)

..... 624-635

TÜRKİYE'DE TURİZM ENDÜSTRİSİ ÜZERİNE MARKA İLE İLGİLİ YAZILAN LİSANSÜSTÜ TEZLERİN BİBLİYOMETRİK ANALİZİ (A BIBLIOMETRIC ANALYSIS OF POSTGRADUATE THESES WRITTEN ABOUT THE BRAND ON THE TOURISM INDUSTRY IN TURKEY)

636-644

THE IMPACT OF PROFESSIONALISM ON COMPETITIVE ADVANTAGE THROUGH ORGANIZATIONAL RESILIENCE IN HOSPITALITY BUSINESSES

645-656

JEOTURİZMDE KULLANIM İÇİN NETWORK ANALİZİ İLE CBS TABANLI JEYOYOL DEĞERLENDİRMESİNE İLİŞKİN BİR ÇALIŞMA ÖRNEĞİ (A STUDY CASE OF GIS-BASED GEOROUTE ASSESSMENT FOR USING IN GEOTOURISM WITH NETWORK ANALYSIS).

..... 657-666

ROLE OF TOURISM IN CHANGING OF LOCAL CUISINE: QUALITATIVE STUDY IN ALANYA REGION

667-678

NEVŞEHİR İLİNİN SİMGE GIDA ÜRÜNÜ VE YEMEĞİNİN BELİRLENMESİ (DETERMINATION OF FOOD PRODUCT AND MEAL THAT COULD BE THE SYMBOL OF NEVŞEHİR).....

679-686

TÜRKİYE'NİN GASTRONOMİ-KÜLTÜR TEMALİ TURİZM LOGOSUNUN BELİRLENMESİNE YÖNELİK BİR ARAŞTIRMA (A RESEARCH ON THE DETERMINATION OF TURKEY'S GASTRONOMY-CULTURE THEMED TOURISM LOGO)

687-706

SEFERİHİSAR'DA SU ALTI DALIŞ TURİZMİNE YÖNELİK BİR ARAŞTIRMA (A RESEARCH ON SCUBA DIVING TOURISM IN SEFERİHİSAR)

707-725

ONLINE YİYECEK VE İÇECEK HİZMETLERİNDE TÜKETİCİLERİN TUTUM VE MEMNUNİYETLERİ ÜZERİNE BİR ARAŞTIRMA (A STUDY ON CONSUMERS' ATTITUDES AND SATISFACTION IN ONLINE FOOD AND BEVERAGE SERVICES)...

726-737

TURİST REHBERLERİNİN COĞRAFI İŞARETLİ ÜRÜNLERE YÖNELİK FARKINDALIKLARI (AWARENESS OF TOURIST GUIDES FOR GEOGRAPHICALLY INDICATED PRODUCTS).....

738-755

MEKÂNSAL VATANDAŞLIK DAVRANIŞI ÖLÇEĞİNİN TÜRKÇE UYARLAMA ÇALIŞMASI (THE ADAPTATION STUDY OF PLACE CITIZENSHIP BEHAVIOR SCALE TO TURKISH)

756-766

YÖRESEL YİYECEK-İÇECEKLERİN ÇEVİRİM İÇİ PAZARLANMASI: TRENDYOL, HEPŞİBURADA VE N11 ÖRNEĞİ (ONLINE MARKETING OF LOCAL FOODS AND DRINKS: THE CASE OF TRENDYOL, HEPŞİBURADA AND N11).....

767-779

TÜRKİYE'DE GASTRONOMİ VE MUTFAK SANATLARI BÖLÜM MÜFREDATLARI NE KADAR SÜRDÜRÜLEBİLİR? (HOW SUSTAINABLE ARE GASTRONOMY AND CULINARY ARTS DEPARTMENTS' CURRICULUMS IN TÜRKİYE?)

780-786

TÜRKİYE VE YUNANİSTAN'DAKİ MİCHELİN YILDIZLI RESTORANLARIN İNTERNET SİTELERİNİN İNCELENMESİ (ANALYSIS OF THE WEBSITES OF MICHELIN-STARRED RESTAURANTS IN TURKEY AND GREECE)

787-800

ŞEF ADAYLARININ MESLEKTEKİ İLK YILLARINA İLİŞKİN TUTUMLARINDA, ÖZ YETERLİLİK ve BENLİK SAYGISININ ROLÜ (THE ROLE OF SELF-EFFICIENCY AND SELF-RESPECT IN THE ATTITUDES OF CHIEF CANDIDATES TO THE FIRST YEARS IN THE PROFESSION).....

801-812

SOMUT OLMAYAN KÜLTÜREL MİRAS KAPSAMINDA GEÇMİŞTE GİRESUN İLİNDE OYNANAN ÇOCUK OYUNLARI (CHILDREN'S GAMES PLAYED IN GİRESUN IN THE PAST WITHIN THE SCOPE OF INTANGIBLE CULTURAL HERITAGE)	813-823
GASTRONOMİDE GİRİŞİMCİLİK ARAŞTIRMALARI ÜZERİNE SİSTEMATİK İNCELEME VE TEMATİK SENTEZ (SYSTEMATIC ANALYSIS AND THEMATIC SYNTHESIS ON ENTREPRENEURSHIP RESEARCH IN GASTRONOMY).....	824-839
THE INVESTIGATION OF THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION IN ACCOMMODATION BUSINESSES WITH A META-ANALYTICAL APPROACH	840-855
ÜNİVERSİTE ÖĞRENCİLERİNİN YİYECEK TÜKETİM ALIŞKANLIKLARI ÜZERİNDE BESLENME BİLGİSİNİN ETKİSİ: SİİRT ÜNİVERSİTESİ ÖRNEĞİ (THE EFFECT OF NUTRITION KNOWLEDGE ON FOOD CONSUMPTION HABITS OF UNIVERSITY STUDENTS: THE CASE OF SİİRT UNIVERSITY).....	856-865
ŞANLIURFA MUTFAK KÜLTÜRÜNDE YER ALAN YÖRESEL YEMEKLERİN YİYECEK-İÇECEK İŞLETMELERİ MENÜLERİNDE YER ALMA DÜZEYİ (THE LEVEL OF INCLUSION OF LOCAL FOODS IN ŞANLIURFA CULINARY CULTURE IN THE MENUS OF FOOD AND BEVERAGE BUSINESSES)	866-878
YİYECEK İÇECEK İŞLETMELERİNDE TALEP TAHMİN YÖNTEMLERİNİN UYGULANABİLİRLİĞİ (BUTK İŞLETMELERDE BİR UYGULAMA) (APPLICABILITY OF DEMAND FORECASTING METHODS IN FOOD AND BEVERAGE BUSINESSES (AN APPLICATION IN BOUTIQUE BUSINESSES)	879-891

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

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

Duran CANKÜL (Ph.D.) 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 / Eskişehir, TURKEY

e-mail: editor@joghat.org