Cuisine in Destination Marketing: How Delicious is Your Destination?

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Abstract

Destination marketing, one of the components of destination competitiveness and sustainability, provides opportunities to achieve and ensure destination competitiveness. In this way, cuisine is considered as a reflection of the culture of a country and its people. As a result, there are a great many ways whereby the product is offered as an attraction and a proper marketing tool in a destination. Cuisine can be regarded as a sort of niche or alternative tourism. Because it supplies destination experience, it has been included in travel and tourism business as a new or supportive sector recently. In this study, it is essential to achieve three aims. The first of them is to determine what the tourist's criteria o f destination choice are. ' The second aim of the paper is to determine tourists' perceptions on Ankara, Turkey, especially in relation to destination choice criteria. The third one is to examine the relationship between general consideration and the perception of the tourist about the criteria of destination choice. To evaluate some famous cuisines and restaurant types is aimed as well. In the direction of the aims in the study, a questionnaire form was prepared and applied for tourists. The stage of data collection in the research was carried out during June-August period in 2012. The collected data were analyzed by means of ANOVA. It was found out that the culinary features have had effects on the decision of tourist's destination choice. Additionally, results have revealed that there is a difference between general consideration and the perception on Ankara regarding the criteria of destination choice. It is seen that national and local cuisines are important components in the criteria of destination ch oice as well.

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INTRODUCTION

Travel & Tourism is one of the world's great industries. Not only is it a huge generator of jobs, wealth and economic growth, but it is also a substantial driver of the global economic recovery. In 2011, it was presumed that Travel & Tourism would account for US$6 trillion dollars, or 9%, of global gross domestic product (GDP) and it supports 255 million jobs worldwide, either directly or indirectly. That's almost 1 in 12 of all jobs on the planet (WTTC, Progress and Priorities, 2011-2012).

Destination marketing is a challenging task since there have been multiple stakeholders in each destination, with different aims, agendas and expectations (Buhalis, 2000; Chacko,1997; Faulkner, 1997; Fyall, Callod, & Edwards, 2002; Ritchie & Ritchie, 2002). Destination marketing should not only aim to increase the number of tourists traveling to a region, but also aim to facilitate sustainable tourism development (Okumus, Okumus & McKercher, 2007). Wahab et al. [cit. in Pike, 2004] offered the following definition of tourism destination marketing: the management process through which the National Tourist Organizations and/or tourist enterprises identify their selected tourists, actual and potential, communicate with them to ascertain and influence their wishes, needs, motivations, likes and dislikes, on local, regional, national and international levels, and to formulate and adapt their tourist products accordingly in view of achieving optimal tourist satisfaction thereby fulfilling their objectives.

Governments, researchers and industry have only explicitly recognized the strong relationship between food, culture and tourism since the mid-1990s. While food tourism is a relatively new field of academic enquiry, a growing body of literature suggests that trying authentic food may be an important reason for traveling and, one of the sources of visitor satisfaction (Bessiere, 1998; Boniface, 2003; Long, 2004; Quan & Wang, 2004; Ryan, 1997).

A review of relevant literature, current trends and best practices were conducted to determine and compare the knowledge and perspectives of experts in the areas of food/culinary tourism, destination marketing and destination competitiveness and also to determine the position of food in the tourism field and how to market it as a form of niche tourism (Du Rand & Health, 2006).

One available technique to create an image of 'safe exoticism' is to highlight unique tangible and intangible products and services, with local cuisine(s) as one such potential point of differentiation (Boyne et al., 2003).

Literature Review

Destination product portfolios consist of a variety of tangible and intangible goods and services. Food (including beverage) can form one of the most important of these elements (Okumus, Okumus & McKercher, 2007).

Increased competition for tourists among international destinations has underscored notions of quality and branding value as important factors that can make visiting a place more attractive (Stevens, 1992).

Figure 1. A Conceptual Model of the Destination Product
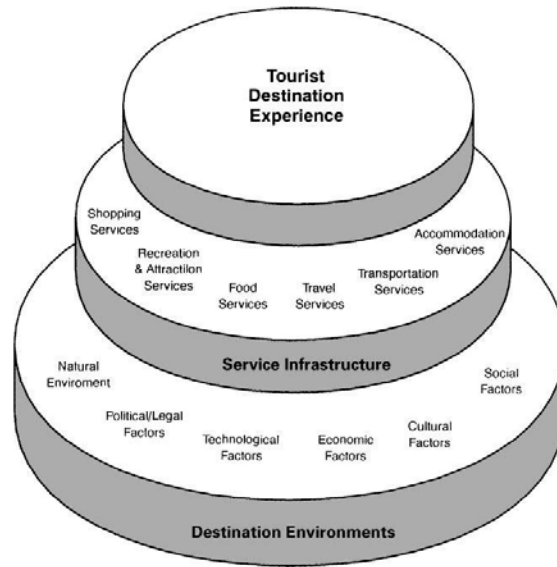
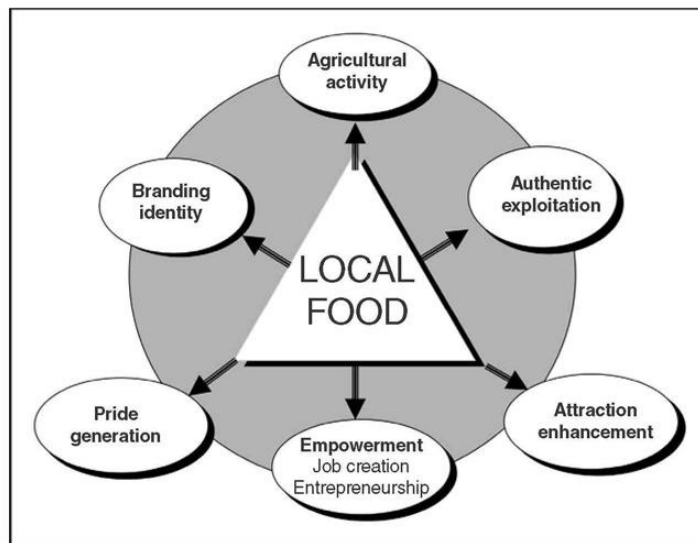**Figure 2. The Contribution of Local Food to S ustainable Development within a Destination**

Food is rarely the key reason for visiting a destination and most often is considered as part of the overall destination experience (Hjalager & Richards, 2002; Long, 2003; Selwood, 2003; DuRand & Heath, 2006). However, it is proper to be offered as an attraction in destinations and used as a marketing tool because of the fact that food is considered as a reflection of countries' culture. Food is becoming one of the most important attractions as tourists' seeknewand authentic experiences and alternative forms of tourism (Boyne *et al.*, 2003; Crouch&Ritchie, 1999; Hjalager&Richards, 2002; Selwood, 2003; DuRand & Heath, 2006). Several authors have underlined that food and wine are the expression of place and how it is used to market a destination (Cohen &

Avieli, 2004; Hall & Sharples, 2003; Handszuh, 2000; Hjalager & Richards, 2002; Long, 2003; Richards, 2002; Wolf, 2002; DuRand & Heath, 2006).

The Current Role of Food in Destination Marketing Strategies

According to Quan and Wang (2003), food tourism holds several implications such as: adding value to agricultural products; providing a theme to build up attractions; utilizing culture of foods as a food related event; incorporating food into mega events; and enhancing the local identity for destination marketing and development, therefore local and regional foods should not be regarded as trivial and ignored in tourism marketing. Regional tourism stakeholders are to a certain extent aware of the importance of food, as 56% of the respondents in the study reported that food is used as a marketing activity or tool in promoting a destination (DuRand & Heath, 2006).

Food related tourism can allow tourists to achieve desired goals of relaxation, excitement, escapism, status, education and lifestyle (Frochot, 2003; Okumus, Okumus & McKercher, 2007). In this context Hu and Ritchie (1993) found that food was the fourth most important feature in the way tourists perceive the attractiveness of a destination, after climate, accommodation and scenery. Similarly, Jenkins (1999) ranked food in the ninth position. Remmington and Yuksel (1998) found that food was the fourth most important contributor to the satisfaction of visitors, and the most important reason why tourists return to Turkey. Elsewhere Yuksel (2001) found that both the first time and repeat visitor commonly regard quality of food as one of the main reasons to go back to Turkey. In a recent study by Enright and Newton (2005) food was found as the second most important attractor for Hong Kong, fourth for Bangkok and fifth for Singapore (quote from Okumus, Okumus & McKercher, 2007).

Methodology of the Study

This study was carried out on inbound tourists who visited Ankara, the capital of Turkey, for different reasons. The sample size was determined as 380 respondents by using (http://www.surveysystem.com/sscalc.htm) formulation. Cluster sampling method was employed for probability sampling. Firstly, the touristic restaurants serving traditional and local foods have been listed.

Two of them (out of 16) have been randomly selected from the basket as the clusters.

Those restaurants were located near the international hotels which attract foreign tourists. The respondents, inbound tourists, have been systematically, randomly and equally selected from those restaurant customers who come first every day of every first week of the month.

To collect data from respondents, a questionnaire form was prepared. The questionnaire includes 16 questions in total. While the first section contains the questions related to demographic features, the second section is focused on the respondents' expectations and perceptions about the key factors in destination choices. And the third one comprises in the evaluation of restaurants and some famous cuisines. The forms of questionnaire were filled via face to face interview technique by the interviewers.

The scale of the study was developed by using DuRand, Heats and Alberts (2003) paper. The scale was prepared in the form of five and four point Likert scale. In order to ensure the reliability of the scale, the Cronbach Alpha coefficient was calculated and found that it's $\alpha: 0, 8793$. These results display that the reliability of the scale is high enough. T and ANOVA tests were employed in order to analyze the collected data.

Findings

Table 1. The Demographics of Respondents

Nationality	n	%	Age	n	%
American	78	20.5	20-29	69	18.2
German	88	23.2	30-39	112	29.5
Italian	83	21.8	40-49	123	32.4
Russian	61	16.1	50-59	44	11.6
Chinese	70	18.4	60 and Above	32	8.4
Total	380	100	Total	380	100
Educational Level	n	%	**Purpose of Visit**	n	%
College/degree	49	12,9	Pleasure trip	50	13,2
High school	66	17,4	Convention	42	11,1
Undergraduate	44	11,6	Business	250	65,8
Graduate and beyond	221	58,2	Events/festivals	38	10,0
Total	380	100,0	Total	380	100,0
Income	n	%	**Important Factors for Destinations choice**	n	%
Less than 1000 $	30	7,9	Cuisine	130	34,2
1000-2000 $	59	15,5	Historical sides	78	20,5
2001-3000 $	27	7,1	Social life	59	15,5
3001-4000$	120	31,6	art and artistic events	71	18,7
More than 4000 $	144	37,9	architectural feature	42	11,1
Total	380	100,0	Total	380	100,0

The distribution of the participants in terms of the nationality, education age, income, reasons of journey and important factors affecting the choice of destination are as follows;

According to the table 1, most of the participants are the German (23.2 %). It is followed by the Italian (21.8%). The participants' age ranges from 40 to 49 (32.4%). It is followed 30-39 age group (29.5%). Among the purpose of their journey, first of all business comes out (65.8%), whichcan be related to being the capital of Turkey. Secondly it is showed that Ankara is visited for pleasure. The third reason of journey is convention. When it is considered that Ankara has a significant base on being the centre of convention and meeting among the cities of Turkey, this rate is not supposed to be surprising.

In the distribution of the participants in terms of education status, more than half of the participants consist of people with high education level. The graduate and beyond make up the majority of all (58.2%). The second highest percent is followed by people with a high school degree.

According to the Table 2, the distribution of the general consideration of the criteria of destination choice is as follows: While deciding which destination is best, the participants firstly take into consideration the components of security and safety with the mean of 4.16. It is followed by accommodation, historical points of

interest, authentic weather friendly locals/staff factors. In other words they have accepted that all these elements are quite important and necessary during destination evaluation process. National cuisine and local cuisine is accepted as neither important nor unimportant factors in destination evaluation.

Also shopping service, recreation and attraction service, travel service, transportation service, natural environment, political/legal factors, technological factors, economic factors, cultural factors, social factors, security and safety, night life, value for money, art/culture, rest/relaxation and familiarity factors' mean is close to each other and they aren't seen important factors as much as security and safety, accommodation, historical points of interest, authentic weather friendly locals / staff factors.

Table 2. The Distribution of the Destination Choice Criteria

	strongly unimportant		unimportant		neither important nor unimportant		important		Strongly important		Total		Mean
	n	%	N	%	n	%	n	%	N	%	n	%	
shopping service	39	10,3	39	10,3	84	22,1	118	31,1	100	26,3	380	100,0	3,53
recreation and attraction service	0	0	47	12,4	76	20,0	171	45,0	86	22,6	380	100,0	3,78
national cuisine	0	0	32	8,4	94	24,7	166	43,7	88	23,2	380	100,0	3,82
local cuisine	0	0	36	9,5	83	21,8	156	41,1	105	27,6	380	100,0	3,87
travel service	0	0	38	10	98	25,8	160	42,1	84	22,1	380	100,0	3,76
transportation service	0	0	31	8,2	83	21,8	146	38,4	120	31,6	380	100,0	3,93
accommodation services	0	0	32	8,4	62	16,3	138	36,3	148	38,9	380	100,0	4,06
natural environment	0	0	40	10,5	74	19,5	135	35,5	131	34,5	380	100,0	3,94
political/legal factors	0	0	60	15,8	114	30,0	121	31,8	85	22,4	380	100,0	3,61
technological factors	19	5	31	8,2	132	34,7	135	35,5	63	16,6	380	100,0	3,51
economic factors	23	6,1	47	12,4	84	22,1	133	35,0	93	24,5	380	100,0	3,59
cultural factors	0	0	32	8,4	81	21,3	163	42,9	104	24,4	380	100,0	3,89
social factors	0	0	0	0	144	37,9	164	43,2	72	18,9	380	100,0	3,81
security and safety	0	0	0	0	90	23,7	140	36,8	150	39,5	380	100,0	4,16
night life	0	0	89	23,4	69	18,2	147	38,7	75	19,7	380	100,0	3,55
value for money	0	0	0	0	121	31,8	146	38,4	113	29,7	380	100,0	3,98
friendly locals / staff	0	0	20	5,3	77	20,3	160	42,1	123	32,4	380	100,0	4,02
Authenticity	0	0	0	0	81	21,3	194	51,1	105	27,6	380	100,0	4,06
art/culture	0	0	0	0	94	24,7	192	50,5	94	24,7	380	100,0	4,00
historical points of interest	0	0	0	0	89	23,4	174	45,8	117	30,8	380	100,0	4,07
rest / relaxation	0	0	24	6,3	78	20,5	148	38,9	130	34,2	380	100,0	4,01
Weather	0	0	0	0	115	30,3	131	34,5	134	35,3	380	100,0	4,05
Familiarity	0	0	28	7,4	86	22,6	126	33,2	140	36,8	380	100,0	3,99

Table 3. Destination Choice by Nationalities

The Criteria of Destination Choice	Nations	N	Mean	Std. Deviation	F	Sig
Shopping service	American	78	2,95	1,080		
	German	88	3,19	1,267		
	Italian	83	3,90	1,358		
	Russian	61	3,66	1,237	11,697	,000
	Chinese	70	4,04	,984		
	Total	380	3,53	1,265		
Recreation and attractive service	American	78	3,51	,977		
	German	88	3,68	1,034		
	Italian	83	4,14	,783		
	Russian	61	3,54	,697	7,154	,000
	Chinese	70	3,97	,947		
	Total	380	3,78	,935		
National cuisine	American	78	4,09	,900		
	German	88	3,69	,807		
	Italian	83	4,00	,765		
	Russian	61	3,90	,978	8,338	,000
	Chinese	70	3,37	,837		
	Total	380	3,82	,885		
Local cuisine	American	78	3,99	1,111		
	German	88	3,76	,711		
	Italian	83	3,81	,969		
	Russian	61	3,84	1,003	,939	,441
	Chinese	70	3,97	,816		
	Total	380	3,87	,927		
Travel service	American	78	3,60	1,036		
	German	88	3,63	,901		
	Italian	83	4,01	,707		
	Russian	61	3,75	,925	2,822	,025
	Chinese	70	3,83	,916		
	Total	380	3,76	,908		
Transportation service	American	78	3,95	,924		
	German	88	3,60	,865		
	Italian	83	4,22	,750		
	Russian	61	4,10	,943	5,621	,000
	Chinese	70	3,86	1,053		
	Total	380	3,93	,927		
Accommodation service	American	78	4,21	,873	2,646	,033
	German	88	3,89	,988		
	Italian	83	4,23	,860		
	Russian	61	4,10	1,012		
	Chinese	70	3,87	,947		
	Total	380	4,06	,943		
Natural environment	American	78	3,90	,961		
	German	88	3,77	1,025		
	Italian	83	4,19	,862		
	Russian	61	3,85	,946	2,229	,065
	Chinese	70	3,97	1,063		
	Total	380	3,94	,979		

Political / legal factors	American	78	3,28	1,056		
	German	88	3,23	,854		
	Italian	83	3,88	1,005	10,767	,000
	Russian	61	4,02	1,103		
	Chinese	70	3,77	,726		
	Total	380	3,61	1,002		
Technological factors	American	78	3,31	1,199		
	German	88	3,40	,953		
	Italian	83	3,67	,912	1,877	,114
	Russian	61	3,52	1,074		
	Chinese	70	3,64	,948		
	Total	380	3,51	1,023		
Economic factors	American	78	3,50	1,246		
	German	88	3,26	1,150		
	Italian	83	3,83	1,124	5,252	,000
	Russian	61	4,02	1,103		
	Chinese	70	3,47	1,018		
	Total	380	3,59	1,160		
Cultural factors	American	78	3,69	1,010		
	German	88	3,89	,685		
	Italian	83	3,94	1,004	2,137	,076
	Russian	61	4,13	,806		
	Chinese	70	3,86	,937		
	Total	380	3,89	,902		
Social factors	American	78	3,88	,897		
	German	88	3,78	,513		
	Italian	83	3,67	,627	1,411	,230
	Russian	61	3,80	,813		
	Chinese	70	3,93	,786		
	Total	380	3,81	,731		
Security and safety	American	78	4,01	,712		
	German	88	4,23	,867		
	Italian	83	4,14	,701	3,037	,017
	Russian	61	4,00	,796		
	Chinese	70	4,39	,767		
	Total	380	4,16	,780		
Night life	American	78	3,35	1,055		
	German	88	3,02	,982		
	Italian	83	3,92	1,084	11,715	,000
	Russian	61	3,87	,806		
	Chinese	70	3,71	1,009		
	Total	380	3,55	1,055		
Value for money	American	78	3,90	,831		
	German	88	3,78	,651		
	Italian	83	4,05	,795	2,803	,026
	Russian	61	4,15	,813		
	Chinese	70	4,09	,812		
	Total	380	3,98	,785		
Friendly locals / staff	American	78	3,83	,918		
	German	88	3,98	,871		
	Italian	83	3,94	,954	3,290	,011
	Russian	61	4,33	,676		
	Chinese	70	4,09	,737		
	Total	380	4,02	,859		

Authenticity	American	78	4,21	,691		
	German	88	3,88	,658		
	Italian	83	3,98	,680	3,479	,008
	Russian	61	4,18	,646		
	Chinese	70	4,14	,767		
	Total	380	4,06	,698		
Art / Culture	American	78	3,94	,744		
	German	88	3,92	,731		
	Italian	83	4,16	,573	1,795	,129
	Russian	61	4,07	,750		
	Chinese	70	3,93	,709		
	Total	380	4,00	,704		
Historical points of interest	American	78	4,14	,659		
	German	88	3,99	,719		
	Italian	83	4,14	,767	1,364	,246
	Russian	61	3,93	,655		
	Chinese	70	4,14	,839		
	Total	380	4,07	,734		
Rest / relaxation	American	78	3,59	,932		
	German	88	4,05	,757		
	Italian	83	4,28	,874	7,751	,000
	Russian	61	4,23	,668		
	Chinese	70	3,93	1,040		
	Total	380	4,01	,896		
Weather	American	78	3,83	,728	6,188	,000
	German	88	3,83	,776		
	Italian	83	4,13	,838		
	Russian	61	4,23	,761		
	Chinese	70	4,31	,826		
	Total	380	4,05	,809		
Familiarity	American	78	3,53	1,078		
	German	88	3,89	,808		
	Italian	83	4,06	,967	10,306	,000
	Russian	61	4,16	,820		
	Chinese	70	4,43	,772		
	Total	380	3,99	,944		

According to table 3; the importance of the shopping service, recreation and attraction service, national cuisine, travel service, transportation service, accommodation services, political/legal factors, , economic factors, security and safety, night life, value for money, friendly locals / staff, authenticity, rest / relaxation, weather, familiarity in destination choice differ significantly at 0.5% significant level (p<0.05) by nationalities. The shopping service is the most important factor for Chinese (4.04). Recreation and attraction are the components which have primary importance for Italians (4.14). National cuisine is perceived as a significant factor in destination choice for both Americans (4.09) and Italians (4.00). Travel service for Italians (4.01), transportation service for both Italians (4.22) and Russians are found significant (4.10) while the importance of accommodation service is underlined by Italians and Americans (4.23 and 4.21). The Russian gives a preference to the factors of Political/legal and economic (4.02). Security and safety is in the top list of the Chinese (4.39). night life by Italians (3.92), values for money and friendly locals / staff by Russians (4.15, 4.33), authenticity by Americans (4.21), rest / relaxation by Italians (4.28) and Russians (4.23), weather and familiarity (4.31, 4.43) are loomed large by Chinese.

Local cuisine, natural environment, technological, cultural, social, art/culture and historical points of interest do not differ significantly by nationalities at 0.5% significant level ($p<0.05$). In other words, participants are all of one mind concerning some factors such as local cuisine, natural environment, technological, cultural, social, art/culture and historical points of interest.

Table 4. Distribution of the Factors Affecting Choosing Ankara as a Destination

The Criteria of Choice	strongly unimortant		Unimport ant		neither important nor unimportant		important		Strongly important		Total		Mea n
	N	%	n	%	N	%	n	%	n	%	N	%	
shopping service	0	0	23	6,1	90	23,7	165	43,4	102	26,8	380	100,0	3,91
recreation and attraction service	0	0	27	7,1	96	25,3	167	43,9	90	23,7	380	100,0	3,84
national cuisine	0	0	0	0	91	23,9	135	35,5	154	40,5	380	100,0	4,17
local cuisine	0	0	24	6,3	51	13,4	157	41,3	148	38,9	380	100,0	4,13
travel service	0	0	22	5,8	98	25,8	163	42,9	97	25,5	380	100,0	3,88
transportation service	0	0	26	6,8	87	22,9	155	40,8	112	29,5	380	100,0	3,93
accommodation services	0	0	0	0	102	26,8	166	43,7	112	29,5	380	100,0	4,03
natural environment	0	0	0	0	110	28,9	170	44,7	100	26,3	380	100,0	3,97
political/legal factors	0	0	66	17,4	114	30,0	109	28,7	91	23,9	380	100,0	3,59
technological factors	0	0	27	7,1	132	34,7	129	33,9	92	24,2	380	100,0	3,75
economic factors	0	0	65	17,1	133	35,0	108	28,4	74	19,5	380	100,0	3,5
cultural factors	0	0	30	7,9	89	23,4	166	43,7	95	25,0	380	100,0	3,86
social factors	0	0	35	9,2	86	22,6	134	35,3	125	32,9	380	100,0	3,92
security and safety	0	0	35	9,2	94	24,7	153	40,3	98	25,8	380	100,0	3,83
night life	0	0	45	11,8	103	27,1	108	28,4	124	32,6	380	100,0	3,82
value for money	0	0	20	5,3	83	21,8	160	42,1	117	30,8	380	100,0	3,98
friendly locals / staff	0	0	0	0	82	21,6	189	49,7	109	28,7	380	100,0	4,07
authenticity	0	0	0	0	81	21,3	151	39,7	148	38,9	380	100,0	4,18
art/culture	0	0	0	0	125	32,9	126	33,2	129	33,9	380	100,0	4,01
historical points of interest	0	0	0	0	90	23,7	178	46,8	112	29,5	380	100,0	4,06
rest / relaxation	0	0	0	0	95	25,0	140	36,8	145	38,2	380	100,0	4,13
weather	0	0	4	1,1	83	21,8	129	33,9	164	43,2	380	100,0	4,19
familiarity	0	0	0	0	89	23,4	110	28,9	181	47,6	380	100,0	4,24

According to the table 4, the distribution of the criteria of destination choice in the evaluation of Ankara as a destination are following: familiarity gets the highest score (4.24) as an important factor in choosing Ankara as a destination from participants. It is followed by weather, authenticity, national cuisine, local cuisine, and rest relaxation, historical points of interest, art / culture and accommodation service. In other words they do not ignore those components' necessity in choosing Ankara as a destination as well.

As a contradiction between the general consideration and the criteria of destination choice, national cuisine and local cuisine are accepted as important factors in choosing Ankara as a destination. Also the means of shopping service, recreation and attraction service, travel service, transportation service, natural environment, political/legal factors, technological factors, economic factors, cultural factors, social factors, security and safety, night life, value for money, art/culture, rest / relaxation and familiarity factors' are close to each other and they aren't seen important factors as much as weather, authenticity, national cuisine, local cuisine, and rest relaxation, historical points of interest, art / culture and accommodation service.

Table 5. Distribution of Destination Choice by Nationalities

The Criteria of Destination Choice	Nations	N	Mean	Std. Deviation	F	Sig
shopping service	American	78	3,65	,923	8,823	,000
	German	88	3,65	,803		
	Italian	83	4,01	,890		
	Russian	61	4,02	,885		
	Chinese	70	4,31	,578		
	Total	380	3,91	,861		
Recreation and attraction service	American	78	3,54	,989	7,026	,000
	German	88	3,73	,784		
	Italian	83	3,98	,796		
	Russian	61	4,25	,850		
	Chinese	70	3,81	,767		
	Total	380	3,84	,866		
national cuisine	American	78	4,28	,851	1,160	,328
	German	88	4,07	,708		
	Italian	83	4,10	,821		
	Russian	61	4,26	,772		
	Chinese	70	4,16	,773		
	Total	380	4,17	,787		
local cuisine	American	78	4,44	,676	6,492	,000
	German	88	3,98	,773		
	Italian	83	4,16	,956		
	Russian	61	4,30	,691		
	Chinese	70	3,80	1,071		
	Total	380	4,13	,873		

travel service	American	78	4,00	,837	7,791	,000
	German	88	3,49	,910		
	Italian	83	4,12	,832		
	Russian	61	3,80	,628		
	Chinese	70	4,03	,851		
	Total	380	3,88	,856		
transportation service	American	78	3,90	,891	9,803	,000
	German	88	3,47	,757		
	Italian	83	4,10	,995		
	Russian	61	4,23	,668		
	Chinese	70	4,09	,880		
	Total	380	3,93	,891		
accommodation services	American	78	4,01	,712	1,362	,247
	German	88	3,89	,668		
	Italian	83	4,13	,880		
	Russian	61	4,02	,619		
	Chinese	70	4,10	,819		
	Total	380	4,03	,751		
natural environment	American	78	3,99	,712	7,865	,000
	German	88	3,82	,635		
	Italian	83	4,27	,682		
	Russian	61	3,66	,772		
	Chinese	70	4,09	,812		
	Total	380	3,97	,744		
political/legal factors	American	78	3,86	,977	22,902	,000
	German	88	2,77	,813		
	Italian	83	3,88	1,017		
	Russian	61	3,66	,929		
	Chinese	70	3,93	,922		
	Total	380	3,59	1,035		
technological factors	American	78	3,85	,913	5,644	,000
	German	88	3,38	,821		
	Italian	83	3,86	,843		
	Russian	61	3,79	,819		
	Chinese	70	3,97	1,007		
	Total	380	3,75	,903		
economic factors	American	78	3,50	,879	9,321	,000
	German	88	3,00	,922		
	Italian	83	3,65	,981		
	Russian	61	3,62	,916		
	Chinese	70	3,86	1,053		
	Total	380	3,50	,992		
cultural factors	American	78	3,73	,893	4,511	,001
	German	88	3,90	,759		
	Italian	83	3,59	,938		
	Russian	61	4,07	1,014		
	Chinese	70	4,09	,737		
	Total	380	3,86	,884		

social factors	American German Italian Russian Chinese Total	78 88 83 61 70 380	3,74 3,99 3,54 4,16 4,26 3,92	,780 ,780 1,213 ,820 ,943 ,959	7,646	,000
security and safety	American German Italian Russian Chinese Total	78 88 83 61 70 380	3,78 3,85 3,63 4,13 3,81 3,83	,935 ,796 1,079 ,695 ,967 ,920	2,772	,027
Night life	American German Italian Russian Chinese Total	78 88 83 61 70 380	4,01 3,26 3,90 4,08 3,97 3,82	,960 1,023 1,133 ,781 ,884 1,020	9,626	,000
Value for money	American German Italian Russian Chinese Total	78 88 83 61 70 380	4,29 3,50 4,05 3,82 4,31 3,98	,647 1,006 ,779 ,646 ,826 ,859	14,627	,000
friendly locals / staff	American German Italian Russian Chinese Total	78 88 83 61 70 380	4,05 4,02 4,16 3,84 4,26 4,07	,754 ,727 ,653 ,688 ,652 ,706	3,410	,009
authenticity	American German Italian Russian Chinese Total	78 88 83 61 70 380	4,29 4,00 4,23 3,98 4,37 4,18	,723 ,695 ,687 ,806 ,837 ,757	4,049	,003
art/culture	American German Italian Russian Chinese Total	78 88 83 61 70 380	4,13 3,90 3,99 4,03 4,03 4,01	,858 ,759 ,862 ,836 ,780 ,819	,855	,491
historical points of interest	American German Italian Russian Chinese Total	78 88 79 61 70 376	3,95 4,13 3,96 4,25 4,03 4,06	,754 ,785 ,587 ,675 ,780 ,726	2,045	,088

rest / relaxation	American German Italian Russian Chinese Total	78 88 83 61 70 380	3,95 3,95 4,30 4,18 4,31 4,13	,737 ,787 ,761 ,827 ,753 ,785	4,300	,002
weather	American German Italian Russian Chinese Total	78 88 83 61 70 380	4,03 4,18 4,17 4,36 4,27 4,19	,868 ,766 ,794 ,876 ,741 ,811	1,683	,153
familiarity	American German Italian Russian Chinese Total	78 88 83 61 70	4,05 3,95 4,45 4,48 4,37	,820 ,801 ,649 ,808 ,837	7,368	,000

According to Table 5; the importance of the shopping service, recreation and attraction service, local cuisine, travel service, transportation service, natural environment, political/legal factors, technological, economic factors, cultural factors, social factors, security and safety, night life, value for money, friendly locals / staff, authenticity, rest / relaxation, familiarity in destination choice differ significantly at 0.5% significant level (p<0.05) by nationalities. In other words, Ankara is evaluated differently by the nationalities in terms of the elements of destination choice such as shopping service, recreation and attraction service, local cuisine, travel service, transportation service, natural environment, political/legal factors, technological, economic factors, cultural factors, social factors, security and safety, night life, value for money, friendly locals / staff, authenticity, rest/relaxation, familiarity. When compared with general consideration of the criteria of destination choice Ankara is evaluated more differently than general perception of the components of destination choice such as local cuisine, natural environment, technological factors, cultural and social factors by participants.

The evaluation of the destination factors in choosing Ankara as a destination by nations is as following: The shopping service is the most important factor for Chinese (4.31) in order to choose Ankara as a destination. Russians consider recreation and attraction service necessary (4.44). **Local cuisine is an important factor in choosing Ankara as a destination for both Americans (4.28) and Russians (4.30).** When it is looked over the Italian's priorities in choosing Ankara as a destination, travel service is the first criterion (4.01). Transportation service by Russians (4.23), accommodation service for both Italians (4.13) and Chinese (4.10), natural environment by Italians (4.27), political/legal factors, technological factors, economic factors and cultural factors by Chinese (3.93-3.97-3.86-4.9) are significantly taken into account while preferring Ankara as a destination. Social factors by Chinese and Russians (4.26-4.16), security and safety by Russians (4.13), night life factor by Russians (4.08) and Americans (4.01), values for money and friendly locals / staff by Chinese (4.31) and Americans (4.29), authenticity by Chinese (4.37), rest / relaxation by Italians (4.30) and Chinese (4.31),

familiarity by Russians (4.48) are found significant. Ankara is not evaluated significantly different in terms of the national cuisine, accommodation services, art/culture and historical points of interest and weather at 0.5% significant level (p<0.05) in choosing it as a destination by nationalities. In other words, participants agree with each other regarding the factors in Ankara such as local cuisine, natural environment, technological, cultural, social, art/culture and historical points of interest.

Table 6. Differences between the Perceptions and Expectations of Tourists

Perception of Ankara – General Expectation	Mean	Std. Deviation	t	Sig. (2-tailed)
shopping service	0,382	1,16	-6,414	0,000
recreation and attraction service	0,063	1,097	-1,122	0,263
national cuisine	0,35	0,887	-7,689	0,000
local cuisine	0,261	0,938	-5,416	0,000
travel service	0,118	1,067	-2,163	0,031
transportation service	-0,005	1,012	0,101	0,919
accommodation services	-0,032	0,971	0,634	0,527
natural environment	0,034	0,934	-0,714	0,476
political/legal factors	-0,016	1,102	0,279	0,780
technological factors	0,247	0,97	-4,97	0,000
economic factors	-0,092	1,189	1,51	0,132
cultural factors	-0,034	1,147	0,581	0,561
social factors	0,108	0,999	-2,104	0,036
security and safety	-0,332	1,097	5,891	0,000
night life	0,271	1,079	-4,898	0,000
value for money	0,005	0,884	-0,116	0,908
friendly locals / staff	0,055	0,95	-1,134	0,257
authenticity	0,113	0,745	-2,962	0,003
art/culture	0,011	0,898	-0,228	0,819
historical points of interest	-0,008	0,902	0,172	0,864
rest / relaxation	0,121	1,048	-2,251	0,025
weather	0,142	0,884	-3,133	0,002
familiarity	0,247	0,931	-5,178	0,000

According to the Table 6, it is observed that there are differences between perception of Ankara concerning the criteria of destination choice and general evaluation of the criteria of destination choice by foreign tourists. The perception of tourists about Ankara are higher than general expectations in terms of some destination choice criteria such as shopping service, recreation and attraction service, national cuisine, local cuisine, travel service, natural, environment, technological factors, social factors, night life, value for money, friendly locals / staff, authenticity, art/culture, rest / relaxation, weather, familiarity. If it is put another way, it is determined that the perception of Ankara regarding the criteria of destination choice stays in a strong point. Ankara offer higher service than expected for those criteria.

In terms of the transportation service, accommodation services, political/legal factors, economic factors, cultural factors, security and safety, historical points of interest factors, Ankara got lower score than expectations. It can be understood that Ankara could not meet the expectations belonging to those criteria.

Table 7. Attractiveness of Restaurant Types

Types of Restaurant	None		Minimal		Supportive		Key		Total	
	n	%	N	%	n	%	N	%	N	%
International restaurant	61	16,1	54	14,2	146	38,4	119	31,3	380	100
National restaurant	0	0	45	11,8	185	48,7	150	39,5	380	100
Local / regional restaurant	0	0	46	12,1	139	36,6	195	51,3	380	100
Fast food restaurant	142	37,4	53	13,9	87	22,9	98	25,8	380	100

According to the Table 7, international restaurants are found supportive (38.4%) in terms of attractiveness by participants of the study. The fact that these restaurants address the general taste of people verifies this result. National restaurants are perceived supportive (48.7) during travel by participants of the study as well. Local restaurants are evaluated as key (51.3%) attractiveness during travel by participants of the study. Tourists feel an interest in tasting food which they do not know about when they travel in abroad.

Thus, they desire to experience the local tastes of countries. Fast food restaurants are found (37.4%) unattractiveness during travel by participants of the study. It is possible to see a fast food restaurant almost everywhere in the world. That tourists do not find fast food restaurants interesting is not surprising.

Table 8. Attractiveness of Restaurant Types by Nationalities

Types of Restaurants	Nationality	N	Mean	Std. Deviation	F	p
International restaurants	American	78	2,76	,928	3,948	,004
	German	88	2,89	,928		
	Italian	83	2,86	1,106		
	Russian Chinese	61	2,51	1,178		
	Total	70	3,20	,987		
		380	2,85	1,038		
National restaurants	American	78	3,26	,633	,226	,924
	German	88	3,26	,719		
	Italian	83	3,31	,697		
	Russian Chinese	61	3,23	,761		
	Total	70	3,31	,468		
		380	3,28	,662		

Local / regional restaurants	American	78	3,45	,677	2,310	,057
	German	88	3,42	,582		
	Italian	83	3,52	,722		
	Russian Chinese	61	3,20	,726		
	Total	70	3,31	,753		
		380	3,39	,694		
Fast foods	American German	78	2,24	1,175	2,725	,029
	Italian	88	2,28	1,103		
	Russian	83	2,53	1,300		
	Chinese	61	2,08	1,201		
	Total	70	2,69	1,291		
		380	2,37	1,225		

The Table 8 contains the information about the attractiveness of some restaurants types such as international restaurants, national restaurants, local ones and fast foods. When it is compared with the other nations, Chinese prefer fast food restaurants and international restaurants more than the others. Chinese are people living busy in business life. Thus they do not have much time for eating in their daily life. This result is parallel with their habits of food. National and local / regional restaurants are evaluated in a familiar way by American, German, Italian, Russian, and Chinese.

Table 9. Grading Cuisines by Experiences

Types of Cuisine	Bad		Weak		Moderate		Good		Excellent		Total	
	n	%	n	%	n	%	n	%	n	%	n	%
French Cuisine	0	0	54	14,2	65	17,9	128	33,7	130	34,2	380	100
Chinese Cuisine	31	8,2	43	11,3	67	17,6	155	40,8	84	22,1	380	100
Italian Cuisine	0	0	0	0	95	25	169	44,5	116	30,5	380	100
Russian Cuisine	23	6,1	79	20,8	89	23,4	106	27,9	83	21,8	380	100
Turkish Cuisine	0	0	0	0	31	8,2	181	47,6	168	44,2	380	100
Latin Cuisine	0	0	54	14,2	96	25,3	149	39,2	81	21,3	380	100
Eastern Asia Cuisine	50	13,2	47	12,4	54	14,2	103	27,1	126	33,2	380	100

According to the Table 9, French Cuisine is found excellent (34.2%), Chinese and Italian, Russian and Latin C uisines are seen as good (44.5%, 44.5%, 27.9% and 39.2%). Turkish and Eastern Asia Cuisines are expressed as excellent (44.2% and 33.2%). Therefore, among all cuisines in the list, Turkish cuisine is voted as excellent with the highest score (44, 2%).

Table 10. Grading Cuisines by Nationalities

Types of Cuisine	Nationality	N	Mean	Std. Deviation	F	p
French Cuisine	American	78	3,76	1,153	,796	,528
	German	88	4,03	,903		
	Italian	83	3,84	1,006		
	Russian	61	3,85	1,078		
	Chinese	70	3,89	1,071		
	Total	380	3,88	1,038		
Chinese cuisine	American	78	3,59	1,263	2,985	,019
	German	88	3,36	1,085		
	Italian	83	3,63	1,227		
	Russian	61	3,36	1,001		
	Chinese	70	3,94	1,250		
	Total	380	3,57	1,186		
Italian Cuisine	American	78	3,94	,744	1,277	,279
	German	88	4,11	,734		
	Italian	83	4,17	,794		
	Russian	61	4,05	,762		
	Chinese	70	3,99	,670		
	Total	380	4,06	,744		
Russian cuisine	American	78	3,09	1,175	11,311	,000
	German	88	3,01	1,067		
	Italian	83	3,22	1,335		
	Russian	61	3,92	1,115		
	Chinese	70	3,93	,983		
	Total	380	3,39	1,207		
Turkish cuisine	American	78	4,67	,474	8,629	,000
	German	88	4,20	,646		
	Italian	83	4,36	,575		
	Russian	61	4,43	,618		
	Chinese	70	4,16	,694		
	Total	380	4,36	,628		
Latin cuisine	American	78	3,87	1,049	3,741	,005
	German	88	3,43	,907		
	Italian	83	3,67	1,013		
	Russian	61	3,93	,655		
	Chinese	70	3,54	1,031		
	Total	380	3,68	,965		
Eastern Asian cuisine	American	78	3,37	1,478	4,478	,002
	German	88	3,17	1,358		
	Italian	83	3,52	1,193		
	Russian	61	3,97	1,449		
	Chinese	70	3,89	1,399		
	Total	380	3,55	1,397		

According to the Table 10, the scores of Chinese, Russian, Turkish, Latin and Eastern Asian cuisines differ significantly at 0.5% significant level ($p < 0.05$) by nationalities. The grade of French and Italian cuisines do not differ significantly at 0.5% significant level ($p < 0.05$) by the nations. French cuisine gets the highest score from the German (4.03), Chinese cuisine is voted with the highest score by the Italian (3.63) after the Chinese, Italian Cuisine is admired by the German (4.11) and Russian Cuisine is found good enough by the Chinese (3.93), Turkish Cuisine is most liked by the American (4.67), Latin cuisine has the highest score from the

Russian (3.93) and Eastern Asia cuisine is seen best by Russian participants (3.97). As for Turkish cuisine, it is evaluated over 4 as mean by all nations in the study. It is followed by Italian cuisine in grading scale.

Conclusion and Research Implication

As a result of the statistical analyses of the data, the criteria of destination choice security and safety are the most important for those who travel for different reasons. This result can be explained with the instinct of defense of people. Local and national cuisines are found significant by the participants. Even, it cannot be said that they reach to general mean it can be stated as one of the important factors while choosing a destination.

The general evaluation of some criteria of destination choice such as the importance of the shopping service, recreation and attraction services, national cuisine, travel services, transportation services, accommodation services, political/legal factors, economic factors, security and safety, night life, value for money, friendly locals / staff, authenticity, rest / relaxation, weather, familiarity differed significantly according to the nations. Local cuisine, natural environment, technological, cultural, social, art/culture and historical points of interest factors do not differ significantly. It can be inferred that tourists agree with each other regarding those factors. The evaluation of participators about national cuisine is different considerably. Americans and Italians have the opinion that it is basic component in the process of destination choice.

The opinions of participants about the evaluation of Ankara as a destination in terms of the factors of destination choice as follows; Familiarity and weather factors are accepted the most important factors in the choice of Ankara as a destination. Following those factors, national and local cuisines have an effective role in the choice of Ankara as a destination.

The importance of the shopping service, recreation and attraction service, local cuisine, travel service, transportation service, natural environment, political/legal factors, technological, economic factors, cultural factors, social factors, security and safety, night life, value for money, friendly locals / staff, authenticity, rest / relaxation, familiarity in destination choice differ significantly by nationalities. In other words, Ankara is evaluated differently in terms of some factors of destination choice such as the shopping service, recreation and attraction service, local cuisine, travel service, transportation service, natural environment, political/legal factors, technological, economic factors, cultural factors, social factors, security and safety, night life, value for money, friendly locals / staff, authenticity, rest / relaxation, familiarity by the nations. When compared with general evaluation of the criteria of destination choice, Ankara is evaluated more differently than general perceptions of the criteria of destination choice such as local cuisine, natural environment, technological factors, cultural and social factors by the participants.

National and local cuisines are adopted as a basic factor in the choice of destination by all nations in the study. Ankara is given high scores by Americans and Russians about being a preferable destination.

It is revealed that there are differences between the perception of Ankara about the criteria of destination choice and general evaluation of destination criteria by foreign tourists. The perception of tourists

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about Ankara are higher than general expectations in terms of the criteria of destination choice such as s hopping service, recreation and attraction service, national cuisine, local cuisine, travel service, natural, environment, technological factors, social factors, night life, value for money, friendly locals / staff, authenticity, art/culture, rest / relaxation, weather, familiarity. In terms of the transportation service, accommodation services, political/legal factors, economic factors, cultural factors, security and safety, historical points of interest factors, Ankara gets lower expectation scores. It means that Ankara could not meet expectations in those criteria.

The Participants find excellent the Cuisine of French and Eastern Asia; well the Cuisine of Chinese, Italian, Russian and Latin. Turkish cuisine is evaluated with the highest score. The grades of the Chinese, Russian, Turkish, Latin and Eastern Asian Cuisines differ significantly from each other. The grades of the French and Italian Cuisines do not differ significantly from each other. Turkish cuisine is evaluated over 4 points by all nations in the paper. It is followed by Italian cuisine in grading scale

As a result, local and national cuisines are accepted as important factors in destination choosing. Therefore, national cuisine and local cuisine's attractiveness and originality must be used in destination promotion mix.

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