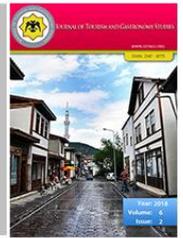




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Influence of Tv Cooking Shows on the Behavioral Intention of Participating in Gastronomic Tourism

*Oğuz TAŞPINAR^a , Erdem TEMELOĞLU^b 

^a Çanakkale Onsekiz Mart University, Faculty of Tourism, Department of Gastronomy and Culinary Arts, Çanakkale/Turkey

^b Çanakkale Onsekiz Mart University, Ayvacık Vocational School, Department of Tourism and Hotel Management, Çanakkale/Turkey

Abstract

The primary desire of an individual that is interested in or wants to participate in gastronomic tourism is to have knowledge on the foods and regional cuisines as well as to taste different foods and drinks. Such needs have been developed based on a variety of factors such as a passion to taste different products, and a curiosity for cuisines, restaurants and even skills of chefs. This pursuit of fans of gastronomy has inevitably brought tourism with it. Individuals that participate in gastronomic tourism obtain information about the cuisines of destinations, in other words, they are informed of what to expect. The source of information that they have is mostly the television shows of cuisine chefs, gastronomists and gourmets. In our day, most of the experts in gastronomy appear on the television screen. These experts describe on their program how to prepare and how to consume the foods and drinks. They may also describe the customs, traditions and specific products of regional cuisines. This research was performed on 391 tourists that participated in gastronomic tourism. The questionnaire form was developed by the convenience sampling method and was distributed online by the tour operators to persons that purchased a service. The SPSS 22.0 packet program was used for correlation and regression analyses that would measure the relationship between the features of television cooking shows and the behavioral intention of participating in gastronomic tourism. The results of this research show that there was a relationship between the features of television cooking shows and the behavioral intention of participating in gastronomic tourism.

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* Corresponding Author

E-mail: oguztaspinar@comu.edu.tr (O. Taşpınar)

INTRODUCTION

The influence of TV programs on the visitors has become more evident day-by-day, which is an interesting subject in the tourism. However, although the number of visitors is increased and it is considered that it would make a substantial economic contribution, the tourism investors do not appear to be very interested in such tourism. This might be due to limited number of research conducted on the influence of TV programs.

Today's TV programs are developed with a cost that is not high and they are watched by over one hundred million people. Likewise, TV programs address a very high number of audiences, therefore they are capable of substantially increasing the attractiveness of tourism destinations (Hudson and Ritchie, 2006).

TV programs are known as 'mass media' that can quickly come into people's life and lead the perception of individuals. In this respect, TV programs are used as a tool that affects the thoughts of individuals, causes them to direct opinions in a specific way, and creates an image of individuals and places (Busy and Klug, 2001).

One study performed on the influence of TV programs on the tourism was about abstract benefits such as positively manipulating the image created by TV programs at regional and national levels, or increasing the awareness level of a region. Riley et al. argued that TV programs were a strong tool used for marketing tourism destinations, and underlined that TV programs could be used as a tool for creating a new image (Kim et al., 2007).

We observe the influence of TV programs on tourism in some areas of life. The marketing of tourism destinations and the relation of popular culture make a TV program a product of popular culture. At this stage, TV programs create recognition of destinations and their attractive features for the potential visitors. Thus, the visitors are likely to have knowledge and opinion on the destination (without experience) before they go to a destination. A TV program is also an effective factor to cause a destination to look attractive (O'Connor et al., 2008).

Another aspect of TV programs that causes interest and attracts attention is that individuals wish to see the country or region that they have seen on a TV program. This is described as TV program-guided tourism mobility. The visual mass media may affect what is in fashion, and may influence the perception of society as to compelling and interesting matters. When the act of players on TV programs, their characteristics, and theme of programs match with the aspects that audience likes, the audience puts themselves in player's position on programs. In a sense, the audience identifies with them (Kim et al., 2007).

It is an important factor that the actual experience of visitors complies with the expectations created by TV programs. TV programs can change and direct the perception of visitors for history, culture, individuals and countries. A TV program allows people to see what a city, culture or country looks like. Before they were mostly read about in books and could only be imagined; an image may have an influence on the decisions to travel although it does not reflect the truth in some cases (Frost, 2006).

The marketers have recognized that TV programs have increased the awareness and recognition of places and destinations and are effective in the decisions to travel, so they now work with producers for tourism destinations they are responsible for marketing and promoting to appear on TV programs (Richardson et al., 2003)

There is some information below that is obtained from the limited existing research. In light of this information, the primary objective of this research was to determine the relationship between TV cooking shows and the intention of people to participate in gastronomic tourism. In line with this objective, a questionnaire was administered to individuals that participated in gastronomic tourism in order to identify the influence of TV programs on their decision to engage in gastronomic tourism.

The Influence of Television Cooking Shows on Gastronomy

Combination of gastronomy with television, in other words, the appearance of programs relating to cooking and cuisine culture, is a topic that is highly attractive. The number of viewers and ratings of such programs increase, and they have made the cooks – the leading actor of the show – a popular face appearing on the TV screen. Especially, the cooks have become a brand in the USA and in Europe through television, and the viewers call these cooks by their name in daily life, which indicates a close affinity. So, it would be right to say that cooks contribute synergy to media, in turn, they receive a response from the media (Scholes, 2011, pp.44,45)

Although it is a representation displayed on a cooking show on the screen of a TV, it would be true to say that this representation motivates individuals watching it to experience the truth and guide them to the kitchen to cook the food they saw being made on the screen (Laughey, 2010, s.84). In gastronomy-oriented programs, the communication between the program and the viewer becomes more “social” when the chef describes the cooking process with a didactic but sincere style in front of the camera and creates an atmosphere of conversation. The person in front of the camera moves around in the kitchen, performs activities like preparing and cooking the food and simultaneously talks and cooks. In this way, the gastronomy-oriented programs differ from the other types of programs (Matwick and Matwick, 2014, 152).

There is an opinion that the willingness of people to obtain new information plays a role in the recent rise in the ratings of gastronomy-related programs, and that the essential point is that such information should be provided using appropriate language and images in the cooking shows and the programs related to cuisine culture (Çekelkıran, Planet Mutfak Kanalı: 2015).

Everyone has a different order of importance. But, in the end, we are all interested in eating. There are many cooking shows both on the local channels and foreign channels, and they all have their own viewer base. “It is because what we all have in common is eating. We love eating even if we do not cook. We like tasting different things. We like eating a well-cooked food, and we are interested in watching how it is cooked” (Cündübeyoğlu, TRT: 2015).

It is an acceptable view that interest in gastronomy has always existed in the world; however, advances in technology and mass media have made this interest visible. But, a reflection of this interest in cooking shows on television may be explained by a combination of many economic, social, and cultural factors.

Westbrook (1987) offers information to customers by using technology, regarding features and usages of products or services. This situation involves both communication between producer - consumer and consumer -

consumer. Television comes at top of the list mentioned. Television differs from other technological devices because it constantly improves itself from traditional to modernity and it is an essential part of life. Every program aired on television has its own special features. Due to qualities such face to face verbal communication and being talent focused, cooking shows have distinct position (Cheung vd., 2007). Culinary chefs from cooking shows make their viewers cook and try offered dishes in tv shows with their performances. Also, they can raise interest by visiting, trying and giving information about new dishes (Litvin vd., 2008).

Reasons behind increase at number of cooking shows are tried to be explained by some researchers. Akerhurs (2009) researched developments on cooking shows and especially, gaining fame of culinary chefs. Author emphasized that cooking shows can create opportunities for television producers, eating - drinking businesses and tourism destinations. In his travels to northern parts of Australia, Carson (2008) studied several sources and concluded that cooking shows give information about market research. Litvin vd. (2008) reviewed cooking shows on television, explained a theoretical model of a cooking show and supported future studies to measure effect of shows made by culinary chefs on viewers' behavior, sensorially, cognitively and behaviorally.

In addition to this, some researchers tried to understand marketing effects of cooking shows by using qualitative data analysis. Pan yd. (2007), made a research on people by using eating - drinking experiences of culinary chefs in Charleston, South Carolina. Findings show that culinary shows have a positive effect on destinations' attractions. Furthermore, culinary shows make viewers think that destinations have powerful, rich and authentic values. Wade vd. (2010) researched cooking shows' influences on traveling decisions, local dishes and local cultures. Cooking shows *Floyd Around The Med* (BBC, 2007), *The Hairy Biker* (BBC, 2006) are examined for the mentioned study. After findings evaluated, it is understood that businesses visited, dishes made and products told by gourmet Floyd are preferred and demanded by tourists. Thanks to a cooking program which tells in an entertaining way what is eaten & drunk by two cyclists in their travels, products forgotten or lost its value gained reputation. Solier (2006) analyses the reasons for cooking shows constantly being at the top three spot in ratings. Programs *Naked Chef* by Jamie Oliver, *Nigella Bites* and several shows of Gordon Ramsay are taken into account for the study. According to viewers, this shows offers educational, instructive and entertaining elements altogether. Caraher vd. (2000) studied effects of culinary chefs on viewers' behaviors in a research made in England. People started to cook more in their homes after watching cooking shows, according to the research. Habits of eating together are increased, demands for consuming different products.

According to researchs, cooking shows broadcasted on television make significant contribution to the national and international gastronomy. It is believed that they ease creating a gastronomic identity and phase from traditional to modernized gastronomy in the name of protecting gastronomic values and letting community know their importance. Moreover, destination managers and business administrations have a chance to market gastronomic values on television. Gourmet or chef coming to their country and informing people about local products assumedly affects television viewers' behavioral intentions regarding participating gastronomy tourism.

RESEARCH METHODOLOGY

Objectives and Methods of the Research

The primary objective of this research was to determine the relationship between the cooking shows on TV and the people's intention of participating in gastronomic tourism. The universe of research consisted of tourists participating in gastronomic tourism in Turkey in line with this objective. It was chosen to collect data with this sample because it was not possible to reach all of the tourists included in the research. This research used the *convenience sampling method*. This method is widely used for the questionnaires that are administered through internet and have increasingly become popular. This method is intended to include anyone in the sample who wants to be included in the sample. The participants are sought until the given volume of sample size is reached (Ural and Kılıç, 2005: 38). In cases where the universe of research is infinite, 384 participants are sufficient for the sample (Yazıcıoğlu and Erdoğan, 2004: 50). So, the questionnaire was administrated online and sent to a total of 391 participants via e-mail. The participants of this research were those who carried out activities as part of the gastronomic tourism in 2016. The majority of participants are married and are in the 25-44, 44-64 age range. In this sense, it can say that of married individuals show interest in gastronomy tourism in Turkey. 3 tour operators operating in Turkey provided help to obtain the contact addresses of participants.

Table 1. Demographic Characteristics of Participants

Variables	N	%
Gender		
Male	206	52,6
Woman	185	47,4
Marital status		
Single	85	21,7
Married	306	78,3
Age		
18-24	14	3,5
25-44	211	54,1
45-64	157	40,1
≥65	9	2,3

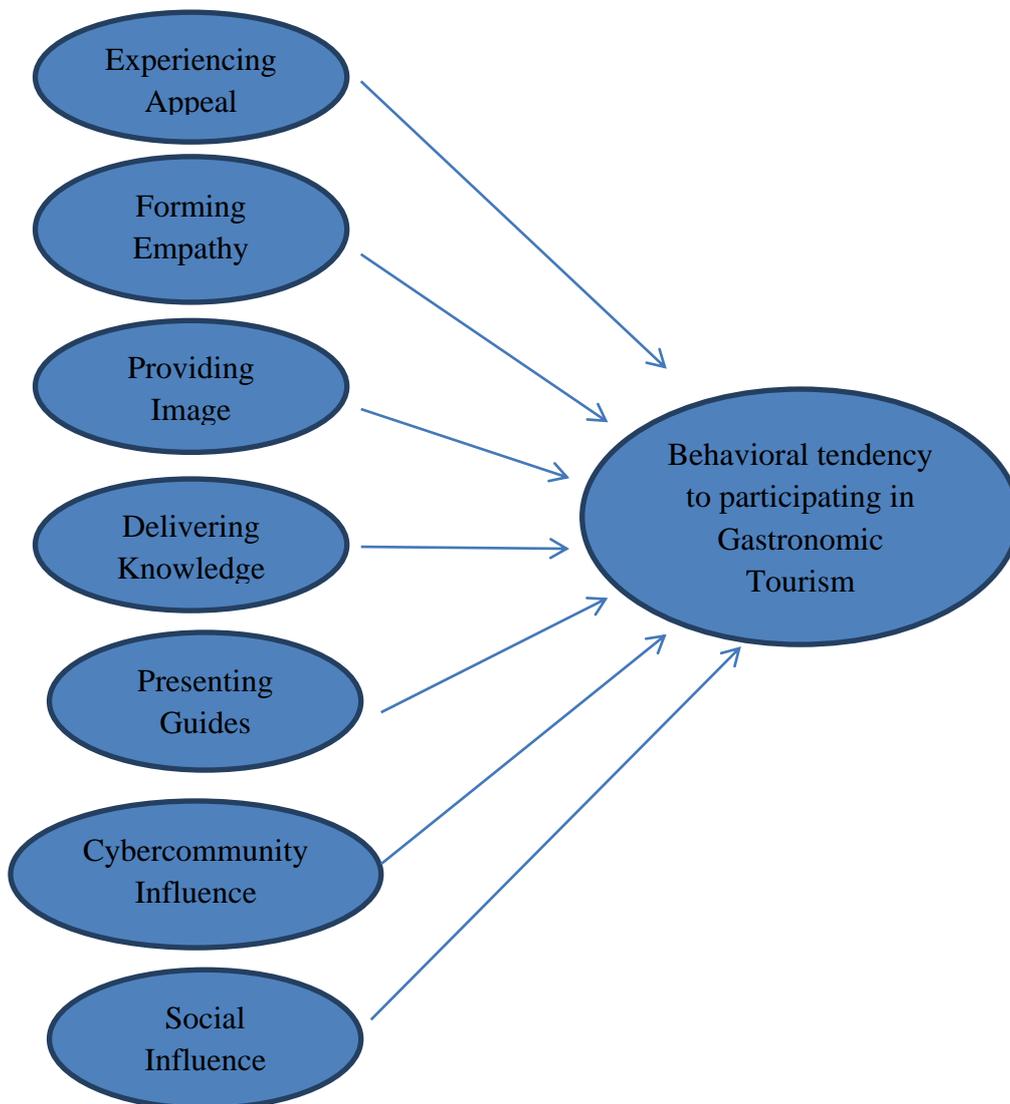
The questionnaire that complied with the objective of the research was developed based on the study performed by Wang (2011) titled *Exploring the Factors of Gastronomy Blogs Influencing Readers' Intention to Taste*. That study contained three main categories of variables: inspiring taste desire (i.e., experiencing appeal and generating empathy), forming taste awareness (i.e., providing image, delivering knowledge and presenting guides), and facilitating interpersonal interaction (i.e., cybercommunity and social influence). These potential variables are considered to directly influence the behavioral intention of the audience of TV programs. The behavioral intention was determined as the dependent variable that could be influenced based on the theoretical and practical reasons to carry out certain behaviors. The behavioral intention is suggested to have a substantial effect on the decision-making process. The behavioral intention addressed in this research is related to the desire of audiences of cooking shows to participate in gastronomic tourism. Tasting local foods and drinks, gaining culinary experience and using culinary services are the fundamentals of our behavioral intention.

The questionnaire has two parts. Part I includes a total of 28 expressions: four expressions each for sub-dimensions that include inducing a desire to taste, inducing awareness of taste, and building interpersonal interaction. Part II includes four expressions for behavioral intention. All of the expressions are based on the 5-point Likert scale, ranging from “1: Strongly disagree to 5: Strongly agree.”

There is no classification related to cooking shows taken into consideration. Cooking shows generally consists visuals of preparation and presentation of dishes, cooking competitions - entertainments and explanations of experiences, gastronomic values of cooking explorers (gourmets, gastronoms) from their travels. In this regard, participants of the study are not asked relating which cooking show they watch.

The hypotheses were produced based on the theories below.

Research Model and Hypotheses



Inspiring Tasting Desire

Cooking shows generally offers visuals of chefs preparing & presenting or dishes which gourmets tried at their travels. Visuals undoubtedly are proofs of gastronomic travel and tasting of the dishes (Sontag 1977). It is suggested in earlier studies that destination videos, landscape photos cause high amount of attention, empathy and direct life images have positive effect on personal intent (Kim vd.). Two potential variables are analysed about inspiring tasting desire by applying this phenomena; experiencing appeal and forming empathy

Experiencing appeal

A cooking show transmits a number of mental stimuli to the audience, including excitement, curiosity, appeal and a sense of persuasion. With advances in media technology, many individuals watch the videos to experience the scene and have knowledge (Klein, 1998). The visual media is able to instill any appealing, exciting, thought-provoking or attention-grabbing situation in the people's minds. Rust and Oliver (2000) suggest that the exciting and appealing influence of local foods and drinks is high because such products appear on the visual media. Starting from there, in order to measure empirical attraction 1) *I think watching cooking shows makes me excited*, 2) *I think cooking shows makes me curious about local cuisines and dishes*, 3) *I think cooking shows attracts me about cuisines and dishes*, 4) *I think performances on cooking shows are convincing*, above phrases are used. Sparks et al. (2003) reported that when on vacation the visitors experienced foods and drinks that drew attention in the media. In their research, Wang and Fesenmaier (2004) pointed out that locations that are visualized, talked about and discussed are more likely to be more preferable destinations by the online travelers. The authors of that research observed that participant tended to agree on and take as an example of the opinion of online travelers. Therefore, the experience, opinions and products of chefs producing cooking shows may allow "experiencing appeal" for the individuals. In this context, it is considered that experiencing appeal has a positive influence on the behavioral intention of participating in gastronomic tourism.

H₁: Experiencing appeal has a positive influence on the behavioral intention of participating in gastronomic tourism.

Forming Empathy

Forming empathy is a variable related to desire for inspiring taste and can be described as producing an emotional definition of products described by the cuisine chef on the cooking show. In general, the images are selected from the local products. The attractive videos are proved to be an effective tool that improves the visual impression of consumers (Neal, et al., 2007: 154). The emotional/touching images on the websites help in developing empathy and influencing others in the desired way (Lin and Huang, 2006). Boyne et al. (2002) reported that in a Scottish study those who read the guide book including the images and description of foods and drinks tended to consume those products, and even attempted to give more money, increasing the value of products of regional cuisine. The touristic destinations are usually visualized in brochures. The gastronomic destinations are better promoted on the cooking shows as compared to brochures. Again, in order to measure creation of empathy 1) *Dishes made on cooking shows make feel like I tried that dish*, 2) *Performances made on cooking shows make me*

feel like I made that dish, 3) I want to taste the products made in cooking shows, 4) I want to make the products made in cooking shows, above phrases are used. The cuisine chefs show their actual experience to help create empathy across the audience and gain direct experience. Therefore, forming empathy is assumed to have a positive influence on the behavioral intention of participating in gastronomic tourism.

H₂: Forming empathy has a positive influence on the behavioral intention of participating in gastronomic tourism.

Forming taste awareness

When literature is checked, it is seen that desire for tasting local gastronomic values can be an important reason to take a travel (Long 2004). A consciousness need to be created for potential gastronomy tourists in order to make them buy products which are in a certain distance (Mitchell and Greatorex, 1990). Thanks to television, cooking shows which offers information and alternatives about cuisines and gastronomic values, can be seen as one of the significant sources for the potential gastronomy tourists. Thus, three variables are analysed to create taste awareness (Lin ve Huang, 2006); providing image, delivering knowledge, presenting guides

Providing Image

Cohen and Avieli (2004) reported in their study that media had an influence on the local foods and drinks, restaurant and destinations. The issues addressed in that study included how choosing a restaurant (as well as quality of service, eating environment, comfort, etc.) were affected by the view of media. In their research, Kim et al. (2009) indicated that the local foods and drinks in the destinations visited by tourists were assessed for health through media. That study determined that destinations used media to indicate and demonstrate that products are of high quality and are delicious. Sparks et al. (2003) underlined that destinations that have healthy and delicious products have a high quality of service and are thus preferable. The foods and drinks are important components of quality of service. The businesses with a comfortable and cozy ambiance increase the satisfaction of consumers too. At this point, in order to measure presentation of an image, *1) I think dishes from local cuisines which are shown in cooking shows are fresh and healthy, 2) I think quality of service in local cuisines which are shown in cooking shows is high, 3) I think local cuisines from cooking shows have high quality, 4) I think cooking shows are objective about evaluating local cuisines*, above phrases are used. The cooking shows on TV exhibit the quality and taste of products, adding value to local products. In addition, the chefs presenting the show provide quality information about the restaurants, which affects the image of destinations in a positive way. Therefore, exhibiting the image of a product's quality and making a mention of services of businesses on TV cooking shows have a positive influence on the behavioral intention of participating in gastronomic tourism.

H₃: Providing images has a positive influence on the behavioral intention of participating in gastronomic tourism.

Delivering Knowledge

The cooking shows may help audiences to understand the culture of regional cuisines. The customs and traditions of regional cuisine, habits, table manners, and challenges encountered by strangers are considered in this sense. Tasting local products is most practical way of finding out eating habits and table manners of that culture. For example, western people use forks, but eastern people particularly in China, Japan and South-North Korea use chopsticks, or Hindu people eat by their hands. In this sense, cooking shows fill a gap in the knowledge of tourists. Getz and Brown (2006) determined that participants of wine tourism decided on destinations after obtaining information on the grapes. Cohen and Avieli (2004) indicated that tourists were reluctant to consume products that were not experienced and accustomed by them, or the products they had knowledge about. Again, in order to measure giving information 1) *I think cooking shows are informative about traditions of the presented local cuisine*, 2) *I think cooking shows are informative about table service and order of the presented local cuisine*, 3) *I think cooking shows are informative about how products of the presented local cuisine are made*, 4) *I think cookings shows reduce my concerns about the products of local cuisines I haven't tried before*, above phrases are used. In this sense, cooking shows deliver detailed information on the products. The cuisine chefs provide information to the audience on the flavor of products, traditions of cuisine, habits, etc. Therefore we can hypothesize delivering knowledge via cooking shows has a positive influence on the behavioral intention of participating in gastronomic tourism.

H₄: Delivering knowledge by cooking shows has a positive influence on the behavioral intention of participating in gastronomic tourism.

Presenting Guides

As mentioned before, cooking shows on TV provide information about the quality of products that appear on that show. The cooking shows are also seen as a guide that gives tips on the service of a restaurant, healthy menus, and cost of products. Bowman and Vinyard (2004) emphasized that consumers did not have knowledge on the products eaten by them and could not understand if the product had a high calorie content. Therefore, they argued that the media was a guiding tool that could help people's wellbeing. The cooking shows on TV may contribute to a healthy life of people by offering useful products. In this sense, cooking shows provide guidance on local cuisines to help audiences decide. The chefs on cooking shows may provide evaluation by tasting the local foods or experiencing the gastronomy of the destination visited. The experience evaluation therefore directly influences the audience. This may enhance the intention of tasting local products. Finally, in order to measure guiding 1) *I think cooking shows makes correct guesses about local restaurants' menus*, 2) *I think recommendations of cooking shows regarding food & drink prices are correct*, 3) *I think cooking shows' evaluations of local restaurants' services are correct*, 4) *I think cooking shows guide me in my gastronomy tours*, above phrases are used. The recommendations on gastronomy may be a guide to audiences to have a gastronomic trip. So, recommendations on cooking shows seem to be a guide for gastronomy.

H₅: Presenting guides has a positive influence on the behavioral intention of participating in gastronomic tourism.

Facilitating Interpersonal Interaction

Improved cooking shows, thanks to improve at television programs, reflect gastronomic values of different cultures by making shows in different countries. This provides togetherness of different cuisines and creation of them into a social structure (Hsu ve Lin, 2008). Therefore, with respect to cooking shows, two variables are analysed about easing the interaction between people; social influence and cybercommunity influence

Social Influence

Venkatesh et al. (2003) argued in their study that advances in media tools had an influence on people's behaviors. They indicated that people mainly talked about the restaurants they visited and foods they ate when they were with their friends. This indicates that foods and drinks have an important role in socialization or social status of people. The audience is influenced by the chefs on cooking shows that exhibit different foods or visit different restaurants. The audience socializes by consuming the presented food or visiting the restaurants, and tells their friends the experience they have had. The useful gastronomic images positively guide the society in many aspects. At this point, in order to measure social effect 1) *I think cooking shows are more social than other programs*, 2) *I think cooking shows are platforms which eating - drinking experiences are shared*, 3) *I think cookings shows help to gather people who enjoy eating - drinking* 4) *I think cooking shows are a stage which different cuisines can be presented together*, above phrases are used. Therefore, cooking shows on TV are considered to have a role in the social life of individuals.

H₆: Social influence has a positive influence on the behavioral intention of participating in gastronomic tourism.

Cybercommunity Influence

The cybercommunity influence is another variable that is used to facilitate interpersonal interaction. In this study, cooking shows on TV provide cuisine chefs with an opportunity to share their opinion, ideas and recommendations with the audience. The cuisine chefs are able to reach a group of people that have common taste and flavor, or desire to taste different flavors. According to social identity theory, people classify themselves in social categories. The individuals that watch the same TV program feel intimacy and see the other as their friend. The previous studies argued that behavioral intention must be known for identifying societies and their interaction (Hsu and Lin, 2008). It is considered that if cuisine chefs appearing on cooking shows are known to be creditable in society, this may play an important role in the participation of individuals in gastronomic tourism. Again, in order to measure virtual effect 1) *I think people who attend gastronomy tours take advices from cooking shows*, 2) *I think cooking shows affect visitors for gastronomy tours*, 3) *I think places and products recommended in cooking shows are good, tasteful and prestigious*, 4) *I think people who attend gastronomy tours take advices from cooking shows into consideration*, above phrases are used. So, the cybercommunity influence of cuisine chefs on cooking shows should not be ignored. The hypothesis produced in this context is provided below.

H₇: Cybercommunity influence has a positive influence on the behavioral intention of participating in gastronomic tourism.

RESULTS

Table 3 provides the results for correlation analysis to indicate the relationship between the sub-dimensions of three main variables: inspiring taste desire, forming taste awareness and facilitating interpersonal interaction and the behavioral intention.*** p <0.001 ** p <0,01 * p <0,05 given in the tables show statistically significant difference and the amount of possible error made when the decision is made. p value is in the range of 0.01 to 0.05; There is a statistically significant difference. p value is between 0.001 and 0.01; there is a significant difference at high level. If p value is less than 0.001; there is a statistically significant difference at a very high level, p value is between 0,10 and 0,05; meaning marginally significant. This applies in other tables.

Table 2. Modeling Participation An Online Travel Community Scale Factor and Reliability Analysis

<i>Factors</i>	<i>Factor Explained</i>	<i>Reliability</i>
<i>Load Value</i>	<i>Variance</i>	
<i>Inspiring Tasting Desire</i>		
		22,344 ,917
S1.	,863	
S2.	,845	
S3.	,832	
S4.	,822	
S5.	,745	
S6.	,735	
S7.	,704	
S8.	,829	
<i>Forming taste awareness</i>		
		16,958 ,863
S9.	,804	
S10.	,786	
S11.	,756	
S12.	,730	
S13.	,686	
S14.	,769	
S15.	,760	
S16.	,735	
S17.	,690	
S18.	,642	
S19.	,788	
S20.	,780	
<i>Facilitating Interpersonal Interaction</i>		
		12,901 ,709
S21.	,665	
S22.	,642	
S23.	,673	
S24.	,691	
S25.	,724	
S26.	,702	
S27.	,756	
S28.	,798	
<i>Behavioral Intention</i>		
	12,170	,868
S29.	,861	
S30.	,852	
S31.	,874	
S32.	,899	

Note: Factor Analysis of Varimax Rotated Base Components. KMO Sampling Sufficiency = ,849 Bartlett Test Significance = p <, 000 (Chi square value = 3779,381, Degree of Freedom (df) = 231).

When the data were fit to the factor analysis, the KMO sample adequacy value was 0.849 and the Bartlett sphericity test results were significant. Based on the results of both tests, it was decided that factor analysis should be appropriate for the data related to the modeling Participation Inan Online Travel Community scale. As a result of the analyzes made, a four-factor structure emerged which has one and over eigenvalues of Modeling Participation Inan Online Travel Community scale. In the factor analysis conducted to determine the factor structure of the scale and the data obtained from the application of the scale, it was possible to explain 64,373% of the change in the data obtained from the scale with four independent factors. Table 1 presents the explanatory factor analysis results for the Modeling Participation Inan Online Travel Community scale.

Table 3. Correlation Matrix for Relationship between Dimensions of Cooking Shows and Behavioral Intention

Dimensions	Pearson's Correlation Coefficient	Behavioral Intention
ExperiencingAppeal	r	0.694
	p	0.000***
Forming Empathy	r	0.762
	p	0.000***
Providing Image	r	0.707
	p	0.000***
Delivering Knowledge	r	0.740
	p	0.000***
Presenting Guides	r	0.731
	p	0.000***
Social Influence	r	0.648
	p	0.000***
Cybercommunity influence	r	0.543
	p	0.000***

***p<0.001 **p<0.01 *p<0.05

As shown in the results in table 3, there is a significant correlation between the variables of cooking shows and the gastronomic tourism with significance level of 0.001. In other words, the “Pearson’s correlation coefficient (r)” between the variables of cooking shows and the gastronomic tourism was significant (p<0.001).

In the results in table 3, experiencing appeal, forming empathy, providing image, delivering knowledge, presenting guides, social influence and cybercommunity influence were positively and strongly correlated with behavioral intention. Accordingly, when working on TV programs, destination directors should consider the correlation between the behavioral intention of visitors to participate in gastronomic tourism and the cooking shows.

In the hypotheses of this research, the variables of cooking shows and behavioral intention of participating in gastronomic tourism were addressed by two variables. The cooking shows had seven dimensions and the behavioral intention had one dimension. So, the regression model was created assuming that each dimension of cooking shows has an influence on the behavioral intention.

According to Hair, Bush and Ortinau (2003), if more than one variable is included in a regression model, it should be investigated whether there is a multicollinearity problem among those variables. To do that, it would be

enough to examine the Tolerance and VIF values. If there is no multicollinearity problem, the tolerance values should move away from zero and the VIF values should approach to 1 from up. In addition, a tolerance value below 0.10 and VIF value above 10 indicate the existence of a multicollinearity problem (Bezirgan and Koç, 2014:925). In Table 3, tolerance values for independent values are greater than 0.10 and the VIF values are smaller than 10, therefore it can be shown that there is no multicollinearity problem.

Table 4. Influence of Cooking Shows on TV on the Behavioral Intention

Model	Standardized β	t	p	Values for Regression Model
CookingShows(Genral)	0,539	38,091	0,000***	R=0,857 F=130,765 P=0,000***

Dependent Variable: Behavioral Intention

***:p<0,001 **;p<0,01 *:p<0,05

The results provided in table 4 show that regression model created was significant (F and P values), and the rate for accounting for the influence of cooking shows on the behavioral intention (R) was 0.847. So, it is found that the cooking shows ($\beta=0,539$; $p=0,000$) had an influence on the behavioral intention. In other words, 53% of total variance in behavioral intention of participating in gastronomic tourism was caused by features of cooking shows.

Table 5. Influence of Dimensions of Cooking Show on the Behavioral Intention

Model	Standardized β	t	p	Multicollinearity		Values for Regression Model
				Tolerance	VIF	
Experiencing appeal	0,215	4,665	0,000***	0,443	2,258	R=0,729
Forming Empathy	0,345	6,714	0,000***	0,354	2,822	F=130,765
Providing Image	0,140	0,169	0,000***	0,464	2,157	
Delivering Knowledge	0,366	5,732	0,000***	0,230	3,695	P=0,000***
Presenting Guides	0,093	0,128	0,000***	0,541	1,848	
Social Influence	0,064	0,797	0,000***	0,147	6,809	
Cybercommunity Influence	0,325	2,059	0,04*	0,224	4,461	

Dependent Variable: Behavioral Intention

***:p<0,001 **;p<0,01 *:p<0,05

Table 5 provides the influence of dimensions of cooking shows on the behavioral intention of participating in gastronomic tourism. The results provided in table 5 show that the regression model created was significant (F and P values), and the rate for accounting for dependent variables by the independent variables was 0.729. In this sense, experiencing appeal ($\beta=0.215$; $p=0.000$), forming empathy ($\beta=0.345$; $p=0.000$), providing image ($\beta=0.140$; $p=0.000$), delivering knowledge ($\beta=0.366$; $p=0.000$), presenting guides ($\beta=0.093$; $p=0.000$), social influence ($\beta=0.064$; $p=0.000$), and cybercommunity influence ($\beta=0.325$; $p=0.04$) show the influence of features of cooking shows on the behavioral intention. So, H₁, H₂, H₃, H₄, H₅, H₆ and H₇ are accepted based on this result.

CONCLUSIONS

Television, which is one of the most important mass media in today's world, can provide substantial benefits both to producers and consumers if it is used consciously and properly. When TV programs are addressed from this perspective, TV programs that serve to different purposes attract attention. Television programs are able to show, introduce and teach anywhere in the world from an audience's perspective. If these programs are considered in terms of tourism, they allow people to be informed about domestic and foreign tourism activities and development. They are also effective in spreading a sense of tourism over the social culture. This effectiveness is also very important to gastronomic tourism. The cooking shows produced by cuisine chefs that are experts in the field allow society to have knowledge on and be aware of gastronomy. A television program that is well produced and understandable by anyone allows audiences to improve their table manner, customs and traditions. An entertaining cooking competition is an important factor in reducing the stress of people that have to watch boring programs.

The cooking shows provide opinions and suggestions to those who want to visit destinations that have different gastronomies. The prepared food and drinks enable audiences to have knowledge on the products and form empathy. In addition, watching how to make, prepare and serve products of different cuisines allows the enriching of the culinary culture of individuals.

The results of this research show that 391 tourists participated in gastronomic tourism were influenced by the cooking shows on TV. It appears that features of cooking shows, in general, have an influence on the behavioral intention of participating in gastronomic tourism; and the audiences of cooking shows tend to participate in gastronomic tourism. This result is similar to the result that cooking shows referred to in the literature section positively influence the audience. The cooking shows that present regional cuisines should consider that they may influence the gastronomy of that region. Based on this research, the destination directors should work on cooking shows to benefit from the gastronomic tourism. This research will provide an opportunity to carry out necessary activities, being aware of those dimensions that are effective in utilizing gastronomic tourism or improving gastronomy by destinations. The regional cooks would also recognize that the dimension "television" should be considered when they improve themselves.

Consequently, television cooking shows are considered to help gastronomy and gastronomic tourism to improve and become preferable. The destinations that have problems with gastronomy and have difficulty in using their rich cuisine in tourism would include television cooking shows in arrangements when they review their activities.

Future Research

This research is considered to make significant contributions to tourism developers and planners, academic members, and relevant literature. However, this research has a number of limitations: research was conducted only in Turkey, and no specific destination was used. For this reason, it may be recommended to perform studies in different countries in the future. It may also be advisable to uncover the effects of a TV program broadcast on a particular destination on that destination's gastronomic tourism. In addition, this research addressed only the influence of TV programs on the gastronomic tourism with a focus on seven sub-dimensions. It is also

recommended to investigate whether there are different dimensions, and what kind of changes would be made to these dimensions in the future.

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