



Associations Between Food Neophobia and Culinary Creativity: A Study with A Sample of Chefs and bartenders in Turkey

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Article History

Received: 26.09.2020

Accepted: 05.11.2020

Keywords

Food neophobia

Creativity

Chef

Bartender

Abstract

Food neophobia, which refers to avoiding consuming new and different foods, can cause many physical and psychological effects. The aim of this study is to determine the effect of the food neophobia level of the Turkish cooks and bartenders (n=553) on the creative personality trait. The universe of the research consists of chefs and bartenders working in restaurants, hotels, cafes and bars in Istanbul. In this context, a questionnaire was applied to employees who were willing to participate in the research. The questionnaire form consists of three parts: Demographic characteristics, general/food neophobia scale, and creative personality trait scale. Participants achieved certain scores based on their responses to the expressions of neophobia and creativity, and these scores determine the neophobia/creativity level of the participants. Many of the participants had a low level of general neophobia (48.7%), and a moderate level of food neophobia (65.3%) and creative personality traits (58%). In addition, there is a positive correlation between the the general neophobia and the food neophobia level of the participants, and a negative significant correlation between the general/food neophobia and creativity level.

Article Type

Research Article

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DOI: 10.21325/jotags.2020.718