

International Visitors Gastronomy Behaviors And Expectations: Aydın Province Model

Emrah Köksal Sezgin
ekoksalsezgin@gmail.com

Abstract

This research includes findings and interpretations aiming to determine theoretical information on gastronomy tourism and international visitors' gastronomy behaviors and expectations in terms of Aydın province model. The problem sentence of the research in which Aydın province's gastronomic properties are aimed to be determined and the fulfillment level of the international visitors' gastronomy behaviors and expectations are aimed to be measured accordingly has been determined as: "what is the fulfillment level of the international visitors' gastronomy preferences and expectations within the scope of Aydın province gastronomic properties?". Along with this general problem sentence, other sub-problems have been tried to be replied as well. The first stage of the research was completed with a questionnaire applied to tourists staying in Kuşadası in order to determine the preferences and expectations of the tourists who visited the region. At the second stage of the research, a semi-structured interview form

was applied to the participants in order to determine Aydın province's gastronomic properties from a qualitative point of view. At the third stage of the research, international food festival attendants were requested to make an assessment on the menu which reflects the gastronomic properties of Aydın province through the assessment form of the World Association of Chefs' Societies with the intention of assessment of the determined gastronomic properties of the province.

Keywords: International visitors, gastronomy behavior, gastronomy tourism, Aydın, Turkey

