

## Artículos de investigación

### GESTIÓN DEL TURISMO GASTRONÓMICO

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### EXAMINING THE RELATIONSHIPS BETWEEN DESTINATION IMAGE, TOURIST SATISFACTION, GASTRO TOURISM ATTITUDES AND REPEAT RECOMMENDATION INTENTIONS: THE CASE OF ISTANBUL

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### ANÁLISIS DE LAS RELACIONES ENTRE LA IMAGEN DEL DESTINO, LA SATISFACCIÓN DEL TURISTA, LAS ACTITUDES DEL GASTRO-TURISMO Y LAS INTENCIONES DE RECOMENDACIÓN REPETIDA: EL CASO DE ESTAMBUL

#### Abstract

The aim of this research is to investigate the effects of destination image, tourist satisfaction, attitudes regarding gastronomy and intentions to return of foreign visitors staying in five-star hotels in Istanbul. A quantitative research method was employed through the use of a survey. 402 questionnaires were answered by foreign tourists. Structural equation modeling was performed on the obtained data through the Amos program. According to the results of the research, the key finding was that while there is a positive effect between destination image and gastronomy attitudes and tourist satisfaction, there is no effect between gastronomy attitudes and revisit intention.

**Keywords:** Destination Image, Tourist Satisfaction, Gastronomy Attitudes, Repeat Recommendation Intentions, İstanbul.

#### Resumen

El objetivo de esta investigación es determinar los efectos de la imagen del destino, la satisfacción del turista, las actitudes gastronómicas y las intenciones de revisita de los turistas extranjeros alojados en hoteles de cinco estrellas de Estambul. En la investigación se utilizó la técnica de la encuesta, uno de los métodos de investigación cuantitativa. Se obtuvieron 402 cuestionarios de turistas extranjeros. Se realizó un modelo de ecuaciones estructurales con los datos obtenidos mediante el

programa Amos. Según los resultados de la investigación, la conclusión clave es que, si bien existe un efecto positivo entre la imagen del destino y las actitudes gastronómicas y la satisfacción del turista, no hay ningún efecto entre las actitudes gastronómicas y la intención de volver a visitar el destino.

**Palabras clave:** imagen de destino, satisfacción del turista, actitudes gastronómicas, intencions de recomendación repetida, İstanbul.

## 1. Introduction

Today's tourism behaviour differs from the tourism behaviour of past periods. This change in behaviour has led to the development of different tourism sectors and to the fact that tourism does not have a single definition but has multiple cause and effect relationships. The development of the tourism sector has led to the activation of destinations and the formation of tourist satisfaction. Destination image continues to be a common research agenda in the tourism literature (Chi & Qu, 2008; Eid *et al.*, 2019; De Los Reyes & Dael, 2023; Zulvianti *et al.*, 2023; Kurian, 2023), tourist satisfaction (Li *et al.*, 2023; Hossain *et al.*, 2023; Vanegas & Muñetón 2024), gastronomy attitudes (López-Guzmán *et al.*, 2017; Moral-Cuadra *et al.*, 2022; Çıtak & Yılmaz, 2023), intention to visit again (Emir & Kozak, 2011; Kaur & Kaur, 2020; Purnama *et al.*, 2023).

Destination is defined as a tourism region or destination. Destinations can change the touristic capacity and attractiveness of a region with their image. Destinations with a positive image can add more value to their attraction potential and are also effective in the preference of tourists. It is also possible that negative thoughts may occur in the minds of tourists about destinations with a negative image and destinations may not be preferred (Çevrimkaya, 2022; Adam *et al.*, 2023). There are many reasons for these negative thoughts. These can be natural disasters, terrorism or artificial formations. Apart from these, negative situations experienced during the tourists' visit negatively affect the process.

There are many reasons for visiting destinations, but the power of gastronomy in this regard is undeniably important. It has been shown that the desire to travel to a destination can be highly influenced by interest in food (Folgado-Fernández *et al.*, 2017; Castillo-Villar, 2020; Dixit & Prayag, 2022; Ademoğlu & Şahan, 2023). It is estimated that food and beverage expenditures during travel account for approximately 25% of total travel expenditures. Therefore, gastronomy makes a strong contribution to the tourism industry (Wolf, 2020). İstanbul has an important place in the world with its food and Turkish cuisine presentations. It is predicted that the intention of tourists to visit again will occur since the good position of gastronomy positively affects the destination image. The originality of the research and the reasons for choosing İstanbul should be emphasized more. For instance, additionally, there are many studies (Artuğer *et al.*, 2013; Yağmur & Aksu, 2020; Ceylan *et al.* 2021) based on destination image in the context of Antalya or other cities of Türkiye. However, studies focusing on İstanbul are scarce. For this reason, İstanbul destination was preferred in the research.

The effect of destination image on gastronomy attitudes and tourist satisfaction on the interaction of destination image with revisiting in İstanbul was questioned. When we

consider the place of Istanbul in world tourism, it will provide an approach to the destination, satisfaction, gastronomy and revisit of incoming tourists. Türkiye is one of the top 10 most visited countries. Istanbul is the most visited city in Türkiye. The situation shows us that it is very valuable to reveal the inferences about the tourist group coming to a city that is so important for the world. At this point, the scarcity of studies on Istanbul indicates that the research will make a significant contribution to the literature. Practical implications will also be discussed.

## 2. Theoretical background

### 2.1. Destination image and tourist satisfaction

Destinations attract an intense flow of visitors thanks to their natural and cultural resources. In order for a country, region or region to be called a touristic destination, it must have a number of characteristics (Metin & Kalay, 2021). All of the goods and services produced in destinations to meet the demands and needs of tourists constitute destination elements. The complex structure of destinations, which are formed by the combination of goods and services provided by different organisations, makes it difficult to manage them (Özdemir, 2014; Lu *et al.*, 2020). Thus, in order to manage the destination, all stakeholders of the region should act jointly.

Destination image is the perception formed for a region from a tourist perspective. In this context, the most important issue is the presence of preferences made in terms of tourists' destination preference. It is known that increasing tourist satisfaction is important for building a city's brand (Mohamad *et al.*, 2011). The correct positioning of a destination will positively affect the future of that destination. It is known that positive and negative opinions about the destination are discussed on digital platforms (Chiu *et al.*, 2016; Arica *et al.*, 2022). In this context, the formation of promotional and marketing activities that will attract potential tourists to the destination is an important step (Jeong & Kim, 2020).

Most of those who study destination image mention that the image structure is the result of both perceptual/cognitive and affective evaluations (Mohammed *et al.*, 2014; Ab *et al.*, 2015; Lam-González *et al.*, 2020). In this framework, it is possible to talk about the state of the structure that goes through a complicated process. Perceptual and/or cognitive evaluations refer to visitors' beliefs or knowledge about the characteristics associated with a destination (Suban, 2024). The tourists' view of the destination is related to the situations they have internalised. Affective evaluations, on the other hand, are linked to visitors' feelings about or attachment to the destination (Tsai, 2015). In this context, the structure of image depends on the perceptual/cognitive evaluation of a destination and emotional behaviours shaped by cognitive behaviours (Gün *et al.*, 2019).

Tourist satisfaction is related to tourists' high perception of expected service. Thus, tourists' satisfaction with a destination indicates that positive outputs will occur in terms of the future image of the city. Because this is one of the most important factors in the mobilisation of potential tourists. When customers think positively about the destination, they share their opinions and bring more tourists with them. When the destination image is positive, tourists are likely to visit and be satisfied with that visit. There are many studies

in the literature that there is a positive relationship between destination image and tourist satisfaction (Jamaludin *et al.*, 2012; Huete Alcocer & López Ruiz, 2020; Pujiastuti *et al.*, 2023; Kusumah & Wahyudin, 2024). In this framework, H1 was developed.

***H1: There is a positive relationship between destination image and tourist satisfaction.***

## ***2.2. Destination image and gastro tourism attitudes***

Destination image is recognised as important in the tourism market as it reinforces tourists' beliefs, ideas and perspectives about a destination (Folgado-Fernández *et al.*, 2017). Events in general and gastronomic events in particular are understood by local managers as a way to create and enhance their destination image (Kaplanidou & Vogt, 2007; Kivela, 2006). It is emphasised that for this strategy to be successful, managers should associate the destination image with the uniqueness of local food products and experiences, thus strengthening the link between food and the destination (Hillel *et al.*, 2013; Gupta *et al.*, 2023). Unique gastronomic events can improve the destination image and become a powerful tool for authorities to convey the identity and personality of the destination and strategically market them in the context of destination branding (Fox, 2013).

It is known that destination image plays an important role in tourists' decision-making and purchasing behaviours. In this framework, it is known that local markets, local products and food should be at the forefront (Davras & Özpercin, 2023). Tourists' belief system, emotional states and observations about a destination's food, beverages, food and beverage businesses, food and beverage culture and food and beverage related activities are very important. The most well-known foods and beverages, which are the components of gastronomy image, are important elements reflecting the culinary culture of the destination. There are cases where a food or beverage is known in many parts of the World (Eren & Çelik, 2017). While Italy-pizza and Japan-Sushi matches can be given as examples, dozens of products can be counted in the case of Istanbul's match. Istanbul hosts people living all over Türkiye and allows the culinary culture to be represented throughout Türkiye.

Gastronomy plays an important role in the formation of destination image. Gastronomy is seen as an important means of promoting cultures (Sio *et al.*, 2021). When tourists visit a destination, they engage in eating and drinking activities. It is usual for tourists visiting this destination to want to get to know the culinary elements, recipes and production processes. The role of food and beverage image is undeniably important in destination visits to Türkiye (Keskin & Sezen, 2022). The fact that gastronomy takes place in a destination and comes to the fore gives that destination an advantage in tourism. While the destination image is positively affected, economic inputs increase with gastronomy (Kivela & Crotts, 2006). Thus, the rise of the destination progresses. When the researches in the literature are examined, it is determined that there is a positive relationship between destination image and gastronomy (Folgado-Fernández *et al.*, 2017; Lai *et al.*, 2019; Cardoso *et al.*, 2020; Davras & Özpercin, 2023). H2 hypothesis is established.

***H2: There is a positive relationship between destination image and gastro tourism attitudes.***

### ***2.3. Tourist satisfaction and repeat recommendation visit intentions***

The existence of tourist satisfaction refers to the situation between the expectations of the tourist before visiting a destination and the behaviour that emerges after the visit (Abdulla *et al.*, 2019). Tourists are not satisfied with the same tourism experiences in the same way and in the same direction. Due to reasons such as individual diversity of tourists, cultural differences and expectations, the satisfaction result of each tourist will be different (Pai *et al.*, 2020). It has been stated in studies that individuals who show the behaviour of being satisfied with their tourism experience positively transfer this experience to others and show intention to visit again (Demir & Türkmen, 2022).

In the field of tourism studies, tourists' satisfaction plays an important role in the emergence of behavioural intention. Behavioural intention, also known as tourist loyalty, refers to the intention to recommend and the intention to revisit the destination. The willingness of experienced tourists to go to the region also reflects the degree of willingness to visit the destination again (Seetanah *et al.*, 2020). Satisfying experiences of tourists lead to the intention to visit the destination again (Carvache-Franco *et al.*, 2018). In this way, tourists have the opportunity to discover different aspects of the destinations they are satisfied with.

It was concluded that tourists consume intangible resources, including elements of local culture such as norms, habits and behaviours, as well as the texture of the destination, the landscape, the sense of well-being and calmness in the place. In this sense, Perovic *et al.* (2013) argue that the intangible elements of tourism greatly influence the level of customer satisfaction. However, compared to the intangible elements of the contemporary tourism product, the tangible elements are considered more important in managerial terms, as they are easier to change and renew than the intangible elements (Ria *et al.*, 2023). It is difficult to change the structure of a city, but it is easy to change the shape of the plates in a restaurant. High levels of tourist satisfaction motivate repeat visits. Therefore, tourists should be interested in gastronomy and the destination so that they will visit again (Stumpf *et al.*, 2020). Therefore, the following hypothesis is proposed:

***H3: There is a positive relationship between tourist satisfaction and revisit intention.***

### ***2.4. Gastro tourism attitudes and repeat recommendation visit intentions***

Gastronomy behaviours also appear as a tool for tourists to better understand the values of the region. For this reason, the flavours that tourists experience locally in a region have an effect on the intention to visit again (Perovic *et al.*, 2018; Martin *et al.* 2018; Cankül *et al.*, 2022). Individuals who engage in tourism behaviour will want to revisit that region thanks to the positive emotions they feel while tasting regional foods and experience the positive emotions they experienced before (Bayrakcı & Akdağ, 2016; Kareem & Venugopal 2023). Revisiting a destination is necessary for the continuity of that destination. For this reason, the fact that the gastro-tourism products in the destination provide a positive

experience for the tourist will ensure the continuity of the destination by providing repeat visits (Sever & Girgin, 2019; Di-Clemente *et al.*, 2020).

Since the perception of gastronomy is greatly influenced by tourists' own food culture, it is known that the influence of tourists' local food consumption value is undeniable in terms of tourists' cultural background (Rousta & Jamshidi, 2020). Gastronomy attitudes can be seen as an artefact that represents local culture and gives visitors a taste of the destination's distinctive lifestyle. One of the rules of international tourism mobility is that tourists have repeat visit recommendations. Tourists who are on a journey of flavour prefer unforgettable gastronomic tastes to taste them on the spot again (Williams *et al.*, 2019). So much so that some destinations do not have an attraction element, but they are recognised with a dish and tourists visit that region. In this respect, Istanbul is among the leading cities of the world with both cultural tourism and gastronomy tourism (Okumus & Cetin, 2018). In this respect, the following hypothesis has been developed.

***H4: There is a positive relationship between gastro tourism attitudes and revisit intention.***

### **3. Research Methodology**

#### ***3.1. Research sampling and data collection***

The research population consists of foreign tourists coming to Istanbul. The reason why the universe is Istanbul is that it is the city that hosts the most foreign tourists in Türkiye. The universe consists of hotels located on the European side of Istanbul. With the presence of the historical peninsula on the European Side of Istanbul, foreign tourists stay in this region. This is because it is thought that individuals who prefer quality service will reflect the perspective of the research more clearly. Purposive/judgemental sampling was used as a sample. It is the creation of the sample from people, events, objects or situations with the qualities determined in relation to the problem (Büyüköztürk *et al.*, 2009). The number of 5-star hotels in Istanbul is 165 as of December 2023 (Republic of Türkiye Ministry of Tourism, 2023). 485 questionnaires were collected, but the number of usable questionnaires is 402. The research data obtained by the survey application were collected from the sample of the study between July 2023 and February 2024.

#### ***3.2. Socio-Demographic Characteristics***

As seen in Table 1 below, the participants are male (63.4%) and the others are female. According to age groups, 26-35 age range (55%), 18-25 age range (18.9%), 36-45 age range (16.2%), 46-55 age range (1.9%) and 56 and over (1.1%) were obtained. The proportion of tourists who were married (52%) and single (48%) was found. A significant portion of the respondents (48.5%) have a monthly average household income of the between 5001-10000 €. The education level of the respondents is high and the rate of university graduates is 89.6%. A significant proportion of the participants have travelled to Türkiye twice or more (76.9%). A significant proportion of the respondents (42.3%) stayed in Türkiye for more than one day and less than one week. The reason for coming to Türkiye (59.2%) was for holiday purposes. When we look at the nationality of the participants, (49.2%) are Russians. This is followed by Germans with (25.3%).

Table 1. Demographic Information

<i>Characteristics</i>		<i>n</i>	<i>%</i>	<i>Total Percentage</i>
Gender	Woman	255	63.4	63.4
	Male	147	36.6	100
	Total	402	100	
Age	18-25	76	18.9	18.9
	26-35	221	55	73.9
	36-45	65	16.2	90.0
	46-55	34	1.9	98.5
	56 and above	6	1.1	100
	Total	402	100	
Marital status	Married	209	52	52
	Single	193	48	100
	Total	402	100	
Educational Status	Middle School	15	3.7	3.7
	High school	27	6.7	10.4
	University	360	89.6	100
	Total	402	100	
Income Statue	Minimum wage	38	9.5	9.5
	Minimum wage-5000 €	71	17.7	27.1
	Between 5001-10000 €	195	48.5	75.6
	Between 10001- 15.000 €	67	16.7	92.3
	Between 15.001€ ve above	31	7.7	100
	Total	402	100	
Number of Visit to Türkiye	One time	93	23.1	23.1
	Two or more	309	76.9	100
	Total	402	100	
Duration of Stay Türkiye	One day	74	18.4	18.4
	More than one day less than one week	170	42.3	27.7
	One week and more	158	39.3	100
	Total	402	100	
Reason for Coming to Türkiye	Holiday (trip)	238	59.2	59.2
	Work	84	20.9	80.1
	Education	42	10.4	90.5
	Other	38	9.5	100
	Total	402	100	
Nationality	Russian	198	49.2	49.2
	German	102	25.3	74.5
	Iranian	39	9.7	84.2
	American	27	6.8	91
	British	14	3.5	94.5
	French	12	3	97.5
	Other	10	2.5	100
	Total	402	100	

Note. €: Euro currency.

### 3.3. Research of the questionnaire

The questionnaire consisted of four scales for the research. The statements in the questionnaire were asked as “strongly disagree”, “disagree”, “moderately agree”, “agree” and “strongly agree” according to the sampling 5-point Likert scale. In order to measure the satisfaction levels of tourists, the “tourist satisfaction scale” developed by Oliver (1980, 1997) and adapted into Turkish by Silik (2018) was used with a single dimension and all 3 statements. Internal consistency coefficients ( $\alpha$ ) calculated as (0.94)

The “repeat recommendation visit intentions scale” developed by Zeithaml et al. (1996) and adapted into Turkish by Silik (2018) to measure tourists’ repeat visit intentions consists of a single dimension and 3 statements. Internal consistency coefficients ( $\alpha$ ) calculated as (0.95). In order to measure the destination image of tourists, the “destination image scale” developed by Hankinson (2005) and used by Akroush et al. (2016) and Albaity & Melhem (2017) was adapted and used. This scale consists of a single dimension and 6 statements. Internal consistency coefficients ( $\alpha$ ) calculated as (0.76).

The “attitudes towards gastronomy tourism scale” developed by Çelik & Aksoy (2017) to measure tourists’ perceptions of gastronomy tourism consists of 15 items. As a result of the explanatory factor analysis of the scale, “Istanbul cuisine is a cultural value and should be protected”, “I would like to extend my stay in Istanbul to obtain local foods” and “I think I will come to Istanbul again” were removed because their factor loadings were below 0.40. Therefore, items 2, 9 and 15 were not included in the analysis. The scale is unidimensional. Internal consistency coefficients ( $\alpha$ ) calculated as (0.87).

### 3.4. Analysis of research data

In order to determine the structural validity of the research, the analyzes were also performed in SPSS 24.0 package program and AMOS 24 package program. Structural equation modeling analyzes and confirmatory factor analysis were performed on 402 data items. The kurtosis and skewness values of all scale items are between -2 and +2, supporting the assumption of normal distribution (Kline, 2011). -2 and +2 indicating scalar rather than an absolute range. The fit indices used in the research and the value ranges of these indices are given below.

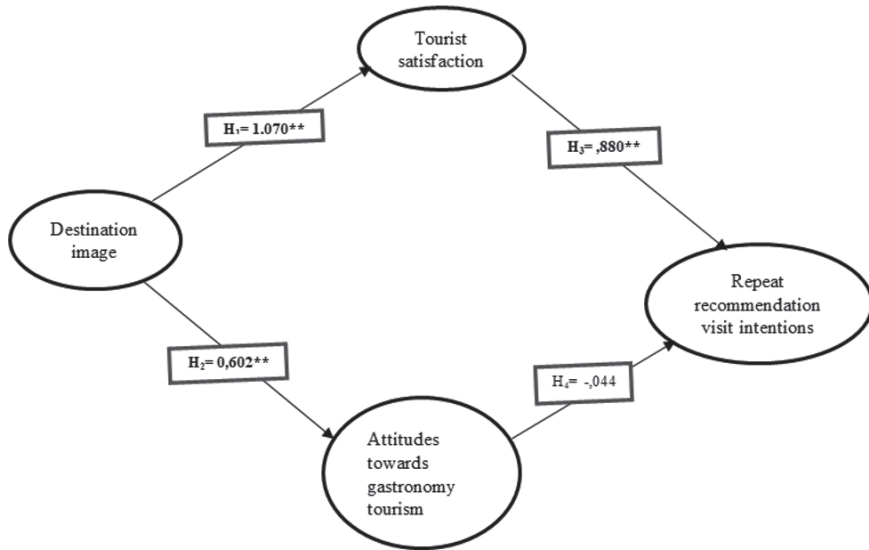
Table 2. Threshold value tables

Model Fit Criteria	Threshold Values	
	Perfect Fit	Good Fit
$\chi^2/sd$	$\chi^2/sd \leq 3$	$\chi^2/sd \leq 5$
P	$p \leq 0,001$	$p \leq 0,005$
NFI	$0.95 \leq NFI \leq 1$	$0.90 \leq NFI \leq 0.95$
TLI/NNFI	$0.95 \leq NNFI \leq 1$	$0.90 \leq NNFI \leq 0.95$
CFI	$0.95 \leq CFI \leq 1$	$0.90 \leq CFI \leq 0.95$
RMSEA	$RMSEA \leq 0,05$	$RMSEA \leq 0,08$

	Threshold Values	
GFI	$0.95 \leq \text{GFI} \leq 1$	$0.90 \leq \text{GFI} \leq 0.95$
AGFI	$0.90 \leq \text{AGFI} \leq 1$	$0.85 \leq \text{AGFI} \leq 0.90$
SRMR	$0 < \text{SRMR} \leq 0,05$	$0 < \text{SRMR} \leq 0,08$
RMR	$0 \leq \text{RMR} < 0.05$	$0.05 \leq \text{RMR} \leq 0.08$

Note. Hu & Bentler, 1999: pp. 1-55; Shevlin, 2000 *et al.*, pp. 181-185; Schermelleh-Engel & Moosbrugger, 2003, pp. 23-74; Dehon *et al.*, 2005, s. pp. 799-810; Hooper *et al.*, 2008, s. pp. 53-60; Simon *et al.*, 2010, s. pp. 234-243.

Figure 1. Structural equation modeling of the research



Structural equation modeling (SEM) with a maximum likelihood estimation was used to check the proposed hypotheses. The goodness-of-fit statistics of the proposed model showed that the model reasonably fits the data ( $\chi^2/\text{sd}=3,263$ ,  $\text{RMSEA}=0.075$ ,  $\text{CFI}=0.995$ ,  $\text{IFI}=0.995$ ,  $\text{GFI}=0.992$ ,  $\text{NFI}=0.993$ ).  $H_1$  ( $\beta = 1.070$ ;  $p \leq 0.01$ ),  $H_2$  ( $\beta = 0.602$ ;  $p \leq 0.01$ ),  $H_3$  ( $\beta = 0.880$ ;  $p \leq 0.01$ ) were supported,  $H_4$  ( $\beta = -0.440$ ;  $p > 0.05$ ) was rejected.

Table 3. AVE and CR values of the scales

Scales	AVE	CR
Tourist satisfaction	0,91	0,96
Repeat recommendation visit intentions	0,91	0,97
Destination image	0,71	0,90
Attitudes towards gastronomy tourism	0,50	0,90

As evidence of convergent validity, the AVE values of the scales should be greater than 0.50 but in cases where the AVE value is less than 0.50 the analysed AVE value can be accepted if the CR value is greater than 0.70 (Fornel & Larcker, 1981). In this framework, both AVE and C.R. values of our scales are in an adequate range.

Table 4. Hypothesis Acceptance Status

Hypotheses	$\beta$	$p$	Hypothesis Acceptance Status	
			Supported	Unsupported
H1	1,07	$\leq 0.01$	X	
H2	0,60	$\leq 0.01$	X	
H3	0,88	$\leq 0.01$	X	
H4	-0,44	$> 0.05$		X

While H1, H2 and H3 hypotheses are accepted, H4 is rejected. According to the research, it is concluded that gastronomy attitudes have no effect on revisiting and the hypothesis is rejected.

#### 4. Conclusion and implications

Issues such as the formation of visits to destinations, increasing satisfaction and revisiting are among the important issues for the existence of tourism. Satisfaction or dissatisfaction exists in the process of tourism mobility (Mohammadi *et al.*, 2023; Zhou *et al.*, 2024). For the satisfaction of a destination, the common elements that make that destination exist are important. The positioning of destinations and their prominent features should be revealed. When Türkiye is mentioned, there is a perception of Turkish food abroad (Ekizler *et al.*, 2023). Istanbul destination is thus identified with gastronomy. In this framework, it was tried to reveal the perspective of tourists. In this research, the destination image, satisfaction, gastronomy attitudes and intention to visit again of the tourists staying in five-star hotels in Istanbul, the city that hosts the most tourists in Türkiye, were measured with a quantitative method. Our research shows that the gastronomy attitudes of tourists visiting Istanbul are not effective on repeat visits. This result shows us that it is not enough for the tourists who come to Istanbul to come again only with gastronomy. It is possible to say that Istanbul's attractions and culture are effective for tourists to visit again. The results of this research are discussed in terms of theoretical and practical contributions and a discussion section is included.

##### 4.3. Theoretical implications

In this study, destination image, tourist satisfaction, gastronomy attitudes and revisit intention of tourists staying in five-star hotels in Istanbul, which is the most visited city in the world and Türkiye according to Euromonitor International, are investigated. Since there is no study on the subject including Istanbul, an important contribution to the literature is provided. According to the quantitative findings, incoming tourists think that destination image positively affects tourist satisfaction. It is considered that if the image of a destination is positive, incoming tourists will be positive. At this point, the research results are similar to Çevrimkaya (2022) and Jamaludin *et al.*, (2012). In addition, tourists think that destination image positively affects their gastronomy attitude. If the image of a destination is positive, the perspective on gastronomy attitude will also develop positively. At this point, the consumption of products with gastronomy value in the cuisine of cities that are seen positively becomes easier. In the case of Istanbul, Turkish cuisine, which has proven itself, has been adopted by tourists.

Tourist satisfaction has a positive effect on repeat visits. Tourists recommend destinations they are satisfied with and intend to visit them again. Each tourist acts as an ambassador for other potential tourists. Because tourists share their experiences online and face to face. Especially negative comments cause tourists to choose alternative destinations through word-of-mouth marketing. With the positive impact of incoming tourists, the number of tourists of the destination increases and provides input as income. In this framework, the economy positively affects all sectors with a multiplier effect.

Gastronomy attitude had a negative effect on the intention to revisit. The only assumption rejected in the study emerged at this point. While tourists with positive gastronomy attitudes are expected to be open to revisit, it was observed that tourists visiting Istanbul ignored this issue. This is a striking result for the research. Istanbul is a city famous for its food and geographical indications. The fact that tourists ignore this issue is an indication that other touristic elements come to the fore. It is also thought that the orientations of tourists visiting Istanbul are different touristic products. The fact that other motivation factors emerge more predominantly in the emergence of the intention to revisit reveals the importance of the sales process of gastronomic elements.

#### **4.2. *Practical implications***

Travel agencies or tour operators should take strategic steps regarding the tourist profile coming to Istanbul. In addition to gastronomy, they should also address other alternative tourism elements. Tourists coming to Istanbul not only for kebabs, doner, ravioli or Turkish delight etc. But also for touristic products that include cultural elements. Hagia Sophia, Galata tower, St Antuan church, Aya yorgi church, Topkapı palace, Sultanahmet mosque, Maiden's tower, Grand bazaar, Spice bazaar, Taksim square etc. for foreign tourists. It is expected to organise entertainment for tourists in the evenings, especially for overnight stays.

Addressing the gastronomy presentations and menu richness of the managers of accommodation establishments and food and beverage establishments is important for the intention of tourists to visit again. It is also necessary for businesses to use gastronomy with the texture of the city for social media and promotion. In this framework, feedback and satisfaction studies should be carried out for the repeat visits of tourists who visit Istanbul.

#### **4.3. *Limitations and future research***

The research is limited to foreign tourists staying in five-star hotels in Istanbul. Another limitation of the study is that the questionnaires were collected in a certain period. In this context, it would be useful to select hotels in different destinations or hotels with different number of stars as the population for further studies on the subject. Apart from the gastronomy perspective, the research can be addressed in the context of alternative tourism. Different perspectives can also be revealed in other major destinations of Türkiye. The gastronomy perspective of other destinations that host the most tourists in the world after Istanbul can be investigated. In addition, tourists staying in 4-star hotels in Istanbul can be investigated. In addition, the model can be addressed with variables addressing consumer behaviour that are relevant to tourist behaviour. While interpreting, models related to the literature can be constructed.

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