



## The Effect of Travel Lifestyle, Cultural Sensitivity and Food Neophobia on Local Food Preference<sup>1,2</sup>

\*Ayşe SÜNNETÇİOĞLU<sup>a</sup> , A. Celil ÇAKICI<sup>b</sup> , S. Haluk ERDEM<sup>c</sup> 

<sup>a</sup> Çanakkale Onsekiz Mart University, Gelibolu Piri Reis Vocational School, Department of Travel, Tourism and Entertainment Services, Çanakkale/Turkey

<sup>b</sup> Mersin University, Faculty of Tourism, Department of Tourism Management, Mersin/Turkey

<sup>c</sup> Çanakkale Onsekiz Mart University, Faculty of Tourism, Department of Tourism Management, Çanakkale/Turkey

### Article History

Received: 29.03.2020

Accepted: 26.05.2020

### Keywords

Travel lifestyle

Cultural sensitivity

Food neophobia

Local food preference

Istanbul

### Abstract

It is seen that tourists tend to prefer local food. In this study it is aimed to understand local food preference of tourists. Accordingly, the effect of travel lifestyle, cultural sensitivity, and food neophobia on the local food preference was researched. The data were collected through a questionnaire. The questionnaire, according to the quota sampling determined based on nationality, was applied face-to-face to foreign tourists visiting the Istanbul Sultanahmet District between 1 June and 5 July 2018, and a total of 554 questionnaires were obtained. In the analysis, factor, regression, one sample t-test, and variance analysis were used. While food neophobia negatively affects local food preference, it was determined that travel lifestyle and cultural sensitivity do not affect the local food preference. It should be noted that the choice of food is not characterized by nationality and might be related to the psychology of the tourist.

### Article Type

Research Article

\* Corresponding Author

E-mail: aysesunnetcioglu@comu.edu.tr (A. Sünnetçioğlu)

DOI: 10.21325/jotags.2020.576

<sup>1</sup> This publication is produced from the doctoral dissertation "The Impacts of Travel Lifestyle, Cultural Sensitivity and Food Neophobia on Intention to Choose Local Food" written by the first author.

<sup>2</sup> The second author has been added due to his contributions.