

## The Effect of Regional Cuisine Perceptions of Cuisine Employees on Marketing Activities: Marmaris Sample

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### Extensive Summary

Due to its geographical location Marmaris, which is a research area, is an important port and seaside city where the Mediterranean and the Aegean Sea combine. For this reason, it has provided a crucial point of connection between the Aegean and the Mediterranean, from the early ages to the present day, and an important link between Asia, Europe and Africa. In addition, Karya has become a sea base due to the commercial road between Rhodes and Egypt throughout its history (Marmaris Municipality, 2018). It is said that this is naturally culturally and that the culinary culture is a positive reflection. It can be said that ultimately it is advantageous to be on a commercial road where it can encounter different products and cultures. Due to the potential of tourism, Marmaris is an important destination in which international tourism mobility is experienced at high level and it is mostly concentrated in summer and autumn.

If the cultural value of local cuisine is thought to be offered to tourists in hotel restaurants or independent restaurants, then the sector and marketing activities should also be examined. In restaurant marketing, it is necessary to present and serve tangible goods offered by tourists with the right methods and techniques. In other words, both product and service provision is the issue. In order for a region to be in a good position in a competitive environment, it must be open to changes without escaping from its essence. Regional meals can provide an advantage to create competitive advantage, and at the same time, they can have positive effects on the economy due to the purchase and sale of regional products. The fact that local kitchen products are being applied to kitchen staff and taking part in the menu may be advantageous as well as negative in cases where tourists do not fit their habits and food preferences. However, it should be remembered that tourists can reach satiation by seeing the characteristics of the locality found, living and tasting. At this point, tourist business owners and kitchen workers are very involved.

The purpose of this study is to investigate the effect of kitchen workers on the marketing activities of local kitchen perceptions. Research has been conducted on 70 members who are active members of the South Aegean Marmaris Teachers Association.

As a result, the high perceived local culinary perception of the employees positively impacts marketing activities in the planning and implementation phase, as well as the employee satisfaction from the work. However, the increase in these rates can be achieved by increasing the experience of the kitchen workers.

Some important results of the study can be summarized as follows. When the employees' perception levels of dimensions are examined, it is seen that the highest perceived dimension is in the local kitchen perception dimension. Occupancy satisfaction is the second and marketing activities are the third. Employees' perceptions seem to be in the right direction.

There is a high level of connection between the marketing activities of the employees and the satisfaction of the employees. This indicates that employees are aware of the marketing activities they perform in their businesses, and that this also increases their satisfaction. Finally, it can be said that there is a weak relationship between employees' perceptions of local cuisine and the marketing activities they apply. However, it can be said that they can not relate regional cuisine perceptions with the marketing activities they have implemented in the business, and this reflects on the negative level of the product variety in the kitchen.

It has been determined that employees do not make any difference to the marketing activities of their gender and marital status and that the employees, gender and marital status do not make any difference in their satisfaction.

It is seen that the employees' educational attitudes do not make any difference on local kitchen perception / marketing activities and occupational satisfaction. The findings of the research can be interpreted in the sense that the level of vocational education in employing the kitchen managers in the hotel enterprises is not considered too much, or that there are not enough vocationally trained kitchen managers in the sector.

It is seen that the employees' local culinary experiences do not make any difference to the local culinary perceptions / marketing activities and occupational satisfaction.

It has been reached that the employees do not make any difference in their age about regional culinary perceptions / marketing activities and occupational satisfaction. It is seen that the employees' educational attitudes do not make any difference on local kitchen perception / marketing activities and occupational satisfaction. It is seen that the working time of the employees does not make any difference on the regional kitchen perceptions / marketing activities and occupational satisfaction. Similar results were found in the study results of Erkol and Zengin (2015). It is seen that the duration of the operation and the marketing strategies are negatively and positively related to the dimension after the correlation analysis. Negative directional relationship was found in this importance by going out from the obtained results.

It appears that employees do not make any difference in their kitchen cognitive / marketing activities and occupational satisfaction in kitchen. It appears that employees have a 54% impact on the marketing activities of local kitchen perceptions. It is seen

that the employees have a 69% influence on the occupational satisfaction of local kitchen perceptions.

According to the results of the research some suggestions can be made. In-service training should be provided to increase the professional and especially pedagogical competence of the teachers working in the enterprises. With the support of the Ministry of National Education and the Ministry of Culture and Tourism, in-service training needs to be determined as appropriate and these conditions should be maintained and updated every year. Constant renewal of the skill training plan prepared within the framework of the national cooking profession standard qualifications needs to be of a quality that can meet the sector's needs. New measures to be taken by ensuring participation of sector representatives at a higher level should be carried out directly by the relevant persons. Especially service personnel can make suggestions to customers by using the most suitable marketing techniques. New alternatives are being produced from day to day in terms of marketing activities. For example; making innovative alternative menus suitable for all ages and every destination has become popular in hotel businesses. Dietary menus for gourmet guests, gourmet menus for gourmets, and vegetable menus for vegetarians are being prepared. In recent years, tourists who benefit from food and beverage services have tasted local cuisine related to participation in gastronomic tourism activities, prefer to eat at places prepared for local culture, prefer to eat at places where food is served according to religious beliefs, consuming local drinks, it is seen that the average of those who participate in the preparation of food on the ground and the purchasing of food items that are familiar from the markets are more common. This situation must be properly analyzed and assessed by the business. Especially when consumers prefer businesses that are suitable for their religious beliefs, it can be an important marketing strategy in terms of businesses moving in this direction.