

**THE REPUBLIC OF TURKEY  
BAHÇEŞEHİR UNIVERSITY**

**OVERVIEW OF TRAVEL AND FOOD TV PROGRAMS**

**Master's Thesis**

**ÜNAL ULUÇ TURGUT**

**İSTANBUL, 2021**



**THE REPUBLIC OF TURKEY  
BAHÇEŞEHİR UNIVERSITY**

**GRADUATE SCHOOL  
FILM AND TELEVISION MASTER'S PROGRAM**

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PROGRAMS**

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**Supervisor: DR. ALİ ÇAĞIL ÖMERBAŞ**

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This thesis was read by us, quality and content as a Master's thesis has been seen and accepted as sufficient.

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## ABSTRACT

### OVERVIEW OF TRAVEL AND FOOD TV PROGRAMMES

Ünal Uluç Turgut

Film and Television Master's Program

Advisor: Dr. Ali Çağıl Ömerbaş

June 2021, 27 pages

In this thesis, I am writing about my food and travel TV programme that I would like to broadcast one day. My programme, which is called “*Dışarda Yiyelim,*” is basically a food programme but also includes touring places, fancy cars, beautiful girls and so on. There are various food programmes that I have watched. In some of these shows, chefs prepare dishes and in others, a person who is not a chef prepares the dishes; but cooking is not essentially a part of these programmes. In some, a TV presenter shows some restaurants, bars, cafes etc. and taste their menus. In the introductory part of this thesis you will read, I talked about the place of television in society in general and the food and travel programs on TV. In the second part, I talked about cooking programs on Turkish and world television, and the editing techniques first introduced by Russian cinema and how these techniques were used in cooking programs. In the third part, I talked about the connection between gastronomy and tourism and its effect on TV programs. Moreover, I discussed food porn and how it is used in cooking shows, and in the last episode, I discussed my own show (*Dışarda Yiyelim*).

**Keywords:** Food Culture, Food TV Programmes, Travel TV Programmes

## ÖZET

### “DIŞARDA YİYELİM” ÜZERİNDEN SEYAHAT VE GIDA TV PROGRAMLARINA GENEL BAKIŞ

Ünal Uluç Turgut

Sinema ve Televizyon Yüksek Lisans Programı

Danışman: Dr. Ali Çağıl Ömerbaş

Haziran 2021, 27 Sayfa

Bu tezde çekmiş olduğum ve bir gün yayınlamak istediğim yemek ve gezi programım hakkında yazıyorum. "*Dışarda Yiyelim*" olarak adlandırılan programım temelde bir yemek programı olmakla birlikte turistik mekanları, süslü arabaları, güzel kızları da içermektedir. İzlediğim çeşitli yemek programları var. Bu programların bazılarında şefler yemek hazırlarken bazılarında şef olmayan bir kişi yemekleri hazırlıyor. Ancak her zaman yemek pişirme bu programların bir parçası değil. Bazılarında bir TV sunucusu da restoranları, barları, kafeler, vb. gösteriyor ve menülerini tadıyor. Okuyacağınız bu tezin giriş bölümünde genel olarak televizyonun toplumdaki yerinden ve tvdeki yemek ve gezi programlarından bahsettim. 2. bölümde ise Türk ve dünya televizyondaki yemek programlarından ve ilk olarak Rus sinemasının ortaya attığı kurgu tekniklerinden ve bu tekniklerin yemek programlarında nasıl kullanılığında söz ettim. 3. bölümde ise gastronomi ile turizm arasındaki bağlantıdan, bunun tv programlarına etkisinden söz ettim. Dahası yemek pornosundan ve bunun yemek programlarında nasıl kullanıldığından, son bölümde ise kendi programım ( *Dışarda Yiyelim*) tartışmasını yaptım.

**Anahtar Kelime:** Yemek kültürü, Yemek TV Programları, Gezi TV Programları

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## 1. INTRODUCTION

Television is a popular entertainment tool for audiences around the world, as well as an effective means of receiving news, knowledge and skills. Although this mission of television is shaken by the widespread use of computers and the internet, it can be said that it preserves its importance to a great extent. Television channels have been fiercely competing in providing programs of different content and formats that can attract the attention of the audience and increase their viewing rates. In this regard, food-themed programs that attract great attention from the audience have the feature of being an important source of ratings for TV channels. TV cooking programs are an educational environment for the audience, besides to being a tool of fun, by providing technical and practical advice on the preparation, cooking, presentation of food or beverage subject to the programs. The presentation of the relevant programs by famous chefs who have been trained in the field and / or have industry experience inspires viewers to enter the kitchen. According to Abbots, the famous chefs who offer TV cooking programs are seen as a guide in introducing new innovations such as the introduction of new tastes, cooking methods, new technological equipment to the audience (Abbots 2015, p. 226). It can be said that TV cooking programs are effective even in the increase in the number of students who want to study in the department of cooking, gastronomy and culinary arts in recent years. In addition, it can be said that the dishes related to Turkish cuisine and international cuisines have cultural effects in order to keep their original flavors alive. Another important dimension regarding TV cooking programs is the reflections on the healthy, balanced and adequate nutrition of the audience. As noted by Henderson, famous chefs have commercial significance in terms of directing consumption as well-known figures all over the world in recent years (Henderson 2011, p. 620). Pope emphasizes that the possible mistakes of TV food programs related to unhealthy nutrition can have serious effects on the audience (Pope 2015, p.132).

Famous chefs who share their knowledge and skills in TV cooking programs are role models for the audience as experts in their fields (Boyle and Kelly 2010, p. 344). TV cooking programs have the responsibility to practice within the framework of

professional ethical rules such as cleaning, hygiene, occupational safety, and natural and healthy nutrition practices in the process of gaining knowledge and skills related to cooking. In this regard, TV meal programs, which are fed by the interaction between the presenter and the audience, are expected to show the necessary sensitivity to professional ethics with the responsibility of being a good example to the audience (Collins 2009, p. 53).

While eating is an essential element for survival, through sensory and cultural interactions, it helps us make a sense of life and form societies and history. Food cultures are also a vehicle of communicating among communities and in transferring culture. From the day the fire was found and the food started to be prepared and consumed through cooking processes, food has become important at every stage of history by undertaking different missions. From the production of food to its consumption, the process represents a cultural area of formation and an element of communication. Hence, food culture concerns the field of sociology, anthropology and medicine. Nevertheless, food culture shouldn't be limited to these studies; it should be considered within an interdisciplinary perspective and addressed also in terms of media studies.

Throughout history, eating has been seen as a social activity. Therefore, while trying to grasp food and eating patterns, the social context of food and understanding its limits is important. In this regard, the aim of this study is to reveal the sociality of food in terms of sharing of food photos, videos, recipes and gastro places in the media.

The food, which has become an element of spectacle, has become a part of popular culture. This process goes hand in hand with technological and cultural developments on a global scale and results in the emergence of new hybrid popular cultures.

New formations are emerging in social media for food production and consumption, which creates popular eating and drinking habits. The subject of food does not go back to the ancient times as it is the subject of social science studies. However, when we consider Jesus' last supper, we can see that food and art have been intertwined since the beginning of time. The shooting angles, music, effects etc. they use in cooking shows on

television are also related to this artistic component for food. From this perspective, it can be said that the subject of food has been intertwined with art and media since the time of Jesus' last supper painting.

It seems that there are very few studies have evaluated food, in this perspective. In this respect, the fact that sharing of food on social media emphasizes the characteristics of the structure in which they are produced, reveals its importance in terms of social sciences.

Cooking shows and gastro space concepts are discussed within the scope of the study. It produces messages with cultural codes through food, which creates political, social and economic messages to the society. The food itself is an object suitable for popular culture in every period because it contains pleasure, desire, entertainment and consumption, which are attractive elements. The advertisement of Ikea can be given as an example. There is a situation that has been criticized for a long time, but people cannot stop themselves from doing it. Without even getting a fork when their order arrives, people take photos of their dishes and publish them on their Instagram account with #foodie hashtag immortalizes the situation. No matter how ridiculous the situation is, one will encounter this situation at least once when one goes to a restaurant to meet friends.

The number one Swedish brand in plain elegance, IKEA, aimed to give the following message to the whole world with a very entertaining video by not being indifferent to the event. Let's relax, just one meal in front of you! IKEA, which sees food as a means of having fun and sharing meaningful things with loved ones for people, does not deviate from this basic idea in its commercials about the kitchen, regardless of the subject, title or country. The expectation is being liked are at the kitchen door. Stating that it is time to quit, IKEA advises us to enjoy the happiness of cooking, eating and spending time together. In order to explain the consequences of the desire to be liked by others when we did not have smartphones in the past, the commercial begins with a table set up in the 17th century English nobility and a family ready to start their meal with their father sitting at the table. However, a painter is needed to immortalize the moment before starting to eat at the table that resembles a work of art.

Considering that the work cannot be delivered to the followers as quickly as it is now, the real fun begins with the effort to be liked.

The main purpose of IKEA, which makes a social criticism with its commercial campaign, is of course to emphasize that it is always IKEA-decorated kitchens where fun times are spent together. You can watch the commercial from the link below <sup>1</sup>

In television, radio, cinema, printed media and all kinds of new media, sharing about food serves as a channel of communication that makes food cultures visible. Another reason for focusing on the intersection of food culture and popular culture is that it would provide a deeper understanding of cultural mechanisms and the concept of cultural change and how they are updated and expanded.

Socialization and entertainment have become an environment where social media, food and beverage photos are shared, and while it increases the interaction between people, it also provides benefits in terms of promoting food belonging to different cultures and discovering new eating places.

Therefore, food photos shared on social media accounts are visually appealing and a delightful element of the meal, which can attract other people and bring them together. On the other hand, users who are affected by social media content of pleasant experiences in gastro venues may desire to experience the mentioned place. All these point out that food is an element of communication and cultural interaction due to its multidimensional characteristics.

To sum up, in the second part of my thesis, I wrote about the cooking programs on television. In this part, I wrote about both the cooking programs on television in the world and the cooking programs in Turkey. In the third part, I wrote about the connection between gastronomy, tourism and television programs and in detail the travel and food programs on television. In the fourth part, I wrote about food porn and how this concept came about.

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<sup>1</sup> Youtube, [https://www.youtube.com/watch?v=2BXRgzjo1\\_Q&feature=emb\\_logo](https://www.youtube.com/watch?v=2BXRgzjo1_Q&feature=emb_logo) [April, 2021]

## 2. FOOD PROGRAMME AT TV

At the beginning of the twenty-first century, there was an explosion in the western world, in which TV cooking programs were said to find a place on television screens Join (De Solier 2005, p. 467). Some of these programs also show outdoor places, like garden, river, lake or seashore. In these programs, a well-known chef of your choice prepares one or more plates (Borda et al 2014, p. 1655). The basic method used by TV cooking programs is information about making a meal. Thus, the audience is provided with the infrastructure to make the relevant meal at home (De Solier 2005, p. 472). Marcel Boulestin appeared on the BBC screen in 1937 as the first chef to appear on television (Bonner 2009, p. 347).

There is discussion in the world on the effect of food programs on education or entertainment. According to De Backer and Hudders, although the main theme in TV cooking programs is cooking and food, the main purpose of these programs is not to teach cookery (De Backer and Hudders 2016, p. 498). However, while Salkin mentioned that the TV channels of famous TV chefs have a dimension beyond the programs (Salkin 2013, p. 125), Diehl et al. advocates the idea that TV cooking programs are a very effective tool for raising awareness among young people on food safety, even if they are perceived as entertainment programs (Diehl et al. 2010, p. 6). De Solier said that TV programs, which were broadcasted in Australia until the end of 1980, were accepted in the category of education oriented programs, but these programs, including the first TV cooking programs, were not only focused on education, but also aimed at entertaining the audience (De Solier 2005, p. 467). However, it can be said that the format of the program is decisive in the content of TV cooking programs in terms of being educative or entertaining. As De Backer and Hudders mentioned, education-oriented TV cooking programs focus on the transfer of knowledge and skills in cooking, while education-entertainment mix (“edutainment”) oriented TV cooking programs focus on entertaining the audience (De Backer and Hudders 2016, p. 498). According to Abbots, famous chefs are seen as a guide in introducing new innovations to the audience, such as the introduction of new flavors, cooking methods and new technological equipment (Abbots 2015, p. 227). Famous chefs who share their knowledge and skills in TV cooking

programs are role models for the audience as experts in their fields (Boyle & Kelly 2010, p. 339), and have a commercial significance in terms of directing consumption as important figures all over the world in recent years (Henderson 2011, p. 617). Chefs, who are a presenter in the TV cooking program should show the necessary sensitivity to professional ethics with the responsibility of being a good example to the audience (Collins 2009, p. 57). As Yıldız said, a profession's reach the value and dignity it deserves in society is connected to its honesty (Yıldız 2010, p. 157). In this context, famous chefs who offer TV cooking programs have important missions regarding both public health and the correct representation of their profession.

Indeed, in previous studies on the subject (Taşpınar & Temeloğlu 2018; Hudders 2016; De Backer & Steno & Friche 2015; Lewis & Huber 2015; Pope et al. 2015; Rosemary et al. 2015,; Matwick and Matwick 2014; Howard et al. 2012; Razali et al. 2012; Henderson 2011; Clifford et al. 2009; Mathiasen et al. 2004; Warburton 2001; Caraher 2000), emphasis is placed on the effects of TV cooking programs.

TV cooking programs are obliged to make practices within the framework of professional ethical rules such as cleaning, hygiene, occupational safety, natural and healthy eating practices in the process of acquiring knowledge and skills about cooking. Otherwise, if TV food programs are a model related to unhealthy nutrition, it will have negative effects on viewers (Pope 2015. p. 50). Indeed, according to the findings presented in the article of Mathiasen et al., there are frequent mistakes in food safety in popular TV cooking programs (Mathiasen et al. 2004, p. 330). According to the findings of another relevant study, one of the most frequently repeated mistakes in cooking that puts food safety at risk is not paying enough attention to hand cleaning. According to the findings of Howard et al., recipes used in TV cooking programs are higher in calories and higher in protein and fatter than traditional recipes (Howard et al. 2012, p. 7). In "*Dışarda Yiyelim*" program, which I shot in Miami, Florida, U.S.A., I included high-calory and high-energy meals, as Howard and his colleagues said to give an example, I ate high-energy meals with a pancake breakfast with Maple syrup at Ihop, lunch with cheeseburger at Five Guys, a calorie-rich milkshake on Ocean Drive and a delicious nachos at Yard House.

## 2.1 FOOD PROGRAMME IN THE WORLD AT TV

In the last two decades, there has been intense international interest in food and cuisine, with culinary TV channels and programs such as "Kitchen TV" in France, "Lifestyle Food", "Food Network" and "Food Channel in Australia." (Matwick and Matwick 2014, p. 155). TV cooking shows are watched by about one hundred million Americans. As the viewing rates of cooking programs increase, chefs are transferred to national channels from local or cable TV channels (Michael Pollan 2009). Gordon Ramsay (*Hell's Kitchen*, *Kitchen Nightmares*, *Masterchef*), Jamie Oliver (*The Naked Chef*, *Jamie's Kitchen*, *Jamie Oliver's Food Revolution*), Anthony Bourdain (*No Reservation*, *Parts Unknown*, *The Layover*, *A Cook's Tour*), Rick Bayless (*Mexico: One Plate at a Time*) and Mario Batali (*The Chew*, *Molto Mario*, *Mario Eats Italy*, *Mario Batali and Ciao America*) are world famous chefs. On the other hand, *Master Chef U.S.A.*, *Hell's Kitchen*, *Top Chef* and *Chopped* are food-themed competition programs that attract millions of people from dozens of countries per screen.

Here are some examples;

### a) *Midnight Dinner*

A Far East TV show about the owner and customers of a restaurant that opens at 12.00 at night and closes at 07.00 in the morning. Each episode is 20 minutes.

### b) *Salt Fat Acid Heat*

Samin Nosrat, who has been cooking at Chez Panisse for years, realizes that the most important elements of a meal are salt, oil, acid and heat, and decides to put it in a book. In 2018, Samin Nosrat is publishing a four-part documentary to discover the delicious cuisines using these elements. In the first part, "oil" in Italy, in the second part "salt" in Japan, in the third part "acid" in Mexico, and in the last part "heat" in America. While watching the eye-catching nature of the countries you visit, you may find yourself evaluating these places for your next vacation.

c) *The Naked Chef*

The Naked Chef is a very popular cooking show presented by the world-famous chef Jamie Oliver on BBC. Here, the word “naked” reflects the unuse of technical equipments while cooking extremely sophisticated meals. In this show, Oliver cooks for different guests. The show demonstrates each stage of cooking; from shopping for ingredients of a dish to the part where the guests gather around a table with Oliver, enjoy the meal and chat about certain subjects. The show is very educative and entertaining at the same time as it provides cooking insights to the audience and shows the interaction between different guests and Oliver.

## **2.2 FOOD PROGRAMME IN TURKEY AT TV**

TV food programs in Turkey began in the nineties. The first TV cooking show “*A La Luna*” was presented by Gülriz Sururi, a famous non-professional chef. My program “*Dışarda Yiyelim,*” which I shot and based my thesis on, is a program that I do without my gastronomy training and without working in the food industry. For this reason, it can be parallel with the program “*A La Luna*” presented by Gülriz Sururi. *Master chef* is hoped that the first TV cooking show in Turkey (Umit Omer Joy), respectively. Today, there has been a significant increase in the types and numbers of food themed programs.

a) *Mehmet Özer İle Mutfakta - Fox Tv*

Chef Memet Özer is the name that immediately comes to mind when it comes to Fox TV cooking shows. It puts its signature under delicious flavors with the synthesis it makes from world cuisine and Turkish cuisine. Memet Özer, who is waiting for you on the screen with his two guests on Saturday morning, attracts attention with his sweet flurry and sincerity. The artist, whom he invites every week, talks with his guests on both art and cuisine and ends these conversations with the meals he prepares. Memet Özer, who does not neglect to share the tips of the prepared food, can give you an idea for the evening menu.

b) *Arda'nın Mutfağı - Kanal D*

Addressing thousands of people with his unique style and presentation, Chef Arda Türkmen shares his vast experience and different recipes with his fans on Kanal D screens every Saturday. In his kitchen, which is a family for him, cake brothers, soup friends, lemonades become neighbors. Arda Turkmen, who has a great connection with the food, is waiting for his program to inform you about the cuisine and make you love it.

c) *Refika ile Öze Dönüş*

Refika Birgül goes out on the street in the program, comes together with producers and small tradesmen, learns the journey of the food that comes to our table, looks for the tricks of correct shopping and abundance. She brings the Istanbul district culture he continues in Kuzguncuk to her kitchen and shares her recipes, which all viewers can easily apply at home, with those on the screen. She makes her recipes based on the basic values of Turkish cuisine. Describing many flavors that will enrich our tables through our forgotten or disappearing values and traditions, Refika shows what different methods can be used for a more sustainable life without wasting the products that enter our kitchen.

d) *Zuhal Topal'la Sofrada*

Zuhal Topal, a competition program that will bring brides and mother-in-law together, it is a fun cooking program with Zuhal Topal, which includes weekly and daily scoring with different competitors at the table every week.

e) *Lezzet Durakları*

Taste hunter Mehmet Yaşın pursues different flavors in Turkey and abroad at *Taste Stops* and explains the secret of flavors.

f) *Yemekteyiz*

Being originally from the United Kingdom (“Come Dine With Me”), *Yemekteyiz* is a show that has been on Turkish TV since 2008. In this show, a group of five people is a guest of a competitor’s house every evening and the competitor is awarded points out of 10 based on the quality of the meals prepared. At the end of the fifth day, the person with the highest score wins the grand price. The show has been very popular as it shows different cooking practices people use at their homes and also shows the taste of Turkish public regarding different cuisines cooked in the show.

g) *Master Chef Türkiye*

*Master Chef Türkiye* is a cooking show taken from the United Kingdom. It has been a very popular show in the last three years. In this show, a number of unknown chefs compete in front of a jury that composes of really famous chefs in Turkey; Mehmet Yalçınkaya, Somer Sivrioğlu and Danilo Zanna. The chefs are organized in two teams, red and blue, and compete every week against each other. At the end of each week, one team loses the competition and the jury picks one person from the same team to leave. This show has been really influential in the sense that it provides insight on the cooking practices of professional chefs.

Of course, the rise of the food program was not specific to Turkey. It was a trend observed all over the world. Therefore, the successful formats were implemented or adapted in different countries. *Master Chef* and *Yemekteyiz* must be one of the best examples of this.

Here are some other examples from Turkey food programmes on TV;

- a. Turgay Başyayla ile Lezzet Yolculuğu
- b. Lezzet Akademisi
- c. *Yemekteyiz*
- d. Gelinim Mutfakta
- e. Dünyanın Tadı

## 2.3 EDITING TECHNIQUES AND CAMERA ANGLES IN TV FOOD PROGRAMMES

If we talk about camera angles and editing techniques, we should talk about the Russian cinema school first. The most important of all arts is cinema...” Knowing the low literacy rate in the country, Lenin said these words and signaled that cinema would be a great propaganda tool. Filmmakers who believed in the new ideology received financial and technical support from the state. Soviet directors and theorists, who realized the effect of fiction on the narrative language of cinema, used fiction as a propaganda purpose. It cannot be denied that the greatest contribution of fiction to its present function was made by Soviet filmmakers.

### a) *Russian Cinema and the Kuleshov Experiment*

“Russian cinema lived its golden age in the silent cinema period and left the theories, ideas and films that have never lost their importance on editing. Lev Kuleshov, who taught many famous directors such as Eisenstein and Pudovkin, started the formation of these traces“ The effect of combining successive independent shots, known as the Kuleshov experiment, reveals the power of cutting instead of plans. In this experiment, Kuleshov first cut a plate of food and then cut it into a man's face plan. Secondly, it was a child lying in a coffin and then slaughtered again by the same man. Third and lastly, a woman lying on the sofa and then cut off to the same man again. Even if the plans of the man were the same, the emotion was felt very differently due to the plans brought before. This has been the biggest trump card of the propaganda cinema.

If we return to our subject, editing and shooting angles have an important place in cooking programs as well. The dishes are shown to the audience in slow motion. As in the Russian montage experiment, montage takes an important place in cooking shows, for example, we watch the following scenes;

The dishes that look delicious are shown in slow motion, then we see the presenter looking at the food with appetite (we understand that he/she is hungry) and in the last plan the server eats with great appetite.

### 3. GASTRONOMY, TOURISM AND TV PROGRAM

Is gastronomy a temporary trend in popular culture? Or is it the set of rules that determine what and how human beings will eat since their existence? Gastronomy, which starts with breast milk or formula since we are born, is actually a science that does not end even when we die, questioning how halva should be.

In its simplest definition, gastronomy is expressed as "the science and art of eating well". Gastronomy is a comprehensive subject that focuses on human and aesthetics. The act of eating has a meaning far beyond the moment of consumption and what is eaten. As it is known, gastronomy requires an artistic and cultural philosophy besides being a science of food and eating.

One of the most important elements that make up a culture is the food found in gastronomic diversity. Foods specific to a region can be an awareness element for the region.

There is another type of tourism that competes with sea-sand-history tourism, that is gastronomy tourism. My *Dışarda Yiyelim* program, which I shot for my thesis, intertwines both sea, sand, sun tourism and gastronomy tourism, and gathers travel and gastronomy in a simple format. Traveling from one place to another for the purpose of eating is the subject of gastronomic tourism. 70 planes land in Gaziantep and Hatay on weekends; gastronomy now determines the economy of the cities.

Gastronomic tourism, which creates a kind of motivation to live a new food and beverage experiences in travel and help significantly to motivation of travel behavior denotes gastronomic mobility.

Gastronomic tourism reflects the cultural identity and heritage of the region by offering local dishes and thus becomes an effective tool in providing competitive advantage for local destinations.

As a direct impact of tourism development through increased food programs and competitions in recent years in Turkey was also recognized gastronomy.

There is a lot of key factors on consumer's behavior to travel destinations that host products and services. Possibilities and attractions are also among these key factors. These can be examined in categories such as physical geography and climate, culture and history, market ties, mix of activities, special events, entertainment and tourism superstructure (Ritchie & Crouch 2003, p. 68). Culture, which is expressed among the factors determining the reasons for people's choice, has become an important element in the growing competitive environment of the tourism industry. The development of cultural elements is supported by the event organizers as well as local and regional authorities (Richards 2001, p. 244). A destination's culture provides an essential and powerful power of attraction to potential visitors. This power is growing significantly for many segments of the travel market, especially in today's homogenized tourism world. At this point, one destination is often similar to another. With these similarities, a destination can gain a clear competitive advantage if it can provide visitors with a unique environment to experience lifestyles outside of their daily lifestyle (Ritchie & Crouch 2003, p. 68).

People travel more to visit cultural elements. In addition to this growth, the culture-based tourism market is also being divided. The range of cultural phenomena covered by the concept of cultural tourism continues to increase, especially with the divergence of high and popular culture. Cultural tourism is divided into a number of niche markets such as art tourism, heritage tourism, ethnic tourism, architectural tourism, opera tourism, gastronomy tourism. (Richards 2001, p. 250–251). In one study, 12 sub-components or cultural elements that are important in creating the tourism attraction of a region were identified. These sub-components are the handicrafts of the region, the language spoken by the inhabitants, traditions, gastronomy or the food preparation style peculiar to the region, the architectural structure, the religion of special importance for a region, the characteristic education system of a region, the unique clothing styles and leisure activities that reflect the lifestyle listed (Ritchie & Zins 1978, p. 252–267).

The best way to discover the culture and geography of a region is through its famous flavors. Especially the street food of the cities is a product of the combination of the taste of the society with the culture. In addition, pursuing street flavors acts as a door where you can see what life in the city would be like.

While discovering new places, we should discover not only the famous buildings or squares of the place we are going to, but also local foods and street delicacies. These delicacies that we buy from the street stalls in the cities we visited and that we feed ourselves on our feet have always been something else.

Some cities that stand out with street food;

Istanbul: There is a widespread street food culture in Istanbul, but the street flavor most identified with the city is wet hamburger. Other favorite delicacies of Istanbul are fish bread, stuffed mussels and kokorec, while dessert is shambali and ring dessert.

İzmir: The first street taste that comes to mind in İzmir, which has its own unique flavors, is crispy and boyoz. Another street flavor as famous as Boyoz is lokma dessert. As you wander the streets of Izmir, you can see people preparing and distributing bites in huge cauldrons. Speaking of İzmir, it is not possible to pass without mentioning İzmir style kokorec; It is a magnificent flavor, in which the meat is cut larger than the normal kokorec and the tomato and pepper are not placed, only consisting of coarse-cut kokoreç meat and spices in the bread.

Brussels: In the streets of Brussels, which can be described as the heaven of french fries, french fries are sold in the cone and you can see cones in the hands of almost all tourists while touring the streets. Waffle is another flavor that will fascinate you with its abundant scent when you step into the streets of Brussels. Brussels waffle is different. The rectangular waffle dough is golden in color and crunchy due to caramelized sugar. It is also often not put on a lot of different materials as we ate in Turkey. Its classic version, prepared with melted chocolate, some whipped cream and seasonal fruits, is the most consumed. However, for touristic reasons, it is made in many different types.

Berlin: Germany is very famous for its street food. Especially currywurst is a street flavor that has taken the world under its influence. The most important feature of this street flavor prepared with sausage is that the sausages are covered with ketchup with curry after they are cooked. While the sausages waiting in the curry ketchup are put on paper plates, they are sprinkled with curry again and an unforgettable taste emerges.

Miami: Let's come to Miami, where I shoot the " Dışarda Yiyelim" program for my thesis, when it comes to American cuisine, fast food comes to mind, more specifically, hamburgers. In addition, pancake can be counted from the American cuisine, it is a dish frequently consumed by Americans, especially at breakfast.

The concept of gastronomy, which is the art and science of eating, also expresses the experience gained on eating habits. Restaurants located in destinations known for their local food and cuisine can become a tourism attraction in their own right (Jafari 2000, p. 245). In the world literature, food tourism is a type of tourism that is called gastronomic tourism or culinary tourism. It covers the travels made to taste the food specific to a place. While some definitions accept this travel on the basis of travel between countries, some definitions even include traveling to another district as a destination to taste a special meal within the same province. (Türkiye Seyahat Acentaları Birliği [TÜRSAB] 2016).

With the “Food is the new fashion” trend, meals and presentations shared on popular social media platforms such as Instagram and Facebook have started to change people's eating and drinking preferences. Social media posts by many famous gourmet and gastronomy travelers seem to affect people's choices in the coming years.

The main motivation factor in gastronomic tourism is to visit food producers, food festivals, restaurants and special areas in order to taste a special type of food or to see the production of a meal. However, tasting a special meal, seeing the different production processes of the dishes or eating by a famous chef are also considered within this scope (Yüncü 2010, p. 27). Food is a physical and cultural activity. Not only do tourists quench their hunger when they eat at some point, but they also enjoy local culture and interact with their hosts (Şengel et al. 2015, p. 429). United Nations World Tourism Organization

(UNWTO) determined that the weight of gastronomy (30 percent) in tourism revenues is very important. In addition, the study revealed that 88.2 percent of the participants saw gastronomy as a strategic element in defining the brand and image of the destination.<sup>2</sup>

As this study supports, high quality, original food is seen as a powerful element in the cultural dimension of a destination's attraction (Ritchie & Crouch 2003, p. 117). Since food is the foundation of human life, it is not surprising that it plays a role at this point. For this reason, it has traditionally become an important dimension of many destinations (Ritchie & Crouch 2003, p. 84). In addition, destinations with gastronomic features are working to attract the attention of visitors in relatively more preferred beach destinations. (Lockwood & Medlik 2002, p. 189).

In the light of the information expressed so far, in order to avoid the risk that the products of a destination may not be distinguished from the products of another destination, it is necessary to promote cultural diversity, including gastronomy, as well as presenting cultural attractions in a smart and creative way (Goeldner & Ritchie 2012, p. 213). The value to be given to promotional activities in order to attract people's attention to destinations is important. Today, promotion is facilitated by mass media and the opportunities offered by new communication technologies. Promotion through brochures, catalogs, websites and other marketing materials is required for destinations that develop their expertise in culinary tourism (Okumuş et al. 2013, p. 410). Particularly, television's share and contribution in promotion with both its visual and auditory dimensions still maintains its strength. For this reason, television content produced for gastronomy destinations can also be included in promotional activities.

Because of the reasons mentioned above, I thought of making travel and cooking programs together on TV and I built my thesis on it. To better understand my thesis, let's take a look at the travel programs from world and Turkey now. After that I will try to explain food and travel programs.

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<sup>2</sup> UNWTO, 2012

a) *Footprints: The Path of Your Life*

It is possible to watch the adventures of 10 men who set off from Arizona along the world-famous Santiago Road in this inspiring documentary made in 2015. Those who try to walk this breathtaking 800 km route in 40 days test their strength and beliefs during this unforgettable experience. You will witness magnificent views on the journey that starts from France and ends in Santiago de Compostela, Spain.

b) *Jack Whitehall: Travels with My Father*

British comedian Jack Whitehall is exploring the four corners of the world with his conservative father, Michael, who has a completely opposite character. In the third season of the documentary, which continues with a European tour covering Far Eastern countries such as Phuket, Cambodia, Germany, Romania and even Istanbul, Jack and his father Michael are traveling in America

c) *Conan without Borders*

The world-famous comedian Conan O'Brien makes both laugh and travel with his sense of humor this time with his visits to all over the world. Conan travels through South America, Japan, Cuba, Africa, Southeast Asia, America and Europe in 8 episodes of 40 minutes each.

d) *Dark Tourist*

David Farrier, host and producer of the 2018 production Dark Tourist, travels to "terrible" and "dangerous" places where no one dares to go, in countries where people prefer mostly for vacation and entertainment. Here, the word "dark" does not meet the exact dictionary meaning of the word. The concept of "dark" symbolizes the difficult times of a region or a country at a certain time in history. In general, we can say that dark tourism is a journey to places that result in great distress, damage, sadness and death.

There are many destinations for dark tourism in the world. Chernobyl, Pompeii, Aushwitz Concentration Camp, Hiroshima, Berlin Wall, Hungary Terror Museum can be given as examples. Farrier, in his show, visits a broad array of dark tourism places. He goes to the founder of the Saint Death Sect in Mexico and attends an exorcism ritual with them, touring the tsunami-damaged nuclear power plant in Japan, which is a radiation hazard. In addition, he visits Latin America, Africa, Southeast Asia and European countries. Even though it seems like the main aim of dark tourism activities is visiting those areas where one can produce memories of tragedy, fear and creep, actually the main aim is to spend pleasurable time and get information.

e) *Pedal the World*

A program for cycling enthusiasts. Traveler Felix Starck, who traveled in 22 countries, covered 18.000 km and recorded the countries he traveled.

Some examples from Turkey;

a) *Barış Manço ile 7'den 77'ye*

I think someone like Baris will come to this country once in a century. Probably the first traveler that many of us know is Evliya Çelebi of modern times. Everyone loved the young from the old, what in the name of travel in Turkey if all the inspiration was an artist Baris Manco.

Within the program that started in TRT in 1988, in the "World Tour" section, nearly 150 countries visited and introduced them to us. He also did his unforgettable equator experiment on this program. Made within the same program, 'Dere Tepe in Turkey is part of our hometown village to village, town to town, he introduces sightseeing

*b) Acun Firarda*

Acun Ilıcalı is undoubtedly one of the Turks who traveled the world the most. Acun Firarda is one of the programs that he made when he was a reporter. The program that aimed to entertain more than introduce the places to be visited like a classic travel program.

Some of the most well-known travel programmes in Turkey;

- i. Bam Teli
- ii. Gülhan'nın Galaksi Rehberi
- iii. Gezelim Görelim
- iv. Çağatay Yolda
- v. Dünyayı Geziyorum
- vi. Doğada Tek Başına
- vii. Şoray Uzun Yolda
- viii. Çok Gezenti
- ix. Aş Kendini
- x. Ayna
- xi. Dolu Dolu Anadolu
- xii. Hayat Gezince Güzel

There are now 3-4 television channels in our country that broadcast food programs from morning to night. The situation is not different in other normal channels. The morning starts with a meal program, and in the afternoon, dieticians are consulted.

Now let's look at the TV shows that blend food and travel programs;

### **3.1 FOOD & TRAVEL PROGRAMME AT TV**

Food shows on television have recently attracted the attention of people of all ages and walks of life. From time to time, we all come across many cooking programs where people from among the public compete by cooking and sometimes are surprised by the

recipes of professional chefs. So how did the kitchen, which has been in a corner of our house for years, become so popular and move to television screens?

Food programs, which find their way into many channels from mainstream television channels to documentaries or YouTube channels, are actually not a new trend. Cooking programs; It came into our lives when celebrities, including names like Emine Beder or Gülriz Sururi, started cooking on television screens in the 90's. In the early 2000s, it began to diversify and become widespread with the entry into the kitchen of names that address different target groups such as Ebru Şallı, Pınar Altuğ and Serra Yılmaz.

Some of the most well-known TV programs in the world:

a) *Chef's Table*

"Chef's Table", as a gastronomic program, brings to the screens masters from different parts of the world who are masters of their work. The chefs tell the stories of their own food, their journey to the kitchen and the reasons for their passion for food, and convey the secrets of their mastership to the audience.

b) *Somebody Feed Phil*

He is always hungry and "eager to eat". Phil Rosenthal traveling the world has one goal; wants to be saturated with the local flavors of this world countries. Of course, he meets new people while he's full, and he makes us hungry with the effect of his own energy. Phil, who discovers the details of local cuisines by digesting the food personally, also provides a kind of guide to those who want to travel to these countries by exploring the cultures of the countries.

c) *Ugly Delicious*

This 2 Emmy-winning cooking show will focus on one meal in each episode with star chef David Chang, and you'll definitely learn something about food. In the program where

Chef Chang will take you on an intercultural journey, you will not only be watery, but also full of information about the history and culture of the countries.

Some of the most well-known travel and food programmes which are made in Turkey;

*a) Ayhan Sicimođlu ile Renkler*

Flavors from Turkish and world cuisines, historical and cultural richness, delicious music. In short, all the colors of life are presented with Ayhan Sicimođlu's unique perspective.

*b) Yol Üstü Lezzet Durakları – CNN Türk*

Taste hunter Mehmet Yaşin pursues different flavors in Turkey and abroad at "Taste Stops" and explains the secret of flavors.

When we think about cooking programs, it is possible to see several different types. For example, the programs in which the servers or chefs visit different geographies, regions and discover different flavors specific to those lands may be one of them. In these programs, not only to learn the specific recipes of the regions, but also to meet the people of that geography and to take a short trip with the program host appeal to the audience. Especially for those of us who suffer from a busy work life and who have no other choice but to satisfy the desire to explore the world from time to time, such programs undoubtedly offer more than recipes.

This is the reason why this genre is close to food documentaries. Even food programs that promote different regions and cultures of a country offer more than recipes; Think of the world-famous chefs traveling around the world and discovering different flavors around the world... Maybe we host the homes of people in countries we have never visited, and we get to know the tastes or ingredients we have never been to.

As another type of cooking program, we can count the competition programs. Food competition programs with contestants trying to win a prize by cooking are considered to dominate every television channel, especially in the daytime zone. It can be said that the only element that attracts the attention of the audience in the food competition programs is the "reality show" part of these programs. The occasional quarrel of the contestants, the tension of the environment, or the dynamics between the contestants, the focus of the programs is on the contestants' character and behavior rather than eating.

This situation actually achieves success by combining two popular television program genres, namely "food" and "reality show". We get to know the contestants over time and see them as one of us. Not satisfied with this, there are favorite names that we are a party to, like the food they prepare, or competitors that we do not like. We also saw that we wonder what will happen in the next episode, we have been waiting on the screen.

As the third and last type of cooking programs; We can talk about the programs of the relevant authorities, that is, the chiefs. In this genre, we are often talking about programs where famous chefs and culinary authorities offer the audience different dishes and recipes from the world cuisine. In these programs, sometimes the most familiar materials that are the staple of our kitchen, "How did not this come to our mind?" We witness that it is brought to our tables with methods that make us say.

Among the famous chefs who make cooking programs, there is always someone who suits our style of cooking and our taste. For example, chefs who offer more traditional recipes, those who color the kitchen with exotic recipes or offer culinary tips that will make our work easier with practical and easy recipes... Some famous chefs can win our sympathy even with their sincere attitudes, with their faces that suit the screen or with their expressions that make us laugh. Most of the time, we follow these names and their delicious recipes through social media, and consult their suggestions to cook at home or to add a creative touch to the food we cook.

Thanks to many unique characters, different recipes, styles and formats, some of the food programs introduced into our lives introduce us to the cuisine of different cultures and the

flavors of different geographies; Some give clues for creative recipes with the flavors we are familiar with, and some of them make us look forward to the next episode with their exciting characters. Whichever type of cooking program you find close to you, whichever famous chef you like, it is a fact that the kitchen is more than just a part of our home.

Traveling, seeing different countries and cities and getting to know different people is a feeling that attracts many of us. But not all of us have the living conditions, financial means, moral support or special means to do this. For this reason, Travel Programs broadcast on TV have always attracted our attention and aroused curiosity.

Turkey, which have been published so far, and there are dozens of tour program is still being published. We have enjoyable programs and very successful servers who travel in the country or abroad and introduce those regions to us.

Turkey, which have been published so far, and there are dozens of tour program is still being published. We have enjoyable programs and very successful servers that travel at home or abroad and introduce those regions to us. Nowadays, we can say that this event is shifting to the internet and even more to youtube.

Some of us sightseeing tour program, Turkey inch by inch from village to village, town promoting the waist, while others show very different lives to go to the remotest corners of the world. What a luxury for those who do not even go outside of the city where they live. Travel programs are really important productions that open one's horizons, give self-confidence, and instill a love of travel.

Until now, still it published in Turkey and some of the domestic and overseas trips remember as a program being broadcast.

### **3.2 FOOD PORN**

When I was a child or teenager, I thought that porn is just a sexual thing. Then, during high school, my philosophy teacher explained me that porn is not just a sexual thing, it's an

animal urge like sleeping, eating, fighting and of course sex. Nowadays in social media and some tv programs use a locution, the so-called food porn. So, what is food porn?

Gastro--porn was first coined by Alexander Cockburn in 1977 in a review of a cookbook: "True gastro-porn heightens the excitement and also the sense of the unattainable by proffering colored photographs of various completed recipes" (Cockburn 1977). Since then, the rise of diets and fitness in the 80s, complemented by the rise in obesity rates and eating disorders, has sustained the development of food-related media (O'Neill 2003).

Now it has taken a completely different dimension with the widespread use of the concept.

Can you think of the words "Food and Porn" side by side? Or did you know that when you search for the #foodporn hashtag on Instagram, you have exactly 249 million (Instagram 2021) posts?

Basically in media shooting close-up dishes and show more appetizing the food.

Food porn is one of the most popular expressions in the food world in recent times. In short, food porn is called the most up-close images that make the food look the most attractive, tastiest, rather than posting food photos casually.

The main purpose of food porn is to stimulate appetite in the viewer and to advertise the food itself. That's why big food chains often feature the food porn theme in their advertisements. But is there any scientific truth behind the popularity of food porn?

"Food is eaten with eyes first." This idiom, often used in the science of gastronomy, has its roots in the evolutionary history of man. Because in the history of evolution, humans made sense of the outside world based on their ability to see. So perceptions were mostly built on seeing. After a while, this perception started to emerge on food. Foods began to be divided into "types" according to their colors, shapes and textures. Therefore, eyesight plays a very important role in evolutionary food selection.

Stating that the concept of food-porn is a controversial concept, McBride emphasized that the reason why this concept was chosen by academics (like a word game) is because the topics created with these names attract more attention. According to McBride, the concept of food-porn is used to describe mouth-watering images that affect people in magazines, television or online (McBride 2011, p. 38).

Food porn is defined as the visual aestheticization of food photographed for pleasure (Taylor & Keating 2018, p. 5). It would be correct to express the nature of food porn in the form of new possible experiences and augmented reality fantasy as in non-food pornography (Baudrillard 1990). In other words, food porn can be expressed as a state of “enjoying watching” because one enjoys watching things that one cannot do at that moment. This situation has a stimulating effect on people in food porn as well as in pornography. The stimulation of these visual effects to the human body triggers the hunger-stimulating hormone Ghrelin, and this hormone drops after the feeling of hunger passes.

In exactly this subject, an excellent study made by Schüssler et al. is also a proof of this situation. Schüssler et al. (2012), in their study on humans, showed the subjects both the unimpressive feeling of hunger and impressive food pictures at regular intervals before meals, and as a result of the experiment, it was determined that the impressive food pictures affected the ghrelin hormone on the human and the level of this hormone increased. After all, who wouldn't feel hungry to watch the picture of thin cheddar melting on a large well-cooked meatball?

As we watch, various reactions occur in our body and the level of ghrelin hormone increases. After a while, we find ourselves in a state of hunger. We are really excited to experience those dishes. At this point, we see the fact that we are a tool for the aspirations of restaurants that use food porn as a marketing strategy and focus on online ads. And finally, if we have an opportunity, we can use that opportunity to the fullest to experience that meal! In other words, impressive food porn screenings achieve their purpose and influence us. At least I want to go to a restaurant to hear the crackling of a meat cooked

in a red wood fire embers like a pomegranate, the fat flowing on the meat, and the impressive voice that attracts that human being left in the embers!

This is exactly what food pornography has arisen for!

While food porn has been proven to affect people, I tried to make it more appetizing by taking close-ups of the “Dışarda Yiyelim” program. For example, I used slow motion and close-up images while pouring maple syrup on pancake while having breakfast at Ihop. Likewise, I used these shooting techniques while drinking milkshakes, eating hamburgers and eating nachos.



#### 4. DIŐARDA YİYELİM

The theme of the Let's Dıőarda Yiyelim program, which I shot in Miami, was to attract the attention of the audience by tasting the food of a different country or city in each episode, making interviews with beautiful girls and handsome boys, and reflecting their luxurious lives on the screen. I chose Miami as the first episode. I wanted to take advantage of the fact that it is a touristic place.

But I ran into some problems, I bought the camera from Miami because it was cheap, but the order I placed online arrived late, so I had little time to shoot. In the places I went to shoot, the customers caused problems, maybe it is best to shoot with a mobile phone in such cafes. The people I wanted to interview generally refused our interview offer.

Despite all these negativities, I think the show has an appeal, shooting in Miami and close-up shots of the food made the show a good one for me.

## 5. CONCLUSION

In this thesis, I am writing about my food and travel TV programme that I would like to broadcast one day. My programme, which is called “*Dışarda Yiyelim*,” is basically a food programme but also includes touring places, fancy cars, beautiful girls and so on. There are various food programmes that I have watched. In some of these shows, chefs prepare dishes and in others, a person who is not a chef prepares the dishes; but cooking is not essentially a part of these programmes. In some, a TV presenter shows some restaurants, bars, cafes etc. and taste their menus. In the introductory part of this thesis you will read, I talked about the place of television in society in general and the food and travel programs on TV. In the second part, I talked about cooking programs on Turkish and world television, and the editing techniques first introduced by Russian cinema and how these techniques were used in cooking programs. In the third part, I talked about the connection between gastronomy and tourism and its effect on TV programs. Moreover, I discussed food porn and how it is used in cooking shows, and in the last episode, I discussed my own show (*Dışarda Yiyelim*).

In summary, I tried to make some analyzes on the “*Dışarda Yiyelim*” program, which I shot for this thesis. In Turkey and in the world, food and sightseeing programs and cooking channels are serving for gastronomic tourism, and I tried to do a comprehensive research on the media to influence it. In my program “*Dışarda Yiyelim*,” I tried to blend the travel and food programs. As in Acun Firarda, I interviewed girls on the beaches to attract the attention of the audience. I tried to share touristic places, beautiful cars and other beauties with the audience. If we look at the “*Dışarda Yiyelim*” program in terms of cooking, not a trip, I used close-up plans to make the delicious meals even more delicious. Since America is a country that receives a lot of immigrants, I also gave space to different cultural dishes in my program, such as nachos, which is a Mexican dish, but also tried American cuisine as well, such as pancake, hamburger and milkshake. In short, I shot delicious meals for the cooking component of my program. Hence, I made a TV show in a format that combines travel and food. I'm not the first to make this format, but I'm sure I won't be the last to do it.

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