



## The Relationship Between the Festival Attributes and Perceived Destination Branding: A Case Study from Amasya Turkish Cuisine Festival

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### Abstract

The present research aimed to determine the link between Turkish cuisine festival attributes and perceived destination branding in Amasya destination. Data was collected from non-native university students study in Amasya/Türkiye and participated in this festival. Thus, a touristic perception was sought for people who came to the Amasya destination from another city for education. The participants self-administered the questionnaires via Google form. A total number of 111 usable questionnaires were collected in the survey context. The data was analyzed using SPSS version 23. The statistical analyses show that there is positive relationship among festival attributes (information adequacy, program, staff, festival value, and food) and perceived destination branding. In addition, the respondents' motivational factors to visit festival did not make a difference on perceived destination branding. The "Turkish cuisine festival" was firstly organized in Amasya and so the current research model was firstly studied in the region. In this respect, this study provides new insights into the theoretical background and procures implications to sector practitioners as well.

### Article Type

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