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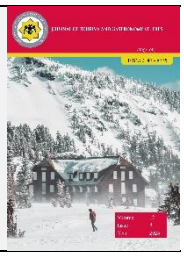

Investigating the Importance of Culinary Students' Career Adaptabilities to the Culinary Profession in the Gastro-Tourism Branding Process of Amasya

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Abstract

The purpose of this current study was to determine the connection between the professional emotions and career adaptability of culinary students in a university-based culinary arts program, and it was also emphasized that the career adaptability competencies of culinary students will play an important role in the branding process of Amasya city in the gastro-tourism field. The data were collected from a sample of students pursuing culinary careers. The questionnaires were self-administered by the participants. In the survey context, a total of 124 valid questionnaires were gathered. The data was analyzed using SPSS v.23 in conjunction with Process Macro. The statistical analyses show that there is a positive relationship between culinary profession affection and career adaptability dimensions such as concern, control, and curiosity. Additionally, the analysis demonstrates that the students' preference moderates this relationship. This study is the first of its kind in related literature, offering novel insights into the theoretical underpinnings and practical implications for professionals in the field.

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INTRODUCTION

Learning about a place's culinary culture has been one of the primary goals for many travelers' trips in modern times. Many places operate in this sector as a specialized market and promote their food as a tourist attraction. In tourism destinations, culinary culture or cuisine and cooking traditions can help places grow internationally as an undiscovered heritage that contains the region's cultural characteristics and attributes. Therefore, culinary tourism serves as a representative of the local tourism industry and gives communities a competitive edge (Horng & Tsai, 2012). Roughly 30% of global travel revenue is spent on food and drink. This development highlights the financial benefit of gastro-tourism. Additionally, important are the income multiplier effect, employment effects, eradication of the seasonality issue, and contribution to the year-round expansion of tourism-related activities (Kayran, 2021; United Nations World Tourism Organization-UNWTO, 2021). The market for functional foods and beverages was estimated to be worth 281.14 billion dollars in 2021. The market is anticipated to develop at a compound annual growth rate of around 9.5 percent between 2021 and 2028 and is anticipated to be worth more than $500 billion by 2028 (Statista, 2021).

Lang et al. (2014) also stated that tourists generally tend to local cuisine during their travels because they want foods to be healthy and delicious, along with authentic. From this point of view, it can be stated that tourists prefer regions that offer authentic and unique culinary experiences in their destination selection (Haven-Tang & Jones, 2005). Türkiye has a significant gastronomic tourism potential in this regard, as it is one of the world's most important and oldest cuisines, with the uniqueness of local cuisines that have ancient roots and derive their richness from interactions with many civilizations across a large geographic area. The food-beverage business has recently risen in Turkey because of tourism, and this has resulted in a significant increase in the ready-made food sector, which includes restaurants, table d'hôte hotels, and fast-food restaurants. This sector employs over 8 million people, with a rate of 65-70 million in nations like Germany, France, and England. In Türkiye, the ready-meal business continues to grow at a rate of roughly 25% per year (Türkiye Travel Agencies Association-TURSAB, 2015). In 2019, the out-of-home food and beverage market in Turkey was worth roughly 110 billion liras, compared to 900 billion dollars in the United States, 120 billion dollars in the United Kingdom, around 100 billion dollars in Italy, and 53 billion dollars in Spain. In the Turkish market, there were roughly 95 thousand restaurants/cafes/bars/fast-food/patisseries, with a total employment of 2 million employees.

Thus, this situation requires more qualified human sources for the culinary profession in gastro-tourism sector in Turkey, but this is possible only through culinary training/education of people who adopted culinary career. The requirement for qualified personnel has led to the opening of culinary programs in schools these days. Cooking is a career that requires dedication and consistency. Curiosity and good attitudes toward the profession have recently gained traction, and the shortage of skilled people has emerged as a significant concern in the professional perception of those who obtain culinary training (Kowalkowska et al., 2018; Kurnaz et al., 2014). It is critical that the correct applicants obtain culinary/tourism training and that graduates are prepared to work in the field following graduation (Mei, 2019). Individuals interested in pursuing a career in the culinary arts as well as the tourism sector can benefit from a better grasp of how to train those who get this degree (Wang et al., 2010). Occupations in the service sector are among the most difficult professions to fulfill if they are not liked and desired. When choosing a vocation, an individual must consider his physical qualities, interests, and multitasking abilities rather than economic opportunities

(Daskin, 2016).

As a result, the attitude toward the profession is a critical factor that determines views of professional competence and accomplishments. Students can be more effective when executing their job if they have good attitudes regarding their vocation. Also, employees who can achieve their professional goals, make independent decisions and accept responsibility, handle career-related challenges, and are intrigued about a variety of potential career-related scenarios display desired job outcomes such as increased career satisfaction and fewer turnovers (Karatepe & Olugbade, 2017:343). In this sense, Savickas (1997:254) defined career adaptability as the "readiness to cope with the predictable tasks of preparing for and participating in the job role and the unforeseen adjustments brought about by changes in work and working conditions." Along with this, the career adaptability scale was created by Savickas and Porfeli (2012: 661) and consists of four dimensions that evaluate concern, control, and curiosity, and includes four characteristics that assess concern, control, curiosity, and confidence as psychosocial resources for handling developmental tasks, job trauma, and career changes.

Against this backdrop, it remains critical to reveal the reasons that may play a role in the career adaptability of culinary students who will work in the gastronomy/food sector as a labor-intensive one, and importantly there is paucity of research on this issue. As a case in point, UNWTO (2014) reported that "labor should not be treated simply as variable costs, but as human capital. A high-quality skilled workforce will ensure greater competitiveness and innovation, improve job prospects and ease the process of adjustment in changing markets". Given that, employment and human resource concerns in the tourism industry should be major research and analytical themes. In this context, Amasya, as the city of princes, can be a leading destination in Ottoman palace cuisine and gain a branded city identity in this field. However, as mentioned above, there is a need for talented human resources in this field and this can only be achieved by training people who have adopted the culinary profession and have career goals. Thus, the main purpose of this preliminary study is to emphasize this and to determine the attitudes of culinary students towards the culinary profession and their career adaptability competencies.

Literature Review

Cooking and Cook Concept

Although food has a cultural significance for humanity, it has evolved into an art form that has evolved through millennia in response to people's changing tastes. Eating, which in the beginning was merely done to sustain vital functions, i.e. to survive, has evolved and grown with time, along with a certain order and habit in human cultures (Alonso & Krajsic, 2013). The concept of cookery has been disclosed because of the change and development in question. Gastronomy includes cooking as a vocation that necessitates self-sacrifice and ethical values in the kitchen, as well as necessary technical skills, coordination, and planning (Farmer & Cotter, 2021).

Cooks performing the culinary profession, which has grown in importance, have a growing number of expectations because of changes and advancements in the sphere of gastronomy. This expectation has exposed the need for training cooks who are well-versed in the art of cooking over time (Robinson & Barron, 2007). Cooks are those who provide "food preparation and cooking" services, which have both economic and cultural importance for a society. Cooks must be well-nourished and capable of producing food, as well as possessing excellent culinary skills. They must be able to adapt to technology that is always evolving. It is seen to be beneficial in this direction to

put the expertise of those working in kitchens in terms of nutrition into practice (Karahan, 2010). This profession is also regarded as a branch of art that encompasses the acquisition of resources from the collecting stage of food and beverage goods, as well as their storage under proper conditions, production, and consumption processes. In this regard, it can be claimed that in a multitasking working environment such as an industrial kitchen where the culinary profession is practiced, the personnel's approaches and abilities can influence the accomplishment of their goals and, ultimately, their entire endeavor.

Gastronomy/Culinary Education for A Brand Image

Culinary and hence food and beverage services is undergoing tremendous development and change and has consequently emerged as a major source of employment around the world. It is vital to create and employ qualified workforce with the requisite capabilities to serve at worldwide standards for the sector and enterprises operating in this field to develop their potential to thrive in the difficult competitive conditions (Mei, 2019; Şahin & Arman, 2014). In this regard, rigorous culinary programs and cookery training have begun to be delivered in high schools and universities to address both the need for professional employees in the field of gastronomy and the need for culinary education, which has been in high demand in recent years.

The popularity of food-related television programs, growth of famous chefs, simplicity of finding a job, high earning potential, and the fact that the gastronomy sector has become a popular section among individuals can all be stated as reasons for this demand (Görkem & Ertopcu, 2019). Culinary education at the secondary level, which began in Turkey in the second half of the twentieth century, is now also offered at the higher education level in the first part of the twenty-first century. Culinary education is offered at the associate degree level in 55 state and 32 foundation institutions in Turkey (Higher Education Program Atlas, 2021a).

Türkiye, which has a strong culinary culture, has lagged in terms of training in this area. For the future of gastronomy education, encouraging graduate and doctoral education, particularly in the field of gastronomy, and developing specialist academics are critical (Şengül, 2019, p.173). Significant problems with gastronomy education and graduates were brought to light in the final report of the Gastronomy Education Search Conference (2015), despite the field's high occupancy rates and popularity in educational institutions. The report claims that the profession's qualifications are unknown, that graduates prefer high-paying positions over those that require training for the food and beverage industry, that students are viewed as cheap labor during their internship, and that cynical cooks view graduates from the gastronomy department as inadequate (Gastronomy Education Search Conference Final Report, 2015, p.15-17). When viewed in this light, the students' perspectives on their professional affection, the career adaptabilities and preferences of students in university departments of gastronomy and culinary arts can be seen as among the most pressing concerns that need to be addressed, both for students and for the sector. It is critical to direct devoted, innovative, and talented individuals to the kitchen and to guarantee that they obtain a strong education in both academic and practical aspects (Birdir & Kılıçhan, 2013).

Gastro-Tourism As Destination Brand In Amasya

Destination branding is a phenomenon that can be formed by branding a product or service, a logo, name, slogan, sign, or a combination of these that defines that product or service and distinguishes it from other brands (Ersun and Aslan, 2009: 101). Destinations represent the most important brands of the tourism sector. There is fierce competition

among destinations to reveal their difference. Destinations strive to become brands to gain fame and prestige. Destination branding is the guarantee of the quality of the product or service that the consumer wants to buy. When consumers make a purchasing decision, they choose branded products and services because they are hedonically satisfied and reduce risk. In this respect, brands facilitate the consumer's choices (Özdemir, 2014:155). With destination branding, brands that use tourism marketing more efficiently can be more successful in their interactions with consumers. Thanks to destination branding, consumers have the chance to obtain more accurate and detailed information about the destination and to access comments. This can increase consumers' trust in the destination and show which destination they are likely to choose and like (Yavuzyılmaz and Ekşi, 2022: 99). The value of regional cuisines has increased steadily as eating and drinking habits have changed in the increasingly globalized world. Shifting attitudes about eating and drinking have created the conditions for different places to become more popular, to acknowledge local cuisines, and to have rich experiences. For a considerable amount of time, Amasya was the capital of numerous countries, and throughout the Ottoman era, it almost functioned as a school for aspiring sultans. Through its cuisine, Amasya has demonstrated the remnants of its lengthy history and the diversity it has engendered in its culture. The royal cuisine of Amasya, which is well-known for its princes, can also serve as a source of inspiration. Along with a deeply ingrained cultural level, Amasya boasts a great culinary culture (Amasya Provincial Directorate of Culture & Tourism, 2020). It seems that Amasya has the necessary supplies for the branding goal of becoming a gastro tourism city. However, it is essential that all these positive aspects of gastro-tourism are supported by human resources so that Amasya can have a brand image in this field.

The Link Between Culinary Profession Affection and Career Adaptability

According to Koen et al. (2012), career adaptability is “a psychological structure; refers to the capability of individuals to successfully administer their current or future career transitions, changes and needs of individuals”. As aforementioned above, career adaptability dimensions (concern, control, curiosity, and confidence) which are effective in reducing the anxiety about the future, help the individual to progress more decisively in his career. At the same time, these dimensions are effective in the entire career development of the individual and in solving the problems related to their careers (Savickas & Porfeli, 2012). In this context, it's also been discovered that those with career adaptability skills had better work outcomes (e.g., Ohme & Zacher, 2015). Guan et al. (2015) reported that employees who possess a higher level of career adaptability are probably to have better payment and more career pleasure and in turn reveals a less rate of turnover. Similarly, Rossier et al. (2012) showed in their study that individuals with high career adaptability are more committed to their jobs. Therefore, in the light of these findings, it has become important to investigate the existence of career adaptability and the factors that trigger it. Specifically, the food and beverage industry is people-oriented, and employees are expected to undertake a variety of work responsibilities simultaneously. Under these circumstances, employees must have the appropriate personality to stay motivated in extremely challenging situations.

Wildes (2004) states that individuals' choosing their profession consciously will improve their perception of profession positively, and these individuals will lead a happier and more peaceful life. In this sense, the growth and sustainability of the tourism industry are guaranteed by the students who obtain culinary education having excellent professional attitudes. Knowing the factors that affect the trained cook candidates' professional attitude growth at this point may be crucial for those who provide vocational training in this field and for people who get this training to

spot and correct their shortcomings (Kurnaz et al., 2014: p.42). Like this, understanding how students who obtain culinary instruction view their career gives insight into how they will develop into professionals. At the same time, positive attitudes of cook candidates towards the profession will enable them to be more effective and productive while doing the culinary profession (Harbalıoğlu & Ünal, 2014: p.57).

Along with this, there are some empirical evidences that the students ranked the nature of the job, particularly the enjoyable environment, as the most crucial element in a workplace. According to Chan's (2019) study, having fun at work is important since it can help employees feel at ease and flexible. Something reassuring might make employees feel a part of the business, and their regular work and strong social ties could be developed in a way that improves service for visitors/guests. This finding is in line with those of Richardson and Butler (2012), who found that enjoyable work was a crucial quality for students in Malaysia. The students believed that working in the tourism business may be enjoyable. In general, both during and after the Covid-19 pandemic, most of the tourism and hospitality students in Indonesia still desired to work in the business. However, students valued a good time at work and thought it was the most crucial quality in a career. Additionally, they thought that the tourist sector may offer enjoyable work environments (Rosyidi, 2021). Çuhadar and Çetintürk (2016) reported that most of the students had a positive attitude towards the tourism sector. It has been observed that the perceptions of the students who are the first choice of the program they are studying have a higher average and their future career perceptions are positive compared to the other students. In addition, it was determined that the perceptions of the students of the culinary program towards career were higher than the students of the tourism and hotel management program. According to Akdağ et al. (2017), the main emphasis in students' perceptions of the culinary profession was found to be fun and comfort in finding a job. Among the negative aspects of the profession, it stands out as being a tiring and stressful job. When the meanings attributed by the students to the concept of cooking are examined; it has been seen that they describe the cook as creative, an artist and a hard worker like an ant. In addition to this, the fact that professional working conditions have much more negative effects on female students is among the important factors determined in the process of the study. Akoğlu et al. (2017) reported that almost all the students preferred the gastronomy department voluntarily. It has been seen that the fields they want to work after graduation are kitchen and teaching. When the nature of the job and the working conditions factor are examined, it has been determined that most of them find the professions in the field of gastronomy interesting, and they think that they can learn new information in the field of gastronomy every day. Another result is that students have negative attitudes towards the field due to reasons such as wearing and stressful working conditions, long working hours, and adopting various marginalization.

In the past research, several studies were conducted on the tourism/culinary students' attitudes of the profession and career expectations. However, to author's best knowledge, there is no empirical study conducted about the link between culinary profession affection and career adaptabilities. This shows that there is a gap and the need in literature for more empirical studies regarding the factors that play a role in their career adaptabilities which in turn result in career pleasure and less turnover. Considering the foregoing debate, it would be reasonable to suggest the following hypotheses:

H1:There is a positive relationship among students' culinary profession affection and concern.

H2:There is a positive relationship among students' culinary profession affection and control.

H3:There is a positive relationship among students' culinary profession affection and curiosity.

H4:There is a positive relationship among students' culinary profession affection and confidence.

Methodology

Sampling and Data Collection

Data were collected from culinary students enrolled at Amasya University in Turkey for the current research study. As a result, the current poll on this student culinary program was appropriate. In December 2021, a face-to-face survey technique was used to obtain data. First, ten students participated in a pilot study to see whether there were any issues with the questionnaire's content. After obtaining permission from the school, the registered students were approached one by one and asked to complete the survey. The total registered student number was 160 in the program and the research team attempted to reach as many registered students as possible, and ultimately gathered a total of 124 useable questionnaires. Purposive sampling method was used in the research. The province of Amasya is a new rising tourism destination in the region, offering a variety of tourism types such as ecotourism, gastro-tourism, and so on. Amasya's culinary culture is founded on Ottoman food, and it could attract tourists. Nearly a million tourists visited Amasya each year before the Corona pandemic (Amasya Provincial Directorate of Culture & Tourism, 2020). There are many additional prospective tourism provinces near Amasya. This touristic region requires trained people to operate in the tourism sector; in this regard, Amasya University's culinary department serves to educate people for this industry. The ethics committee permission document required for the collection of the data used in this research was obtained from the Amasya University Social Sciences Ethics Committee with the decision number 31.01.2022-55195.

Instrument Development and Measures

The research questionnaire composed of 10 items for culinary professional affection scale and 24 items for career adaptability scale: 6 items for concern, 6 items for control, 6 items for curiosity, and 6 items for confidence. Culinary profession affection scale was adopted from Yilmaz and Çemrek (2019). Career adaptability scale was adopted by Savickas and Porfeli (2012). There is empirical evidence from Savickas and Porfeli's study that these scale dimensions had high Cronbach alpha ($\alpha = 0.83$ for concern; $\alpha = 0.74$ for control; $\alpha = 0.79$ for curiosity; $\alpha = 0.85$ for confidence). A Likert-type scale, with 5 denoting "strongly agree" and 1 denoting "strongly disagree," was used for all measurements. Demographic questions on class, gender, school type, internship, preference, and family cook are also included in the research questionnaire.

Data Analysis

Using SPSS v.23, the current study looked at the relationship between independent and dependent variables. To establish dimensionality and convergent validity, the study scales were submitted to component analysis following the psychometric properties of the assessments. The regression coefficients and correlation test were then performed, respectively. Lastly, The Process Macro statistical program, developed by Hayes (2013), was utilized to do moderation analysis; Model 1 was employed to quantify the interaction impact. The all-test results were presented in the findings section.

Analysis and Findings

Descriptive Statistics

A descriptive analysis was used in the study to describe the demographic structures of the respondents whose profile in terms of their gender, class, school type, internship, preference, and cook in family was presented in Table 1. According to the frequency test, slight majority of the participants were females (55.6%) and only 40.3% of the respondents were tourism high school graduates and only 10.5% of them had cook in their family. Table 1 shows that many of the respondents were second class students (63.7%) and 58.1% of them completed internship. Most importantly, 94.4% of the respondents preferred to study a culinary program.

Table 1. Demographic profiles.

Demographic variable	Sample composition	Percentage
School type	Tourism high school	40.3
	Girls vocational high school	12.1
	Other high schools	47.6
Gender	Female	55.6
	Male	44.4
Cook in family	Yes	10.5
	No	89.5
Internship	Completed	58.1
	Not completed	41.9
Class	Class 1	36.3
	Class 2	63.7
Prefer	Yes	94.4
	No	5.6

Psychometric Properties of The Measures

Table 2 provides a full list of measurement items, as such α (Cronbach's alpha) values were higher than.70. According to Hair et al. (2010), this demonstrates that the items accurately depict latent structures, and that internal consistency is adequate. According to Field (2000), the Kaiser-Meyer-Olkin (KMO) sampling measurement was used to conduct additional analysis. It was used to determine whether each structure's value distribution met the 0.50 cutoff point (culinary profession affection = 0.925; concern = 0.805; control = 0.860; curiosity = 0.839; confidence = 0.872). Additionally, Bartlett's test of sphericity indicates that the distribution set's multivariate normality is normal for every study variable ($p = 0.000$), indicating a significant value. Factor analysis can therefore be used in the data (Hair et al., 1998). Table 2 demonstrates convergent validity, with each factor above the 0.40 threshold value because of the Explanatory Factor Analysis (Hair et al., 2014; Tabachnick & Fidell, 2007). However, because one item's factor load was less than 0.40, it was excluded from additional analysis.

Table 2. Scale items, factor loadings, and reliability results.

Scale items	Factor Loads	α
CAREER ADAPTABILITY SCALE		
Concern		**0.84**
1. "Thinking about what my future will be like"	0,82	
2. "Realizing that today's choices shape my future"	0,79	
3. "Preparing for the future"	0,78	
4. "Becoming aware of the educational and career choices that I must make"	0,60	
5. "Planning how to achieve my goals"	0,81	
6. "Concerned about my career"	0,80	
Control		**0.85**
8. "Making decisions by myself"	0,69	
9. "Taking responsibility for my actions"	0,73	
10. "Being persistent and patient"	0,65	
11. "Counting on myself"	0,77	
12. "Doing what's right for me"	0,70	
Curiosity		**0.87**
13. "Exploring my surroundings"	0,54	
14. "Looking for opportunities to grow as a person"	0,50	
15. "Investigating options before making a choice"	0,81	
16. "Observing different ways of doing things"	0,71	
17. "Probing deeply into questions I have"	0,58	
18. "Becoming curious about new opportunities"	0,61	
Confidence		**0.96**
19. "Performing tasks efficiently"	0,76	
20. "Being conscientious and doing things well"	0,87	
21. "Learning new skills"	0,88	
22. "Working up to my ability"	0,88	
23. "Overcoming obstacles"	0,83	
24. "Solving problems"	0,84	
CULINARY PROFESSION AFFECTION		**0.94**
1. "I believe that I can carry out cooking in a professional way"	0,70	
2. "I believe that I have a special talent for cooking"	0,66	
3. "I am confident about the requirements of the culinary profession"	0,69	
4. "I am pleased to have chosen this section, which is about the culinary profession"	0,76	
5. "I believe that I can overcome the difficulties I will encounter in the culinary profession"	0,78	
6. "I think that cooking will give me opportunities to produce and create something"		
7. "I think that cooking is a suitable profession for me"	0,78	
8. "I would like to cook even under difficult conditions"		
9. "I willingly chose the cooking program that I am currently studying"	0,83	
10. "I don't worry about the culinary profession causing me difficulties"	0,47	
	0,68	
	0,48	

Notes: "All items are measured on five-point Likert scales ranging from 1 = strongly disagree to 5 = strongly agree". "All loadings are significant at the 0.05 level or better".

Correlation Analysis

All constructs' correlation values are displayed in Table 3. It is evident from these findings that culinary profession affection is positively correlated to concern ($r = 0.742$, $p < 0.01$). Second, culinary profession affection was positively correlated with control ($r = 0.776$, $p < 0.01$). Third, culinary profession affection was found to be positively correlated with curiosity ($r = 0.729$, $p < 0.01$) and finally there was a positive correlation among culinary profession affection and confidence ($r = 0.758$, $p < 0.01$). Consequently, the strongest link between control and affection for the culinary profession was found. These values also show discriminant validity because they are less than 0.90 (Tabachnick & Fidell, 2007).

Table 3. Correlations test results.

	CPA	CONC	CONT	CUR	CONF
CPA	1				
	124				
CONC	,742**	1			
	,000				
	124	124			
CONT	,776**	,727**	1		
	,000	,000			
	124	124	124		
CUR	,729**	,774**	,714**	1	
	,000	,000	,000		
	124	124	124	124	
CONF	,758**	,725**	,829**	,707**	1
	,000	,000	,000	,000	
	124	124	124	124	124

Notes: **Correlation is significant at the 0.01 level (2-tailed). CPA = Culinary profession affection; CONC = Concern; CONT = Control; CUR = Curiosity; CONF = Confidence. Sig: Significance.

Hypotheses Testing

Before analysis, multicollinearity was checked, because Ringle et al., (2015) suggest that "multicollinearity is a concern if variance inflation factor (VIF) value is higher than 5 and tolerance value is <0.20". As a result, these values were investigated, and the current investigation did not reveal any multicollinearity issues. In this work, the hypotheses were tested using hierarchical regression, as indicated in Table 4. According to Hair et al. (2014), any t-value more than 1.96 is regarded as significant. Thus, the current study's findings support the link between concern and affection for the culinary profession ($t = 12.22$, $p < 0.01$). Hypothesis 1 was so approved. 55% of the variance in the concern variable can be explained by affection for the culinary profession. Second, the results support the association between control and affection for the culinary profession ($t = 13.57$, $p < 0.01$). Hypothesis 2 was so approved. 60% of the variance in the control variable can be explained by affection for the culinary profession. Thirdly, the results support the link between curiosity and affection for the culinary profession ($t = 11.75$, $p < 0.01$). Hypothesis 3 was approved. 53% of the variance in the curiosity variable can be explained by affection for the culinary industry. Fourth, the results support the association between confidence and affection for the culinary profession ($t = 12.82$, $p < 0.01$). Hypothesis 4 was so approved. 57% of the variance in the confidence variable can be explained by affection for the culinary profession.

Tablo 4. Regression test results.

Hypotheses	Coefficient	*t*-value	Sig.	Result
Hypothesis 1 H_1, CPA → CONC R^2 = 0.55%	0.742	12.22*	.000	Accept
Hypothesis 2 H_2, CPA → CONT R^2 = 0.60%	0.776	13.57*	.000	Accept
Hypothesis 3 H_3, CPA → CUR R^2 = 0.53 %	0.729	11.75*	.000	Accept
Hypothesis 4 H_4, CPA → CONF R^2 = 0.57 %	0.758	12.82*	.000	Accept

Notes: "N = 124; *t values indicates a statistically significant relationship at the 0.01 level or better. CPA = Culinary profession affection; CONC = Concern; CONT = Control; CUR = Curiosity; CONF = Confidence. Sig: Significance."

Finally, the current work, though it is not hypothesized, aimed to analyze the moderating role of prefer on the relationship between culinary profession affection and career adaptability. The Hayes (2013) Process Macro was used to conduct moderating analysis. Using the bootstrap technique, the 5000 resampling option was chosen for the analysis. The zero (0) number shouldn't be included in the 95% confidence range that this approach yields (Gürbüz, 2019:139; Hayes, 2015:11). Table 5 displayed the outcome of the interaction effect. As a result, model 1 was chosen for interaction analysis based on the Process Macro technique.

According to Table 5 below, the interaction effect "Int_1" seems significant ($p < 0.01$) and prefer buffers the positive influence of culinary profession affection on career adaptability. There is also a meaningful improvement in R^2 change of the model (ΔR^2 = ,0335), that means prefer explains %3.4 of the variance in this relationship.

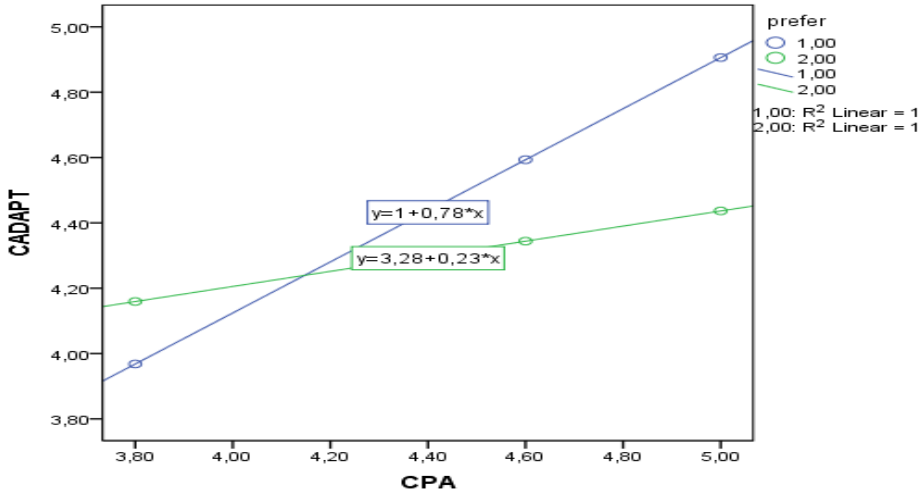
Table 5. Model Analysis

	coeff	se	t	p	LLCI	ULCI
Constant	-1,2855	,6280	-2,0470	,0428	-2,5289	-,0421
CPA	1,3322	,1591	8,3712	,0000	1,0171	1,6473
prefer	2,2835	,5339	4,2771	,0000	1,2265	3,3406
Int_1	-,5506	,1406	-3,9165	,0001	-,8290	-,2723

In addition to this, Table 6 and figure 1 depict that while the number of students who preferred culinary profession increases, the culinary profession affection increases at the same time. Thus, this interaction boosts career adaptability perceptions.

Table 6. Moderator Effect

Prefer	Effect	se	t	p	LLCI	ULCI
1,0000	,7816	,0431	18,1538	,0000	,6963	,8668
2,0000	,2310	,1338	,1,7259	0869	-,0340	,4960



Note: 1,00 = Yes; 2,00 = No; CADAPT= career adaptability;

CPA= culinary profession affection.

Figure 1. Interaction effect index chart.

Conclusion

Gastronomy tourism is a tourism area that has been increasing in popularity in recent years. In this context, many countries are trying to develop their tourist potential by prioritizing food and beverage culture. With the increase in gastro-tourism in the world and for different reasons, the culture of eating out of people is also developing. As a result, the need for competent personnel to work in these areas is also increasing. For example, as mentioned above, there has been a significant growth in the gastronomy tourism and food and beverage industry in Turkey, so the employment opportunities have increased and many tourism and cooking schools have been opened to meet the manpower needs. Despite the increasing attractiveness of the cooking profession, it has been observed in research that there are some difficulties due to the nature of the profession, and there are cases where some graduates do not continue their profession after graduation or leave the profession. It is certain that the industry needs people who have gained competence and who have embraced the culinary profession from the very beginning. While culinary students are in the education phase, it is important to continue scientific research on career perceptions, adaptabilities and expectations and even the education they have received and bring the existing problems to the agenda. In this sense, in order to make a new contribution to the literature, this study focuses on the career adaptabilities of the culinary students who take culinary education in Amasya context and their professional affection that can affect this. Therefore, determining the attitudes of students towards the culinary profession is important in terms of fulfilling the responsibility of all stakeholders affected by the outputs of culinary education.

In general, the current work results depicted that culinary profession affection had positive influence on career adaptabilities such as concern, control, curiosity, and confidence. Although there was no study shows the direct link between these variables, this outcome could be seen as concordant with the previous research shows that the students who have more affection towards culinary profession exhibit better career attitudes and behaviours (Daskin, 2016; Harbalıoğlu and Ünal, 2014; Kurnaz et al., 2014; Wang et al., 2010; Wildes, 2004). The second finding of this study reveals that the preference of the students plays a moderating role in the relationship between culinary profession affection and career adaptabilities. This finding was concordant with that of Çuhadar and Çetintürk (2016). So, the

current work also confirms that the culinary students who intentionally prefer the program have better career perceptions.

Implications

The maintenance and continuation of the functionality of the food and beverage industry should be discussed within the tourism sector, which is one of the sub-branches of the service area. It may be concluded that the views of the students in the cooking program toward the profession are typically positive, considering the study's findings. Given that cooking is a popular career, students should be equipped with the knowledge and abilities needed to specialize in a particular area of industry. To assess students' knowledge, abilities, and career adaptabilities, platforms where students can talk about cooking, food, and gastronomy should be developed. In this approach, it will be simpler for students to overcome any obstacles they may face in the industry. However, as the students gain more experience, their attitudes toward the job will improve, and they will be more committed to it.

Additionally, it is believed that understanding the attitudes of potential cook employees who will work in the service industry in the future would help those who provide pre-vocational education training to choose the best type of training to provide. Thus, the candidates for the position of cook will be more efficient and effective in their work if they have a favorable attitude about the industry. Within the scope of behavioral attitudes, increasing in-class activities and encouraging students to take part in national and international cooking contests are particularly crucial.

Students who pursue a career in the field of cookery can contribute to the destination branding of regions as they will interact more with tourists (Michael, 2023). Considering that everything that is produced needs to be marketed to be sold, students who pursue a career in culinary programs can have a share in making and promoting Amasya's local dishes to tourists coming to Amasya. In addition, they can contribute to the branding of Amasya destination by marketing these dishes in their hometowns or other regions outside Amasya. Therefore, it is thought that the dishes offered to consumers by students pursuing a career in the field of cookery will contribute to the branding of Amasya destination.

Amasya city branding in the field of food tourism is important for the city and the results of this study should be evaluated, and necessary steps should be taken. According to Hu and Ritche (1993), in the visit to any destination by tourists, the importance of its food is as great as its accommodation, transportation and cultural values. Offering Amasya with its traditional dishes to tourists can make a difference in destination branding compared to other destinations. Support for businesses by stakeholders can increase the availability of traditional dishes that are difficult to store and prepare for a long time. The availability of traditional dishes in the regions where accommodation is dense in Amasya is important for tourist satisfaction. Therefore, offering traditional Amasya flavors to tourists who prefer the destination with the support of stakeholders can contribute to destination branding.

In this regard, the industry also has obligations towards potential cooks. Importantly, during the internship time, students should be subject to employment rotation, provided that their individual qualities are taken into consideration. Thus, students' potential can be disclosed, and they can provide a variety of experiences, as well as can develop a variety of professional skills; as a result, it is believed that this circumstance will affect students' attitudes and career adapt abilities. Cooking ought to be seen as a form of art and educated people ought to cherish it accordingly. In terms of wage policy, working with trained employees can ultimately result in better quality and

ongoing jobs, as opposed to the idea of hiring unskilled workers for lower wages. By bringing busy working hours to a regular level, family life may be maintained. Businesses may benefit from staff attending frequent training sessions and in-service training.

Limitations and Future Research Directions

The current study also has limitations like earlier studies, such as the inability to incorporate a qualitative component. Future research in this field should concentrate on in-depth interviews and close observation to provide additional insights into the antecedent and consequence. Additionally, more study from other places is needed to broaden the scope and establish generalizations of the outcomes of the current work. In future studies, profession-caused antecedents from industry could be searched to recover the students' future attitudes.

Declaration

All authors contributed equally to the article process. The authors have no conflicts of interest to declare. The ethics committee permission document required for the collection of the data used in this research was obtained from the Amasya University Social Sciences Ethics Committee with the decision number 31.01.2022-55195.

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Appendix 1. Ethics Committee Permission

AMASYA ÜNİVERSİTESİ

SOSYAL BİLİMLER ETİK KURUL DEĞERLENDİRME FORMU

Ek-1

Araştırmanın Başlığı : Aşçılık Öğrencilerinin Kariyer Uyum Yetkinlikleri, Meslek Sevgisi ve Çoklu Görev Özelliklerinin Araştırılması: Amasya Örneği	
Başvuru Formunun Etik Kurula geldiği tarih	21.01.2022
Başvuru Formunun Etik Kurulda incelendiği tarih	31.01.2022
Karar tarihi	31.01.2022

SONUÇ

1.	☒ Kabul
2.	☐ Düzeltme gereklidir: Etik sorun olabilecek sorular/maddeler, süreçler ya da unsurlar bulunmaktadır. Açıklama:
3.	☐ Red Gerekçe, Görüş, Tavsiye ve Açıklamalar:

Başvuru dosyasının incelenmesinde hazır bulunan ve araştırmayla doğrudan veya dolaylı olarak ilişkisi bulunmayan Etik Kurul başkan ve üyelerinin ad,soyad ve imzaları.

(Başkan)
Doç. Dr. Songül KEÇECİ KURT

(Üye-Bşk Yardımcısı)
Dr. Öğr. Üyesi Fatih CAN

(Üye- raportör)
Dr. Öğr. Üyesi Melike BAŞ

(Üye)
Doç. Dr. Kürşat EFE

(Üye)
Doç.Dr. Davut AĞBAL

(Üye)
Dr. Öğr. Üyesi Mustafa YILDIZ

KYT-FRM-126/00