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Associations Between Food Neophobia and Culinary Creativity: A Study with A Sample of Chefs and bartenders in Turkey

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Abstract

Food neophobia, which refers to avoiding consuming new and different foods, can cause many physical and psychological effects. The aim of this study is to determine the effect of the food neophobia level of the Turkish cooks and bartenders (n=553) on the creative personality trait. The universe of the research consists of chefs and bartenders working in restaurants, hotels, cafes and bars in Istanbul. In this context, a questionnaire was applied to employees who were willing to participate in the research. The questionnaire form consists of three parts: Demographic characteristics, general/food neophobia scale, and creative personality trait scale. Participants achieved certain scores based on their responses to the expressions of neophobia and creativity, and these scores determine the neophobia/creativity level of the participants. Many of the participants had a low level of general neophobia (48.7%), and a moderate level of food neophobia (65.3%) and creative personality traits (58%). In addition, there is a positive correlation between the the general neophobia and the food neophobia level of the participants, and a negative significant correlation between the general/food neophobia and creativity level.

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INTRODUCTION

It is possible to say that nutrition is one of the compulsory needs of individuals. In nutrition, psychological attitudes and behaviors experienced in consumers as well as the variety of foods consumed are also involved. The concept of food neophobia, which expresses the sense of avoidance to consume new and different foods in consumers, has been the subject of many studies to date (Pliner & Hobden, 1992, Finistrella et al., 2013; Cooke, Haworth & Wardle, 2006; Tuorila, Lahteenmaki, Pohjalainen & Lotti, 2000). Food neophobia is defined as a personal characteristic for individuals (Pliner & Salvy, 2006). Likewise, consumers avoid consuming foods that they have not consumed before for reasons such as not liking the sensory properties of foods or the possibility of the foods will be eaten may cause various health problems (Vidigal et al., 2015). Many research made in this reagard are generally aimed at identifying the causes of selective food consumption of consumers (Giordono, Clodoveo, Gennaro & Corbo, 2018). Food neophobia, which can be seen in individuals of all age groups, shows its effect mostly in childhood and old age (Dovey, Staples, Gibson & Halford, 2007). Although food neophobia level decreases with adolescence, it can continue at different levels of any age (Damsbo-Svendsen, Frøst & Olsen, 2017). The causes of food neophobia are based on more than one factor. One of these reasons is expressed as malnutrition. Galloway, Lee and Birch (2003) stated that inadequate consumption of vegetables in children, is associated with food neophobia. Food neophobia can cause positive and negative factors. For example, not consuming of unknown food can prevent cases such as poisoning. However, selective eating behavior can also prevent the consumption of nutritious foods such as functional foods (Knaapila et al., 2011). In addition to all these, food neophobia can affect the purchase of various food products (eg. types of cheese that are not used to consume) (Arvola, Lähteenmäki & Tuorila, 1999).

Food neophobia studies in the related literature generally focused on children (Kutbi et al., 2019; Gomes, Barros, Pereira, Roberto & Mendonca, 2018; Cooke et al. 2007; Falciglia, Couch, Gribble, Pabst & Frank, 2000; Reverdy, 2008). In the food neophobia research conducted on adult individuals, the correlation between this concept and the consumption of functional foodstuffs, insects or different foods from different countries around the world were discussed (La Barbera, Verneau & Grunert, 2018; Edwards, Hartwell & Brown, 2010; Huang, Bai, Zhang & Gong, 2019; Stratton, Vella, Sheeshka & Duncan, 2015). In this context, the effect of food neophobia on nutritional behavior becomes important. However, the effect of selective eating behavior on cognitive characteristics is also important. Neophobia, which means fear of new and different situations, and food neophobia, which means fear of consuming new and different foods, can affect entrepreneurial and creative characteristics (Pliner & Hobden, 1992). Briefly, creativity can be explained as the ability to produce a new product or idea (Amabile, Conti, Coon, Lazenby & Herron, 1996). In addition, creativity is a cognitive function (Tennyson and Breuer, 2002) that brings solutions to the current problem, and is a concept that explains that the creativity is a lifelong process (Fisher & Specht, 1999).

Gastronomy and mixology are the sections that require creativity in terms of providing aesthetic presentations. Therefore, cooks and bartenders working in this field are expected to have a high level of creativity. Although it doesn't have a precise definition, the creativity in food and beverage sector can be explained as producing original and attractive products by employees, and meet the expectations of consumers (Tongchaiprasit & Ariyabuddhiphıngs, 2016). In the food and beverage industry, where competition is extremely high, it is necessary to offer different and creative products to gain an advantage (Bouty & Gomez, 2013). To be able to present creative products, primarily a curiosity related to the job should be created. Because curiosity is the source of motivation to produce creative

products (Litman, 2005). Curiosity was shown as a prerequisite for creative product development in the researches made in this regard (Schutte & Malouff, 2020). In the historical process, creative ideas have created milestones in the kitchen area. Molecular gastronomy applications, one of the biggest breakthroughs in the kitchen area, are examples of creative product development (Vega & Ubbink, 2008; Blank, 2007). Molecular gastronomy, which emerged with laboratory experiments in the 1960s, became widespread in restaurants as a result of creative product development with the 1990s. The success of molecular gastronomic practices in restaurants is directly related to the creativity of the chef (De Solier, 2010).

With the 21st century, gastronomy and culinary practices started to change throughout the world. Creativity and innovation have an important place in this changing process. As the innovation in the kitchen is an experimental process, it requires creativity (Albors-Garrigós, Martínez Monzo & García-Segovia, 2013). Besides, research to date focused more on innovation rather than creativity (Stierand, Dörfler & MacBryde, 2014). Therefore, determining the creativity levels of those working in gastronomy sector is an important issue. As it is well known, kitchen and bar employees received their training with a master-apprentice correlation especially until the middle of 20th century. This situation has prevented the employees from developing creative ideas. With globalization, in order to survive within a competitive environment, businesses operating in the food and beverage industry need creative products and employees who produce these products (Horng & Lin, 2009). A creative chef/bartender is a person who turns a raw material into a final product in an unprecedented way and different from what other employees produce. Since gastronomy is a phenomenon that expresses art and aesthetics rather than just consumption, creativity and gastronomy concepts must be intertwined (Horng & Lin, 2017).

Creativity is a phenomenon that is affected by many factors, and the food neophobia is a phenomenon that its many factors are affected. This research is designed to determine the correlation between food neophobia and creativity. Within the scope of the research, besides the effect of food neophobia on creativity, the correlation of creativity with food neophobia have been examined. In the material and method section of the research, how the universe and samples of the study are selected, how the data collection tool was prepared, and what kind of analyses were used in the research are explained. In the findings section, the neophobia and creativity levels of participants and the connection between these two are revealed. The possible causes of the determined levels are evaluated in the discussion section.

Material and Method

The Universe and Sample

The universe of the research consists of the cooks and bartenders working in the hotels, restaurants, cafes and bars operating in Istanbul. The data were obtained by volunteer students (15 students), they have visited the enterprises at 15 different locations, and volunteer participants completed the questionnaire. In some way, a convenience sampling method was used in choosing the enterprises. In order to make a conversation with the employees, necessary permissions were obtained from their managers, and then employees were asked whether agreeing to take part in the research. The ethical consent required to collect research data was obtained with the decision of Sakarya University of Applied Sciences ethics committee, dated 28 August 2020 and numbered 26428519/044.

According to the data obtained from the Ministry of Tourism, there are a total of 646 businesses in Istanbul within the scope of hotels, restaurants, cafes and bars (Republic of Turkey Ministry of Tourism, 2020). The number of employees in the working universe is unclear. However, Sekeran and Bougie (2016) indicated that the acceptable number of samples for the universe in which one million or more people are living, is 384. Accordingly, 553 participants filled out the questionnaires by using the convenience sampling method in the sample selection. The research data were obtained in January-March 2020.

Instrument

In this study, quantitative research methods were used, and a scale developed in previous research was used as a data collection tool. The survey form consists of three parts. The first part includes questions in regard with the demographic information of participants. The second part includes general neophobia and food neophobia, and the third part consists of creative personality trait scales. In order to determine the level of neophobia, the "General Neophobia Scale", which is developed by Pliner and Hobden (1992) and consisting of eight expressions, and also the "Food Neophobia Scale" consisting of ten expressions were used. These scales are used in different studies in Turkey recently (Ceylan and Akargöz Sahin, 2019; Yiğit and Doğdubay, 2017) and have proven that these are appropriate for use in Turkey. The "Creative Personality Traits Scale", consisting of seventeen expressions, developed by Şahin and Danışman (2017), was used to determine creative personality traits.

Data Analysis

SPSS 24 was used to analyze all data collected within the scope of this research. Primarily, reliability analysis was conducted to determine the reliability level of the scales used in the research. As a result of the reliability analysis, Cronbach's Alpha (α) value for General Neophobia Scale was determined as 0,784 while Food Neophobia Scale was determined as 0,731 and the Creative Personality Trait Scale was determined as 0,679 and also that all three scales were consistent and valid. After the reliability analysis, the neophobia and creativity levels of participants were identified, and the correlation between the demographic characteristics of the participants, and the correlation between their neophobia and creativity levels were explained. At last, the correlation between neophobia and creativity levels was determined.

The five-point Likert Scale was used to determine the level of neophobia and creativity. Since the five-point Likert Scale was used in the study, the general neophobia level score range was determined as 8-40 while food neophobia score range was 10-50, and the creative thinking level score range was 17-85. The levels were classified under three groups as "low", "medium" and "high" according to the scores received (Table 1). The difference between the highest and the lowest score is divided into three sections to create score ranges. As the difference between the highest and the lowest scores for both neophobia tests could not be divided completely into three, the remainder was rounded up.

In order to determine the analysis method to be used in the discriminant analysis, the normality test was conducted initially. As a result of normality analysis, Skewness and Kurosis values of the three scales were determined between -1 and +1 (Shapiro-Wilk: p=0,000). The fact that the values are within this range means that the data is in normal distribution range (Hair, Black, Babin, Anderson & Tatham, 2013). For this reason, parametric (t-test and one-way analysis of variance) tests were used to determine the correlation between the demographic characteristics and the levels of neophobia-creativity of the participants. In order to determine the effect of neophobia on creativity,

correlation analyses were conducted to determine the correlation between regression, neophobia and creativity. The significance level was accepted as $p < 0.05$ in all statistical analyses.

Table 1. Evaluation criteria of general neophobia, food neophobia and creativity levels

Variable	Score		
	Low	**Medium**	**High**
General neophobia	8-18	19-29	30-40
Food neophobia	10-23	24-37	38-50
Creativity	17-39	40-63	64-85

Findings

Demographic Findings

Within the scope of the demographic questions in the first part of the questionnaire, the participants were asked about their gender, age, education level and monthly income (Table 2). When the responses given to the demographic questions are examined, it is observed that the most striking result belongs to the gender variable. The number of male participants is more than three times the number of female participants. The number of men (226) working in the chef position is four times the number of female workers (55). The difference between the participants working in Bartender position is less than that of the cook position (205 men, 67 women).

Table 2. Demographics of the respondents (n=553)

Variable		**n**	**%**	**Variable**		**n**	**%**
Gender	Female	122	22.1	**Montly Income (TL)**	2300 and below	91	16.5
	Male	431	77.9		2301-3500	149	26.9
Age	18-30	299	54.1		3001-3500	114	20.6
	31-40	168	30.4		3501-4000	66	11.9
	41 and older	86	15.5		4000 and higher	133	24.1
Education	Primary school	83	15	**Department**	Gastronomy and Culinary Arts	36	6.51
	High school	244	44.1		Cookery	58	10.49
	University	226	40.9		Other	132	23.87
					Not a university student	327	59.13

When the education level results are examined, it is observed that the majority of the participants (85%) have a high school or university degrees. The proportion of primary school graduates is quite low. In the tourism and food and beverage sector, the proportion of high school or university graduates has increased compared to previous studies in the literature (Varinli, 2004; Kuşluvan & Kuşluvan, 2005). When the university graduates examined by departments, it was concluded that the rate of employees who were educated in a department related to their job (Gastronomy and Culinary Arts-Cookery) was low (17%).

Occupation, Business Type and Industry Experience

Required care has been taken to include an equal number of cooks and bartenders in the study to determine the creativity and neophobia levels of the cooks and bartenders in the research. In this context, 281 cooks and 272 bartenders were reached. Furthermore, the participants were asked questions about the type of business they work for and their sectoral experience (Table 3).

When the data were analysed, it is concluded that a large proportion of the participants work in restaurants and café-bar business. In addition, almost half of the participants (40.5%) have 1-5 years of sectoral experience. Istanbul

is a city with a densely populated with students. Students generally work as a cook, waitress/waiter, bartender or barista. Restaurants and cafes-bars are enterprises where the employee circulation is high. In addition, the universities provide two and four years of education, allowing students to work in the mentioned occupations during this period. As a result, it can be stated that the findings obtained regarding the type of business and sectoral experience meet the expectation. The fact that 54.1% of the participants are between the ages of 18-30 supports this situation. When age and sectoral experience are compared in the cross table, it is concluded that the participants between the ages of 18-30 have five years and six years of sectoral experience.

Table 3. Participants' occupation, enterprise type and industry experience

Variable		**n**	**%**
Occupation	Chef	281	50.8
	Bartender	272	49.2
Enterprise	Hotel	92	16.6
	Restaurant	209	37.8
	Cafe&Bar	252	45.6
Experience (Year)	Less 1	55	9.9
	1-5	224	40.5
	6-10	119	21.5
	Over 10	155	28

General Neophobia and Food Neophobia Levels

The scores of the participants from the neophobia tests are grouped. Frequency analysis was conducted to determine how many participants included in which group (low, medium, high) (Fig 2). When the findings were examined, it was observed that most of the participants had low-medium level general and food neophobia level. While 48.7% of the participants have a low level of general neophobia, this rate is 29.8% in food neophobia. Therefore, it is concluded that the food neophobia level of the participants is higher than the general neophobia level. However, the proportion of participants in the high food neophobia group is lower than the proportion of those in the high general neophobia level. The average score of the general neophobia of the participants was 19.54 ± 6.25, while the average score of the food neophobia was 26.69 ± 6.57.

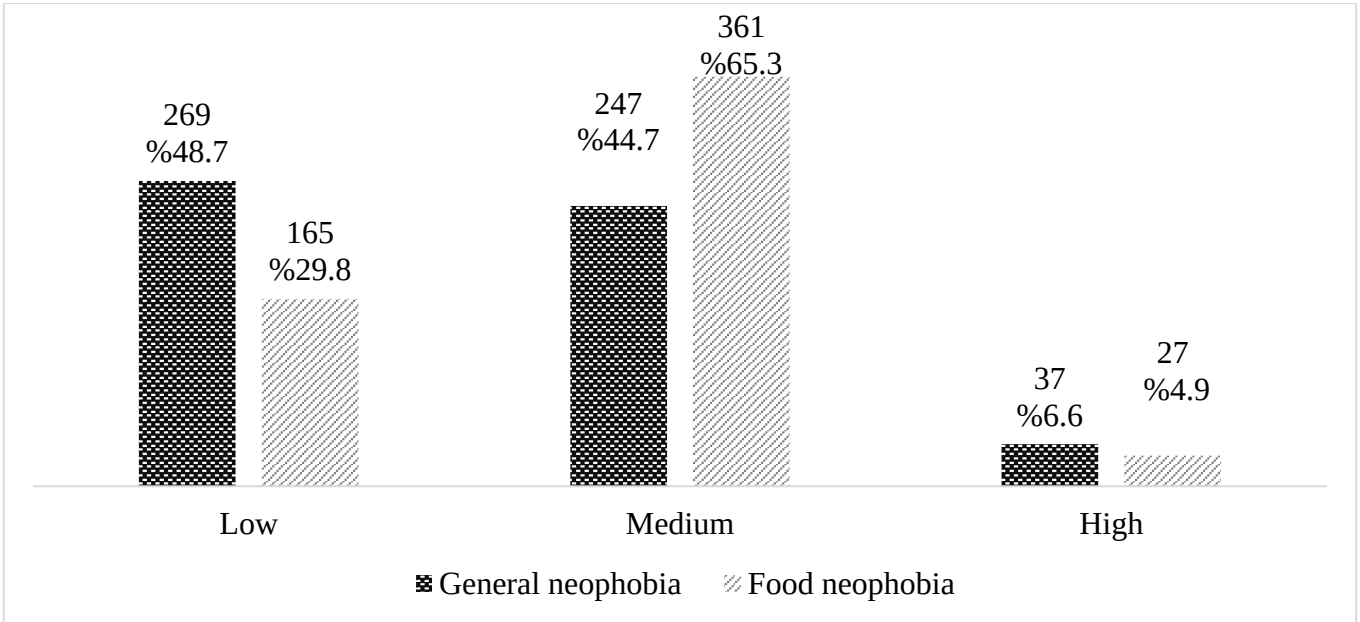

Figure 1. General and food neophobia level of participants' (n = 553)

The difference between all demographic characteristics of the participants and the general neophobia level was tested. Primarily, a discriminant analysis was made by gender, and no significant difference was found between the general level of neophobia and gender (p = 0.157). When other demographic characteristics and general neophobia levels were examined, it was concluded that there was a significant difference only between the age and the general neophobia level (Table 4).

Table 4. One-way ANOVA test results for age according to general neophobia

Variable		n	$\bar{x}$	f	p
Age	18-30	299	2.351	11.881	.000
	31-40	168	2.595		
	41 and older	86	2.802		

When the average of the responses given by the participants was examined, it was concluded that the general level of neophobia is increasing with age. The general neophobia level (1.32) of the youngest age group 18-30 years is the lowest, while the general neophobia level (2.80) of the 41-year-old and older group is higher than the other participants. It was found that the general neophobia level increased regularly together with the age groups. According to the results of Post Hoc (Tukey) test, the significant difference found was between the ages of 18-30 and 31- 40 and between 18-30 and 41 and above. Considering this result, it is possible to say that as the general level of neophobia increases the age also increases. In this study, no significant difference was found between the other demographic characteristics and the general level of neophobia in the questions directed to the participants. When the correlation between all demographic characteristics and food neophobia level is examined, it is concluded that there is no significant difference between any variable and food neophobia level.

Correlation analysis was performed to determine the correlation between general neophobia and food neophobia (Table 5). As a result of the analysis conducted, a significant correlation was determined between general neophobia and food neophobia. The correlation coefficient between general neophobia and food neophobia was determined at the level of 0.301. There is a significant correlation between general neophobia and food neophobia. From this point of view, it is possible to say that as the general neophobia increases, the food neophobia also increases.

Table 5. Correlation analysis between general and food neophobia

Variable	n	r	p
General neophobia	553	.301	.000
Food neophobia			

Creativity Levels

Participants scored points based on their responses to their expressions of creative personality expressions. According to the scores obtained, creative personality traits were gathered in low, medium and high-level groups (Fig. 3). According to the results obtained, it is observed that only 6% of the participants have a low creative personality level. The number of participants with a moderate creative personality level is more than half of the total participants. When the medium and high levels are evaluated together, it is concluded that the participants' creative personality levels are quite high. The average score of the participants for the creativity test was found as 61.61 ± 8.23. Since the highest score that can be obtained from the creativity test is 80, it is possible to state that the average score is extremely high.

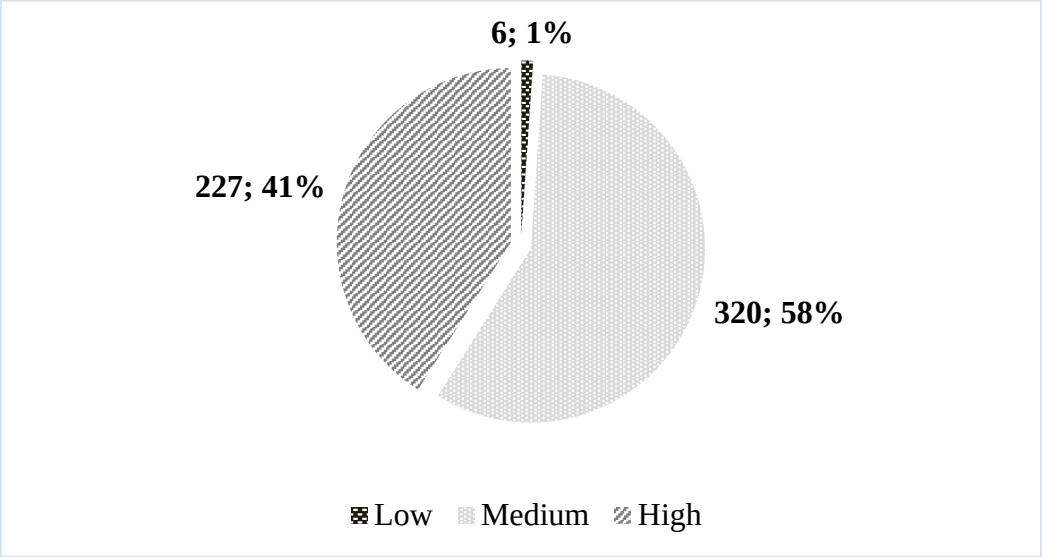

Figure 2. Creativity levels of participants'

Correlations between the demographic characteristics of the participants and their creativity levels were examined. As a result of analyzes made in this regard, a significant difference was found between age, education level and creative personality level (Table 6). According to the Post Hoc (Tukey) test result, the difference in age variable is occurred between the ages of 18-30 and 34-40. In the education variable, there is a significant difference between three groups. The analyse results related with the variables with no difference were not included in the research findings.

Table 6. One-way ANOVA test results for age and education according to creativity

Variable		**n**	**x̄**	**f**	**p**
Age	18-30*	299	3.71	5.275	.005
	31-40*	168	3.54		
	41and older	86	3.62		
Education	Primary School	83	3.56	6.258	.002
	High School	244	3.59		
	University	226	3.75		

*The mean difference is significant at the 0.05 level.

The average of the responses for the groups was examined. The creative personality level of participants between the ages of 18-30 (3.71) was higher than the creative personality level of the individuals between the ages of 31 and 40 (3.54) and the age of 41 and over (3.62). When the education level is evaluated, it was determined that the creativity level of the people graduated from a university (3.75) was higher than the high school (3.59) and primary school (3.56) graduates. According to this result, it is possible to state that the level of creativity increases as the level of education increases.

Neophobia and Creativity Correlation

In this study, which aims to determine the effect of neophobia on creativity, regression analysis (Table 7) was made between the expressions of neophobia and creativity in line with the purpose. Besides, it is aimed to determine the effect of creativity on the neophobia. Therefore, a correlation analysis (Table 8) was made between neophobia and creativity.

Multiple regression analysis was performed since there was no multiple connection problem between the variables (VIF <10 / Tolerance> 0.10). The effect of general neophobia and food neophobia on creativity was determined as 4.4%. The effect of food neophobia on creativity (ß = -.082) is more than the effect of general neophobia on creativity (ß = -.178). According to this result, it is possible to say that although neophobia has a low coefficient on creativity, it has a negative effect.

Table 7. Regression analysis between general/food neophobia and creativity

Independent Variable	ß	t	P	Tolerance	VIF	R^2	Sig
General neophobia	-.178	-4.078	.000	.910	1.099	.044	.000
Food neophobia	-.082	-1.879	.001	.910	1.099		

When the correlation between neophobia and creativity is analyzed, it is concluded that both general neophobia and food neophobia negatively affect the creativity. In the regression analysis, it was concluded that the unilateral effect of food neophobia on creativity was higher, and as a result of the correlation analysis, it was determined that the level of mutual correlation between creativity and general neophobia was higher.

Table 8. Correlation analysis among general neophobia, food neophobia and creativity

	General Neophobia	Food Neophobia	Creativity
General Neophobia		.301**	-.136**
Food Neophobia	.301**		-.203**
Creativity	-.203**	-.136	

** significant at the 0.01 level (2-tailed).

Discussion

Culinary creativity is one of the basic conditions necessary for the preparation of interesting products, and therefore the performance of the culinary art. For this reason, the creativity level of kitchen and bar employees is important. Kitchen and bar applications have focused on skills in the past years. With the development of technology and the increase of globalization in the 21st century, some changes have occurred in kitchen and bar applications. While the concept of creativity has an important role in food and beverage production, the factors that affect the creativity characteristic should also be determined. In this direction, various research have been made. Horng and Lee (2009) stated that environmental factors have a significant impact on creativity. In this research, it is explained that the adequate physical and socio-cultural environment should be created in the kitchen for development of the creativity, furthermore, it is also stated that education opportunities for creativity should be provided. Pang (2017) also states that education is extremely important for culinary creativity. In this study, it is stated that vocational education gives chefs the ability to prepare creative dishes. Another study examining the effects of education on creativity is performed by Hsia, Chen & Tan (2020). In this research, it was stated that creativity can be developed through association, inquiry, observation, trial-error and establishing a connection. On the other hand, Baldwin (2018) indicated that a good kitchen staff grew up after a long training, and creativity has a great impact on ensuring kitchen innovation. Vargas-Sánchez and López-Guzmán (2018) express the creativity requirement in order to obtain innovation capabilities in the kitchen. Leschziner (2015) stated that the competition has a positive effect on creativity. Culinary chefs think that they have to develop creative ideas in order not to appear to imitate their rivals. The creativity of the kitchen staff has been determined by different studies and methods. Horng and Lin (2009) developed a scale to determine whether a kitchen product is a creative. In this study, the technique used, aroma, taste and texture,

color, modeling and arrangement, garnish, service elements (dishware), processing of food ingredients and general evaluation categories on the creative product scale were determined.

When the neophobia level of the participants was evaluated, it was concluded that a large proportion of the participants in the study had medium and low-level food neophobia. Considering that food neophobia is generally seen at the maximum level in childhood, and decreases with adolescence (Dovey et al. 2007), it can be stated that the food neophobia level of the participants in the research is at the expected level. In this research, a significant correlation was found between the age groups and food neophobia. The increase in the level of food neophobia with age confirms this result. It is an expected result that there is no significant difference between the type of business worked in, occupation and sectoral experience, and the food neophobia. In the previous food neophobia studies carried out in Turkey, while there was a significant correlation between the educational status of the participants and food neophobia (Ceylan and Akargöz Sahin, 2019), no difference was found in this study according to the level of education. As a result of this situation, the number of participants at primary education level is less than the number of participants with high school and university degrees.

When the neophobia level of the participants was evaluated, it was concluded that a large proportion of the participants in the study had medium and low-level food neophobia. Considering that food neophobia is generally seen at the maximum level in childhood and decreases with adolescence (Dovey et al. 2007), it can be stated that the food neophobia level of the participants in the research is at the expected level. In the research, a significant correlation was found between age groups and food neophobia. The increase in the level of food neophobia with age confirms this result. It is an expected result that there is no significant difference between the type of business studied, professional and industry experience, and food neophobia. In a food neophobia study carried out in Turkey previously, a significant correlation found between food neophobia and education status of the participants (Ceylan and Akargöz Sahin, 2019), but there is no difference found in regard with the education level in this study. As a result of this situation, the number of participants who have primary school degree is less than the number of participants who have high school and/or university degree.

Creativity is an element that differs according to societies and cultures (Simonton, 2000). Therefore, the creativity level of cook and bartenders in companies operating in Turkey and products resulting from the creativity also vary. In this study, it was aimed to determine the creative personality traits of chefs and bartenders rather than their creative kitchen application competence. Therefore, the creative personality trait scale was used in the research. The statements in the scale were evaluated as a whole and the participants achieved a certain level of creativity score. When the findings were examined, it was determined that the vast majority of the participants (98.9%) had moderate and high-level creative personality. The scale includes statements on factors such as self-confidence and risk-taking. Since the kitchen and bar environment is a social work area, individuals working in these areas generally show extroverted characteristics. This situation is thought to have an important effect on determining the creativity level of the participants high in this research. When the correlation between the creativity and demographic characteristics was examined, it was determined that there was a significant correlation between education level and age and creativity. Pang (2017) and Hsia et al. (2020) state that education affects creativity in the positive manner, and education is necessary for the increase of creativity level. The result of this research supports this situation. The reason for not finding a significant difference in terms of gender can be explained by the fact that male participants

are more than female participants. The number of men working in the food and beverage companies operating in Turkey is usually more than the number of female employees. Different studies support this result (Avcı & Topaloğlu, 2009; Kabadayı & Türkay, 2020). Therefore, it is possible to state that this finding is an expected result.

Conclusion

Other research referenced in the current study express that various elements are effecting the creativity, and how the creativity in the kitchen can be determined. This research was designed by considering the possibility that food neophobia may have an impact on creativity. Because, it was thought that the ability (creativity) of cooks and bartenders who are afraid of consuming new and different foods, could be adversely affected. Research findings also confirmed this idea, and a negative significant correlation was found between food neophobia and creativity. However, although a negative correlation was found between neophobia and creativity, the effect coefficient was observed as low.

The neophobia level of the participants determined as low and the creativity level as high. It can be explained with the level of food neophobia minimized in adulthood and the fact that cooks/bartenders generally have extroverted characteristics. This characteristic of individuals working as a cook and bartender also has a positive effect on creative personality. Despite low level of neophobia and high level of creativity of the participants, no significant differences were found according to some demographic variables and sector/occupational status. For this reason, it is suggested that a similar research should be carried out with the participants whose demographic variables are distributed equally, and also that the culinary creativity research should be applied on a similar universe-sample by correlating with the food neophobia. Furthermore, the end-products prepared by these staff can be assessed sensorial manner to determine the creativity levels of kitchen and bar employees. The level of food neophobia can be determined by evaluating the attitudes of the participants to foodstuffs of different countries after they are presented.

Limitations

The food and beverage sector is a labor intensive sector. It is not possible to reach individuals working in this sector, which has an intense working schedule, outside the working hours. For this reason, all of the participants in the study were reached during working hours. Due to the intense working conditions, many individuals did not volunteer to participate in the research. Some individuals who volunteered for participation did not fill out the questionnaire appropriately; these forms were excluded from the research analysis. Therefore, volunteering status of individuals working in the food and beverage industry is the most important limitation of this research.

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