

TOURISTS' INTENTIONS TO PARTICIPATE IN COFFEE TOURISM IN THE CONTEXT OF LOCAL TURKISH COFFEE CULTURE

Yeliz Demir* & Serkan Bertan**

Abstract

The research aims to determine the factors affecting tourists' intention to visit destinations where local Turkish coffee varieties are available. The research sample is made up of local tourists. The data was collected by survey and the number of participants reached by convenience sampling method was 308. The study conducted validity, reliability, confirmatory factor analysis, and path analysis to test the hypotheses. According to the results obtained in the research, tourist experience has a statistically significant and positive influence on destination image and perceived value. Destination image positively influences novelty seeking and perceived value. Novelty seeking positive influences on perceived value and visit intention. Finally, visit perception partially mediates between visit intention and destination image. Research results show that local tourists intend to participate in coffee tourism. In this case, local Turkish coffee varieties should be considered by practitioners as an important resource for coffee tourism in Türkiye. In the future, researchers can study foreign tourists' intentions to participate in coffee tourism in Türkiye.

Keywords: Coffee Tourism; Cultural Tourism; Local Turkish Coffees; Visit Intention.

INTENÇÕES DOS TURISTAS DE PARTICIPAR DO TURISMO DE CAFÉ NO CONTEXTO DA CULTURA CAFEIRA TURCA LOCAL

Resumo

A pesquisa visa determinar os fatores que afetam a intenção dos turistas de visitar destinos onde variedades locais de café turco estão disponíveis. A amostra da pesquisa é composta por turistas locais. Os dados foram coletados por pesquisa e o número de participantes alcançado pelo método de amostragem de conveniência foi de 308. O estudo conduziu validade, confiabilidade, análise fatorial confirmatória e análise de caminho para testar as hipóteses. De acordo com os resultados obtidos na pesquisa, a experiência turística tem uma influência estatisticamente significativa e positiva na imagem do destino e no valor percebido. A imagem do destino influencia positivamente a busca por novidades e o valor percebido. A busca por novidades influencia positivamente o valor percebido e a intenção de visita. Finalmente, a percepção da visita oscila parcialmente entre a intenção de visita e a imagem do destino. Os resultados da pesquisa mostram que os turistas locais pretendem participar do turismo de café. Nesse caso, as variedades locais de café turco devem ser consideradas pelos profissionais como um recurso importante para o turismo de café na Turquia. No futuro, os pesquisadores podem estudar as intenções dos turistas estrangeiros de participar do turismo de café na Turquia.

Palavras-chave: Turismo de Café; Turismo Cultural; Cafés turcos locais; Intenção de visita.

INTENCIONES DE LOS TURISTAS DE PARTICIPAR EN EL TURISMO CAFETERO EN EL CONTEXTO DE LA CULTURA LOCAL DEL CAFÉ TURCO

Resumen

La investigación tiene como objetivo determinar los factores que afectan la intención de los turistas de visitar destinos donde se encuentran disponibles variedades locales de café turco. La muestra de investigación está compuesta por turistas locales. Los datos se recopilieron mediante encuesta y el número de participantes alcanzados por el método de muestreo de conveniencia fue de 308. El estudio realizó validez, confiabilidad, análisis factorial confirmatorio y análisis de ruta para probar las hipótesis. Según los resultados obtenidos en la investigación, la experiencia turística tiene una influencia estadísticamente significativa y positiva en la imagen del destino y el valor percibido. La imagen del destino influye positivamente en la búsqueda de novedad y el valor percibido. La búsqueda de novedad influye positivamente en el valor percibido y la intención de visita. Finalmente, la percepción de la visita varía parcialmente entre la intención de visita y la imagen del destino. Los resultados de la investigación muestran que los turistas locales tienen la intención de participar en el turismo del café. En este caso, los profesionales deben considerar las variedades locales de café turco como un recurso importante para el turismo del café en Turquía. En el futuro, los investigadores pueden estudiar las intenciones de los turistas extranjeros de participar en el turismo del café en Turquía.

Palabras clave: Turismo del café; Turismo cultural; Cafés turcos locales; Intención de visita.

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1 INTRODUCTION

Coffee entered Ottoman lands in the early 16th century (Demir & Bertan, 2023; Türkiye Kültür Portalı(a)). The entry of coffee into Ottoman lands had different effects on daily social life (Ulusoy, 2011). Although coffee is not grown in Türkiye as a raw material, it was named "Turkish" because of the original tools, cooking, and presentation methods used in Turkish coffee. In other words, Turkish coffee is a coffee-cooking method (Karhan, 2021).

The ingredients used in making Turkish coffee are Arabica coffee (Özer Altundağ, 2019), measured water, and optional sugar (Koca & Narin, 2018). Turkish coffee is prepared in a coffee pot at low temperatures as plain, medium (medium sugar), or sweetened (Türk Dil Kurumu Sözlükleri). Turkish coffee is poured into a single-handled cup (50-70 ml).

Turkish coffee is served with a glass of water and Turkish delight. Water is served in glass glasses alongside Turkish coffee. You can cleanse your palate by drinking



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water before drinking this coffee (Yönet Eren & Ceyhun Sezgin, 2018; Demir & Bertan, 2023) (Photograph 1).



Photograph 1. Turkish Coffee presentation.
Source: Photograph taken by the author.

In addition, Turkish delight is traditionally served with Turkish coffee (Yönet Eren & Ceyhun Sezgin, 2018; Demir & Bertan, 2023) (Photograph 2).



Photograph 2. Turkish Delight.
Source: Photograph taken by the author.

The ingredients, cooking methods, and presentation of Turkish coffee are practiced by most individuals in Türkiye (Demir & Bertan, 2023; Türkiye Kültür Portalı(b)). *“Even in times of scarcity due to reasons such as the economic crisis, coffee consumption has remained the same, with coffee beans being replaced by fake grains such as chickpeas, wild peanuts, and seeds, as the Turkish coffee tradition is an indispensable and deep cultural habit”* (Türkiye Kültür Portalı(b)).

Such reasons have led to the emergence of local Turkish coffee varieties in cities and regions of Türkiye (Demir & Bertan, 2023). For example, Chickpea Coffee an herbal coffee variety consumed in Canakkale (Kızılarşan Hançer et al., 2019), is stated as a Turkish coffee variety suitable for this situation (Demir & Bertan, 2023).

In literature studies examining local Turkish coffee varieties (Koca & Ersöz Tügen, 2020; Bayramova, 2019; Baycar, 2021; Ömek, 2022; Demir & Bertan, 2023), the relationship of local Turkish coffee varieties with coffee tourism, their potential and current situation, and tourists' visit

to destinations with local Turkish coffee varieties are not sufficiently addressed. The research aims to determine the factors affecting tourists' intention to visit destinations where local Turkish coffee varieties are available.

2 THEORETICAL REVIEW

2.1 Coffee Tourism

Coffee tourism is considered a special interest tourism under gastronomy tourism (Şahin Yılmaz, 2023). Coffee plantations are also considered a cultural heritage (Martinez Herrera, 2016). For example, in El Salvador, coffee plantations are considered cultural resources (Duff & Zablah, 2015). Third-wave coffee consumption (Andrade et al., 2015) and coffee production activities are also associated with rural tourism (Escobedo Garrido et al., 2023). It is accepted that the desire of some consumers to get together with the producer (Silva & Salazar, 2022) and the importance of the places where coffee is consumed (Setiyorini et al., 2023) have led to the emergence of coffee tourism.

In the late 19th century, it was reported that tourists visited coffee plantations in Hawaii, and tourists' experiences were included in guidebooks (Johnston, 2010; Şahin Yılmaz, 2023). Today, one of the coffee tourism practices is for tourists to visit coffee-farming regions (Karlsson & Karlsson, 2009; Minasi et al., 2023).

Tavares & Oliveira (2023) emphasize that the economic, social, and cultural importance of coffee growing in Brazil has increased the demand for tourist activities related to the production chain. In addition, coffee production in rural areas of Brazil attracts different audiences for gastronomic and cultural experiences (Tavares & Tome, 2022).

In coffee production in Brazil, the production activities of family businesses (farms) are associated with coffee tourism practices (Minasi et al., 2023; Tavares et al., 2021; Ribeiro et al., 2023). Karlsson and Karlsson (2009) emphasize that providing tourists with information about how coffee is grown, who grows it, its importance to farmers, and the processes that transform the coffee bean into a ready-to-consume coffee product are also part of coffee tourism activities. Wang et al. (2019) categorized tourism experiences on coffee farms in Taiwan as traditional (field tours and coffee tasting), educational (coffee tours, providing coffee estates, theoretical/practical training on roasting coffee beans and brewing), and comprehensive coffee farms (coffee-related activities and food and accommodation facilities).

Another activity that emerged within the scope of coffee tourism is the creation of coffee tourism routes (Rutynskyi & Kushniruk, 2020; Duff & Zablah, 2015). In El Salvador, the tourism routes created by the Ministry of Tourism also attracted niche markets related to coffee tourism (Duff & Zablah, 2015). In Lviv, coffee houses and coffee bars in the historic city center were added to coffee tourism routes (Rutynskyi & Kushniruk, 2020).

One of the aims of the coffee route is to ensure that the local coffee culture is valued by local people and visitors (Oliveira, 2020). Lyon (2013) argues that coffee tours in Guatemala emphasize community traditions and history. Oliveira (2020) found that the development of tourism activities along the coffee route offers visitors the opportunity

to learn about the history and natural and cultural attractions that are directly and indirectly linked to the coffee culture of northern Paraná.

The coffee culture of countries is considered an important resource in coffee tourism (Dinis et al., 2021; Tavares & Losso, 2023). Tavares & Losso (2023) emphasize that local coffee culture is one of the factors the Caparaó region stand out in coffee tourism. Bowen (2021) argues that local coffee production techniques in the Eje Cafetero region of Colombia are well-positioned to provide a matchless coffee tourism experience.

A study conducted by Dinis et al. (2021) in a coffee science center in Portugal found that this type of attraction could be used to spread coffee culture by offering tourists differentiating and enriching experiences and, in addition, could sustainably develop tourism. In this regard, Karlsson and Karlsson (2009) emphasize that in coffee tourism, tourists should be able to experience the coffee-making process and test the taste of the local product.

Coffee tourism activities have impacted such as attracting different types of tourists (adventure, rural, gastronomy, events, cultural and ecotourism) to the region (Ribeiro et al., 2023), marketing the tourism attractiveness of the community (Karlsson and Karlsson, 2009), and boosting domestic and international tourism (Rutynskyi & Kushniruk, 2020).

In addition, there is a relationship between coffee tourism and farmers' awareness of coffee tourism, the involvement of tourists visiting the region in social projects (Karlsson and Karlsson, 2009), and the survival of farming traditions (Karlsson and Karlsson, 2009; Ribeiro et al., 2023). In addition, strengthening the local economy (Ribeiro et al., 2023) generates income for residents, farmers, women's groups, and the community fund (Karlsson & Karlsson, 2009).

According to the information collected from the relevant literature, the activities that fall within the scope of coffee tourism can be listed as follows (Karlsson & Karlsson, 2009; Wang et al., 2019; Rutynskyi & Kushniruk, 2020; Bowen, 2021; Tavares & Losso, 2023; Ribeiro et al., 2023; Setiyorini et al., 2023; Şahin Yılmaz, 2023):

- Visiting coffee plantations (e.g. enterprises practicing traditional coffee farming techniques, small family businesses, women producers)
- Organizing coffee berry-picking events for tourists
- Giving information to tourists about the production and processing of coffee beans
- Theoretical/practical training on roasting coffee beans and brewing
- Coffee tasting workshops
- Organizing events related to local coffee making and experiencing
- Preparation of routes covering places with natural, historical, or cultural features related to coffee

This research suggests that there is a significant potential for coffee tourism in Türkiye due to the rich coffee farming activities in Antalya, the 500-year history of Turkish coffee (Koca & Ersöz Tüğen, 2020), its inclusion in UNESCO's intangible cultural heritage list, and local Turkish coffee varieties (Demir & Bertan, 2023).

Lyon (2013) states that coffee tourism projects in Central America and Mexico are primarily designed to attract foreign

visitors. Clausen & Vargas (2021) argue that coffee tours in Costa Rica attract domestic and foreign tourists interested in learning about the production, processing, commercialization, and culture of quality coffee beans. The research aims to study the factors affecting tourists' intention to visit destinations where local Turkish coffee varieties are available.

2.2 Local Turkish Coffee in Türkiye

Adana Gar Coffee (Girginol, 2018) and Mirra Coffee (Duran & Meydan Uygur, 2022) in Adana, Alanya Almond Coffee in Antalya (Girginol, 2018; Nebioğlu, 2017; Güden, 2020), Black Cumin Coffee in Burdur (Koca & Ersöz Tüğen, 2020), Affan Coffee in Hatay (Sunar & Gökçe, 2018), Turkish coffee with lavender in Isparta (Koca & Narin, 2018; Akşap, 2018; Tarhan et al., 2019), Tarsusi Coffee (Yönet Eren & Ceyhun Sezgin, 2017) Kenger Coffee (Urbaş, 2008; Tanker & Tanker, 1967) and Mirra Coffee in Mersin (Duran & Meydan Uygur, 2022) and Menengic Coffee in Kahramanmaraş (Üstüner, 2022) are located in the Mediterranean Region (Demir & Bertan, 2023).

Dibek Coffee (Erdoğan & Özdemir, 2018), Turkish coffee cooked in a cup (Demir & Bertan), Turkish coffee cooked on sand (Ongun et al., 2021), mastic gum Turkish Coffee (Erdoğan & Özdemir, 2018) in Izmir. Cilveli Coffee in Manisa (Yönet Eren & Ceyhun Sezgin, 2018; Acıci, 2021), Black Cumin Coffee in Denizli (Koca & Ersöz Tüğen, 2020), Datca Bitter Almond Coffee, and Zingarella Coffee in Muğla (Koca & Narin, 2018) are in the Aegean Region (Demir & Bertan, 2023).

Adıyaman Coffee in Adıyaman (Girginol, 2018), Hilve Coffee in Batman (Acıci, 2021), Gaziantep Menengic Coffee (Yılmaz, 2012), Mirra Coffee (Duran & Meydan Uygur, 2022), Turkish coffee cooked in a cup in Gaziantep (Koca & Narin, 2018), Mirra Coffee (Duran & Meydan Uygur, 2022), Bittim Coffee (Baycar, 2021) and Syriac Coffee in Mardin (Girginol, 2018; Acıci, 2021), Bittim Coffee (Baycar, 2021) in Siirt, Mirra Coffee (Duran & Meydan Uygur, 2022), and Menengic Coffee (Kürkçüoğlu, 2011) in Sanlıurfa are located in the Mediterranean Region (Demir & Bertan, 2023).

Marmara region coffees are as follows (Demir & Bertan, 2023); Mandabatmaz Coffee (Koca & Narin, 2018), Mihribah Sultan Coffee (Koca & Narin, 2018; Girginol, 2018), and ash coffee (Koca & Narin, 2018) in Istanbul, chickpea coffee (Baycar, 2021) and Dibek Coffee in Canakkale and Dibek Coffee (Çakıcı et al., 2021) in Kırklareli (Deveci, 2020).

Cedene Turkish Coffee in Elazığ (Türk Patent ve Marka Kurumu), Dagdagan Coffee in Hakkari (İkinci et al., 2018), and Yandan Çarklı Coffee in Erzurum (Koca & Narin, 2018) are in the Eastern Anatolia region (Demir & Bertan, 2023). Tatar Coffee in Eskişehir (Koca & Narin, 2018), Kenger Coffee in Sivas (Üçer, 2010). Bozagıcı & Cevik (2021) state that saffron Turkish coffee is served to guests at the coffee museum in Karabük (Demir & Bertan, 2023).

2.3 Tourist Experience

In the related literature, it is seen that various experiences of tourists in a destination can influence the destination image (Kim et al., 2012; Iordanova & Styliadis, 2019; Folgado-Fernández et al., 2016; Choe & Kim, 2018;

Atmari & Putri, 2021). Vu et al. (2022) examined the potentiality of Vietnam's coffee shop industry to become a tourism destination icon. Chen et al. (2021), in their study on coffee tourism in Vietnam, found that memorable tourism experiences affect coffee tourists' intentions to revisit and word-of-mouth communication.

Yiğit & Sahin Percin (2021) examined tourists' experiences with Turkish coffeehouses in Istanbul and found that tourists' Turkish coffee experiences were mostly positive and satisfying. Suhud et al. (2022) found that the tourist experience affects destination image in the context of coffee tourism. Considering the studies in the related literature, Hypothesis 1 is written as follows since it is thought that the tourist experiences in Türkiye regarding coffee tourism may affect the destination image.

Hypothesis 1: Tourist experience has a positive impact on destination image.

Luo and Ye (2020) found that tourists' museum experience expectations affect visit intention. Kim et al. (2012) argued that tourists' travel experiences positively affect revisit intention. Suhud et al. (2022) stated that the tourist experience in coffee tourism affects visit intention. Hypothesis 2 is formulated as follows:

Hypothesis 2: Tourist experience has a positive impact on visit intention.

Since tourist experience impacts on perceived value (Chen & Chen, 2010; Song et al., 2015), Hypothesis 3 is formulated as follows:

Hypothesis 3: Tourist experience has a positive impact on perceived value.

2.4 Perceived Value

Perceived value is not only between quality and price. The perceived value of quality, price, benefit, and sacrifice perceptions (Boksberger & Melsen, 2011). Additionally, perceived value is subjective (Sánchez et al., 2006). Perceived value influences coffee shop customers' loyalty (Chen & Hu, 2010) and decision-making process (Lin & Chao, 2023). Hasyim et al. (2020) state that the brand value of the Toraja coffee destination perceived by foreign tourists affects the destination's perceived appeal.

Hypothesis 4 is formulated below:

Hypothesis 4: Perceived value has a positive impact on visit intention.

2.5 Destination Image

Destination image is the whole of individuals' subconscious perceptions and impressions about a region or city (Ilgın & Uruç, 2018). Coffee affects the creation of a destination image (Pan, 2023). Cheng & Lu (2013) found that destination image leads to a higher perception of novelty. Since the hypothesis that destination image influences novelty seeking was confirmed in the research performed by Suhud et al. (2022), Hypothesis 5 is written below:

Hypothesis 5: Destination image has a positive impact on novelty seeking.

Related literature examines the effect of destination image on perceived value (Ozturk & Qu, 2008; Cheng & Lu, 2013; Kim et al., 2012; Aliman et al., 2014; İban et al., 2015;

Akkuş & Şimşek, 2021; Lu et al., 2023). Aliman et al. (2014) found that destination image is the most important antecedent of perceived value. Suhud et al. (2022) stated that destination image impacts the perceived value of coffee tourism in Indonesia. In this respect, Hypothesis 6 determines the effect of destinations with a coffee tourism impression on the perceived value of tourists:

Hypothesis 6: Destination image impact on perceived value.

2.6 Novelty Seeking

Seeking novelty or excitement is a personality trait and is the individual's tendency to pursue new experiences with dominant emotions (Arenas & Manzanedo, 2017). Nafisah & Suhud (2016) examined tourists' intention to return to Malioboro and found that novelty seeking, and satisfaction influence the intention to revisit. Kim et al. (2022) found that novelty influences behavioral intention and satisfaction with robot barista coffee businesses in South Korea. Suhud et al. (2022) found that novelty seeking affects perceived value and tourists' intention to visit in their research on coffee tourism in Indonesia. Therefore, the following hypotheses were formulated:

Hypothesis 7: Novelty seeking has a positive impact on perceived value.

Hypothesis 8: Novelty seeking has a positive impact on visit intention.

2.7 Visit Perception

Koçoğlu (2019) found a (partial) mediating role of perceived destination quality between destination brand loyalty and brand image. Yeşildağ & Özkök (2021) state that perceived destination image has a mediating role in the relationship between behavioral intention and perceived service quality. Uslu & İnandır (2020) found that the perceived quality of the destination has a mediating (partial) role between destination satisfaction and destination image. Hypothesis 9 is as follows:

Hypothesis 9: Visit perception mediates between destination image and visit intention.

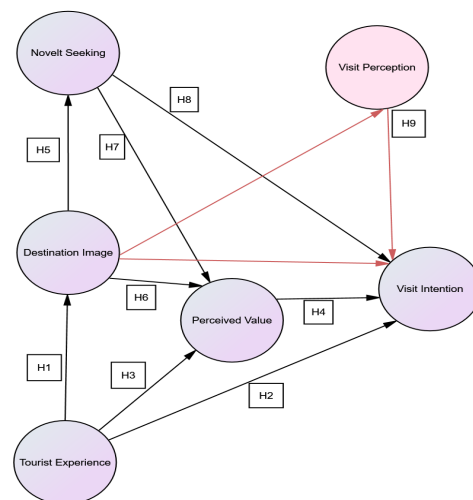


Figure 1. Theoretical framework.
Source: Suhud et al. (2022) derived from the study.

3 METHODS

In this study, data were collected via survey to test hypotheses. Tourist experience, destination image, perceived value, novelty seeking, visit intention (Suhud et al., 2022), and visit perception (Casalegno et al., 2020) were adapted from studies in the literature. A 5-point Likert scale was utilized to measure the statements.

Answers were collected especially from Turkish individuals. Surveys were distributed through online networks.

308 responses were collected, responses were evaluable, and all responses were analyzed. As shown in Table 1, the demographic distribution of the sample (gender, educational status, and age) was determined by frequency analysis in the statistical program.

Table 1. Demographic Results

Feature	n	%
Female	215	69,81
Male	90	29,22
Not specified	3	0,97
Educational Status	n	%
Primary education	2	0,65
Secondary education	30	9,74
Associate degree	62	20,13
License	130	42,21
Postgraduate	83	26,95
Not specified	1	0,32
Age	%	n
18-25 age range	55	17,86
26-35 age range	112	36,36
36-44 age range	73	23,70
45 and above	65	21,10
Not specified	3	0,97

Source: The author derived from study data.

4 ANALYSIS

4.1 Model Assessment

Validity and reliability findings are in Table 2. According to the model standard factor and AVE (Average Variance Extracted) values exceed 0.50. In addition, CR (Composite Reliability) and CA (Cronbach Alpha) values are greater than 0.70. With these values, the convergent validity of the model was ensured (Doğan & Yılmaz, 2017).

In addition, the CR values of all dimensions were greater than the AVE value, thus verifying the scale's concurrent validity (Şengül, 2020).

Yaşlıoğlu (2017) stated that absolute fit criteria (Chi-Square (CMIN), Chi-Square/df, RMSEA, and GFI, and progressive fit criteria (CFI, TLI, NFI) should be examined. As seen in Table 2, the ratio of adjusted χ^2 to degrees of freedom is 2.90 (≤ 3), the RMSEA worth is 0.079 (≤ 0.08), the CFI worth is 0.934 (≤ 0.97), and the goodness of fit indices of the model is acceptable (Dursun & Karagöz, 2010; Erkokmaz et al., 2013).

In addition, Muneswarao et al. (2021) state that NFI, CFI, IFI, and TLI > 0.9 and RMSEA worth < 0.08 are considered a good fit. TLI worth of 0.922 (> 0.9), and NFI worth of 0.903 (> 0.9) were accepted as good fit (Muneswarao et al., 2021). The analysis results shown in Table 2 indicate that the proposed model is acceptable.

Table 2. Validity and reliability

Construct	CA	CR	AVE	Factor Loads
Tourist Experience (TE)	0.906	0.907	0.830	0.903-0.920
Destination Image (DI)	0.882	0.887	0.612	0.688-0.842
Perceived Value (PV)	0.857	0.862	0.677	0.775-0.873
Novelty Seeking (NS)	0.863	0.866	0.564	0.670-0.822
Visit Intention (VI)	0.950	0.950	0.865	0.913-0.946
Visit Perception (VP)	0.897	0.906	0.660	0.667-0.878

Fit indices: $\chi^2=623.438$; $p=0.000$; degrees of freedom=215; $\chi^2/\text{degrees of freedom (CMIN)}=2.900$; RMSEA=0.079; NFI=0.903; CFI=0.934; GFI=0.843; TLI=0.922; NFI=0.903; SRMR=.0420.

Source: The author derived from study data.

4.2 Testing Research Hypotheses

Hypotheses H1, H3, H5, H6, H7, and H8 were confirmed (Table 3) (AMOS).

Tourist experience in coffee tourism has a statistically significant and positive effect on destination image with a path of 0.802 ($t=11.93$), and H1 supported the study. H3 supported this because the tourist experience in coffee tourism has a statistically significant and positive impact on perceived value with a worth of 0.300 ($t=4.58$).

Destination image related to coffee tourism has a statistically significant and positive effect on novelty seeking with a path worth of 0.904 ($t=11.60$), and H5 supported the study. In this research, destination image has a statistically significant and positive impact on perceived value with a path worth of 0.289 ($t=2.23$). (H6 supported).

H7 is supported because novelty-seeking has a statistically significant and positive effect on perceived value with a path worth of 0.426 ($t = 3.61$). Additionally, novelty-seeking has a statistically significant and positive impact on visit intention with a path of 0.998 ($t = 3.76$). Therefore, H8 is also supported.

Table 3. Testing research hypotheses

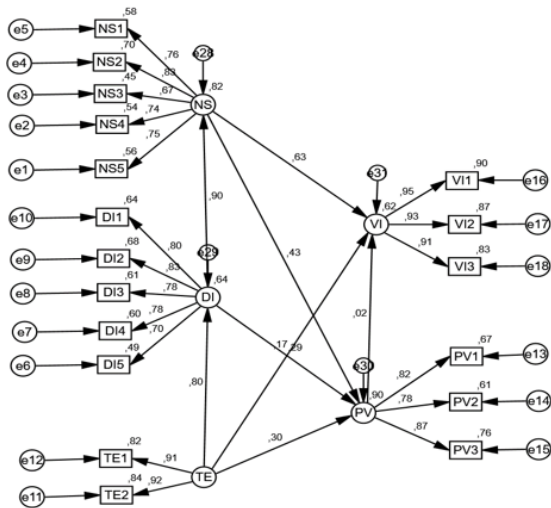
Hypot he sis	Relationships	β	t	P	Conclusion
H1	TE \rightarrow DI	0.802	11.934	0.000	Supported
H2	TE \rightarrow VI	0.175	1.666	0.096	Not supported
H3	TE \rightarrow PV	0.300	4.589	0.000	Supported
H4	PV \rightarrow VI	0.022	.102	0.918	Not supported
H5	DI \rightarrow NS	0.904	11.606	0.000	Supported
H6	DI \rightarrow PV	0.289	2.231	0.026	Supported
H7	NS \rightarrow PV	0.426	3.617	0.000	Supported
H8	NS \rightarrow VI	0.998	3.764	0.000	Supported

Fit indices: $\chi^2=419.804$; $p=0.000$; degrees of freedom=127; $\chi^2/\text{degrees of freedom (CMIN)}=3.306$; GFI=0.865; NFI=0.912; TLI=0.924; CFI=0.937; RMSEA=0.087; SRMR=.0421.

Source: The author derived from study data.

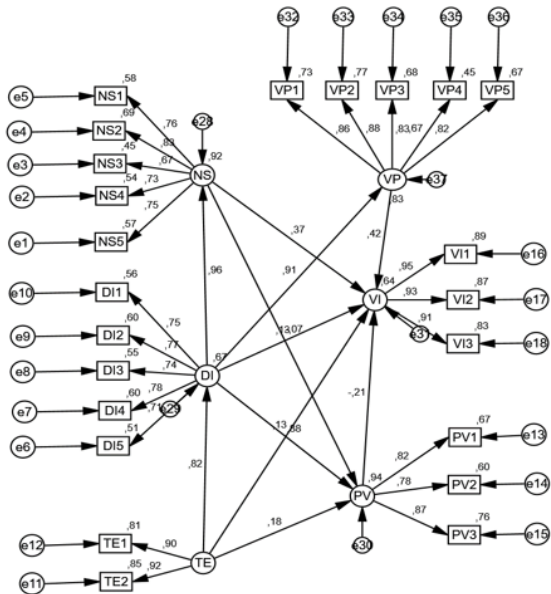
Figure 2 synthesizes the model in which the research hypotheses are tested. Figure 3 illustrates the findings on the mediating role of visit perception between visit intention and destination image. To examine this mediating role, a test was conducted to analyze the relationship between visit intention and destination image. Because of the path analysis, while the destination image has a statistically significant effect on visit perception with a path worth of 0.913 ($t=13.63$) ($p=0.000$), the destination image did not have a statistically significant impact on visit intention with 0.128 ($t=0.251$) ($p=.802$). According to this result, visit perception partially mediates between visit intention and destination image.

Figure 2. Model in which the research hypotheses are tested.



Source: The author derived from study data.

Figure 3. The mediating role of visit perception between visit intention and destination image.



Fit indices: $\chi^2=690.535$; $p=0.000$; degrees of freedom=219; $\chi^2/\text{degrees of freedom (CMIN)}=3.153$; GFI=0.831; NFI=0.892; TLI=0.912; CFI=0.924; RMSEA=0.084; SRMR=.0411.

Source: The author derived from study data.

5 CONCLUSION AND RECOMMENDATIONS

The entry of coffee to Ottoman lands had different effects on daily social life. When Turkish coffee culture is analyzed in the context of regionalism, various social and economic factors (such as periods when coffee drinking was banned, and high coffee prices) led to the emergence of Turkish coffee culture specific to regions or cities. Decaffeinated coffees are made from plants grown in the region, and flavored Turkish coffee varieties are made by mixing different products (such as local herbs, and foods) into the coffee (Demir & Bertan, 2023). In other words, there is significant potential for coffee tourism in Türkiye in the concept of local Turkish coffee varieties.

In recent years, Turkish coffee museums have been opened in Türkiye to contribute to the sustainability of local Turkish coffee culture. Although local coffee culture in Türkiye is an important cultural resource for coffee tourism, there are not enough applications in this direction in the country yet. This study aimed to determine the impacts of tourist experience, destination image, novelty seeking, and perceived value on local tourists' intentions to participate in coffee tourism in Türkiye. In addition, the mediating role of visit perception between destination image and visit intention will be examined.

In this study, tourists' experience in coffee tourism affects destination image and perceived value. Pan (2023) suggests that coffee tourism can strengthen the relationship between customers and the destination by providing customers with an immersive experience.

Destination image related to coffee tourism influenced novelty seeking. This finding is consistent with another study (Suhud et al., 2022). As a result of this research, it should be considered that the image of the destination in the context of coffee tourism can positively respond to the participants' search for novelty. In this research, destination image has a statistically significant and positive impact on perceived value. This is consistent with findings from other studies (Aliman et al., 2014; Suhud et al., 2022; Lu et al., 2023). In this research, it is predicted that the positive image of the destination in coffee tourism will positively affect the participant's perceived value of the destination.

In this study, novelty-seeking has a statistically significant positive effect on perceived value and visit intention. Arslan et al. (2018) found that as tourists' interest in cultural and nature tourism increases, they engage in more novelty-seeking behavior. In Türkiye, local Turkish coffee varieties reflect the local Turkish coffee culture, especially of the local people. Finally, visit perception partially mediates between destination image and visit intention.

5.1 Recommendations for Practitioners

In this research, tourist experience, destination image, and novelty-seeking are the main factors in successful coffee tourism. Türkiye has a rich culture in terms of local Turkish coffee varieties. This cultural richness indicates that coffee tourism should be emphasized in the country. In this respect, practitioners should receive more studies and projects for coffee tourism in Türkiye.

In addition, promotional campaigns can be organized for local Turkish coffee varieties in Türkiye, and tourists can be attracted to these regions. In this way, the destination image in the context of coffee tourism will meet the tourists' search for novelty. In addition, it can cause a positive perceived value about destinations.

Tourists' novelty-seeking positively affects their perceived value and intention to visit the destination. In this way, both the benefits from tourism and the preservation of the coffee culture of the local people can be ensured. In the context of coffee tourism, workshops, practical training, or business visits related to local Turkish coffees specific to the region can be added to the tour programs. These activities offered to visitors can positively affect the tourists'

inspections. Depending on this situation, the destination image and perceived value can also be positively affected.

5.2 Suggestions for Theorists

This research fills the gap regarding tourists' intentions in coffee tourism in Türkiye. Moreover, it contributes to the concept of local culture in coffee tourism.

Future researchers can conduct a SWOT analysis of Türkiye's coffee tourism potential. They can analyze the factors that affect potential tourists' reasons for participating in coffee tourism in Türkiye. In addition, they can conduct research to determine the factors that affect international tourists' intention to participate in coffee tourism in Türkiye.

5.2 Limitations

The primary limitation of this study is that the data was gathered exclusively from local tourists. Therefore, it would be a correct approach to limit the research results to local tourists (Turks). However, this research is one of the first studies to reveal the potential of coffee tourism in the context of Türkiye. In addition, this research makes important contributions to the literature by drawing attention to the importance of coffee culture in the context of tourism. In addition, in future studies, the intentions of international tourists regarding coffee tourism can be measured and comparable results can be obtained between destinations.

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Term	Definition	Author 1	A2
Conceptualization	Ideas; formulation or evolution of overarching research goals and aims	x	x
Methodology	Development or design of methodology; creation of models	x	x
Software	Programming, software development; designing computer programs; implementation of the computer code and supporting algorithms; testing of existing code components	x	
Validation	Verification, whether as a part of the activity or separate, of the overall replication/ reproducibility of results/experiments and other research outputs	x	x
Formal analysis	Application of statistical, mathematical, computational, or other formal techniques to analyze or synthesize study data	x	x
Investigation	Conducting a research and investigation process, specifically performing the experiments, or data/evidence collection	x	x
Resources	Provision of study materials, reagents, materials, patients, laboratory samples, animals, instrumentation, computing resources, or other analysis tools	x	x
Data Curation	Management activities to annotate (produce metadata), scrub data and maintain research data (including software code, where it is necessary for interpreting the data itself) for initial use and later reuse	x	x
Writing - Original Draft	Preparation, creation and/or presentation of the published work, specifically writing the initial draft (including substantive translation)	x	x
Writing - Review & Editing	Preparation, creation and/or presentation of the published work by those from the original research group, specifically critical review, commentary or revision – including pre-or post-publication stages	x	x
Visualization	Preparation, creation and/or presentation of the published work, specifically visualization/ data presentation	x	x
Supervision	Oversight and leadership responsibility for the research activity planning and execution, including mentorship external to the core team	x	x
Project administration	Management and coordination responsibility for the research activity planning and execution	x	x
Funding acquisition	Acquisition of the financial support for the project leading to this publication	x	x

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