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THE PLACE OF SHERBET IN BEVERAGE PREFERENCES OF UNIVERSITY STUDENTS

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Abstract

When we look through the historical process of drinking habits of Turkish people, we can observe that different drinks came into prominence in the Turkish cuisine. One of the oldest drinks of the Turkish cuisine is sherbet (şerbet) just like kumiss (kımız), ayran, wine, beer, boza and coffee. The sherbet which its origin reaches to the communities of Central Asia is a drink obtained after the syrup is diluted and softened by the addition of sugar to various plants, flowers, fruit, root, shell or seeds. With the acceptance of Islam, sherbet started to be consumed more among Turkish people. Sherbet has been served in glasses in the shops and on the streets since Seljuks to the present days. During the Ottoman period where it was used most commonly, sherbet was a drink which was produced and consumed by everyone from poor to rich. It is also known that since the mid-seventeenth century, that famous beverage of the Ottomans "sherbet" was exported to Britain with its lemon, rose, violet flavoured varieties. Sherbet formed the basis of the products known as "sorbet" in French, "sherbet" in English and "sorbetto" in Italian. The consumption of the sherbet decreased gradually with the increase of the production of the carbonated drinks by the domestic producers in 20th century and especially with the start of coke sales after 1960. With the increase of the production of the industrial juices in the same period, sherbet has become unable to compete with these drinks. This situation has caused the sherbet culture to be forgotten. This study was carried out to determine the drinking preferences of the young people, the factors which are effective in their choices and the place of sherbet among the drinks that young people prefer. The research population is constituted by the students who studied in the Faculty of Tourism at Anadolu University in the academic year 2017-2018. In this study, 361 questionnaires were evaluated and descriptive statistics and cross-tables were used in the analysis of the data. Research results show that the sherbet is known among the young people however it is not being consumed too much. It is thought that the sherbet which has existed in the Turkish cuisine for centuries, needs to be turned into a preferred drink in order to be transferred to the next generations. The study includes recommendations in order to increase sherbet's recognition and consumption.

Key words: Sherbet, Beverage, Preference, Turkish Cuisine, Beverage Preferences.

Papers from The 11th Tourism Outlook Conference

2-5 October 2018, Eskişehir, Turkey

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Introduction

Beverage is always important for humanity. A society's life, their belief and their environment affect their production and consumption of beverage. People produce beverages such as sweet, spicy, non-alcoholic in a liquor form according to their beliefs and life style. It is thought that beverages shape from culture.

Turkish people always put emphasis on cuisine culture and when we look at the Turkish cuisine history there are different beverages in different times. One of the most important beverage is sherbet which is sweetened fruit juice (Şahin, 2016). Sherbet which is constantly used in Ottoman and Seljuk period, had its golden time in Ottoman age, it even exported at that time (Sandıkçioğlu, 2016). During the last years of Ottoman Empire, with the consumption of fizzy drinks and fruit juice the production and consumption of sherbet decreased. Even though it is thought that sherbet is important for Turkish culture, today it is not that much favoured.

This study aims to show college students' beverage choices and to show factors of those choices and aims to show if students prefer sherbet or not. For this reason primarily sherbet and beverage choices are being examined. The data are paraphrased and recommendations are made for increase sherbet consumption.

Sherbet

Sherbet is a mix of various flowers, fruits, roots and plants with addition of sugar and water. After this process the drink becomes more smooth like a syrup (Akçiçek, 2014, p. 90). Sherbet was used to freshen the body. Sherbet was served aside the food and was preferred as a cold beverage even instead of water. (Sürücüoğlu, 1997). The words including soup in Arabic, syrup, sherbet and wine are paronyms. Sherbet got round to West with Ottoman. The word sherbet is "sorbet" in French, "sherbet" in English, "sorbetto" in Italian (Tez, 2015, p. 39).

It is seen that Turkish people always drink cold beverage with the food and it is called "soğukluk" (Sürücüoğlu & Özçelik, 2005, p. 36-38). After Islam banned alcohol the beverage that contains no alcohol such as "milk, boza, salep, hoşaf, syrup, ayran and sherbet" become prominent in Turkish cuisine and they are known as most famous ones (Soner, 2016, p. 164). It is known that sherbet is always a part of Turkish cuisine since the Central Asia period and it was consumed a lot at the time of Seljuk. At that time they produced and consumed sherbets which had a nice smell. It is known that they put milk and spices into sherbet to make it more delicious (Oral, 1957, p. 33). In the times of Ottoman Empire the main beverage was water but some people who were rich preferred sherbet. In the times of Ottoman sherbet was consumed a lot especially in summer in daily lives (D'Ohsson, 1980).

Traditional sherbet can be made in two different ways. First one is squishing the fruit and adding sugar to its water. Second one is boiling the stem with sugar. Second way is more useful for conservation of the sherbet so that sherbet can be more intense to drink it mix that intense sherbet with cold water, then it is ready to serve. (Şavkay, 2000).

There were sherbets prepared as a hard candy and consumed mixing with water. There were also "visney" which were cherry syrups exported to France and England in 1800's (Sandıkçioğlu, 2016).

At the times of Ottoman Empire the favourite sherbets were rose, lily, violet, daffodil, jasmine, elaeagnus, woald and pond lily. There were also some other sherbets made in palace such as lemonade, apple, grape, pear, quince, plum, almond, melon, pomegranate, berry, unripe grape, walnut, blackberry, strawberry, mandarin, orange, cherry, rose, amber, locust bean and pistachio

(Sariođlan & Cevizkaya, 2016, p. 241). And the sherbets were handed from country to palace includes ; "hummas" from Egypt, "dibas" from Damascus, pomegranate from Bursa, "anberbaris" from Yanbolu and rose from Edirne (Özdoğan & Işık, 2008, p. 1064).

"Gazozhanes" which were opened at late 1900's in Istanbul with the production of beverages including cola in 1960's in Turkey and the industrial production of fruit juice in 1970's caused sherbet being forgotten from Turkish cuisine slowly. Moreover; decreasing consumption of sherbet depends on change in form of life of a society, women started to working and so they couldn't cook in home like before and couldn't were not able to do the households and spent their times in the kitchen as before. Besides with the affect of TV programs and advertisements started from 1980's which are followed by the many Turkish people decreased the consumption of sherbet since people started to prefer more modern the beverages that they meet on televisions. Thanks to these newly preferred beverages they did not spent their times in making sherbets and this saved their daily times. There can be a connection with norms of lives and nutrition habits. It is possible to state that ones culture, psychological history and habits have ties with the beverages and the food that one prefer. According to this belief education, communication and developments in technology field affects people's nutrition habits so people's choice in food changes (Firat et al., 2014). Today it can be observed that fruits and sherbets are still consumed in some regions even they have lost their old popularity In recent years, there is an attention on traditional and local food and this attention helps some old beverages to be remembered. Especially at Ramadan sherbet which consumed at the times of Ottoman becomes the main topic of conversation (Soner, 2016, p. 168).

Beverage Preference

Through the life cycle, the beverage preferences of the individuals vary and change. In the first year of babies the only beverage they have is milk, then water is welcomed to their lives; nevertheless, in the following years a variety of cold (fruit juice, mineral water and fizzy drinks), hot (tea, coffee and sahlep) or alcoholic beverages (raki, beer and a like) start to take a wide place in human's life. It is stated in the studies regarding the beverage preferences in literature that the biggest changes occurred in the university years (Bowman, 2002, p.1237) which is the period when the habits relevant to this issue begin to take a shape (Kvaavik et al., 2005).

The study results of Kangal Demir & Yalçın (2016), indicate that drink preferences of individuals differ according to gender as it is revealed in many studies. (Forshee & Storey, 2003, p.297; Grim et al., 2004, p.1246; Harnack et al., 1999, p.439; Lien et al., 2001, p.220; O'leary et al., 2012, p.119; Sdrali et al., 2010, p.687; Storey et al., 2006, p.1992; Verzeletti et al., 2010), also coincide with the literature. In the study, the writers found that cola drinks were the type of beverage most preferred by participants. Female students consumed less carbonated beverages than male students. The taste appeared as a decisive factor among the participants and that the mood of young consumers had great importance in beverage selection.

In the literature survey on beverage preferences, it was observed that the current studies mostly focused on industrial-intensive beverages such as alcoholic beverages, carbonated beverages and energy drinks. In this study, it is aimed to determine the reputation and preference of the sherbet - which is one of the most important beverages of Turkish cuisine for centuries- among the university students, even though its industrial production started less than 10 years ago.

Method

Investigations which aim revealing the current situation and making sense of the present situation have descriptive character (Büyüköztürk et al., 2016, p. 23). This research is structured in accordance

with the descriptive research model in order to identify the determination of beverage preferences of university students who were born in 1990s-the period that sherbet started to be forgotten in Turkey. This research also aims to find out the elements that are effective in the preferences as well as how much the students prefer sherbet among the beverages in their daily lives. The primary data collected from the field with the questionnaire technique were tested by quantitative methods.

The subjects of the research were consisted the students studying at Anadolu University Tourism Faculty in the 2017-2018 academic year. In the mentioned period, there were 741 students (389 tourism management departments, 179 tourism guidance departments and 173 gastronomy and culinary arts departments) enrolled in the faculty. Questionnaires were applied to the students with face-to-face questionnaire technique before the final exams which all students were obliged to attend in the 2017-2018 fall and spring semesters. Data were collected from 457 students who agreed to participate in the study. Questionnaires were examined after compilation; 361 questionnaires were taken into consideration by excluding 96 inconsistent responses from the study.

In the selection of the survey as the data collection technique, the desire to obtain data from a large number of participants has been effective in a short period of time. The questionnaire used in the survey is composed of four parts. In the first part of the questionnaire, the demographic questions are asked. In the second part, the participants are asked to determine the frequency of consumption of various beverages. In the third part, questions are asked to determine the factors that affect beverage preferences. In the fourth part, questions were asked to determine the preference and frequency of sherbet consumption. The drinks in the second section of the questionnaire were determined based on the literature and sherbet was added between the determined drinks. In the third part, Tam et al.'s (2017) quintet Likert Type Scale's Turkish translation has been used and 'Being traditional of the drink' expression has been added to this scale in work's scope. Cronbach Alpha Test was conducted to find the scale's internal consistency and the parameter was found as 0,764. According to Hair et al. (1998, p. 188), Alpha parameter's being bigger than 0,70 is preferred. Pilot study was conducted with a small sample group. The purpose of the pilot study was to confirm that all the questions were understood by the participants. 'Statistic Programme for Social Science' (SPSS) ver. 24 was used for data analysis. As the study aims to find out the current situation, descriptive statistics and cross tables were used in the analysis of data.

Mann Whitney U Test was used to determine whether the gender difference affect drink preferences of the students and their drink consumption frequency.

Findings and Comment

People's demographic qualities can be effective on selection and consumption preferences in many issues. Therefore, first of all, participants' demographic qualities were analyzed and the result shows that 43% of the subjects (157 people) woman, 57% (204 people) man. Besides, it has been found ages between 18-25 composed the majority. Because all participants are university student, educational status and income variants were not included in the content of the study.

When the findings about the participants' drink consumption frequency have been analyzed it has been found that the most frequently consumed drink is water, buttermilk and ice tea respectively. It is remarkable that fizzy drinks (especially coke) come after buttermilk, ice tea, soda and fruit juice and just soda pop takes place before the least preferred drink -sherbet-. It is thought that sherbet's late entry to retail drink market when compared with other drinks in the list is effective in it's being among the rarely preferred drinks.

Table 1. Drink Consumption Frequencies

Drink name	Never	Rarely	Sometimes	Often	Always	Average
	%	%	%	%	%	X
Water	0	0,8	4,5	13,9	80,8	4,75
Ayran	2,5	10,9	27,1	42,2	17,3	3,61
Ice tea	15	23,1	26,1	24,2	11,6	2,94
Soda	13,4	24,8	29,2	24	8,6	2,90
Fruit juice	12,8	29	33,7	17,5	7	2,77
Cola	23,1	20,3	25,7	22,8	8,1	2,72
Iced coffee	28	29,7	19,3	14,6	8,4	2,46
Lemonade	16,4	39,6	30,6	10,3	3,1	2,44
Fruit soda	23,5	32,4	29,1	13,1	1,9	2,37
Soda pop	25,2	35,5	30,7	7,2	1,4	2,24
Fruity soda pop	36,6	33,5	23,5	5,9	0,5	2,00
Sherbet	64,3	24,2	6,7	3,7	1,1	1,53

Source: author's field observations

Mann Whitney U test was used to find out whether the younger's drink consumption frequencies differentiate according to gender and test results are given in Table 2.

Table 2. Change of Drink Consumption Frequency According to Gender

Variable	Gender	N	S.O.	U	Z	p
Water	Female	156	186,11	14881,0	-1,426	0,154
	Male	203	175,31			
Ayran	Female	154	184,67	14911,5	-0,867	0,386
	Male	204	175,6			
Ice tea	Female	156	177,05	15374,5	-0,563	0,573
	Male	204	183,13			
Soda	Female	155	182,67	15396,0	-0,438	0,662
	Male	204	177,97			
Fruit juice	Female	155	171,23	14450,5	-1,448	0,148
	Male	204	186,66			
Cola	Female	155	163,27	13216,5	-2,732	0,006
	Male	204	192,71			
Iced coffee	Female	154	186,65	14453,0	-1,257	0,209
	Male	203	173,2			
Lemonade	Female	156	191,73	14159,5	-1,885	0,059
	Male	204	171,91			
Fruit soda	Female	157	170,58	14378,0	-1,73	0,084
	Male	204	189,02			
Soda pop	Female	157	162,34	13085,0	-3,124	0,002
	Male	204	195,36			
Fruity soda pop	Female	157	163,45	13258,0	-2,734	0,006
	Male	201	192,04			
Sherbet	Female	154	176,09	15183,5	-0,454	0,650
	Male	202	180,33			

Source: author's field observations

When we observe Table 2, participants' drink preferences differentiate in fizzy drinks (coke, soda water and soda pop) and it is seen that these three drink are more preferred in males. This finding is coherent with the other studies in literature.

Table 3, which reflects the effective factors in the youngsters' drink preferences, shows that the most effective things in drink choice is taste and their effects on health. Drink's harmony with food and feeling of conforing follow these effective things. Ttraditionalism is the least effective factor in drink choice, kilo control, appearance and price are among the other determinants which effect the choice a little. Examining the table, it can be said that to popularize sherbet consumption among the young, marketing and advertisement activities (especially product's doing people's heart good and it's relaxing qualities) should be more impresive.

Table 3. Factors Affecting Drink Preferences

Factors	1	2	3	4	5	Average
	%	%	%	%	%	X
Tastes good	4,7	2,8	14,1	27,7	50,7	4,17
Makes me feel good	2,5	3,6	18,3	37,1	38,5	4,06
Accordance of the food with drink	4,7	7,8	17,1	35,2	35,2	3,88
Helps with stress	6,1	7,5	22,6	31,7	32,1	3,76
Whether the drink is healthy	8,3	15,2	23,3	26,6	26,6	3,48
Easy available	9,4	12,5	24,7	28,6	24,8	3,47
To be familiar with the drink	10,6	11,5	22,6	31,6	23,7	3,46
Good value for Money	10	13,9	24	27	25,1	3,43
Capacity to keep someone vigilant	13,1	12,2	23,1	24,2	27,4	3,41
Keeps me healthy	10,2	14,4	26	23,5	25,9	3,40
Smells nice	18,1	16,1	27,2	23,6	15	3,01
Cheap	19,2	16,2	29,2	18,7	16,7	2,97
Looks nice	21,3	28	30,2	9,7	10,8	2,61
Helping to control weight	35,6	17,2	20,6	10,8	15,8	2,54
Traditional	32,5	22,8	22,2	10,3	12,2	2,47

(1Strongly disagree, 2Disagree, 3Neither agree nor disagree, 4Agree, 5Strongly agree)

Source: author's field observations

Mann-Whitney's U test was used to examine the gender affects young people's beverage preferences. The test results show that there are remarkable differences between males and females in terms of seven variables in site of science. As shown in Table 4; while the accordance of the food with drink, to be familiar with the drink, whether the drink is healthy, capacity to keep someone vigilant, being nutritious and helping to control weight are more effective in women's preference the more the traditional is the drink the more it is effective in preferences for males.

The question in the questionnaire form "Is sherbet frequently prepared at your home?" was replied by 52,9 % of the participants as "never", 29.4% as "rarely", 11.4% as "occasionally", 4.9% as "frequently" and 1.4% as "always". The question "Have you ever tasted sherbet" was answered by 65,7 % of participants as "yes". (30,7% as "no" and 3,6% unanswered). The answers of these two questions indicate that the sherbet which used to be prepared at almost every home in the past and which was famous and important enough to be exported to abroad is hardly ever prepared. Most of the participants answered the question "Where did you taste sherbet for the first time?" as "at home"

(69,2%). This shows that youths can consume the sherbet as a ready drink from the markets if it would industrial production. The other answers for this question were 16,5% at food and beverage shops, 2,5% at sherbet shops, 4,2% from sherbet costers and 7,6% from other places.

Table 4. Variation of Factors Affecting Drink Choice by Gender

Variable	Gender	N	S.O.	U	Z	p
Tastes good	Female	157	181,48	15938,0	-0,084	0,933
	Male	204	180,63			
Makes me feel good	Female	157	184,22	15508,5	-0,546	0,585
	Male	204	178,52			
Accordance of the food with drink	Female	157	194,37	13914,5	-2,242	0,025
	Male	204	170,71			
Helps with stress	Female	156	180,41	15614,0	-0,152	0,879
	Male	202	178,80			
Whether the drink is healthy	Female	157	208,30	11727,5	-4,484	0
	Male	204	159,99			
Easy available	Female	157	182,35	15645,0	-0,305	0,760
	Male	203	179,07			
To be familiar with the drink	Female	156	191,82	13834,0	-2,041	0,041
	Male	202	169,99			
Good value for money	Female	156	179,34	15731,0	-0,109	0,914
	Male	203	180,51			
Capacity to keep someone vigilant	Female	156	192,54	14034,0	-1,97	0,049
	Male	204	171,29			
Keeps me healthy	Female	157	204,05	12395,5	-3,781	0
	Male	204	163,26			
Smells nice	Female	157	189,62	14503,5	-1,498	0,134
	Male	203	173,45			
Cheap	Female	156	180,19	15804,5	-0,031	0,975
	Male	203	179,85			
Looks nice	Female	157	192,48	14212,0	-1,892	0,058
	Male	204	172,17			
Helping to control weight	Female	157	198,03	13183,5	-2,905	0,004
	Male	203	166,94			
Traditional	Female	157	166,49	13736,0	-2,317	0,021
	Male	203	191,33			

Source: author's field observations

When the Table 5 which shows the distribution of syrup consumptions of the participants by meals is examined, it is seen that sherbet, which is almost never preferred in mornings and lunch, in evening. It is thought that pre-post-up preferences of the sherbets can be increased by emphasizing the therapeutic, absorbing or appetizing properties of it. It is thought that sherbets can be served as an alternative to a lunch meal in the two nutritional systems offered by many scientists working on nutrition recently.

Table 5. Sherbet Consumption Frequency in Meals

Meal name	Never	Rarely	Sometimes	Often	Always	Average
	%	%	%	%	%	X
Morning	87,1	8,6	2,6	1,3	0,4	1,19
Noon	73,8	16,3	6,9	2,6	0,4	1,39
Evening	57,4	24,1	11,4	5,9	1,2	1,70
Non-meal	55,9	30,7	10,9	2,1	0,4	1,61

Source: author's field observations

Table 6 shows the frequency distributions of the responses given to the question asked in order to determine the popularity of sherbet varieties among university students and which sherbet is more preferred. It is seen that while Ramadan sherbet is rarely consumed by young people, the other sherbet is almost never consumed.

Table 6. Consumption Frequency of Some Sherbets

Sherbet name	Never	Rarely	Sometimes	Often	Always	Average
	%	%	%	%	%	X
Ramadan sherbet	35,2	35,2	18,2	7,6	3,8	2,10
Cranberry sherbet	53,4	32,8	8,6	2,6	2,6	1,68
Strawberry sherbet	67,1	19,9	6,5	3,5	3	1,55
Quince sherbet	69,1	17,2	7,3	4,7	1,7	1,53
Pomegranate sherbet	72	15,1	6,9	3	3	1,50
Rose sherbet	66,8	23,6	5,7	1,3	2,6	1,49
Tamarind sherbet	78,9	14,2	3,9	1,7	1,3	1,32
Lohusa sherbet	79,4	15,9	2,1	1,7	0,9	1,29
Grape sherbet	83,6	11,2	1,3	2,6	1,3	1,27
Licorice root sherbet	87	7,4	3,5	1,7	0,4	1,21

Source: author's field observations

Conclusion and Recommendations

The data obtained from the research area indicate that sherbet consumption is not common among university students and that the families do not prepare sherbet in their homes. This is an indication that the sherbet, which was consumed until the end of the Ottoman period, is about to disappear. This is an indication of the extinction of sherbet and sherbet culture, Sherbet was a frequently consumed drink for Turks from their Middle East settlement to the end of Ottoman period. Another striking result obtained from the study is that the Ramadan sherbet is the most preferred one among the young people. Because Ramadan Sherbet is an industrial beverage produced by various soft drink producers especially in Ramadan and delivered to consumers by markets. This finding supports the idea that the production of sherbet in the houses has ended almost generation ago. For instance;

- The sherbets made in the Seljuk and Ottoman periods should be determined and standard recipes should be created for each sherbet.
- In food-beverage education institutions, traditional drinks-themed courses should be opened and young people should be informed about the origin, history, characteristics, production, ceremonies and the customs related to these beverages.
- In pre-school and primary education, sherbet should be mentioned and fun activities like serving sherbet to students The new generation should be provided with the opportunity to learn sherbet.

- Considering that young people consume sherbet more than they do, it is thought that beverage companies should produce it in 200ml, 330ml and 500ml options by diversifying their grams. This diversity can be effective in increasing the recognition and consumption of the sherbet and enable it to be a product of grocery stores and food and beverage establishments.
- Public spots may be used to promote awareness that home-made sherbet is healthier than instant drinks, especially those containing unhealthy ingredients like glucose syrup and fizzy drinks. In various TV programs such as TV series, films and cartoons; it is possible to include scenes that encourage the production of sherbet and sherbet consumption.
- The media can be used to transfer ceremonies that continue to exist today, such as the puerpera sherbet, to future generations.
- Sherbets made of honey can be added to the menus in the cafeterias and canteens of schools, hospitals and a like.

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