A Netnographic Review of Dining Experiences of Russian Tourists

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Abstract

This study aims to conduct a netnographic analysis of the dining experiences of Russian tourists who prefer Antalya as their destination, depending on their restaurant choices. The findings regarding the dining experiences within the scope of the study were obtained from restaurant reviews for 2019 on the TripAdvisor website. The research findings were obtained from 131 reviews written for ten restaurants operating in Antalya city centre, Side, Kemer and Alanya districts. The analysis of reviews are made in three dimensions; First-Hand Experience, Supportive Experience and Attractive Experience. According to the findings obtained from the comments, it can be said that Russian tourists stay away from the Anatolian local culinary culture and prefer the cuisine they are used to in the countries they come from or dishes belonging to the universal cuisine. It has also been established that Russian tourists pay attention to restaurants with a good atmosphere to spend good and quality time with their families, rather than the dishes offered in restaurants.

Keywords: *Experience, dining experience, netnographe*

Introduction

Experience has become an important concept that people are paying the most attention to in modern times, getting a head of even the goods and services used to meet physiological and cognitive needs. In this regard, the concept of experience can be characterized as a symbol of subjectivity for the vast majority of people. In other words, the experience of people who are in the same place and perform the same actions shows different characteristics from each other. Conceptually, Experiences are unique and not easily forgotten, sustainable events, conscious or unconscious living which attract the attention of individuals and help people to acquire knowledge and skills (Pine and Gilmore, 1999; TDK, 2022). According to another definition, experience is a set of concepts formed by four different phenomena: *education, entertainment, aesthetics and escape*. Over the past thirty years, the concept of experience has attracted the attention of many researchers (Hirschman and Holbrook, 1982; Pine and Gilmore, 1999; Berry *et al.,* 2002; Kabadayı and Alan, 2014; Taskıran and Kızılırmak, 2019; Yesilot and Dal, 2019). It has been seen that this theme has been focused on literature.

When we look at the concept of experience from the tourism perspective, it is seen that the things that are mainly emphasized consist of concepts such as "hotel, festival, tour, food, etc. However, it can be said that the most processed topic among these concepts is Food. (Culha and Nebioglu, 2019; Arıca and Sabbag, 2020; Ginigen *et al.,* 2022). Because while food initially represented a physiological requirement for humanity, it began to be perceived in different dimensions, as in psychological, social and economic, over time. People have turned food into a means of action that allows them to socialize, rather than being a basic necessity that gives them a physiological pleasure. As a result, apart from being an action that people do to survive only as an animal impulse, food has become a part of socialization activities and even a focus in some cases (Nebioglu, 2018). The food consumption behaviour of tourists is an important phenomenon in terms of tourism. From this point of view, when food-based experience studies are examined, the communal points of the studies turn out to be the experience dimension, past experiences, demographic characteristics and motivation. However, in a general context, it is also seen that the first studies addressed the topics of food, physical environment and service offered (Mehrabian and Russell 1974). In addition to the studies carried out in the context of physical environment, meals and service offered, the dining experience has become an important field of study in recent years within the tourism experience. In this context, in response to the view that the dining experience in the tourism sector is separate from the classical dining experience, the conceptual model developed by Quan and Wang (2004) explained the dining experiences of tourists in the dimensions of primary experience and supportive experience. As a result, the motivations that started the dining experience (Kim *et al.,* 2009) and the food preferences of tourists (Chang *et al.,* 2010) have become an important issue that attracts the attention of the tourism research literature. But Russia is one of the most important countries in tourism demand for Turkey. For why while the share of Russia was 6% in 2000, it increased to 12% in 2014 (Bayir, 2019: 240). This situation has increased the importance of Russia in the international tourism demand towards Turkey. Despite the negativities experienced in 2015 and 2016. The conciliatory attitudes displayed in the second half of 2016 resulted in the improvement of relations between the two countries. Accordingly, the number of Russian tourists visiting Turkey increased by an extraordinary 416% in 2017, even surpassing the figures of 2014 (Bayir, 2019: 243). Because of these reasons, Russia is very important in terms of tourism revenues.

In tourism, food is perceived as an experience that demonstrates and teaches the culture of the visited destination in the best way, as well as contributing to the destination's authenticity, status and prestige, but also as a phenomenon in which tourists mostly prefer familiar dishes, also paying attention to the price, and care to maintain their health and nutrition habits. Nevertheless, despite its central role in the holiday experience, the relationship between food and tourism has been rarely studied in the literature (Chang *et al.,* 2010). When international publications are examined, it can be seen that studies that mainly address far eastern (Chang *et al.,* 2010), American and European (British, German, Italian, *etc.*) tourists or mixed tourists (Mkono *et al.,* 2013; Yıldırım and Albayrak, 2019) represent the majority of the studies. Due to this situation purpose of this study is to explain with a netnographic research pattern the extent to which Russian tourists who prefer Antalya as their destination experience food consumption, what motivations they consume food with and what kind of food preferences they make. However, no study has been found in the domestic literature that deals only with the motivations and food preferences of Russian tourists in a holistic context. This study, prepared in this context, aims to fill this gap in the literature.

Conceptual Framework

The Concept of Experience and Food Consumption Behaviour of Tourists

In the twenty-first century, as the competitive conditions became increasingly difficult, it was revealed that businesses could not provide a competitive advantage by making a difference only with marketing elements (*Price, Venue, Product and Retention*). Focusing on the experience and making a difference in the current market conditions has become even more important (Yesilot and Dal, 2019). Experience is the most widely used concept in education and training and is recognized as the dominant action in learning. (Roth and Jornet, 2014). Based on the theory that all living things learn by experiencing, scientists express that adults perform learning by experiencing (Falk and Needham, 2011). In this context, it will be more meaningful to start the study by examining the definitions of the concept of experience in the literature. The concept of experience was first coined by Holbrook and Hirschman (1982). In a related study, Holbrook and Hirschman (1982) defined experience as the phenomenon of chasing fantasies, emotions and fun. Other definitions related to the concept of "experience" in the literature are given in Table 1.

Table 1. Some Definitions in the Literature

References	Year	Definition
Mossberg	2007	Experience is the result of many elements coming together and mixing; It is a concept that affects the consumer emotionally, physically, intellectually and spiritually.
Berry *et al.*	2002	Experience is the organization of all the information that the consumer collects in the buying process.
Gupta and Vajic	1999	Experience is the set of perceptions and information created by the consumer as a result of the interaction of the consumer with the different elements created by the service provider.
O'Sullivan and Spangler	1998	Experience consists of a combination of physical, spiritual, emotional, social or mental elements during the consumption of the individual.
Merriam-Webster	1993	Experience; It is the individual's way of being influenced or gaining knowledge, through direct observation or participation.

As cited in: *Kabadayı and Alan, 2014*

In an intensely competitive environment, it is insufficient to support products only with services or to provide a different service. Businesses need to create a unique or memorable experience to create economic value and consumer loyalty. While the first examples of the studies in the literature were about the approach of the manufacturing economy that began with the industrial revolution, they then turned to the phenomenon of service economics, and the interest of academic studies published in the last two decades focused entirely on experience (Pine and Gilmore 1999). Experience, which was initially a multidisciplinary field of studies such as marketing and sociology, later began to be considered an independent academic field of study.

Consumers expect a unique and unforgettable experience from businesses (Kabadayı and Alan, 2014). In this context, consumers are not only purchasing a good or service because of the benefits it provides but also because they are interested in the pleasant experience that remains in their minds besides the primary benefit of the good or service (Pine and Gillmore, 1999). In other words,

it can be said that in the modern world people consume not goods and services, but rather the meanings that they carry (Baudrillard, 1998).

The Dining Experience of Tourists

When participating in tourism activities, tourists buy the experience of previous tourists, rather than goods and services. In this context, it can be said that the tourism sector offers not only functional aspects of goods and services but also enriches them with experiential aspects (Akyürek and Kutukız, 2020). The dining experience is a touristic experience enriched with gastronomic elements, the lifestyle around it, the perception of space, stories, landscape, activities, as well as cultural, social and other supportive elements. (Robinson and Clifford, 2012). In this context, the factors that lead consumers to the dining experience in a touristic context are examined in two dimensions. While some studies explain these consumption behaviours only by primary desires (physiological) (Kim *et al.,* 2009); other studies consider the desire for consumption in a holistic context (Mak *et al.,* 2016). According to the findings, tourists first want to meet their physiological needs, while secondarily demanding excitement, health, learning, originality, socialization, status and prestige (Fields 2002; Kim *et al.,* 2009; Mak *et al.,* 2012).

The research of Quan and Wang (2004), which comprehensively examines the food consumption behaviours of tourists, is one of the first studies conducted in this field. The aforementioned study opposes the view that the touristic dining experience is the opposite of the eating at home experience. Tourists can continue their routine consumption habits even when they visit a different destination. Therefore, consumption can become an extension of habits at home. Based on this view, it has been stated that there are two different dimensions of the dining experience defined as primary experience and supportive experience. Primary experience, unlike consumption at home, means that the tourist consumes new dishes that are foreign to his/her own culture, presented in the destination he/she is visiting. The supportive experience is explained as the tourists continuing their daily eating habits during their trips. Quan and Wang (2004) have gained a lot of attention with their research titled phenomenon of touristic experience. There are also studies in which the study in question has been tested qualitatively. Mkono (2013) is one of them. In the study, the guests who considered the dining experience as a primary experience element explained their experiences in a symbolic, authentic and neophilic context. In the study, symbolism emphasizes culinary culture with experience, authenticity, and traditionality of experience, and neophile emphasizes the innovation of the experience. Supportive experience, on the other hand, is associated with physiological needs and familiar foods. For tourists who want to maintain their household habits and want to consume familiar dishes, this dimension defines a supportive experience. In this respect, the research conducted by Mkono *et al.* (2013), which is qualitative in these dimensions, has revealed findings supporting the work of Quan and Wang (2004).

Mak *et al.* (2017) added a new dimension in addition to similar dimensions in their study focusing on the food preferences of Chinese tourists. This new dimension, in addition to the food consumption of tourists, tries to explain the non-rigorous experiences related to food. Similar to Quan and Wang's (2004) study, Mak *et al.* (2017). covered the opportunity to explore, authenticity, learning opportunity, prestige, resource group influence and subjective perceptions but also observed the usual consumption habits, basic eating behaviour and flavour guarantee. The third dimension, which is excluded from these two basic experience dimensions, was developed to

describe the grey areas between both dimensions, such as group harmony, advocacy of bias, and reconciliation in supportive experience.

Table 2. Dimensions of the Dining Experience

Authors	Primary Experience	Supportive Experience	Attractive Experience
Quan and Wang (2004)	√	√	
Mak *et al.* (2016)	√	√	√
Mkono *et al.* (2013)	√	√	

The studies shown in Table 2, which deal with the dining experiences of tourists in a holistic context, were put forward with a conceptual model (Quan and Wang 2004) and were supported by empirical findings. According to Table 2, tourists go through three main dimensions of experience in the destination they are visiting:

- *Primary Experience* is tourists' evaluation of gastronomic elements in the context of locality, authenticity and symbolism, in their visited destination.
- *Supportive Experience* is the continuation of tourists' accustomed eating behaviour where the concept of authenticity is not taken into account.
- *Attractive Experience* on the other hand, is the group harmony, the advocacy of bias, and reconciliation in a supportive experience and does not take into account the food in any way authentic or familiar.

It is worthwhile to carefully study the factors that cause these experiences in tourists. Mak *et al.* (2017) state that tourists' food consumption is mostly guided by their motivations and that there are quite a lot of them. In this context, it is important to examine the motivations of tourists for food consumption.

Tourists' Motivation for Food Consumption

Motivation, an English word, is described in the Oxford English Dictionary as the reason why someone does something or behaves in a certain way. There are various reasons agreed upon in all studies when explaining the dimensions of the dining experience. Although there are some explanations like the extension of the routine at home or the opposite of the routine in the house, necessity or symbolism, these explanations do not describe very clearly why tourists consume local food or why they consume food belonging to their culture. While many studies explain these consumption behaviours only by primary desires (physiological) (Kim *et al.,* 2009); other studies consider the desire for consumption in a holistic context (Mak *et al.,* 2016). According to the findings, while tourists primarily want to meet their physiological needs, they also point to various reasons such as excitement in a secondary sense, health, learning, authenticity, socialization, status and prestige (Fields 2002; Kim *et al.,* 2009; Max *et al.,* 2012). According to the Gastronomic Tourism Report published by the Association of Travel Agencies of Turkey (TÜRSAB, 2015); The number of tourists in circulation around the world within a year is one billion. Of this number of tourists, 88.2% emphasized that food is an important factor in choosing a destination. In this context, it can be said that food is important for tourists in choosing a tourist destination and in motivating them to travel (Sercek, 2018).

Food Preferences of Tourists

The experience dimension and motivations mentioned above indicate that tourists have two preferences when it comes to food. When tourists want to consume familiar dishes and want to continue their household routine, their consumption is concentrated on dishes belonging to their cuisine or dishes they have already experienced. Conversely, when they want to try new things and go out of their routine at home, they show interest in the food of the destinations they are visiting (Mak *et al.,* 2012). The preference was also seen in Chang *et al.* (2010) which examined this consumption of food in two main dimensions in the form of local and familiar food consumption.

Based on the experience dimensions stated above, it can be said that tourists have three different experiences in the destination they are visiting, namely primary, supportive and attractive. While the primary experience is mostly associated with motivations such as innovation and the opposite of the household routine, the supportive experience is associated with familiarity and the continuation of the household routine. The attractive experience dimension refers to another experience dimension where the pleasure of eating is at the centre. In general, these experiences affect the local food or familiar food preferences of tourists.

Although there has been a lot of research on the food consumption behaviour of tourists in recent years, these studies are usually regarding the dimension of the experience (Quan and Wang 2004; Mkono *et al.,* 2013); motivations (Fields 2002; Kim *et al.,* 2009) and preferences (Chang *et al.,* 2011). This study aimed to tackle all these studies together. In addition, it can be said that the food consumption of tourists is not examined much in the context of their nationality. The review found that only Mynttinen *et al.* (2015) studied the food consumption of Russian tourists in the literature and focused solely on the local food consumption of tourists. This study, on the other hand, considers the dining experiences of Russian tourists in a more holistic context. The research findings aim to make a theoretical contribution to the literature by presenting a combination of experience dimensions, motivations and food preferences presented in different academic forms. For practitioners, understanding the dining experiences of Russian tourists can contribute to their future initiatives.

Method

This research aims to examine the dining experience dimensions, food consumption motivations and food preferences of tourists who spend their holiday in Antalya, using a netnographic research pattern. Netnography is a qualitative research method designed to investigate the behaviour of cultures and communities, in which information found on the Internet is interpreted (Kozinets, 1998). According to Kozinets (1998), Netnography is a new qualitative method specifically designed to investigate consumer behaviour of existing cultures and communities on the Internet. Netnography involves studying texts collected from online sources. Other related terminologies used for the same type of methodology include the concepts of virtual ethnography, webnography and cyberethnography (Mkono *et al.,* 2013).

The sample of the study consists of Russian tourists who are vacationing in different districts of Antalya. The fact that Russian tourists are statistically the largest group of tourists visiting Turkey has led this study's authors to pick Russian tourists as their sample. According to the data published

by TÜRSAB, 15.57% of the 45 million visitors who visited Turkey in 2019, i.e. 7 million of them were Russian tourists (TÜRSAB, 2020). According to this statistic, 4.4 million visitors came to Antalya in 2019. Based on these numbers, it was thought that it would be more meaningful to research Russian tourists. Considering that Russian tourists who prefer Alanya usually holiday in hostel-type all-inclusive concept hotels, due to the practical difficulties of observing the eating behaviours and preferences of these tourists, 10 city restaurants that received the most Russian reviews in 2019 on the website www.tripadvisor.com were identified and were analyzed through the reviews made for these restaurants. As seen in Table 3, 3 restaurants in the Alanya region, 2 restaurants in the Side region, 3 in Antalya city centre and 2 in the Kemer region were examined. The number of reviews made about restaurants and their ratio were shown in Table 3.

Table 3. Information about the Restaurants Examined

Restaurant	Location	Number of Reviews	% Frequency
1	Alanya	15	11,45%
2	Alanya	13	9,92%
3	Alanya	10	7,63%
4	Side	12	9,16%
5	Side	14	10,70%
6	Antalya (City Centre)	11	8,40%
7	Antalya (City Centre)	15	11,45%
8	Antalya (City Centre)	13	9,92%
9	Kemer	13	9,92%
10	Kemer	15	11,45%

First, the data were translated and read several times to get a general feel of their content. Since one of the researchers is a tourist guide in the Russian language, all the translations were made by the researcher himself. For the analysis of the data, the open coding method was preferred and data segments related to the dining experiences of tourists were determined. Based on the statement of Elo and Kyngas (2008) that qualitative analyses can be done in two different ways, induction and deduction, the data were analyzed according to the deductive method. In the creation of the mentioned code scheme, the studies of Quan and Wang (2004), Chang *et al.* (2011), Mak *et al.* (2012) have been guiding. According to the studies mentioned, the dimension of the experience is encoded under 3 main categories (primary, supportive and attractive experience), motivations under 5 main categories (necessity, extension, innovation, symbolism and pleasure) and preferences under 2 main categories (new/local food consumption and familiar food consumption).

A total of 131 individual reviews from the 10 related restaurants were examined in Table 4. However, it has been understood that these comments explain more than one dimension of experience. For example, in one comment, statements describing both an attractive experience and a supportive experience were found. For this reason, each expression in these comments is grouped under different experience dimensions. This has ensured that the experiences are given with percentages and frequencies so that the dining experiences of Russian tourists can also be presented in the form of an order of importance.

Findings

Statistical data on the dining experience of Russian tourists are given in Table 4. When Table 4 was examined, it was seen that 609 different experiences emerged from 131 individual reviews in the context of experience types. It is seen that Russian tourists mostly perform the experience that

is referred to as the *attractive experience* in the food consumption activities they carry out in Antalya. At this stage, it can be stated that Russian tourists mostly participate in outdoor dining activities to enjoy eating. In the second stage, there is the supportive experience, that is, Russians see food as a pleasure element, while at the same time they favour dishes in their country or dishes which they are familiar with. In the final stage comes the stage which is described as the primary experience of the dining experiences of Russian tourists. It can be said that the primary experience takes the last place among the three types of experience. In other words, it can be stated that for Russians the symbolic significance and contrast of the dish are less important.

Table 4. Dimensions of the Dining Experiences of Russian Tourists

Type of Experience	Number of Experiences	% Frequency
Primary Experience	171	28,08%
Supportive Experience	200	32,84%
Attractive Experience	238	39,08%

Table 5 shows a summary of all types of experiences and the sub-dimensions formed by these types of experiences. Two main elements make up the primary experience, the first consists of sub-dimensions which are symbolic experience, authentic food experience and it is prestige element and also cultural knowledge. The contrast dimension of this type of experience consists of innovation and diversity sub-dimensions. When viewed in this context, it is seen that the most important element within the scope of primary experience is prestige. Therefore, based on the symbolism of food, Russians mostly realize their experience of food consumption as an element of prestige. For example, comment number 95 says: *"Here you can not only have lunch or dinner after the beach but also have a romantic dinner or even celebrate a special day. In the evenings, they elegantly decorate the tables with flowers and lights."* This is followed by an authentic experience, that is, the experience of new tastes belonging to Turkish cuisine. Thanks also for the delicious desserts. However, we also see from symbolic experience that no Russian wants to learn about Turkish cuisine, nor have they had this kind of experience. Apart from these, it can be stated that few Russians prefer to try new foods, that is, they prefer menus that are in contrast to their food preferences at home, and go for the menus that include more varieties.

Table 5. Findings on the Types of Experiences

Types of Experiences	Sub-Dimensions of Experiences		Number of Experiences /Percentage	Sample Quotes
Primary Experience	Symbolic Experience	Authentic Experienc	14–2,30%	Turkish kebabs are very delicious
		Prestige	144-23,65%	The steaks are awesome. Pan-fried shrimp is also great.
		Cultural knowledge	0-0%	-
	Contrast	Innovation	8-1,31%	We wanted to try Turkish cuisine (raw meatballs), we liked it here.
		Variety	5-0,82%	The options are plenty and very tasty, they cater to all kinds of tastes
	Necessity	Health	0-0%	-

		Security	26-4,27%	We came to this restaurant based on the reviews of guests at the hotel where we stayed.
Supportive Experience		Convenience	8-1,31%	The restaurant is located close to the main road.
		Price	40-6,57%	Many thanks for the affordable food
	Extension	Familiarity	125-20,53%	We ordered Caesar salad and Aperol Spirit.
		Eating Habits	1-0,16%	Everything was as delicious as at home.
		Sensory Pleasure	176-28,90%	We received excellent service. They serve the grilled kebab with music on a flaming plate.
Attractive Experience	Pleasure	Social Pleasure	27-4,43%	We came here to have a family dinner and we were very pleased.
		Contextual Pleasure	35-5,75%	It is very nice to have dinner outdoors in the evening and watch the stars

As for the dimension of supportive experience, this type of experience consists of the elements of necessity and being an extension of the household routine. The element of necessity consists of health, security, convenience and price, and the element of being an extension consists of the sub-dimensions of familiarity and eating habits. It can be stated that the vast majority of Russians' food consumption habits back at home continue where they go as tourists. Here, the familiarity sub-dimension is emphasized. In other words, it has been observed that Russians prefer dishes that they know in advance, which are prepared according to their familiar cooking techniques, or easy-to-prepare ones. For example, it was found that 53 of the 59 orders extracted from the comments had dishes that the Russians were familiar with. Most of them contained steak, seafood and pizza. However, it has been found that they also shape their preferences accordingly by taking into account their eating habits a little. When we come to the necessary dimension of supportive experience, it is seen that price is a very important element for Russians. In many reviews, restaurants are often associated with their prices. For example, comment number 121 says "*The prices are a little above average, but it's worth it.*". It turned out that an important subheading under the element of necessity, other than the price, is security. From this heading, we see that Russians prefer restaurants and food by looking at the recommendations of people who have experienced them before and prefer recommended dishes. In addition, the location of restaurants being in a central or easily accessible place is considered an element of convenience. Apart from these, although health-related reasons are seen as an important element in the literature, it is understood that Russians do not pay much attention to the issue of health in their food preferences and do not comment on it.

Apart from these experience dimensions, when we examine the comments, we see that the element of pleasure under the attractive experience constitutes the vast majority of the food consumption experiences of Russians. The pleasure element also consists of sensory, social and contextual pleasure sub-dimensions. It is understood that sensory pleasure is directly proportional to the taste of the food, the quality of service offered and the pleasant appearance. It has been noted that the

vast majority of reviews from Russians are focused on the taste of the dish and the quality of service provided. In addition, it is seen that the comments of children, family members or friends accompanying the meal are as important for Russians. Contextual Pleasure reveals that the atmosphere of the restaurant where the food is consumed is also important for Russian tourists. As an example of this dimension, we can look at comment 23: *"Very tasty steak. Classy staff. Close to the beach, good music and they speak all languages! I recommend it to everyone. We sat down with friends. We loved the cuisine!"*

According to the results obtained in the research findings, it has been observed that the food preferences of Russian tourists are focused on familiar dishes as mentioned earlier. 59 order information was obtained from 123 separate individual comments. When these preferences were parsed, it was observed that Russians made 15 orders of steak, 10 orders of meat or chicken grills and 5 orders of pizza, as well as orders of pasta, various soups and salads, which have the most international recognition. It has been seen that customers who wanted to prefer Turkish cuisine have ordered 11 orders in total including dishes such as Adana, Iskender, Beyti Kebaps, Lawash, Cassarol and Çiğköfte.

Discussion and Conclusion

According to the results of the study, it can be said that Russian tourists' food experiences are shaped by pleasure consisting of sensory, social and contextual pleasures. In this case, it can be seen that the dining experiences of Russian tourists during their holidays in Antalya are mostly focused on enjoying food, socializing with family members and/or friends, and consuming food in a beautiful atmosphere. In addition, Russian tourists follow their eating routines at home and prefer familiar dishes. Both dimensions of experience can be explained by the types of tourists. In this context, according to Hjalager (2004), which classified tourists according to their interest in gastronomy, it is known that tourists participating in mass tourism are mostly disinterested in gastronomy. The fact that almost all of the tourists visiting Antalya are vacationing in the all-inclusive hotel systems within the scope of mass tourism also supports this theory.

Accordingly, it is seen as logical for tourists to exhibit food consumption behaviour for pleasure in the context of an attractive experience. The fact that the vast majority of tourists prefer familiar dishes also proves that their experience takes place within the framework of everyday routines. According to this, we can say Russian tourists are interested in familiar tastes rather than new tastes. When food experiences are examined in the context of primary experience, it can be said that this is the least common type of experience.

The findings obtained show that Russian tourists have dining experiences relatively far from the local ones. This also supports the study findings of Mynttinen *et al.* (2015). The aforementioned research shows that Russian tourists do not know the local flavours of Finland very well. From our research findings, it is understood that Russian tourists prefer familiar delicacies such as steak, pizza and pasta, rather than opting for Turkish foods.

Although this research makes an important point in terms of trying to explain the dining experiences of Russian tourists, it has some limitations. The first of these limitations is that the research only includes reviews for 10 restaurants serving only in Antalya. In the future, it is proposed that the research be studied in another city that is often preferred by Russian tourists,

such as Istanbul. One of these limitations is that the research is handled with a qualitative research pattern.

An important limitation of this study is that only TripAdvisor reviews are included. Hence for further studies, it is proposed to enrich the research with alternative data sources such as face-to-face interviews with tourists and participant observation. Well, a new analysis should be made with focus groups determined according to the nationalities of the guests coming from Russia.

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