REFLECTIONS OF NOSTALGIC ELEMENTS IN RESTAURANTS TO CONSUMER EXPERIENCES:
A RESEARCH ON ORIENT EXPRESS RESTAURANT

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EXTENSIVE SUMMARY

The new trends in tourism and marketing have led businesses to develop new strategies. The theme of nostalgia, which has been used in marketing since the 1990s, has been a marketing element that has been used many times by companies, especially in order to enable people to connect with their past. Studies on nostalgia have been made mostly in the field of marketing. In these studies; people's longing to connect with their ancestors, the use of nostalgic elements in advertising and the loss of various values (Özhan and Altuğ, 2017; Güzel and Okan, 2016; Chen, Yeh and Huan, 2014; Altuntuğ, 2011).

Albayrak (2014) stated that atmosphere, food / menu variety, quality of food, health, price, region, cleanliness, quality of goods and services, crowd, employee behavior, service speed, content of food, convenience, child option, business hours and image are the most important factors in the restaurant choices of consumers.

Orient Express was chosen as the sample in this study, which aimed to determine the reflection of nostalgic elements on consumers' experiences by conducting content analysis and descriptive analysis of Tripadvisor comments. In this context, content analysis and descriptive analysis were performed by using 33 Turkish and 76 English comments on Orient Express restaurant in Tripadvisor as of April 2019. In this study, DINESERV scale dimensions were used because they were developed for restaurant enterprises.

As a result of the analysis, 11 sub-themes and 5 main themes were determined. The main themes are service quality, price, food quality, nostalgia, physical environment. The Nostalgic elements of restaurants are effective in the experiences of consumers. In addition to the nostalgic evaluation of the restaurant, there was no comment on food and beverage nostalgia. When the physical environment is evaluated, it is seen that consumers who prefer Orient Express restaurant are affected by the ambience and atmosphere.

According to the findings of the study; the nostalgic elements of restaurants are affect experiences of consumers. As a result of the analysis of the comments, it is understood that most of the consumers visit the Orient Express restaurant ambience and atmosphere. In a study by Chen, Yeh and Huan (2014), nostalgic environmental conditions were like the results of the study. In this study, it is understood that the physical environment is important for individuals' nostalgic feelings and thoughts. This study is limited to consumer reviews on Tripadvisor for the Orient Express restaurant. The tendency of individuals on nostalgia can be investigated in more detail by conducting a survey in future researches. In addition, different studies can be investigated on the importance of food or environment to stimulate individuals' nostalgic feelings and thoughts.