

Food Consumption Behavior Among Women During Holiday Periods: A Nutritional and Behavioral Health Study

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Abstract

During holidays, what, why, and how do women consume? Women's attitudes and thoughts about food consumption should be researched in terms of their social roles. However, the important role of women in holiday planning process makes women's food consumption preferences and also behaviours an important data source especially for tourism managers. This study focused on the impact of holidays on women's food consumption. For this purpose, face-to-face interviews were carried out with 15 women participants, who spent two holiday periods during the previous year – summer and winter – in Adiyaman, Turkey. According to the results of the survey, women's food consumption preferences and behaviours change during the summer and winter holiday periods.

Keywords: Women; Holiday; Consumption; Food; Behaviour.

CONSUMO ALIMENTAR DE MULHERES DURANTE AS FÉRIAS: EM FORMA, SAUDÁVEL OU RELAXADO?

Resumo

Durante as férias, o que, por que e como as mulheres consomem? As atitudes e pensamentos das mulheres sobre o consumo devem ser pesquisadas em termos de seus papéis sociais. Este estudo se concentrou no impacto de férias e feriados no consumo de alimentos das mulheres. Para esse fim, entrevistas presenciais foram realizadas com 15 mulheres participantes, que passaram dois períodos de férias no ano anterior - verão e inverno - em Adiyaman, Turquia. De acordo com os resultados da pesquisa, as preferências de consumo de alimentos das mulheres mudam durante os períodos de férias de verão e inverno.

Palavras chave: Mulheres; Feriados; Consumo; Comida; Comportamento.

EL CONSUMO DE ALIMENTOS DE LAS MUJERES DURANTE LAS VACACIONES: ¿EN FORMA, SALUDABLE O RELAJADO?

Resumen

Durante las vacaciones, ¿qué, por qué y cómo consumen las mujeres? Las actitudes y pensamientos de las mujeres sobre el consumo deben investigarse en términos de sus roles sociales. Este estudio se centró en el impacto de las vacaciones y días festivos en el consumo de alimentos de las mujeres. Para este propósito, se llevaron a cabo entrevistas personales con 15 mujeres participantes, que pasaron dos períodos de vacaciones durante el año anterior, verano e invierno, en Adiyaman, Turquía. Según los resultados de la encuesta, las preferencias de consumo de alimentos de las mujeres cambian durante los períodos de vacaciones de verano e invierno.

Palabras clave: Mujeres; Vacaciones; Consumo; Comida; Comportamento.

1 INTRODUCTION

Travelling is an indicator of status with. The act of travelling is grounded in a sense of modern life or escaping to somewhere for mental and physical health (Urry, 1992). Therefore, holidays are accepted as a way of moving away from daily life and living different experiences (Barr, Shaw, Coles, & Prillwitz, 2010).

How people feel or appear psychologically reflect their holiday-related activities (Murphy, Moscardo, & Benckendorff, 2007). Indeed, the cultural results of the major global trend towards tourism have impacted modern social identities (Urry, 2002).

Each touristic activity adds meaning to tourism behaviour. Inner and external stimulants create tourism behaviour: inner stimulants are requirements that cannot be experienced or obtained by people in their places of residence; external stimulants are specific to the places of residence and arrival.

The singular experience formed by these stimulants motivates people to travel, thus creating tourism behaviour (Rızaoğlu, 2003). In this respect, food consumption – a factor that enriches and adds joy to the travelling experience – can be considered an important stimulant in tourism behaviour (Lee, 2012).

According to Kim and Eves (2012), food consumption during holidays can be an exciting experience, an escape from routine, an emotional attraction, a healthy activity, and a way to gain knowledge, authenticity, or prestige. However, gender, which is an important variable in the formation of holiday experience and tourism behaviour, has not been studied sufficiently in this area.

On the other hand existing researches shows that the holiday experiences of women are different from those of men (Davidson, 1996). Therefore, women's food consumption habits or trends during holidays should be handled separately. It has been shown that women are more sensitive than men concerning food prices and have more inclination to try new food-beverage types (Leones, 1995).

Regarding this context, the objective of this study was to analyse the impact of the holiday experience on women's food consumption, specifically focusing on the consumed food types and reasons for consumption have been analysed within this scope.

2 LITERATURE REVIEW

2.1 Behaviour, gender and food phenomenon

While all people are attracted to food due to physiological and psychological requirements, each person creates food preferences under different influences (Pimentel & Machado, 2014). The topics of

this survey include: what women think when they are consuming food, why do they prefer certain foods and how are they affected by their social-cultural environment. Within this frame, food consumption can be a habit of daily life or a reflection of the subconscious rather just a preference (Furts et al., 1996).

Gender is an important matter in food consumption. Their social roles make women an integral part of the food consumption process. Studies related to the family and role distribution have shown that women determine the buying, stocking, preparing, and consumption of foods (McIntosh & Zey, 1989; Leones, 1995). As a matter of fact, women set and apply the rules of food consumption, which gives clues to the life of a family (Tivadar & Luthar, 2005).

Another reason that women are the centre of food consumption is awareness level. Women's chronic worries about their personal weight and appearance are factors that "compulsorily" increase their consciousness of food and health. Therefore, food consumption is a feminine, not masculine, subject (Keane, 1997).

2.2 Food and holidays

Within the borders of daily life, food consumption is a physiological necessity of human beings. This necessity sometimes gains different dimensions beyond the main reason (Tikkanen, 2007). Food plays a social function and is effective in inter-personal gender roles and relations outside the family (Bell, Valentine & Valentine 2013). Therefore, due to its importance, food consumption needs to be handled and analyzed from different perspectives (Balıkcıoğlu Dedeoğlu, Aydın, & Onay, 2019; Çalışkan, Sabbağ & Dedeoğlu, 2019; Fusté-Forné, 2017).

When considering food consumption within the context of tourism, it can be seen that food goes beyond being a physiological necessity and became one of the main motivations of the holiday experience (Kivela & Crofts, 2006). That is to say, food is one of the key factors of tourism activities (Hall et al., 2003; Eren, 2019) such as holiday.

According to Bessiere and Tibere (2013), holiday experience means eating behavior, self-questioning and interaction with the physical and social environment of the region within a certain time. Alos, according to Quan and Wang (2003), food consumption can provide an unforgettable tourism experience during the holiday period and can be a tool for strengthening social relations (Fields, 2002). At this point, several variables have impacts on food consumption during holidays, such as culture, belief, personality, motivation, etc. (Mak, Lumbers, Eves, & Chang, 2012).

Food consumption is not only an element of touristic experience, but also a cultural element of identity formation in post-modern societies (Çakmak & Sarıışık, 2019; Peccini & Tomazzoni, 2013). Thus, as a motto, the idea of "we are what we eat" carries a meaning beyond physical requirements (Richards 2003). Food not only accommodates touristic development, but also affects a region's social characteristics. Thus, food plays an important role in terms of the protection and development of local patterns and traditional heritage and provides socio-cultural interactions (Everett & Aitchison, 2008).

2.3 Women and consuming food: Holiday effect

Important developments in today's world effect the consumption of women. Among these is the slimming mania, which is perhaps the most inhumane effect of popular culture. Mentioned in countless fashion magazines and occupying television channels for days, discussions on slimming have become a global cultural phenomenon. This has pushed women into a deep consumption complex. Because while women are trying to consume less for the sake of losing weight, they are also affected by another consumption hegemony (Nichter & Nichter, 1991).

When Western countries are considered, it is seen that the ideal body shape is generally perceived as thin. This image of slimness is an element of social pressure. This pressure creates a difficult situation for women who are exposed to the questioning glances of their spouse or friends; this makes them an object that is constantly compared to the ideal body image created by the media. For this reason, worries about becoming thinner during holidays are further increased by the ironic glances of foreign eyes (Richards, 2002). Hence, external appearance become an important part of the holiday experience for women and they feel better about their appearance when exercise and consume light foods (Small, 2016).

In the literature, the relationship between women and weight has been researched in terms of health (Kulie, Slattengren, Redmer, Counts, Eglash, & Schrage, 2011), socio-economic status (Gortmaker, Must, Perrin, Sobol, & Dietz, 1993; Finkelstein, Ruhm, & Kosa, 2005), media (Aslan 2001; Harper & Tiggemann, 2008), and anthropology (Cassell, 1995), but holiday periods have not been sufficiently considered. These studies also showed that women tend to gain weight more during puberty (Todd et al. 2015), pregnancy and lactation (Yaniv-Salem et al., 2016), and middle age (Chedraui, 2018); however, there is no sufficient data on weight gain during holiday periods.

3 METHODOLOGY

In this study, the effect of holiday experiences on women's food consumption was investigated. The data field for the study was Adiyaman province, located in Turkey's South East Anatolia Region. The data sources of the study were women living in the central district of Adiyaman who take at least two holidays per year (summer and winter).

Qualitative aspects were adopted in the method design, scope, and content of the study. In this context, the snowball sampling method, which is used mostly in qualitative sociological research, was preferred (Biernacki & Waldorf, 1981). Snowball sampling provides a significant advantage for identifying hidden populations left outside of general data groups and for communicating with this population. Indeed, with this sampling method, it is possible to reveal the social experiences of both the researcher and the people, which are not reflected much in daily life (Atkinson & Flint, 2001).

Additionally, the face-to-face interview technique, which provides flexible and rich knowledge, was used (De Leeuw, 1992). With this technique, it was also possible to collect in-depth data on the attitudes, behaviours, and thoughts of participants (Güven, 2006).

Twenty-five women who take at least two holidays a year in the central province of Adiyaman were reached using snowball sampling and were asked to participate in the research by explaining the contents of the study. Fifteen participants who accepted the research proposal were included in the data collection process.

The data collection calendar was based on a one-year period. Questions related to the two holiday experiences were asked to the participants at the ends of the first period (summer) and the second period (winter). Semi-structured interviews in which the main lines are clear and the data can be enriched with instant questions were carried out.

Furthermore, the researchers themselves participated in the interview process to ensure data validity by confirming that the questions were not answered by another person (Yüksel & Yüksel, 2004). Each interview lasted between 50 minutes to 2 hours.

The data obtained from the interviews was analysed in two ways. In interviews with content analysis, data obtained for pre-determined themes was expressed in terms of codes, frequency, and percentage (Yıldırım & Şimşek, 2013). In the second way, by means of descriptive analysis, data was appropriately expressed under the previously determined themes (Braun & Clarke, 2006; Kümbetoğlu, 2008; Yıldırım & Şimşek, 2013).

The themes for the descriptive analysis were classified as: gain-lose weight; the meaning of eating; the effect of the environment on food consumption; sweet-salty preference; the most consumed main dish. Participants were coded as (n.1- ... -n.15).

4 FINDINGS

Findings obtained from the research were handled in three parts. The section I included weight, height, age, income, education level, summer and winter period weight change, and body mass index. The section II included the findings obtained by content analysis. The last part included the opinions expressed in the descriptive analysis.

4.1 Section I

As seen in Table 1a, the participants were aged between 27-51 years. The lowest income level was 2 thousand liras and the highest was 10 thousand liras.

Regarding education level, only one person graduated from primary school and the numbers of people who graduated from high school or earned an associate, undergraduate or graduate degree are distributed equally. The table shows two important situations. These are the data for BMI and weight changes. Looking at the BMI column, five people appear to be in the "overweight" range. Furthermore, ten participants are in the normal weight class. Another important situation is the weight changes experienced during the summer and winter periods. A significant weight gain was observed during winter holidays, while most participants maintained or lost weight during summer holidays.

At this point, it is necessary to mention that some participants did not gain weight in the summer, despite having longer holidays compared to the winter period; some participants even lost weight. Those participants who had significant weight increases during the holiday period had longer holidays in the winter period.

Table 1a. General Data on Participants.

No	Weight Change				Income (~\$)	Education	Age	Actual Weight	Length (cm)	BMI*	BMI Class**
	Summer / Period		Winter / Period								
1.	-	7	+3	21	761	Primary	49	70	153	29.9 (+)	Overweight
2.	-	10	+2	7	761	High school	47	65	170	22.5 (✓)	Normal
3.	+1	6	+2	15	1269	High school	27	65	165	23.9 (✓)	Normal
4.	+2	7	+3	13	1015	Associate	32	65	163	24.5 (✓)	Normal
5.	+1	7	+2	10	1269	Undergraduate	30	52	158	20.8 (✓)	Normal
6.	-1	7	-	9	1269	Undergraduate	51	51	158	20.4 (✓)	Normal
7.	-	10	+2	7	1269	Postgraduate	28	60	165	22.0 (✓)	Normal
8.	-2,5	25	+1,5	8	1269	Postgraduate	40	68	162	25.9 (+)	Overweight
9.	-	7	+1	7	1522	Associate	36	57	163	21.5 (✓)	Normal
10.	-2	15	-	10	1776	Postgraduate	47	60	160	23.4 (✓)	Normal
11.	-	7	+1	5	1015	High school	40	63	164	23.4 (✓)	Normal
12.	-	7	+2	20	1015	Undergraduate	45	84	175	27.4 (+)	Overweight
13.	-	35	+1	5	761	Associate	39	80	173	26.7 (+)	Overweight
14.	-	20	+2	14	2538	Undergraduate	41	54	159	21.4 (✓)	Normal
15.	-	10	-	10	2538	Associate	42	80	178	25.2 (+)	Overweight

Source: proper elaboration.

BMI: Body Mass Index (BMI): Calculated with Weight (kg) /Height²(cm) formula. **According to BMI values, <18.5 is considered as thin, 18.5-24.9 as normal, and ≥25 as overweight (WHO, 2000).

4.2 Section II

Table 2a shows that food consumption expenditures are higher in the summer period (> 250\$ / 73%). In addition, more meals were consumed in the summer (3 meals / 60%). In addition to this, the sweet consumption of the participants was high (80%) during the winter holiday. Obviously, holidays are relief periods in the context of consuming various foods (Widmar et al., 2016).

The impact of the environment consumed foods can be seen in both periods, but this effect is more pronounced in the winter period (93%). Most participants found the food they consumed to be delicious (Summer / 73% - Winter 80%). Also, the health of these foods was very important for the participants (Summer / 87% - Winter / 93%).

Table 2a and Table 2b provide the data obtained by content analysis.

Table 2a. Data obtained by content analysis.

Themes	N		% (≈)	
	Summer	Winter	Summer	Winter
Amount spent on food consumption				
250\$	4	12	%27	%80
>250\$	11	3	%73	%20
Total			%100	%100
Number of meals				
4	2	2	%13	%13
3	9	6	%60	%40
2	4	7	%27	%47
Total			%100	%100
Sweet-Salty preference				
Sweet	7	12	%47	%80
Salty	8	3	%53	%20
Total			%100	%100
The effect of environment				
Effective	7	14	%47	%93
Not effective	8	1	%53	%7
Total			%100	%100
The taste of foods consumed				
Delicious	11	12	%73	%80
Not delicious	4	3	%27	%20
Total			%100	%100
Importance of healthy food consumption during holiday				
Important	13	14	%87	%93
Not important	2	1	%13	%7
Total			%100	%100

Source: proper elaboration.

As seen in Table 2b, while the most done activity in summer was swimming (50%), walking was preferred in the winter (86%). In this context, activity during holidays is seen as an opportunity for women to control their weight. All of the women in the summer holiday period do physical activity. For the participants, gaining and losing weight was important in the summer period (Total 88%). The participants claimed that being physically good (69%) was an important reason for this.

In the winter period, the percentage of food consumption (44%) without weight anxiety is remarkable. While hotels (28%) and restaurants (48%) gained importance in the summer as venues of eating, relatives or friends (53%) were preferred in the winter period. While the most consumed snacks were mineral water (20%) and ice cream (23%) during the summer period, tea (46%) and nuts (25%) were preferred during the winter period. While mostly fish (29%) and grilled foods (29%) were consumed in the summer period, meat dishes (36%) and pastries (23%) were consumed more during winter. In contrast to their daily eating habits, during the holiday periods, more fast food (33%) and seafood (33%) were consumed during summer and more regional foods (75%) during winter.

Finally, or the participants, while food consumption during the summer means pleasure (36%) and happiness (32%), it becomes an expression of sharing (55%) in the winter.

Table 2b. Data obtained by content analysis.

Themes	N		% (≈)	
	summer	Winter	summer	Winter
Activity				
I swam	15	1	%50	%7
I walked	11	12	%37	%86
I ride on the bike	1	-	%3	%0
I made Plates	3	1	%10	%7
Total			%100	%100
Was being to give and take weight important? Why?				
<i>[It was and I paid attention to my weight because...]</i>				
To be healthy	3	3	%19	%19
For my physical appearance	11	1	%69	%6
<i>[It was but I still gained weight because...]</i>				
I did not do any physical activity like I wanted	-	5	%0	%31
<i>[It was not because...]</i>				
I wanted and I ate	2	7	%12	%44
Total			%100	%100
Dining area				
Hotel	6	1	%28	%5
Restaurant	10	6	%48	%32
(Hostel) I did it myself	4	2	%19	%10
I ate in relatives/ friends	1	10	%5	%53
Total			%100	%100
The most consumed snack				
Mineral water	7	1	%20	%4
Yoghurt	1	2	%3	%8
Tea (herbal)	5	11	%14	%46
Coffee	3	1	%9	%4
Juice	4	2	%11	%8
Nuts	3	6	%9	%25
Fruit	4	1	%11	%4
Ice cream	8	-	%23	%0
Total			%100	%100

Source: proper elaboration.

Table 2b. (continued).

Themes	N		% (≈)	
	Summer	Winter	Summer	Winter
The most consumed main dish				
The fish	6	3	%29	%14
Meat foods	2	8	%9	%36
Grill	6	2	%29	%9
Vegetable food	5	4	%24	%18
Pastry	2	5	%9	%23
Total			%100	%100
Food consumed outside the routine on holiday				
Fruit	5	-	%28	%0
Dry fruit	-	3	%0	%25
Fast food*	6	-	%33	%0
Local food	1	9	%6	%75
Sea products	6	-	%33	%0
Total			%100	%100
Meaning of eating dinner on holiday				
Health	5	2	%23	%10
Happiness	7	5	%32	%25
Pleasure	8	2	%36	%10
Sharing	2	11	%9	%55
Total			%100	%100

* Fast food is not considered as main dish.

Source: proper elaboration.

4.3 Section III

This section presents the data obtained in the interviews as expressed by descriptive analysis. The data appropriate for analysis was classified under certain themes. These themes are: *gain-lose weight; the meaning of eating; the effect of the environment on food consumption; sweet-salty preference; and the most consumed main dish.*

4.3.1 Gain/lose weight

Participants were asked about the importance of losing/gaining weight during holiday. A large majority (see Table 2b) noted that this is an important issue for them.

"Weight is important to me. I paid great attention to myself during the holiday; I took care not to gain weight to not deteriorate my physique" (n.1).

Some participants approached the issue in terms of health. For example:

"It is very important to me! Both in terms of my health and physique... It is very difficult to lose weight when you gain... Because of this, I swam too much and moved" (n.9).

The weight issue is important for women; however, the importance of beauty differs in terms of place and time; it particularly comes to the fore in coastal areas.

"Being overweight... is not a pleasant picture in the summer and the seaside" (n.8).

"I made a lot of effort not to gain weight. I even lost two kilos! Of course, it is important in terms of both clothing and physical appearance at the seaside" (n.10).

Some participants stated that being thin makes them feel good.

"When you say holiday, the external appearance becomes important. And looking thin makes me happy" (n.7).

The weight issue has become an obsession for some participants, even to the point of negatively affecting their holiday experiences.

"I paid attention to my weight. I had thought that I would gain weight if I eat too much. The food at the hotel I stayed at was an open

buffet, but I limited myself much. I even lost weight" (n.6).

It should be noted that women are motivated to lose weight for short-term special purposes such as holidays (Ziebland et al., 2002). Holidays are a special emotional, social, temporal and financial tourism component. This can create pressure to make the holiday perfect, including looking beautiful. Especially in this sense, women's magazines and tourism media impose the "holiday (beach) body" (Small, 2016). It is very important for women to have a slim, tanned and well-groomed body. For this purpose, calorie reduction and weight loss are the main targets (Jordan, 2007). According to Small (2016), women focus on looking slim, healthy, fit and feel better when they consume light foods.

4.3.2 The meaning of eating

Participants were asked what it means for them to eat during holidays. A large majority (see Table 2b) noted that this is an important issue for them. While eating is seen as happiness during the summer period, it is considered a way of sharing in winter (see Table 2b). An interesting result shown in the table is that the meaning of the food differs in the summer and winter months. During the interviews, the participants said that they spent more of their winter holidays beside their relatives and friends and that this led them to see the foods consumed during winter as a means of sharing.

"I look for comfort in my summer holiday. The food should come both prepared in front of me and give me happiness" (n.5).

"Eating in the same environment with my friends creates a social atmosphere. It feels like I'm discovering new things" (n.12).

Apart from eating, the discovery of new flavours is another factor contributing to participants' happiness.

"It makes me happy to try different tastes during holidays" (n.14).

"It was pleasant to try different flavours. I was very happy" (n.2).

For some participants, eating during holiday wasn't seen as a means of being healthy.

"Especially the food I eat during the holiday relaxes me. I cannot feel that I am healthy" (n.15).

Food consumption can strengthen social relations during the holidays (Fields, 2002). Kim et al. (2009) states that the holiday experience strengthens social ties and ensures socialization. As a matter of fact, the participants stated that they spent time with their family and friends during the winter holidays and at this point the meals turned into a social sharing tool.

According to Quan and Wang (2004), food consumption is an important opportunity for tourists to have an unforgettable and enjoyable holiday experience. On the one hand, tourists learn the cultures of different regions, on the other hand, they want to taste and learn different flavors that reflect the culture of that region (Altundağ Özer, 2018). In this sense, some of the participants stated that they enjoyed the discovery of new tastes. It is important that individuals see food consumption as a hedonic action that allows them to enjoy and socialize (Nebioğlu, 2018).

4.3.3 The effect of the environment on food consumption

Participants were asked how the environment affected their food consumption. The influence of the environment was seen according to the answers. This impact was more pronounced in the winter and during holidays spent with friends or relatives (see Table 2a).

"My relatives like cake-pastry more. And I had to eat as well " (n.11).

"I adapted myself to them since my friends generally consume similar things" (n.13).

For some participants (especially in the summer period), depending on the place they were staying in, the environment did not have much effect on food consumption.

"No, I already cooked the food I love because I stayed at a guesthouse" (n.4).

"Because we were staying at the hotel, we consumed the food served there. Obviously, we did not go off the menu" (n.10).

During the holiday, friends and family affect the choice of meals (Stevenson et al., 2013). In addition, excitement, escaping from routine, health, learning, authenticity, socialization, status-prestige and physical environment are important food consumption motivations for tourists (Nebioğlu, 2018). In support of this, it was observed that relatives and friends were influential in the food consumption motivations of the participants.

4.3.4 Sweet-salty preference

Participants were asked about their sweet and salty preferences during holiday periods. A preference for sweet was noticed during the winter period and preference for salty came to the fore during the summer.

"Since I sweat a lot in the summer, I paid attention to the intake of liquid and salt" (n.1).

"In summer, sweet foods are very heavy. Although I consumed them, I preferred light milky sweets for my health" (n.8).

It has been observed that the participants' preference for sweets during the winter period is mostly influenced by their family or friends.

"I ate a lot of sweets. What can I do? My relatives always offered and I did not say no" (n.5).

Their children influenced some participants on their sweet preferences.

"My children love to eat sweets. And I had to eat with them" (n.7).

It should be noted that, in extreme temperatures, water and salt are lost by sweating (Ayaz, 2008). For this reason, it is important to pay attention to water and salt intake in order to keep fluid electrolyte balance in the warm seasons (Alp and Kocabağlı, 2003). In support of this, some participants made their choices for health reasons (see Table 2a).

4.3.5 The most consumed main dish

In the interviews, participants were asked which main meals they consumed most during the holiday periods. While fish and grilled foods were most consumed in the summer period, meat dishes came to the fore in the winter period. During the summer period, it was observed that foods that are hard to cook in daily life are preferred more. This result also supports the fact that food consumption is more enjoyable during the summer holidays.

"I cannot cook fish much in the winter. Because the odour spreads everywhere and I don't like that smell" (n.7).

Participants who spent most of their winter holidays with their relatives stated that they prefer mostly traditional meat dishes.

"I spent my winter holiday with my relatives. They usually prepared traditional dishes. The majority of them were meat dishes" (n.12).

While the amount and type of food may change during the holiday season, individuals can consume food according to the importance they attach to the characteristics of the food (Widmar et al., 2016). It is observed that individuals prefer delicious foods that are easily accessible and contain energy during the holiday periods (Stevenson et al., 2013). According to Küçükerdönmez and Rakıcıoğlu (2018), while individuals avoid consuming fatty and high-calorie foods in summer, they prefer relatively more calorie foods in winter.

5 CONCLUSION AND DISCUSSION

According to the results of the study, five participant had "overweight" body mass index. Ten participants were "normal weight". Accordingly, it can be said that the participants generally take care not to gain weight. Another important data is related to weight changes during the summer and winter periods. A significant weight gain was observed in winter months, while most participants maintained their weight or lost weight in the summer months. This can be explained in two ways:

First, participants were more sensitive to weight in the summer. As can be seen in the analysis, they claimed to take care not to gain weight in order to look fit or to look better in clothes, especially on the coast. Indeed, the participants consumed lighter foods such as fish, grilled foods, and vegetable dishes in summer, as well as took part in swimming and hiking activities. Some participants did not gain weight or lost weight, despite having a longer holiday in the summer.

Second, the participants spent the winter holiday periods mostly near relatives or friends and consumed more traditional meat dishes and pastries. Generally, oily, fried, or sweet foods are consumed in social environments where relatives or friends come together (Wilbert-Lampen et al., 2008). The basis of Turkish cuisine is herbal products, meats, and pastries (Sürücüoğlu-Akman, 1998; Şeren-Karakuş, Sezgin, & Şanlıer, 2015). In traditional Turkish cuisine, oily pastries made with wheat flour are very prominent (Kızıldemir, Öztürk, & Sarıışık, 2014).

In addition to the consumption of high-caloric food in winter, the participants did not perform sufficient physical activity and so gained weight. Furthermore, the catering culture that is common in Turkish traditions caused some participants to gain weight, despite paying attention. Gaining weight especially tends to increase during the winter, even for

those participants desiring to lose weight (Díaz-Zavala et al. 2017).

Social relations, cuisine culture, physical activity inadequacy, the climate, etc. influenced the weight changes of the participants (Yanovski et al. 2000; Cook, Subar, Troiano, & Schoeller, 2012).

Most participants noted that they paid attention to foods that are delicious and healthy. In this context, women are sensitive to nutrition, health (Wądołowska, Babicz-Zielińska, & Czarnocińska, 2008), and safety (Flynn et al. 1994) in their food choices.

In both holiday periods, tea was the most preferred drink after mineral water. It is known that women drink more beverages than men (Luciano, Kirk, Heath, & Martin, 2005) and that tea-drinking is popular around the world (Henning et al., 2003). One of the reasons for the recent increase in the consumption of herbal teas is that it is a popular treatment method for obesity (Yılmaz Taşkın, Demirel, & Kumsar Karakoç, 2016). As a matter of fact, Mennen et al. (2003) found that waist-to-hip ratios, total cholesterol, serum triglyceride, and fasting blood sugar levels decrease as tea consumption increases in women. While the participants preferred sweets in the winter period, they consumed saltier foods in the summer. In the winter period, the sweet taste is preferred due to its warming, strengthening, and moisturising features; salty taste is preferred in the summer because of its refreshing and relaxing effects on the body (Kastner, 2004).

The data obtained during the research process reveals a dilemma that women experience during the summer period. Despite the fact that the participants paid attention to not gain weight, they preferred fast food during holidays, in contrast to their typical daily consumption. However, when women try to control their weight, they frequently experience problems with eating behaviours, such as the desire for some special food (Kiefer, Rathmanner, & Kunze, 2005). This shows the pressure and paradox created by today's social media world and global culture. This situation, which should be addressed in different contexts, reveals that many women are not satisfied with their bodies but continue to gain weight. This can seriously affect women's psychology and physical well-being (Paquette & Raine, 2004).

6 IMPLICATIONS

The perceived responsibilities of women in social life and in the spouse-child and family triangle, as well as women's dominant role in the food consumption process, are indisputable truths (Charles & Kerr, 1988). In this context, as women play an important role in the holiday decision making process (Barlés-Arizón,

Fraj-Andrés and Martínez-Salinas, 2014), tourism operators and managers need to focus on women's special preferences such as nutritional quality.

Concerning food, individual factors (biological, demographic, etc.), the physical environment (school, restaurants, etc.), and social spaces (family, friends, etc.) are important variables (Larson & Story, 2009). However, gender differences are particularly determinant in diet and weight control (Wardle et al., 2004). Weight gain for women is a chronic problem both in terms of physical predisposition (Arslan & Ceviz, 2007) and physical appearance (Small, 2016). In this context, being thin and at the ideal weight is a desirable condition, especially for women in western societies; it is also an important parameter in food consumption and preferences (Williams & Germov, 1999).

In addition, food consumption for women is important for health. However, note that women's health includes not only physical well-being, but also emotional, social, cultural, spiritual, and physical well-being. Similarly, women's health is not only related to biology, but also the social, political, and economic contexts of their lives (Affenito & Kerstetter, 1999). In this context, the relationship between women and food consumption needs to be further investigated and should be analyzed in more detail in terms of behavioral sciences and social psychology.

Regardless of the time and place, food consumption is important for women. As Smith (2002) revealed, food consumption for women has become metaphors of strength, pleasure, and health, even in prisons where there are limited choices (Smith, 2002).

As it is understood, food consumption for women has quite different meanings both in social life and during the holiday process. As a matter of fact, the food consumption process for women (Leones, 1995; Roos, Prättälä, & Kosk, 2001) evokes different and deep meanings from health (Finke and Kim, 2003) to being strong and social (Affenito & Kerstetter, 1999). From this point of view, tourism enterprises should plan safe, healthy and socially appropriate physical spaces in terms of food consumption.

Finally, this study revealed the participants' changes in the consumption of food during the summer and winter holiday periods, as well as the participants' opinions about food. For women, holidays have a significant impact on the amount and form of food consumption. In addition, while being fit and healthy was a priority during the summer holiday period, the same sensitivity was not found during the winter period.

Briefly, the universal responsibility imposed on women in terms of food consumption causes dilemmas and also forces women to maintain ideal body measurements during holiday periods (Small,

2007). Therefore, this pressure on women should be reduced. This necessity will also be an important step for women's liberation and holiday rights.

This study was carried out by considering two holiday periods. During the analysis of the data, participants' traditional culture-related travel and consumption habits were taken into account. In this context, it may be beneficial to make subsequent studies on the basis of three or four holiday periods and to find samples from regions with different cultures. Also, the inclusion of the spouse-children variable in similar studies may provide more detailed data.

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