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textul lucrării:

GASTRONOMY TOURISM POTENTIAL OF TURKEY Abstract As a rapidly growing industry, tourism has become, in recent years, an important sector considered attractive to financiers due to the changes tourism has caused in countries' economic and sociocultural structures and this industry's positive contributions to national economies and policies. As one of many subtypes of tourism, gastronomic tourism has developed into a strong attractor thanks to gastronomic activities in tourist destinations. As in many countries around the world, Turkey now provides domestic and foreign tourists with chances to participate in activities organized by public and private organizations that seek to generate business in gastronomic tourism. In this context, this study seek to investigate the importance and current status of gastronomic tourism in Turkey and to identify activities organized as part of the development of gastronomic tourism. Keywords: Tourism, gastronomy, gastronomic tourism, gastronomic activities, Turkey JEL Classification: L66, L83 1.

INTRODUCTION Eating is a physiological need associated with a developing tourism subsector and the food and beverage industry, which center around activities that satisfy this need and target tourists seeking to fill their free time. These individuals now are motivated not only by hunger but also by the enjoyment and sense of satisfaction they get from food and the surrounding atmosphere, landscape, and other aspects. These travelers give much importance to eating out. Nearly all tourists want to dine in restaurants, whether their accommodations have food and beverage services or not, preferring to try and become familiar with dishes that belong to the region around their accommodations. As a result, regional cuisines have become important tools to help tourists understand and experience other cultures

26(Kastenholz and Davis, 1999; Gyimothy et al. 2000; Joppe et al. 2001).

Culture is defined as all physical artifacts and spiritual values that are formed by social processes over time and all the tools that are used to generate these cultural elements. They are transferred to the next generation and help humans dominate their natural and social environments (TDK 2015). 2. **CONCEPTUAL BACKGROUND** Food culture makes distinctions according to regions (Yüncü, 2010). Destination countries' eating and drinking culture also play a part, among other factors, in encouraging people to travel. Individuals may venture long distances solely to taste to a specific country or region's dishes (Denizer, 2015). In addition, tourists travel to particular regions to participate in cultural experiences, including discovering local and regional tastes. A variety of food is accepted as normal for some cultures, while, for others, specific dishes can be sacred. This food can enable even those only visiting regions to taste special cuisines, according to their particular interests. Many factors, such as tasting and observing the processing of raw materials used to make regional dishes, have played an important role in shaping the main reasons tourists form preferences during their visits. With the growing prominence of food cultures, gastronomic tourism has made an increasing but sustainable use of regional and traditional sources, contributing to alternative tourism studies (Yüncü, 2010). Gastronomic tourism and the associated products contribute to the branding of regional cuisines, which are seen as attractions that contribute to destination preferences. This tourism subsector can be an alternative to sun and sea destinations and can generate a quality of activities that supports destinations' sustainability (Shenoy, 2005; Kivela and Crofts, 2006; Ulusoy, 2008). Dishes prepared using regional materials, cooked with traditional techniques, and served by those wearing traditional dresses and using traditional cooking ingredients and cooking methods are also features that attract tourists interested in gastronomic activities (Aslan, 2010). A combination of

13the Greek words *gaster* (stomach) and *nomos* (law), gastronomy is defined as the art of eating and drinking in many sources, yet it is

also an art and science directly connected with many other disciplines

29(Kivela and Crofts, 2006; Altinel 2014). When gastronomy is treated as a subtopic of tourism,

fine arts, and food and nutrition sciences, it includes subjects such as the physiology of taste and tasting, food and beverage production, and nutritional functions in the human body. Experts in gastronomy determine the qualities of food and identify their nutritional value, as well as developing production

processes that follow hygiene-sanitation guidelines to protect food from spoiling, including physical, chemical, and biological characteristics (Shenoy, 2005). From a wider perspective, gastronomy can be defined as “quality food and drinking experiences” or as “sanitary, well-prepared, nice, and delicious cooking” and “any combination and system of food” (TDK, 2015). The term “gastronomic tourism,” in general, includes a cuisine’s originality and localness from the consumer’s perspective, activities that enhance a product’s inherent connection to a specific region, and visits to regions in which original foods are eaten (Groves, 2001; Hall and Mitchell, 2005; Green and Dogherty, 2008; Çağlı, 2012). As gastronomic tourism enables the promotion of local cuisines, this subsector helps to spread food culture

30from the local to the national and international levels

(Güler et al., 2016).

23Each destination has its own distinctive attractions. However, some of them outweigh the others and

enhance destinations’ identities (Akdağ et al., 2015). Basic features of foods that comprise country brands can include using local materials, preparing dishes with traditional techniques, and the associated cooking and serving techniques. As long as food production and serving processes use proper hygiene and sanitary conditions, tourists have shown that tasting a country’s traditionally prepared foods is vitally important (Hacıoğlu et al., 2009; Cohen and Avieli, 2004). Thus, tourists’ experiences in regions have an added attraction in the form of variations of local foods, which make up the most important part of regional tourism features (Shenoy, 2005). Gastronomic tourism has much potential in Turkey. This can be examined according to the potential for being a main attraction, such as wine and cheese, oil and olive oil, and food tours, or for being local foods that can be served in addition to these tours (Çağlı, 2012). The distribution of inbound tourists according to their reason for coming to Turkey in the last three years is shown in Table 1. As Turkey has a rich cuisine, every city and region creates their own local dishes based on their own preferred tastes, geographical conditions and customs shaped by historical processes. Notably, these locations are recognized for their unique conditions and main dishes and desserts (Çağlı, 2012). Researchers have confirmed that the food and beverage sector has a vital importance in—and accounts for a large share of—tourism income. Compared to the accommodation sector, the food and beverage sector represented 18.4% of total tourism income in 2004. This share increased to 23.8% in 2009, although, in 2014, it decreased to 19% (see Table 2). Table 1. Distribution of Inbound Tourists According to Reason of Coming to Turkey in the Last Three Years (TÜİK, 2015)

Reason of Coming	2012	2013	2014
Tour, entertainment, sportive and cultural	19.453.393	2.624.016	202.011
Visiting friends and relatives	153.520	61.116	852.934
Job training (less than 1 year)	38.548	1.918.178	933.657
Health and medical reasons (less than 1 year)	5.105.089	20.637.476	2.947.172
Religious/pilgrimage	169.941	188.295	54.395
Shopping	915.788	36.429	2.082.477
Transit	1.144.408	5.651.093	22.801.498
Job (conference ,meeting, duty et cetera)	3.022.614	158.820	328.647
Other	77.636	1.019.912	38.698
Going along with	2.051.273	1.051.621	5.299.565
TOTAL	31.342.464	33.827.474	35.850.286

Table 2. Income Acquired by Foreign Tourist in Turkey (TURSAB, 2015). Year Tourism Income (thousand \$) Food and Beverage Expenditures Food and Beverages’ share (thousand \$) From total (%)

Year	Tourism Income	Food and Beverage Expenditures	Food and Beverages’ share	From total (%)							
2004	17.076.609	3.158.780	18.4	20.322.111							
2005	18.593.947	20.042.501	2008	25.415.068	2009	25.064.481					
2010	24.940.996	2011	28.115.693	2012	29.351.445	2013	32.308.991				
2014	34.305.904	3.690.171	3.899.512	4.746.747	5.774.961	5.975.660	5.841.251	6.440.577	6.210.047	6.583.641	6.523.852
18.1	20.9	23.6	22.7	23.8	23.4	22.9	21.1	20.3	19.0	2.1	

Gastronomic Festivals in Turkey with activities that allow visitors to immerse Food and gastronomic festivals, besides themselves in local food culture (Rand et al., 2003; being an important part of gastronomic tourism, Kalkstein, 2007). Table 3 below lists food festivals allows domestic and foreign tourists to participate that are organized at the national and international in gatherings with local people. This creates levels in Turkey. opportunities to share experiences of food enriched Table 3. Local Food Thematic Festivals Organized in National and International Level in Turkey (KTB, 2015)

Festival’s Name	Pear festival	Broad bean festival	Lung festival	Tea festival	Plum festival	Kashar cheese festival	Orcharding festival	Nut festival	Peach festival	Butter festival	Egg festival	Haricot festival	Mushroom festival	Cream festival	Rice-pilaff festival	Dried crushed wheat festival	Grapery and vintage festival	Strawberry festival	Roasted chickpea festival	Rosehip-dried fruit	White mulberry and molasses festival	Cherry festival	
City	Ankara	Malatya	Kütahya	Edirne	Rize	Antalya	Manisa	Aydın	Ardahan	Afyonkarahisar	Siirt	Çanakkale	Trabzon	Hatay	Siirt	Giresun	Antalya	Afyonkarahisar	Nevşehir	Çorum	Edirne	Kastamonu	Kastamonu
Çanakkale	Edirne	Karabük	Malatya	Manisa	Bartın	Kırklareli	Konya	Manisa	Tokat	Zonguldak	Denizli	Kütahya	Gümüşhane	Ankara	Isparta	Tunceli	Adana	Afyon	Çankırı	Denizli	İzmir	Karaman	Kocaeli

Malatya, Manisa, Mardin, Niğde, Tokat, Tekirdağ Table 4 provides regional food festivals, and Table 5 presents national and international gastronomic festivals (KTB, 2015). Festival’s Name Ayran festival Green pea festival Pine nut festival Flower okra festival Nut festival Apricot festival Corn

festival Milk festival Tarhana festival Bryndza cheese festival Yogurt festival Garlic festival Tomatoes festival Morel mushroom festival Potato festival Melon festival Watermelon festival Apple festival Walnut festival Olive and olive Oil festival Pomegranate, citrus fruits and mandarin festival Honey festival City Ankara, Antalya, Balıkesir Afyon Aydın Amasya Giresun, Kocaeli Kayseri, Malatya, Mersin Trabzon Balıkesir, Sakarya Burdur, Kütahya Erzincan Kocaeli Kastamonu Çanakkale Muğla Afyon, Sivas, Trabzon Ankara, Kırıkkale, Manisa, Sivas Adana, Antalya, Diyarbakır, Kırıkkale, Konya, Manisa Antalya, Bolu, Denizli, Mersin Karaman, Kocaeli, Malatya Aksaray, Bitlis, Kayseri, Kırşehir, Malatya, Van Balıkesir, Bursa Antalya, Mersin, Muğla Adıyaman, Antalya, Ardahan, Erzincan, Giresun, Kastamonu, Malatya, Mersin, Rize, Siirt, Sivas, Tunceli, Van, Yozgat, Zonguldak It is obvious that the regional products are being utilized to attract tourists to national and international festivals which have great diversity as is seen in Table 3. Besides, it has been understood there are variety of cities from different regions that have same type of festivals since the same products are being produced in the vast majority of country. For example, it is cherry festivals have been organizing in the thirteen different cities from five different geographical region such as Adana, Afyonkarahisar, Çankırı, Denizli, İzmir, Karaman, Kocaeli, Malatya, Manisa, Mardin, Niğde, Tokat and Tekirdağ. In addition to local products and food festivals that are national and international participated, Turkey hosts numerous regional festivals aiming

33to arouse the interest of the domestic and foreign tourists (Table

4). Table 4. Regional Tastes Festivals Organized in National and International Level in Turkey (KTB, 2015) Festival's Name City Festival's Name City Fish Festival Çağ Kebab Festival Hot Pot Festival Chestnut Sweet Festival Kommagene Steak Tartar a la turca Festival Mesir Paste Festival Sırık Kebab Festival Antalya, İstanbul, Kastamonu Erzurum Ankara Bursa Adıyaman Manisa Sinop Turkey has been hosting the wide range of prestigious domestic and international gastronomic festivals and food competition organizations in which local, regional and international culinary Boza Festival Tekirdağ Pancake Festival Ankara Keşkek Festival Antalya, Aydın, Balıkesir, Çankırı, Denizli Turkish Fairy Floss Festival Kocaeli Pita with Tahina Festival Konya Brewis Festival Ankara Flaky Pastry Festival Isparta culture and products are being exhibited for the domestic and international visitors for many years (Table 5). Table 5. Gastronomy Festivals Organized in National and International Level in Turkey (KTB, 2015) Festival's Name City Festival's Name City International Food Festival İstanbul Grass Dishes Festival Muğla International İstanbul Disappearing Tastes Gastronomy Festival Festival Nevşehir Candy Maker, International Cookery Pastrycook Festival Kastamonu and Tourism Festival Bolu Regional Foods and Bursa, Çanakkale, Erzurum International Golden Cap Gastronomy Festival İzmir, Karaman Cooks Festival Antalya International cuisine days Bolu National Cookery Camp Bolu 2.2 Gastronomy Museums in Turkey Temporary and permanent exhibits' contents Gastronomy museums are run by experts in fall within the scope of gastronomic activities, gastronomy science and visited by tourists showing established regional gastronomic artifacts interested in gastronomy, who are looking for and providing opportunities for training (Alexander information about the history, customs, and and Alexander, 2007; Harrington and Ottenbacher, techniques of gastronomy as a component of local 2010; Horng and Tsai, 2011; Çağlı, 2012). Table 6 culture in destinations. These museums are defined shows the gastronomy and food culture museums as institutions that seek to increase and publicize currently open to visitors in Turkey. gastronomic tourism. Table 6. Gastronomy and Food Culture Museums in Turkey (Çağlı, 2012; URL 2015c,d) Museum's Name City Museum's Name City İstanbul Gastronomy Museum MSA Gastronomy Museum Traditional Cuisine Museum Turkish Coffee Museum Mürefte Feyzi Kutman Wine Museum Edremit Evren Ertür Historical Olive Oil Tools Museum İstanbul İstanbul Şanlıurfa Eskişehir Tekirdağ Balıkesir Antakya Cuisine Museum Emine Göğüş Cuisine Museum Kuşadası Mill Farm –Olive Oil Museum Cuisine and Food Culture Museum Adatepe Olive Oil Museum Oleatrium Olive and Olive Oil Historical Exhibit Field Hatay Gaziantep Aydın Antalya Çanakkale İzmir Cities that are rich in gastronomy and culinary culture have been increasing the number of gastronomy and culinary museums in order to introduce and publicize their gastronomic characteristics handed down from the past civilization to present (Table 6). pleasure and a pleasant hobby for many people. Cooking courses teach how to prepare a selection of dishes from traditional and world cuisines to people intending both to become professionals and to savor the dishes they are cooking. Today, this is a fast growing business, and culinary education programs are in high demand in Turkey. Cooking courses 2.3 Cooking Courses in Turkey Cooking was once done to satisfying a basic need, but, currently, this activity has changed to a organized by private and governmental institutions in Turkey are shown in Table 7 (URL 2015f, g, h, i, j, k). Table7. Cooking Courses Teach by Private and Governmental Institutions in Turkey Cooking Courses Opened by Government Course's Name Issuer City Year Cookery Pastry& Baklava Making Service Man Bartender Ministry of National Education Public Education Dairy Bar Center Pizzeria Pita Local Cuisines All Cities 1956 Cookery Pastry & Baklava Making Preparing Home Cooking Fruits and Vegetables Decoration Sushi making Sugar Paste İstanbul Metropolitan Municipality Vocational Courses (İSMEK) İstanbul 1996 Cookery Baklava Making Pastry Service Man Cookery Preparing Home Cooking Pastry Konya Metropolitan Municipality Vocational Courses (KOMEK) Kocaeli Metropolitan Municipality Profession and Art Education Courses (KO-

MEK) Konya Kocaeli 2004 2007 Cooking Courses Opened by Government Course's Name Issuer City
 Cookery Preparing Home Cooking Bursa Metropolitan Bursa Pastry Municipality Art and Vocational Courses
 (BUSMEK) Year 2009 Chocolate making Service Man Cookery Pastry Home Cooking Cookery Service Man
 Pastry Cookery Pastry Preparing Home Cooking Gaziantep Cuisine Ankara Metropolitan Municipality
 Vocational Courses (BELMEK) Ankara İzmir Metropolitan Municipality Skill and Vocational Courses (İZMEB)
 İzmir Gaziantep Metropolitan Municipality Art and Vocational Courses (GASMEK) Gaziantep 1994 2006
 2005 Cookery Preparing Home Cooking Odunpazarı Art and Vocational Courses (OMEK) Eskisehir 2004
 Pastry Preparing Home Cooking Antalya Art and Vocational Courses (ASMEK) Antalya Cookery Pastry
 Kayseri Metropolitan Municipality Art and Preparing Home Cooking Vocational Courses (KAYMEK) Kayseri
 2004 2004 Cookery Pastry & Bread Making Bartending Turkish Cuisine Coffee Making chocolate making
 International Cuisines Chef Owner Culinary Arts Academy (MSA) İstanbul 2004 Cookery Pastry Bread
 Making Coffee and Barista Education Food and Beverage Business Management and Chef Owner Chef's
 Table Culinary School İstanbul 2011 Cookery Pastry Italian Cuisine İstanbul Culinary Institute Chef school
 İstanbul 2007 Cookery Pastry and Bread Making Restaurant Business Management Cookery Pastry and
 Bread Making Food and Beverage Business Management Bar and mixology Barista Education Murat
 Bozok's Kitchen İstanbul 2014 Doors Academy İstanbul 2012 Temek Cuisine Pizza Bread Making Chef's
 İstanbul İstanbul 2004 Cookery Pastry Chocolate making Kitchen Studio Academy İstanbul 2012 Cookery
 Pastry and Bread Making Chef Owner Bar and Service EKS Culinary Academy İstanbul 2012 Cookery
 Pastry and Bread Making Chef Academy Ankara 2012 Cookery Kadir Has University Hands-on Culinary
 Education İstanbul 2011 Cookery Pastry Sugar Paste Chef's İstanbul Culinary Workshop İstanbul 2004 2.4.
 Gastronomic Tours in Turkey Within gastronomic tourism, gastronomic tours are extremely important, having
 the goal of introducing visitors to local tastes. The numbers of these tours are gradually increasing. A full

28**88.2% of tourists** worldwide indicate **that food is** an **important** point **in** their **destination**

selection process, making this an indicator of tourists' behavioral intentions (TURSAB, 2015). In general, Mediterranean countries such as France, Spain, Italy, and Greece traditionally dominate gastronomic tourism, but its importance is rising in countries like the United States, China, Australia, and Turkey. In the latter country, gastronomic tours have been organized in many cities, including Gaziantep, Mersin, Hatay, Adana, and Nevşehir. These tours are becoming more prominent as ways to introduce local tastes to domestic and foreign tourists, playing a significant role in introducing Anatolia's rich cuisine and food culture to visitors. In Turkey, various regions are famous for their local products and food culture, and gastronomic tours focused on main dishes, desserts, wine, cheese, olives, and olive oil have already been organized (Çağlı, 2012). Gastronomic tours organized in Turkey are listed in Table 8 (TURSAB, 2015). Table 8. Gastronomy Tours Organized in Turkey Organized Gastronomy Gastronomy Tours' Tours Organized City Local Culinary Tours Gaziantep Hatay Mersin Adana Nevşehir Ankara Vintage and Wine Tours Nevşehir Ankara Tekirdağ Çanakkale Olive Oil Tours İzmir Balıkesir Aydın Muğla Çanakkale Fish and It's Meals Trabzon Sinop Samsun Giresun Ordu 3. CONCLUSION Kitchens throughout the world, including in Turkey, are no longer the only place where food habits are preserved, becoming instead places that represent local culture and shared pleasurable experiences. Food and the associated factors that affect individuals and societies are accompanied by a need for the art of eating and the food and beverage sector. Based on this shared necessity, gastronomy and its activities increase countries' potential for tourism thanks to the way that dishes represent cultural integrity, help protect local economies, and draw visitors' attention to cultural identities. Currently within gastronomy tourism, activities such as gastronomic tours, gastronomy and cuisine museums, gastronomic and food festivals, tourism and food fairs, gastronomic entertainment, and cooking courses, conferences, books, and booklets are gaining importance as ways to present the richness of cultural heritage. Turkey—even though its traditions and customs are still intact—has lost some of its gastronomic specialties through the process of time and new generations. This country needs to respond to the need to transfer its cultural heritage to future generations, which will also increase

32**its potential to attract domestic and foreign tourists**

who come to destinations with a desire to taste and learn about local cuisines. The present study's results reveal the importance of, and need for, gastronomic tourism and national and international organizations that can organize more gastronomic tourist attractions. As do many countries, Turkey needs to develop a more extensive organization of gastronomic tourism to satisfy both domestic and foreign tourists' interests. This research showed that supporting gastronomic activities strengthens regional and local economies, contributing to more effective cultural and commercial policies. Based on these findings, Turkey should increase both the quality and quantity of the relevant organizations by providing incentives in both the public and private sector. REFERENCES 1.

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