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GASTRO TOURISM POTENTIAL AND PERSPECTIVES FOR TURKEY – A THEORETICAL APPROACH

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Abstract

Gastronomy tourism is an important type of cultural tourism market and it is also one of the most powerful tools of economic development. In many recent studies it has been emphasized that the culinary culture of the destination is an important part of the travel experience. Individuals who participate in gastronomy tourism represent a high educational level and a high income. Besides, it has a positive effect on the local economy and the development of the region, because gastronomic tourism helps destination to preserve its sustainability.

This paper aims to examine the role of gastronomy in the marketing of destinations, evaluate the gastronomic potential of Turkey and the marketing of the rich culinary culture of Turkey, so that it can be used more effectively. In the research, a qualitative approach has been adopted and Turkey's promotion posters, catalogs and other promotional materials have been examined and evaluated.

Key words: gastro tourism, gastronomy tourism, Turkey

Introduction

According to Tribe [2005], tourism supply consists of four parts. These parts are transportation, attractiveness, accommodation services and information, as well as promotion. The attractions of the destination are the elements that stimulate the tourism economy and they are the factors that enable a visitor to choose that destination out of other destinations. Gastronomy tourism helps promote a destination and increase its attractiveness. Gastronomy tourism is a type of tourism which plays an active role in the marketing of destinations. and at the same time, it can be an opportunity for regions without natural beauty like sea or snow [Povey, 2011: 234].

Nowadays, there is a growing demand for food and wine in tourism, and it becomes an important type of tourism within the tourism industry. Gastronomy tourism is an important type of cultural tourism market and it is also one of the most powerful tools of economic development. In many recent studies, it has been emphasized that the culinary culture of the destination is an important part of the travel experience [Richards, 2002; Ottenbacher and Harrington, 2010; Guzel Sahin and Unver, 2015; Perez Galvez et al., 2017]

Gastronomy tourism is an alternative tourism type that has been ignored until recently. It is possible to say that it has become the key point in marketing a destination due to its positive effects on tourism and regional development [Perez Galvez et al., 2017a: 254; Perez Galvez et al., 2017b: 604] It has been found that in the recent years, tourism choices have not been determined only by the biological need to eat, but also by the desire to try interesting products. In the recent years, it has been noticed that the tourism concept has changed over time. Tourists who participate in tourism activities, want to visit and see different destinations, experience fun and relax, and also want to taste the food and beverages of their destination. At this point, gastronomy tourism has added vitality to tourism and it is a type of tourism that offers an opportunity for unforgettable and unique food and beverage experiences [Ottenbacher and Harrington, 2010].

According to previous studies [Guzman and Canizales, 2011; Bekar ve Kilic, 2014], it has been highlighted that individuals who participate in gastronomy tourism represent a higher educational level and a high income. Besides, it has as a positive effect on the local economy and the development of the region. Gastronomic tourism helps a destination sustainability [Du Rand, Heath ve Alberts, 2003: 100]. Thus, the development of gastronomy tourism will increase both per capita expenditures and the multiplier effect will increase the agricultural sector by increasing the demand for such products as fruits, vegetables and cereals. From this point of view, it can be interpreted that this type of tourism contributes to the region in economic, social and cultural ways.

Although tourism has a positive effect on the destinations (e.g. economic increase, development and higher employment), there are also some examples of negative effects of tourism on cultural, social and physical aspects. In the absence of a planned execution of tourism activities, irreversible damage occurs in nature. Leaving wastes left from the consumption of touristic goods and services to the haphazard environment or polluting the nature of the transportation-related emission problem, deterioration of the air and water quality threaten human health. As well as irregular urbanization and noise

may also occur with the increase in crowds. Increased air pollution due to industrialization and urbanization, reduction of green areas, stress, fatigue, noise, etc. situations negatively affect the environment in which we live. While tourism contributes economically to the country, there are some effects such as seasonality impact, importation and increased of foreign dependency.

“In addition to the economic, physical and ecological effects it has created in the region, another important effect of tourism is on the social structure of society. Social impacts imply the effect of tourism directly or indirectly on existing social values, personal behaviors, interpersonal relations, security concept, moral rules, artisan activities, traditional demonstrations and social structure of society.” [Gurbuz, 2002: 50, Dłużewska 2009].

For instance, as mass tourism is carried out in crowded groups, the carrying capacity of the regions is exceeded. Thus, the destination is damaged and overcrowded. These negative types of impact will be lower in the special interest tourism. With the increase in mass tourism, the destruction to the environment has increased. For this reason, new and alternative tourism types have started to be searched. Alternative tourism types are carried out by fewer people compared to mass tourism. [Jones, 1992: 102, as cited in Avci Kurt, 2015: 199]. It is desired to minimize the damage caused by mass tourism with alternative tourism types and to ensure sustainable development in tourism. Sustainable tourism can be defined as “The use of touristic resources can be used without polluting and destroying them and passed on to future generations.” [Avci Kurt, 2015: 201]. UNWTO [2005] defined to sustainability tourism as “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”.

There are several types of tourism that maintain sustainability within the tourism industry. The marketing of the regions on the basis of destination, even tourism activities of specific dimensions under the name of special interest tourism are of great importance for many countries. At this point, gastronomy tourism can be integrated with many types of tourism, it is also a kind of tourism type that can be defined as a separate category. Alternative tourism types do not cause excessive capacity increase in the region as much as mass tourism, so it is thought that gastronomy tourism can create sustainable tourism destination and tourism revenues may increase due to high income tourists. Although gastronomic tourism is a new type of tourism, tour operators and travel agencies that have been marketing destinations abroad for a very long time offer gastronomy as a tourism product. In this sense, gastronomic richness is also used as

a destination marketing tool. Gastronomic riches are a product differentiation tool where destinations are similar with architectural, climate, price and other features. When Turkey's gastronomic wealth has taken into consideration, it can be said that there is a very important gastronomic tourism potential which is not very fully usable yet [Guzel Sahin and Unver, 2015: 64].

This paper aims to examine the role of gastronomy in the marketing of destinations, evaluate the gastronomic potential of Turkey and the marketing of the rich culinary culture of Turkey, so that it can be used more effectively. In the research, a qualitative approach has been adopted and Turkey's promotion posters, catalogs and other promotional materials have been examined and evaluated.

Background

What is gastronomy?

Gastronomy is a science that examines how, when, in what form and in which compositions food and drink will be eaten and consumed [Santich, 2004: 14]. Kivela and Crotts [2005] described the gastronomy as a food or eating habits and food preparation techniques of a country or region that differentiate between country or regional cuisine. Gastronomy, which is also defined as the transformation of the relationship between culture and food into science and art, has now started to play an important role in integration with tourism and promotion of the country [Cavusoglu, 2011; Kucukaltan, 2009: 8]. Gastronomy is derived from the words "Gastro" which means stomach and "Nomos" which means rule in Greek [Altinel, 2009: 2]. According to Deveci et al. [2013: 30] gastronomy is a science which starting from the historical development process of food and beverage, a detailed understanding of all the features, development and adaptation to today's conditions and also contributes with scientific and artistic elements. It is expressed as an interdisciplinary field linked to many disciplines such as anthropology, agriculture and sociology [Kivela and Crotts, 2006].

Based on context it is possible to say that, gastronomy is a branch of science which is not only food and beverage preparation, also that brings a new perspective to tourism and reflects the local identity and culture of regions or countries. Gastronomy has always been a central part of the tourism experience, but in recent years it has become one of the main motivations for traveling to a specific destination [Garibaldi et al., 2017: 53].

Gastronomy and tourism

Gastronomy is an important source of motivation for participating in tourism activities, therefore it is a phenomenon that motivates tourists [Wolf, 2006]. Gastronomy tourism is the term used by Lucy M. Long in 1998 for the first time. Gastronomic tourism, which is defined as visiting a variety of destinations, festivals, restaurants to taste a special food or drink and see how it is produced [Hall et al., 2003: 60] nowadays, it is seen as an alternative tourism type which attracts much attention.

Gastronomy tourism can be found in different concepts and names, such as e.g. “culinary tourism”, “food tourism”, “wine tourism”, “gastronomic tourism”, “gourmet tourism” and “gastro-tourism”. According to the World Food Travel Association, culinary or food tourism refers to the search for specific or unique food and beverage experiences. (<http://www.worldfoodtravel.org>). Some studies show that food and wine are considered to be cultural identity of area and wine tourism is the key component of gastronomy [Williams, 2001; Lopez Guzman et al., 2014; Bencivenga, 2016; Garibaldi et al., 2017] It has been seen that gastronomy is classified by distinguishing between food tourism and wine tourism [Alant and Bruwer, 2004; Chartes et al., 2000; Macionis and Cambourne, 2002].

When we look at the world famous cuisines, these have three main features: the recognition of the cuisine by other cultures and the application of it, the authenticity of the dishes produced in a cuisine, and the variety that expresses the abundance and richness of the recipes produced in that cuisine. It is possible to collect world cuisines under nine titles; French Cuisine, Turkish Cuisine, Far Eastern Cuisine (China, Japan, Korea, Indian etc.), North and South American (Mexico, America, Cuba etc.), Southern European Cuisine (Spain, Italy, Portugal, Greece etc.), Northern European Cuisine (Germany, Austria, Poland, Russia etc.), Central Asian Cuisine (Afghanistan, Kazakhstan etc.), Middle Eastern Cuisine (Azerbaijan, United Arab Emirates, Georgia, Lebanon etc.) and African Cuisine (Morocco, Senegal, South Africa etc.). Due to its strategic location and diversity of agriculture, Europe has many important international cuisines such as French Cuisine, Italian Cuisine, Spanish Cuisine and also Turkish Cuisine in terms of gastronomy [Ozgen, 2015, as cited in Goller, 2015: 13].

France is one of the most well-known countries with its culinary culture. French cuisine, one of the most famous cuisines in the world, gained its reputation after the 16th century [Akman and Mete, 1998; Tezcan, 2000]. The reasons for the variety of French cuisine are cultural interactions and different and rich materials that grow in different parts of the country. In the gastronomic sense, the first modern restaurant in

the 1700s was opened in Paris by Boulanger. Until that time, customers have eaten what they put it, while Boulanger has offered the customers the opportunity to eat what they want. Boulanger, which offers a variety of dishes to its customers at its inn, named this variety choice as “restaurer”, which means to improve / revitalize / revive in French. The origin of today's restaurant concept also comes from here [Morgan, 2006]. French cuisine is served with fine wines. This is a feature that makes French cuisine valuable [Akman and Mete, 1998]. France is divided into nine gastronomic regions. Gastronomy, Paris basin, Northeast France, Rhone-Saone region, Alps-Jura region, Auvergne region, Northwestern France, Riviera region, Aquitaine region, Pyrenees region. France, which is the second largest producer of cheese in the world after the Netherlands, exports only 20 percent of its cheese. [Tezcan, 2000 as cited in Goller, 2015:13].

Italian cuisine, which is known as the oldest and most developed kitchen among European cuisines, is one of the most famous of the world with the materials used and cooked dishes [Akman and Mete, 1998]. Italian cuisine, like the Romans, the Greeks and the Etruscans, is a cultural heritage left by the Mediterranean peoples who are committed to cultivation, development and protection [Nenes, 2009 as cited in Goller, 2015: 17]. The most popular pastry in Italy is pasta. Basic dishes such as ravioli, tortellini, spaghetti, pizza, lasagna have also gained worldwide fame. Garlic, basil and olive oil are sometimes used separately in sauces [Belge, 2001 as cited in Goller, 2015: 17].

Spain, which is one of the most popular countries in the world with its gastronomy, has typical Mediterranean cuisine. The discoveries of his past, migrations and wars caused the Phoenicians, Greeks, and Spaniards to interact with the Romans, influenced by the cultures of these countries [Dilsiz, 2010]. Spain's three sides are surrounded by seas, and the Spanish cuisine has provided plenty of seafood. Chicken, fruit and vegetable types are important in Spanish cuisine. Olives, oranges and grapes for wine; are the most grown products. Regions visited in Spain for gastronomy tourism divided into 5 large regional kitchens. These; Green Spain, Central Spain, Pyrenees, Mediterranean Spain and Andalusian region are the cuisine [Nenes, 2009 as cited in Goller, 2015:19].

According to the literature review about gastronomy, food and beverages reflect the cultural identity of a destination, the relationship between gastronomy and cultural heritage has reached an important dimension [Bessiere, 1998; Long, 2004]. It is possible to say that the food culture and gastronomy have an important place in the destination selection of tourists and the expectations from the destination are shaped according to

the culinary culture [Cohen ve Avieli, 2004; Correia vd., 2007; Fox, 2007; Guzman ve Canizaes, 2011; Kivela ve Crofts, 2008].

Hjalager and Crigliano [2000] have investigated the hypothesis of whether food is a culture in cultural activity as a tourism. As a result of the research, they accepted the hypothesis that food is a culture in cultural activity as tourism. Chartes, Ali-Knight [2000], examined the relationship between wine tourism and wine education. They found that the tourists were satisfied with the knowledgeable and experienced people about wine. Williams [2001], explored the effect of wines in the image of destination by discussing with wine producers. So, has examined the wine production regions in the market and observed changes in the perceptions of these regions. Results show that, in the past, the focus was on the production of wine, but now the focus on the recreation activities and tourist experiences in these regions. Kivela and Crofts [2006], divided gastronomy into two topics: kitchen (food, food, methods of preparation) and preology (wine science). Kivela and Crofts [2008], have prepared the study about Hong Kong's gastronomy tourism. It has been concluded that gastronomy plays a major role in the expectations of tourists from the destination and is among the purposes of visiting the region again.

Barrere, Bonnard and Chossat [2009], popular gastronomy has been researched. Although the popular gastronomy advances with a slow food approach; advocate that gastronomy should be part of luxury tourism types appealing to top class tourists. Sims [2009], investigated the role of local food in sustainable tourism. It has revealed that tourists see culture and heritage resources as well as local dishes as equivalent. Lopez-Guzman and Canizaes [2011], was prepared a research on the expectations of tourists coming to Spain. It has been concluded that the people who are at higher education level give more importance to gastronomy and that the local cuisine provides a unity with the other attractiveness of the city.

Gastro-tourists

Gastronomy tourists are individuals who want to experience different foods and drinks and participate in tourism activities for this purpose [Horng and Tsai, 2010: 75]. World Tourism Organization has defined gastronomy tourist as 'travelers who has purpose of travel in part or all of their holiday plans to taste food and drinks specific to the destination and take part in gastronomic activities' [World Tourism Organization [UNWTO], 2012: 7]. Many studies have shown that gastronomy tourism is preferred by people who have high income and high education level [Hatipoglu, 2010: 6]. For instance, according to the findings of Kargiglioglu and Akbaba's study [2016], it was

determined that the income levels of the tourists were an important variable in their participation in the gastronomic tourism activities, and the high income tourists were the ones who preferred local and elite restaurants and were interested in local products and bought various gastronomic products. Lopez-Guzman et al. [2014], found that food and wine are closely related to culture; they concluded that the kitchen and culture are the most valued sources for tourists. They also stated that gastronomy tourists have high income and culture levels, and these tourists create an attractive market segment.

There are many tourist types with different demands from different destinations. Tourist typologies describe different types of tourist consumer behavior. Many typologies have been developed to understand tourist behavior. The most widely accepted ones are Cohen, Plog and Smith's typologies. The typologies reflect the tourists' behavior, travel motivation and their expectations.

Cohen [1972], firstly divided tourist typologies into 4 groups; “non-institutionalized traveler” these are “organized mass tourist” and “individual mass tourist”, and “institutionalized traveler” are “explorer” and “drifter”. *Organized mass tourist*, who buy a package tour to popular destinations. These are the least adventurous tourists, tour operators organise their trip and holiday and they make a few decision about their holiday. *Individual mass tourists* are similar to organized mass tourists. They make some decision about own trip, but also they will prefer to visit the same places with all mass tourists. *Explorer* tourists arranges their trip alone and try to get off baten track. These are set out to meet local people however they are expect comfort and security. *Drifters* search for strange and exotic environment and they can live with the local people. And they tries to become accepted from the local community. These tourists are most adventurous [Grzywacz and Zeglen, 2016; Murhpy, 1985: 5-6].

Plog [1974], divided tourists 3 groups as “allocentric”, “mid-centric” and “psychocentric”. Plog has been able to reach these concepts as a result of the study conducted on the basis of 16 airlines in order to find out why most American citizens do not prefer the airline in their travels [Hsu and Huang, 2007: 22]. *Allocentrics* are outward-looking people who like to take risk and seek mre adventurous holiday. These are prefer to individual exploration. *Psychocentrics* are less adventurous, inward-looking people. They tend to prefer the familiar and popular destinations. Generally, they choose organized package holiday to well-known destinations. *Mid-centric* tourist, prefer individual travel to areas with facilities and growing reputation [Grzywacz and Zeglen, 2016; Murhpy, 1985: 5-6].

Smith [1977], described tourist typology in a several levels. First one is *explorer*, who is looking for discovery and desire to interact with hosts. This type has very limited numbers and small groups. *Elite tourists*, prefer to special a individually tailored visits to unusual exotic places. They are small in number and easily adapted into surrounding environments. *Off-beat tourist* want to get away from the crowds. Their aim to stay away from other tourists. *Unusuals*, make side trip organized tours to experience local culture. They desire to explore more isolated area or undertake more risky activity. *Incipient mass tourists*, travel to established destinations where tourism is not totally dominant yet. These are travelling alone or in a small organized group using shared services. *Mass tourists*, generally use package tour to tourist enclaves overseas. They have middle class income and expects the same things they are used to at home. *Charter tourists*, have little or no interest in the destination itself providing that the holiday gives them the entertainment and standards of food and accommodation they expect. They desire to travel to new but familiar relaxation destinations which as many standardized facilities as possible [Grzywacz and Zeglen, 2016; Murphy, 1985: 5-6].

There are several researches to determine features of gastronomy tourists. Boniface [2003] examined the classification of gastro tourist. For the purpose of gastronomy tourism, the tourists were divided into five groups and made appropriate classifications. In the study of wine tourism and tourists in America, it was concluded that wine tourists tend to be more affluent and more experienced than other tourists who travel for entertainment [Garibaldi, Stone, Wolf ve Pozzi, 2017]. Garibaldi et al. [2017], examined the profile of US wine tourist in interested in wine-related activities. As a result, there was not singular type of wine tourist, but American wine tourists are well travelled from high socio-economic status. Wolf [2006: 3] researched motivations of gastro-tourist. For instance, watching cook's cooking performance in famous restaurant, eat and drink a new thing in famous restaurant or bar, attend the opening night or a special program, to participate in food, wine or beer festivals and events, To visit the places where wine is produced, to follow the wine production process and participating in cooking courses (several days, weeks or months).

Tourism types in Turkey

Turkey is a country surrounded by seas on three sides and it attracts a lot of tourists for sea tourism. Still, besides the domination of coastal, balnear tourism ('sea-sand-sun') other, alternative types of tourism have emerged. Supply sources are formed in demand in tourism sector. Recently, the high level of education of the tourists also

differentiated the holiday expectations. In this way, expectations of tourists are increased in the holidays. This leads to the emergence of tourism types that can respond to the expectations of tourists [Uyar and Zengin, 2015: 362].

Turkey is hosting many types of tourism due to its climate and geographical location. The most important are (Republic of Turkey Ministry of Culture and Tourism):

- 3 x S (sea, sand, sun) tourism
- Sightseeing tourism
- Health and thermal tourism,
- Winter tourism,
- Tabela land tourism,
- Hunting tourism,
- Congress tourism,
- Yatch tourism,
- Golf tourism,
- Religious tourism,
- Speleological tourism,
- Rural tourism,
- Climbing,
- Diving tourism.
- Gastronomic tourism.

Table 1 shows tourism income, number of tourists and average expenditure by years. As it has been presented, while the number of tourists is increasing, the average expenditure per capita is decreasing. It is possible to say that the reason for this decline is the understanding of all-inclusive tourism. Tourism expenditure as well as per capita spending amount declined due to the fact that tourists do not spend their money anywhere else except hotels.

The majority of tourists came from Russia (tab. 2). In 2016, this ratio decline was due to political reasons linked to the relations between Russia and Turkey. Germany was on the second place in terms of number of tourists in 2017. Apart from the countries included in the table, tourists come from many countries with the growing number of Eastern European ones, and declining number of tourists from Western and Central Europe. As shown in the table, tourism income is low although there are many tourists in Turkey. From this point of view, it can be interpreted that alternative tourism types

should be brought to the foreground in order to revitalize tourism and to ensure the sustainability of destinations.

Table 1. Tourism Revenue, Number of Tourist and Expenditure

Year	Tourism Income (1000\$)	Number of Visitors	Average Expenditure P.P. (\$)
2003	13 854 866	16 302 053	850
2008	25 415 067	30 979 979	820
2014	34 305 904	41 415 070	828
2015	31 464 777	41 617 530	756
2016	22 107 440	31 365 330	705
2017	26 283 656	38 620 346	681

Source: Association of Turkish Travel Agencies (TURSAB), 2018

Table 2. Number of Tourists by Nationality

Nationality	2015	2016	2017
Russian	3 649 003	866 256	4 715 438
Germany	5 580 792	3 890 074	3 584 653
Iran	1 700 358	1 665 160	2 501 948
Georgia	1 911 832	2 206 266	2 438 730
Bulgaria	1 821 480	1 690 766	1 852 867
United Kingdom	2 512 139	1 711 481	1 658 715
Ukraine	706 551	1 045 043	1 284 735
Netherland	1 232 487	906 336	799 006
Poland	500 779	205 701	296 120

Source: Association of Turkish Travel Agencies (TURSAB), 2018

Gastronomy Tourism in Turkey

Turkey is a destination which has a gastronomic tourism potential with rich culinary culture. Turkey has geographical and climatic diversities and hosted many cultures, in this way Turkish cuisine has always been diversified [Aksoy and Sezgi, 2015].

According to the gastronomic tourism report of TURSAB [2014], the total expenditure of 34.3 billion dollars made by the 41 million 415 thousand tourists came to Turkey in 2014 and per person spending reached the level of 828 dollars. The report shows that tourists spend 6 billion 523 million dollars for eating and this indicates a share of 19% in total expenditures (<https://www.tursab.org.tr>). It is possible to see the values of tourism according to years.

Turkey, which has a great gastronomic value, must be made of the promotion of these values. Okumus et al [2007] compared Hong-Kong and Turkey, how two different destinations use food in their marketing activities. As a result, Hong Kong uses food effectively as part of its positioning. But Turkey, even though has rich and unique cuisine culture makes little reference to it. According to another research, gastronomic habits, experience and satisfaction vary depends on demographic characteristics (nationality, age, gender, educational status and socio-economic level) in gastronomic tourism [Uzumcu, 2018; Comert and Sokmen, 2016].

Aktas et al. [2007], examined the perceptions of tourists in the Antalya Region of Turkey in terms of importance and satisfaction. In this study, researchers used importance-satisfaction analysis. Research participants consisted of 645 tourists who came Antalya in 2001. And importance and satisfaction means were calculated for each of the two subsamples; Residents of Russia, and Residents of European Union. The result of importance and satisfaction analysis, natural beauty and historical wealth do not matter for Russian tourists, they care about attractions, variety of shopping products, accommodation and safety. Russians rated Turkish cuisine, variety of cultural events as above average on satisfaction but below average for importance. Contrary to it, European tourists giving importance to historical richness, natural beauty, hospitality, attractions, shopping products. And although different segments of Antalya visitors had different evaluations the most important elements of satisfaction for all visitors were value for money, historical richness and variety, variety of attractions and shopping products.

Birdir and Akgol [2015] evaluated foreign tourists' gastronomy experiences about Turkish cuisine. The study was conducted with 293 foreign tourists who had visited a destination in Turkey and leaving Turkey from Istanbul International Airport. In the research, participants consist of generally European tourists (Polish, German, Dutch, French and also American and Japanese tourists ext.). As a result of the analysis, it is determined that levels of taste of Turkish dishes vary according to marital status, having children and nationality. And also results shown that tasting Turkish cuisine become the third reason to visit Turkey. First one is historical and natural beauties of Turkey, second one is desire to know Turkish people.

The rich archaeological, authentic, cultural and natural areas, often in a combination of a few of the areas of this kind of projects has the extraordinary charm and potential [Bucak and Araci, 2013: 206]. Therefore Turkey's geography that takes place when the scope of the factors considered particularly attractive touristic point of view about the

gastronomic element that embodies, reveals deep and efficacy of high strategic riches. In terms of gastronomy tourism potential of Turkey, it has an extremely rich value. It has many unique dishes and a rich culinary culture.

Gastronomy tourism in Turkey, despite having more value than many rich countries, it is still undeveloped at the desired level. Activities within the scope of gastronomy tourism provide tourists unique experiences and also contribute to the cultural exchange between the people of the world, will contribute to the development of cities.

Gastronomy tourism does not harm the nature as much as other types of tourism and helps to develop the regions. In this sense, many studies are being carried out in order to ensure that a region with a tourist attraction is sustainable and transferred to future generations. One of them is geographical marking, is indications of a product identified with a region, area, region or country with a distinctive feature, reputation or other characteristics of origin. Turkish Patent Institute [2007] defines the concept of a geographical sign as “A mark on the product and defines it as a right that indicates that the product originates from a specific geographical area and that the quality, reputation or other characteristics of the product originate from a specific geographical region.”. It is known that registration of geographical signs is important for the protection of the product, protection of the consumer, protection of the consumer and protection of national and cultural values. In the world, there are many geographical signs like Indian carpets, French wines, Italy's Tuscan Olive Oil, Turkey also has many geographical indication products [Sahin ve Meral, 2012: 89]. These are generally fruit, vegetables, cheeses, olives and olive oils, bakery products, desserts, traditional dishes, alcoholic beverages, carpets. For instance, Giresun Nuts, Isparta Rose, Antep Baklava, Kebab of Adana, Antakya's Kunefe, Antep Pistachio, Van's Herby Cheese etc [Turkish Patent Institute, 2019].

Moreover, eco-gastronomy approach has emerged under the heading of sustainability. Eco-gastronomy questions the sustainability of existing global food and beverage systems. In sustainable tourism, gastronomy is limited to local, original and traditional food and beverage served to tourists. In this sense, eco-gastronomy is an approach that supports the nature and supports the natural life. Eco-gastronomy can directly or indirectly contribute to the development of sustainable aspects of a destination: promote agriculture and food production, prevent non-specific production, increase attractiveness, strengthen local community and local pride, and create brand and identity based on food experience. [Yurtseven and Kaya, 2011: 57].

Discussion and Conclusion

Comparison between all-inclusive and gastronomic tourism

The fact that mass tourism cannot meet the changing consumer needs and especially the negative effects on the touristic resource data has led the tourists and also producers to search for alternatives to mass tourism. Parallel to the changing preferences and life concepts, we have started to shape the types of tourism that are designed for personal tastes. Moreover, resource data are used in a sustainable way, and that local people and environmentally compatible tourism types.

Today, the concept of tourism, which is dominated by the sea, sand and sun trilogy, has become increasingly cultural, sustainable and tourism concept where destinations are visited for the unique characteristics of destinations. This change in travel motivations has also increased with alternative tourism types. Gastronomy tourism, which is one of the most popular alternative tourism types, plays an important role in increasing the income obtained from tourism nationally and internationally in the promotion of various regions. Gastronomy tourism and other alternative tourism types help make activities and regional income distribution more fair from tourism activities gathered in a single region with the understanding of coastal tourism.

Du Rand, Heath and Alberts [2003: 100], describes the positive effects of gastronomy tourism on the local economy and the region. Gastronomy tourism helps in different ways to ensure sustainability in the region. Increasing interest in gastronomic tourism and therefore local food and beverages supports the agricultural sector. The famous gastronomy of the destination affects the change of the brand identity of the destination and local people are proud of their cuisine and their region.

The current already developed type of tourist (3 x S) and profile of visitors in Antalya, Alanya, Kemer or Fethiye precludes the creation of a gastronomy-based product. Furthermore, destinations already occupied by mass tourism, do not enjoy the interest of more demanding individual tourists. Places with developed balnear tourism, often based on foreign capital do not have much chance to develop gastro-tourism. Moreover, the stakeholders may not be interested about.

Still, there is a real possibility for gastronomy tourism development based on the Istanbul airport. The development of gastronomic tourism in this destination will attract more visitors in this area and increase employment in the region. Alternative tourism types do not cause excessive capacity increase in the region as much as mass tourism, so it is thought that gastronomy tourism can create sustainable tourism destination and tourism revenues may increase due to high income tourists. Tourists do not go

outside the hotel due to the all-inclusive system concept, do not participate in eating out and do not want to taste local food. At this point gastronomy tourism creates a new perspective, because gastro-tourists want to participate in traditional food activities and intend to taste local food. In this way, local inhabitants and restaurants can obtain a share from tourism revenues.

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