



Swot Analysis of Kuşadası's Gastronomy Tourism From Restaurant Managers' Perspectives

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Abstract

Gastronomy tourism is a type of tourism that covers the travel and accommodation of tourists to experience different culinary cultures, eating and drinking habits, food and beverage types. It is very important in terms of promoting, marketing, and creating the image of a destination. The development of gastronomy tourism in a region can enable the region to get more share from tourism revenues by attracting more tourists to that region. In this context, the aim of this research is to determine the potential of Kuşadası in gastronomy tourism with SWOT analysis and to make inferences about the future of gastronomy tourism in the region. The research adopts a qualitative approach to identify and analyse the strengths and weaknesses, future opportunities, and possible threats/obstacles of Kuşadası gastronomy tourism, as well as suggestions and solutions to improve Kuşadası's gastronomy tourism potential. As a result of the interviews with the owners/managers of the restaurants operating in Kuşadası, the main strengths are the proximity to many historical sites and national parks including the surrounding districts, the presence of tangible and intangible cultural heritage elements, the adequacy of accommodation establishments and facilities, and being preferred by foreign tourists. Under the heading of distance from localism, the statements that there are no local restaurants in the district, local dishes are not included in restaurant menus, local dishes are not known or ignored by restaurant operators, and therefore the intensity of ready-made food consumption has shown the weaknesses of the district in terms of gastronomy tourism. However, as threats/obstacles, it was observed that the discomfort arising from the existence of similar types of restaurants offering similar menus was mentioned. In addition, preparing menus and determining the dishes according to the incoming tourists is another important issue. The fact that gastronomy tourism is not known or ignored by tourism investors and the public is one of the biggest obstacles to the development of the district in this sense. In addition, unlike previous studies, the suggestions of the participants are also included.

Article Type

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