



The Impact of Geographical Indications on Gastrodiplomacy Activities

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Abstract

In this study, the mediating role of the trust factor in the effect of geographical indications on gastrodiplomacy is examined. Data was collected from 291 cooks using the purposive sampling method. According to this research, geographical indications have a positive effect on trust and gastrodiplomacy, and the perception of trust has a positive impact on gastrodiplomacy. Additionally, a partial mediating effect of trust was found in the relationship between geographical indications and gastrodiplomacy. In this context, geographical indications have the potential to positively impact the perception of trust and encourage the participation of local stakeholders in gastrodiplomacy activities. In this way, the local culinary culture of countries will become more visible in the international arena.

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