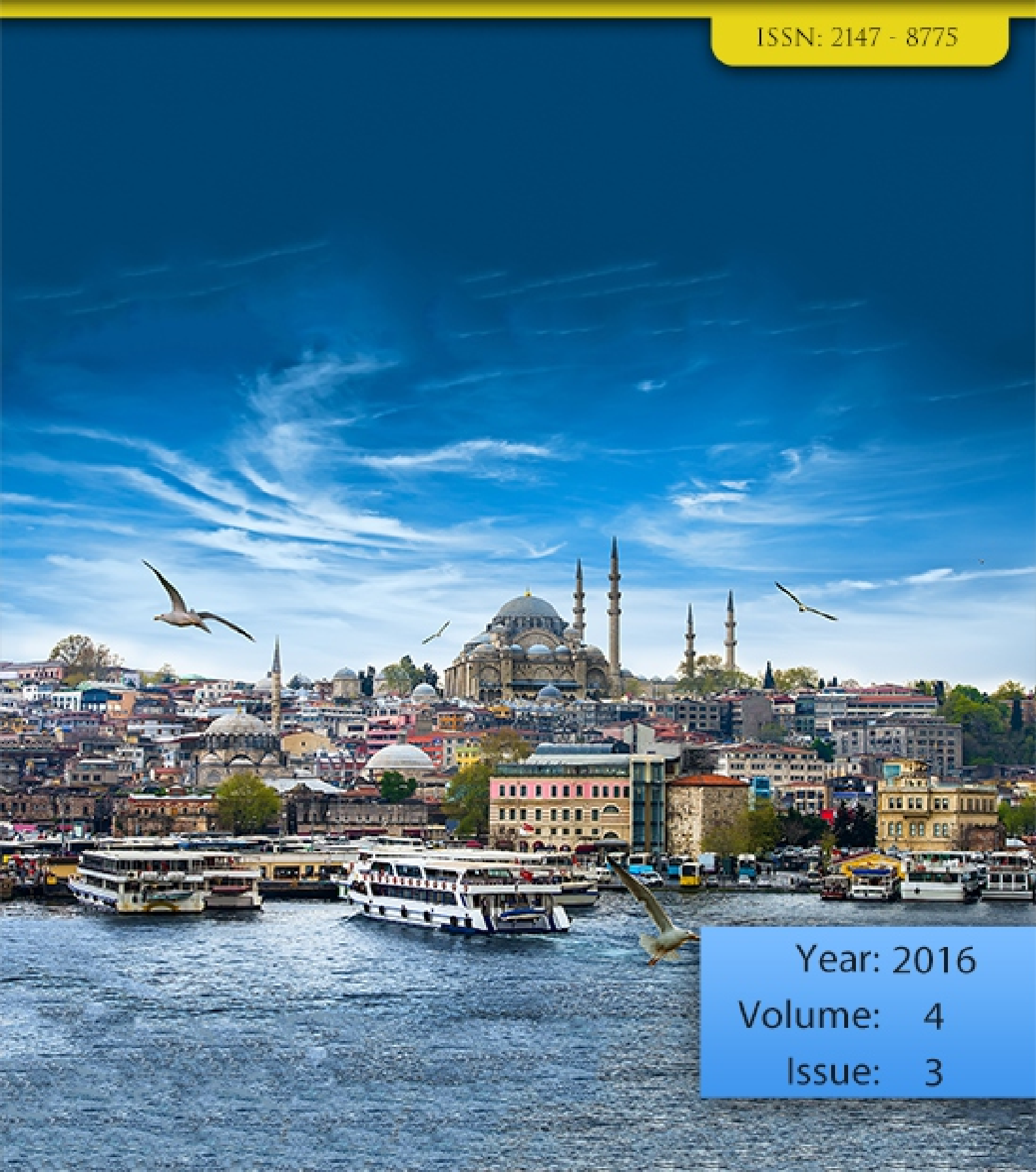




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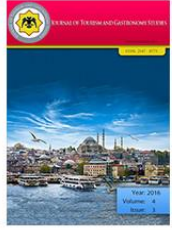
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The Importance of Indigenous Edible Plant Species to Rural Tourism Development (Sample of Seferihisar)

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Abstract

Rural tourism phenomenon can be expressed as a tourism type which is progressing within tourism sector quickesty and also has a potential to be progressed more and more in the near future. Its one of main reason can be explained as that is the chaos which brought by both intense urbanization and rapid technological development has tumbled individuals psychologically that's why the demand has been occurred by individuals which tend toward to rural tourism in holidays. One of the main fact that shows up in rural tourism within modern-day and near future and in the direction of the assumption that the relevant destination contains cuisine culture; it can be clearly explained that the indigenous edible plant species are constructive fact on rural tourism.

In this study, a questionnaire has been conducted 846 domestic tourists in an attempt to determine the contributes of indigenous edible plant species in Seferihisar which got a title as slow city called "Cita-Slow" to the rural tourism development. As a result of the findings, it has been determined that Indigenous edible plant species has provided a great contribution to the Rural Tourism Development. As a result of the study; it has been also determined that the destinations which will to improve as part of Rural Tourism, they need to attach importance to Indigenous edible plant species.

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IMPORTANCE AND CONTENT OF RURAL TOURISM

Rural field; is located on out of places called metropolitan, where individuals can not benefit from the social security, education, business opportunity, insurance, retirement and other cultural activities means spatial size. Today, together with the changed tourism understanding and rural areas and as a consequence of that tourists who wants to know the general features, food culture, lifestyles and regional cultures of inhabitants, contribute to the development of the rural area. (Hernandez et al., 2016; Avcıkurt & Koroğlu, 2008; Kiper, 2006; Sharpey, 2002; Hall, 2001).

Rural tourism can be expressed as where several activities has been performed in the name of 'rural experiences' and is visited by individuals properly, otherwise holds the agricultural and non-urban components. As the most remarkable characteristic features of rural tourism, open areas exists, being low level in the development of tourism, directing people to agricultural and natural activities so as to create a best connection between them; (Fotiadis, et al., 2016; Campon-Cerro et al., 2016; Lane, B, 1994);

-Located in rural areas

-Functional; Small scaled enterprises provide guests opportunities concerning that a facility in touch with nature, located in large terrain, and including the customs and traditions of district.

-Size(Size)- Most of rural enterprises are small scaled in order that the constructions and buildings are small-scaled.

-Taken decisions as regional planning are slow and effective. These plans are generally made for long-term by local governments.

Rural tourism is a tourism type that is connected with the natural resources which coexists with rural areas. Rural tourism can contribute the development of rural tourism countries by completing the tourism variety and creating new alternatives for the rural areas. In this context, we can mention that the rural tourism is increasing its importance day by day. When the profiles of individuals who attended to rural tourism are examined; we can deduce that they have high incomes, well educated, are in the search of quality, had much expenditures over average tourism expenditures during their holidays. (Li et al., 2016; Barkauskas et al., 2015; Page&Getz, 1997). Rural tourism is considered as a one of tourism types that should have been developed and protected continuously. Besides Rural tourism contributes to protect the social-cultural heritage, supporting the regional food in the process of prepare, introducing and sale, increasing the life quality of individuals by supporting the regional development in terms of socially and economically (Vitasurya, 2016; MacDonald & Jolliffe, 2003; Page&Getz, 1997).

RURAL TOURISM AND EDIBLE PLANT SPECIES

Endemic is described as species which exists rarely in a region or country and belongs to only unique region. It is used as the meaning of native and derives from latinus word endemos. Turkey is one of the foremost country about endemic plants. Turkey has 9000 different plant species around its boundaries and its %33 is endemic plants. Due to the verified datas of Culture and Tourism Ministry; due to Turkey is a nature bridge around three

different continent, has different climate diversity and geographical features, has rare plant diversity in the world.(www.ankara.tb.org.tr;kulturveturizm.gov.tr, Sarioglan et al., 2012; Atik et al.,2010; Demirayak, 2002)

The importance and attention to food and beverage concept are obviously increasing day by day around the world. Gastronomical products have an great effects on being a touristic product itself and creating an image of destinations along with a feaure of completing touristic products.(Kesici, 2012;Yuncu, 2010; Cohen,2004)

Edible endemic plant can be defined as species that each has specific tastes and pertinent to human's biological and gastronomical structure(not factors that threaten to human health).Edible plants in Turkey are counted as cultivar, non-cultivars can be used as food materials in Turkish cousine. Edible endemic plants are highly signicant in terms of prosperity and nonrivalness of Turkish cousine.(Tan, 2009; Uzun, 2006; Ertug,1999; Ansin, 1980).

Different and unique endemic plants are planted in the rural areas of Seferihisar and is an incontrovertible fact that constitutes the fundamental food culture of Seferihisar.In the below; numerous edible endemic plants, their effects and fields of usage are mentioned (Aytac et al., 2016; Clevely et al., 2015; Uyanik et al., 2013; Winkel, 2012; Aschl, 2010; Kendir & Güvenç, 2010; Ugulu et al., 2009; Harnly et al., 2006; Avcı, 2005; Robuchon, et al, 2004).

Fennel

Fennel (*Foeniculum vulgare*) is a flowering plant species in the carrot family. It is a hardy, perennial herb with yellow flowers and feathery leaves. It is indigenous to the shores of the Mediterranean but has become widely naturalized in many parts of the world, especially on dry soils near the sea-coast and on riverbanks.

It is a highly aromatic and flavorful herb with culinary and medicinal uses and, along with the similar-tasting anise, is one of the primary ingredients of absinthe. Florence fennel or finocchio is a selection with a swollen, bulb-like stem base that is used as a vegetable. Oiled Fennel roasting etc. can be used as oil dish.

Hibiscus

Hibiscus is a genus of flowering plants in the mallow family, Malvaceae. The genus is quite large, containing several hundred species that are native to warm-temperate, subtropical and tropical regions throughout the world. Member species are often noted for their showy flowers and are commonly known simply as hibiscus, or less widely known as rose mallow. Used in several food concepts.

Chicory

Common chicory, *Cichorium intybus*, is a somewhat woody, perennial herbaceous plant of the dandelion family, usually with bright blue flowers, rarely white or pink. Many varieties are cultivated for salad leaves, chicons (blanched buds), or roots (var. *sativum*), which are baked, ground, and used as a coffee substitute and additive. It is also grown as a forage crop for livestock. Chicory may provide direct functional support to the digestive reactions in the body. First of all, chicory root increases the flow of bile, which supports digestion. In addition to its beneficial antioxidant effect, chicory root provides functional support to the liver. Used in several oiled dishes.

Blessed Thistle

Blessed thistle is a plant. People use the flowering tops, leaves, and upper stems to make medicine. Blessed thistle was commonly used during the Middle Ages to treat the bubonic plague and as a tonic for monks.

Today, blessed thistle is prepared as a tea and used for loss of appetite and indigestion; and to treat colds, cough, fever, bacterial infections, and diarrhea. It is also used as a diuretic for increasing urine output, and for promoting the flow of breast milk in new mothers.

Some people soak gauze in blessed thistle and apply it to the skin for treating boils, wounds, and ulcers.

In manufacturing, blessed thistle is used as a flavoring in alcoholic beverages. Used in several oil dishes in Seferihisar.

Cibez(Kind of Spinach)

It is an annual plant (rarely biennial), which grows up to 30 cm tall. Spinach may survive over winter in temperate regions. The leaves are alternate, simple, ovate to triangular, and very variable in size from about 2–30 cm long and 1–15 cm broad, with larger leaves at the base of the plant and small leaves higher on the flowering stem. The flowers are inconspicuous, yellow-green, 3–4 mm in diameter, maturing into a small, hard, dry, lumpy fruit cluster 5–10 mm across containing several seeds. The possible health benefits of consuming spinach include improving blood glucose control in diabetics, lowering the risk of cancer, lowering blood pressure, improving bone health, lowering the risk of developing asthma and more can be used in several oil dishes.

Sedum

Sedum is a large genus of flowering plants in the family Crassulaceae, members of which are commonly known as stonecrops. The genus has been described as containing up to 600 species of leaf succulents that are found throughout the Northern Hemisphere, varying from annual and creeping herbs to shrubs. The plants have water-storing leaves. The flowers usually have five petals, seldom four or six. There are typically twice as many stamens as petals.

Chenopodium

Chenopodium is a genus of numerous species of perennial or annual herbaceous flowering plants known as the goosefoots, which occur almost anywhere in the world. It is placed in the family Amaranthaceae in the APG II system; older classification systems, notably the widely used Cronquist system, separate it and its relatives as Chenopodiaceae, but this leaves the rest of the Amaranthaceae polyphyletic. However, among the Amaranthaceae, the genus Chenopodium is the namesake member of the subfamily Chenopodioideae.

Patience Dock

This herb grows wild on the field, near the forrest, and also along the rivers. It spreads everywhere and it's very easy to find, which is why people have been using it in cooking from ancient times. Patience dock can be used in treating dermatological, hepatic and hematological disorder. Also, an extract from its root can be useful in treating hypotension, palpatations and cardiac neurosis or blood flow. Stuffed vegetable rolls are an important part of our

cuisine and we all love "sarmale," as we call it here in Romania. In another article I showed how I cook the stuffed sauerkraut rolls with ground pork, which is especially good as a winter recipe.

Purslane

Purslane is somewhat crunchy and has a slight lemony taste. Some people liken it to watercress or spinach, and it can substitute for spinach in many recipes. Young, raw leaves and stems are tender and are good in salads and sandwiches. They can also be lightly steamed or stir-fried. Purslane's high level of pectin (known to lower cholesterol) thickens soups and stews. It is an excellent source of Vitamin A. Culinary aspects aside, purslane is also an all-around healthy food that contains a whole range of health-boosting nutrients, including omega-3 fatty acids, antioxidant vitamins, and minerals. Here's a lowdown of the nutritional value and health benefits of purslane.

Artichoke

The globe artichoke (*Cynara cardunculus* var. *scolymus*) is a variety of a species of thistle cultivated as a food.

The edible portion of the plant consists of the flower buds before the flowers come into bloom. The budding artichoke flower-head is a cluster of many budding small flowers (an inflorescence) together with many bracts, on an edible base. Once the buds bloom, the structure changes to a coarse, barely edible form. Another variety of the same species is the cardoon, a perennial plant native to the Mediterranean region. Both wild forms and cultivated varieties (cultivars) exist. Anthocyanins, quercetin, rutin, and many other antioxidants contained in fresh artichokes offer a range of health benefits ranging from cancer prevention and immune support to protection against heart disease. Artichokes provide around 12% of the recommended daily intake of vitamin K. Consuming plenty of potassium and magnesium is essential for offsetting the potentially harmful effects of consuming too much sodium, and in particular can help to prevent or combat hypertension or high blood pressure.

Women and other individuals suffering from water retention may also find this useful because it elicits a mild diuretic effect to help shed excess fluid from the body. Can be used in many oil dishes.

RESEARCH METHOD AND IMPORTANCE

Questionnaire method which is one of data collection method has been conducted. It can be expressed that the main purpose of the study is measuring the awareness levels of domestic tourists about edible plant species in destinations during their visit. In this context the awareness level of attendants can be determined as a subsidiary fact on edible plant species. The research has been carried out in Seferihisar which has a title 'slow city' and conducted on tourists by face to face who visits Seferihisar because of the rural tourism concept. As a result of this obtained data has been evaluated by SPSS 22.0 computer programme.

Table 1. The Analysis of the Demographical Profiles of Attendants

Variables	Frequency(n)	Percentage(%)
Gender		
Male	487	57,56
Female	359	42,44
Total	846	100,0
Age		
15-25	49	5,92
26-35	103	12,16
36-45	138	16,29
46-55	177	20,89
56-65	217	25,61
65and above	162	19,13
Total	846	100
Condition		
Married	643	76,01
Single	203	23,99
Total	846	100
Profession		
Medical (Doctor, Nurse etc.)	141	16,67
Education (Teacher, Academician etc.)	108	12,76
Technical Service(Engineering etc.)	196	23,18
Retired	219	25,88
Student	19	2,25
Other	163	19,26
Total	846	100,0
Income per person in a family		
0-1300 TL	74	8,74
1301-2000 TL	106	12,53
2001-3000 TL	127	15,02
3001-4000 TL	159	18,79
5001-7500 TL	163	19,27
7501-10000 TL	185	21,87
10001 TL and above	32	3,78
Total	846	100,0
Recently got Education Degree		
Primary	8	0,94
Secondary	26	3,08
High School	89	10,52
Two-year Degree	106	12,53
Bachelor	551	65,14
Master	36	4,25
Doctorate	30	3,54
Total	846	100,0
Place of Residence		
İstanbul	346	40,89
Ankara	161	19,03
İzmir	124	14,67
Bursa	104	12,29
Antalya	28	3,31
Other	83	9,81
Total	846	100

Major part of age range of individuals is centered in 56-65 with 217 attendants, less part of age range of individuals are centered in 15-25 with 49 attendants. %76 of attendants are married. %52 of attendants work in service sector(education, medical, technical), %25 attendants are retired, and less part of attendants are students. The level of income mostly intensified in the range of 7501-10000 tl, %65,14 of attendants are majorly master

degree.%40,89 of individuals attends from Istanbul, %19,03 attends from Ankara, % 14,67 attends from Izmir, %25 attends from other regions of Turkey.

Table 2. Analyses of Attendants that answers to the propositions

Propositions	Percentage (%)
1.Food and Beverages derived from edible endemic plants have an important role on destination where I visit.	60,52
2.I think that edible plant species is main fact that triggers directly rural tourism.	81,21
3.I visit destinations on the term when edible plant species are extremely high so as to discover new plants.	37,71
4. I attend bushwalking in order to discover new edible endemic plants.	79,43
5. I visit district bazaars in order to discover new edible endemic plants.	72,93
6.I accomodate in hotels that are mostly nature-oriented in order to discover new edible endemic plants.	84,04
7. I prefer to eat in restaurants where foods derived from edible plant species are serviced to people.	88,77
8. I spend more time with people who harvest the edible plants on right season so as to discover new edible plant species	80,97

"I prefer to eat in restaurants where foods derived from edible plant species are serviced to people." and ".I accomodate in hotels that are mostly nature-oriented in order to discover new edible endemic plants" propositions have the highest rate from attendatns. Drawed a conclusion that people likes to eat in restaurants where plant meals are serviced so as to discover new kinds of meals and plants. On the other hand instead of staying in city hotels, people prefers to stay in hotels which are nature-oriented so as to discover new kinds of edible plants. On the contrary; ".I visit destinations on the term when edible plant species are extremely high so as to discover new plants" proposition has low rate from attendants. Drawed a conclusion that this proposition is not determinant on people who wants to discover new edible plant species.

CONCLUSION AND SUGGESTIONS

Turkey has an extensive plant diversity due to locate in the area where three significant floristic district intersect through the board. Major part of this plant diversity can be eaten. The main visiting reason of guests to rural areas is to want to discover and taste the food culture of area. Providing guests a unique food experience and introducing edible endemic plants to guests are both main reasons. Using endemic plants with olive oil dishes and serving them as unique tastes are directly proportionate to experince, knowledge and talents of people who live in rural areas. The recognazibility and development of gastronomic region will be an important fact by creating this kind of occurences.The contributes to destinations that made by individuals would help to create a sustainable tourism understanding, protect the foods which are made of natural and nutrient locally,holding the inventory in this way protect and develop native values.

Seferihisar is of vital importance in that subject due to being a slow city. Seferihisar proves itself that is a pertinent to this study. Seferihisar presents guests who are in search of innovative foods, different and tasteful meals in this context. Edible plant species that mainly used in salads or olive oil dishes reveals how fertile Seferihisar is about edible plant species. Therefore adapting gastronomy tourism to rural tourism, then it should be developed for a convenient environment.Initialy, it is so important how or where edible plant species will be used.Because everyplant has its own cooking time and methods; necessary gastronomical educations should have been given to personels so as to raise awareness and make them an expert or experienced person.The recognazibility of edible species should have provided as well as to meet the accomodations of people by building ranch houses

and hostels that serves regional food with edible plants. So this kind of restaurants and facilities should be increased.

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An Exploratory Investigation of the HRM Practices in Restaurant Sector: The Case of Famagusta

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Abstract

Efficacious human resource management (HRM) practices are thought to be a vital factor for the overall achievements of any organization. In this research the authors have examined the generic HRM practices in one of the most important hospitality sectors of Famagusta, a popular touristic city in Northern Cyprus, which is restaurant. The information was collected through semi-structured meetings with the owners of restaurants who are at the same time the managers of the restaurants running in this destination. Findings demonstrate that legitimate HRM practices are not received, particularly even no consideration is given to instructing and nurture of the restaurants' workers especially for the front-line employees who are continuously in direct contact with the customers and their performances are determining in visitors' perceived satisfaction. The findings also illuminated on the fact that although the managers confronting variety of problems due to the lack of training practices related to the employees they prefer to substitute the failed employees with the new job demanders instead of accepting the minor costs of their education. Practical implications for the sector in addition to the limitations of the study as well as future research hints have been provided at the end of the paper for the practitioners and academia.

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Introduction

Northern Cyprus, where Famagusta is located on the east coast of this island, “is blessed with natural endowments and proximity to tourist market, especially the European countries” (Hassannia, 2014, p. iii). According to the data accessed through Famagusta (is called: Mağusa or Gazimağusa in Turkish) municipality webpage (www.Famagusta.org.cy), tourism is one of the main economic activities of the region. This city (see Fig. 1) is located east of Nicosia, and possesses the deepest harbour of the island of Cyprus which is the third largest Mediterranean island after Sicily and Sardina, a typical small island with limited natural resources.



Figure.1 The location of Famagusta city

Source: Google images.com

The main economic activities in the city after tourism are education, construction and industrial production. Nowadays this city is the home of thousands international students and of course their families and relatives who temporary travel and stay with their children. Due to this fact a huge number of restaurants and fast-food houses are working in the city. Relatively the human resources of these restaurants play crucial role in the satisfaction of such a beneficial market. Any fraction in human resources of a restaurant will defiantly spread the bad word of mouth and as a result the customers will shift to the competitors. In a recent study Mankaa (2012) identified that high levels of employee’s turnover and inability of the restaurants to satisfy the customers are two broad reasons of restaurants’ failures and closures in Famagusta. In order to decrease the probability of such failures the restaurant owners have to have HRM practices to achieve maximum employee's development which directly will lead to higher customer satisfaction and profitability of the sector. In spite of the wide popularity of the HRM concept in different sectors of business, this field of research has been overlooked in tourism industry and there is a need for additional studies in tourism and hospitality sector (Chand & Katou, 2007). Therefore this study contributes to the hospitality literature and tourism sector twofold. Firstly this paper tries to fill the aforementioned gap by focusing on the HRMPs in restaurant sectors of the study case, Famagusta. A review of the literature showed that there are not many studies in Northern Cyprus researching the restaurant business which increases the importance of this

research. Secondly the current research achieves its objectives through qualitative research. This method provides the researcher to deeply study a phenomenon in the context and understand the actual interactions among the individuals (Rezpouraghdam, 2013). In the case of this study this method enables the researchers to penetrate the experiences of the restaurants' owners and managers and their real beliefs and treatments about the HRMPs. Although the qualitative method has had the most significance contributions to hospitality industry Cohen (1988), in comparison to quantitative method there are fewer qualitative researches in tourism sector concerning the HRMPs specifically in restaurant samples. Therefore the current research also contributes both to the literature and practice qualitative evidence to observe this research subject.

Theoretical framework

Although majority of the organizations in tourism and hospitality industry train their employees unfortunately as stated by Maxwell et al. (2004) this industry has poor reputation in employees' training issues. A dozen of reasons found in the literature explaining the lack of managers' tendency to train their employees in hospitality sector which the risk of employees' turnover is mentioned by the employers most frequently (Lowry et al., 2002). Most of the employers are unaware about the fact that the training and employees' development increase their satisfaction and organizational commitments that result in increase of service quality provided by the employees and thus more organizational profit (Pratten, 2003). According to Baum, (2002) training is too important in determining the behaviours and attitudes of the hospitality employees. Human resource practices and its effect on workers' manner have been explored broadly in the past studies. Compelling human resource rehearsals and practices may prompt positive effect in workers treatments which might result in enhanced efficiency, therefore successful HRMPs can be considered a wellspring of competitive advantage for any organization. Although a number of studies reported no relationship betwixt HRMPs and enhanced financial execution (Hart, 1993). According to Guest and Hoque (1994) settling an effective human resource framework would prompt positive employees relationships yet this may not results in the increase of the organizations' profitability. Various studies have exhibited a positive relationship between particular human resource rehearsals and financial factors of the organizations (Gerhart and Milkovich, 1992). Exploration has additionally shown a positive relationship between impression of this managerial practices and consumer loyalty and satisfaction with firms' performance indicators (Tornow & wiley, 1991). Compelling human resource activities within a firm create a surrounding in which the employee's self-determination enhances and consequently the conveyance of quality services to the customers is brought about (Schneider and Bowen, 1993). Researches in relation to the service industry context have demonstrated the causal relationship betwixt the human resource management practices (HRMPs) and service quality and its effect on total performance of the firms. Based on Mathieu and Zajac (1990) the employees whose occupations have enriched with the human resource management practices exhibit greater amount of commitment to their organizations. A number of past studies have reported positive relations betwixt the HRMPs and the customers' loyalty, customers' satisfaction, organizational commitment, organizational performance and the employees' retention (Pitt et al, 1995; Ulrich et al, 1991). Unlike the conflicts among the scholars about the accuracy of the fact that HRMPs leads to the improvement in financial performance, most of the researchers have consensus on the relationships betwixt this issue and the total achievement and prosperity of the organizations. There are lots of studies in the contexts of Northern Cyprus

which observe the HRMPs in service sector in context of hotels, universities, banking and hospitals. But there is a gap in the context of small restaurants and fast-food enterprises. On the other hand Chan and Kuok (2011) stated that little attention has been paid to small hospitality enterprises in relation to the challenges they face about human resource management issues. This study tries to fill these gaps. Moreover there are very scarce numbers of researchers in this field which consider the issue in deep analysis through qualitative approach.

Review of the Literature

According to Armstrong (2011) an effective HRMPs in any organization can absorb, develop and also motivate the workers and in consequence these workers will not only retain but in turn ensure the profitability of their benefactor by exhibition of their best performance. The role of HRM in recent two decades has been so fundamental especially due to the highly competitive and vulnerable business climate (Paauwe, 2004). Referring to tourism and hospitality and considering its labour-intensive characteristic Lockyer, (2007) stated that HR is too vital for the management of this industry. This managerial practices in HR for the small and medium- sized enterprises (SMEs) that the restaurants are a part of, is too important due to their limited resources and sensitivity to different environmental forces (Hasannia & Rezapourghdam, 2016). The employment in the fast food and restaurant sector is classified by particular elements, for example, low skilled workers; part time employees, low paid and short term staffs (Mohsin, and Lengler, 2015). These characteristics according to Mohsin and Lengler (2015) prevent the employees to satisfy their job and accordingly display their ultimate performance to please the clients as well. Globalization and collaborations through guests is the real donor to far reaching change in numerous areas over the economy and has offered ascent to new innovations incorporated talent with the customers. This has prompted a critical change in the tourism industry as the pioneer sector known as service industry and the role of qualified personnel in satisfaction of the customers is incredible. This industry includes variety of division such as airlines, lodging properties, restaurants, auto rental firms, visit administrators and travel operators, and so on.

Moreover the expanding utilization of technology innovation and the internationalization of organizations are increasing clients' consciousness of service quality and intensifying market rivalry (Shi & Su, 2007). Therefore it is highly significant for the employees to continuously update their knowledge in order to be able to satisfy the ever changing needs of the customers. Additionally the hospitality sectors ought to efficiently manage its resources to cope with such trends (Wang et al., 2014). Employees in frontline service professions in tourism industry are determined by the customers as the quality of the service they receive from the providers (Kivela & Kagi, 2008). This factor is too important in influencing the customers' satisfaction and as a result their intention for choosing the destinations (Sheehan & Presenza, 2011). Workers in frontline service jobs in the tourism businesses are continuously are engaged in the middle between customer's demands for good services and the managers' expectations of better performance and productivity (Yavas et al., 2013). Tourism as a service industry always tries to provide high level of facilities to the customers for its viability. For this reason the hospitality organizations strives to develop and implement the HRMPs to please its clients more (Jaszay & Dunk, 2003). Unlike its outstanding significance Elnasr, & Sobaih (2011) believe that tourism industry managers are reluctant to train their employees.

One of the general HRMPs is the strategy which aims at retaining the employees. It is believed that the creation of the employees' engagement in organizations increases the total performance of the firms (Macey et al., 2009). This engagement exhibit itself in different forms such as skill, knowledge and also fulfilling the expectation of the job (Macey et al., 2009). According to Burns (1997) lack of staff and aptitudes in the tourism industry in Western nations is drawn from a Western-driven perspective of tourism work, as workers see work in hospitality, particularly in restaurants, as humble work and feel disparaged (Wildes, 2004). Thus the employees who feel stigmatized in food service jobs would not tend to acquire tourism related knowledge and skills that this element can be considered as one of the reasons of unqualified employees working in hospitality sectors and specifically restaurants. The main reason that hospitality managers do not provide learning opportunities for their staff is the low return on investment in this issue that results from the transient nature of the tourism employees (Sobaih, 2011b). Poulston (2008) suggested that improving the employees' training will increase the standards of service quality delivered by the committed and satisfied employees and thus the customers' satisfaction and organization profitability. In addition such practices will decrease the costly problems of the workplace that the employees' retention is one of them. In this regard Chand & Katou, (2007) stated that the performance of tourism and hospitality sector is related to its HRM systems and proposed that the hospitality organizations should follow such practices strictly. Unlike the importance of HRMPs in tourism industry and the recommendation of scholars for the practitioners to establish a systematic format of such activities Kusluvan et al. (2010, p.177) declared that "individual or bundles of HRM practices in the tourism and hospitality industry are unprofessional, underdeveloped, and inferior when compared to other industries and are not practiced in a way that generates employee commitment, satisfaction and motivation".

Research Method

Since the interpretation of HRMPs in restaurant sector has less been explored in depth, in the present study the authors followed an inductive approach in order to focus more on the interpretation of the empirical judgements to build up a series of factual explanation of the phenomenon (Saunders, Lewis, & Thornhill, 2009) in the specific case of Famagusta.

Taking the research questions into account a subjective approach was adopted in the current study. To do so a series of semi-structured interviews were conducted with the owners and/or with the chief managers of restaurants and fast food houses (most of the cases the managers also were the owner) in different parts of Famagusta city during the July and August 2015. The criterion for the selection of the restaurants was the number of their employees which should have been more than 5 people. Purposive sampling technique (Hemmington, 1999) was followed in this research for the selection of the targeted samples. Out of 21 restaurants' owners and managers a total number of 17 accepted to participate in the study. Below is available the sample interview questions which were shared with the participants: Is there any specific HRMPs framework in your restaurant? How do you select your employees? What do you do when you see your employees can not fulfil the customers' expectations? How can you help the employees to develop and learn new proficiencies needed in hospitality sector? The interviews were conducted at the restaurants and based on the time that the managers pointed before. Each interview was tape recorded and lasted for about 25 minutes. The recorded data transcribed separately and analysed according to the

guidelines of Moustakas (1994). In this method the significant statements are highlighted and then what he calls the “clusters of meanings” is developed from those highlights.

Results of the study

There are several approaches that can be utilized to present and discuss the data in qualitative research technique (Yasarata et al., 2010). Interpretive coding and identifying the main themes of the collected data based on the reviewed literature through reading and re-reading the raw data (Lindlof & Taylor, 2010) is the main technique that at the current study was utilized. Totally five major themes were extracted (coded from 1-5) from the transcriptions of the interviews based on their repetition and recurrence. For each theme a number of direct quotations from the respondents were included (coded as A- J). This technique was followed to ensure the confidentiality and anonymity of the respondents and as a result increase the reliability of the data as well. In the following emerged themes (1-5) and significance statements’ of the respondents (A-J) were mentioned:

1. The existing HRMPs frameworks

The following statements extracted in relation to the existing human resource practices in the targeted restaurants in Famagusta region:

One interviewee (A) who was the owner and manager of the restaurant after hearing the explanations about what the human resource management practices is stated that:

“There is no specific human resource management practice in this restaurant. All of the employees know how to serve the customers”.

It was clear that the respondents did not believe in HRMPs after hiring the staff as they mentioned (respondents B, C and D):

”Before employing a new staff I always ask them to prove that they have working experiences in other restaurants or hotels. When they prove it that means they are familiar with the job so they need no training”.

“Actually I always hire the staff after passing some tests of proficiency. The rule of this restaurant is that the newly came employees should work a whole week in here without getting any money just as a test. If I get satisfied with their work I will hire them.”

“At the first day of the work I always tell the older staff to instruct the new employees. This usually takes some hours for the newly employed workers to cope with their new environment and constructions. After this session there is not any teaching stuff. They have to know what to do otherwise they will be substituted with other job demanders”.

The extraction of the important statements revealed that the restaurant owners who at the same time play the role of managers have no human resource management practices within the work place under their authority.

2. Challenges resulted from the lack of HRMPs' frameworks

The themes that have been evoked from the conversation held between the researcher and the respondents asserted that the managers or the owners of the restaurants face some challenges that are the consequence of the lack of HRMPs.

3. The respondents always have the challenge of replacing their unqualified staff

Respondent (E) stated that:

“The major problem in here is that employees cannot perform as I expect and I always have to look for better workers”.

4. They face constant complaints about the service quality

Respondent (F):

“Of course some of the customers complain about the delay and treatments of the workers here but it is not a critical issue. Everywhere it is a common thing”.

Respondent (G):

“You know this is a crowded restaurants there is no time to send the employees to learn. I need to have them all here”.

5. The restaurant managers presume that training the hired employees is a waste of time and money

Respondent (H):

“There is no enthusiasm in the employees to attend classes otherwise I could support them to go. By the way if they want to learn they can use internet in their free time”.

Respondent (I):

“This is a business and none of the restaurant owners will be ready to waste money on training the workers. The workers should have known how to clean a table or wash the dishes. It is not a very difficult job. Except the chef whose job needs some expertise other positions needs no special training”.

Respondent (J):

“Theoretically it is good idea to develop the employees and provide them opportunities to learn latest knowledge in relation to their professions but in practice it is not applicable to such a small businesses and especially in Northern Cyprus”.

Discussion

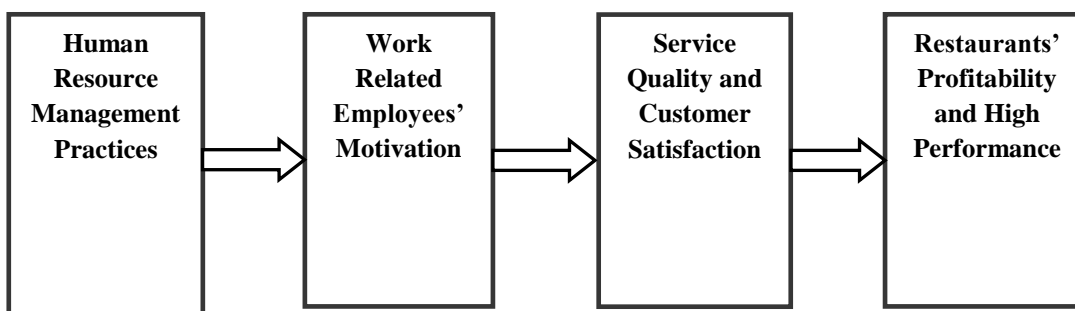
The weakness of the local and national governmental supervision at one hand and the false perception of the restaurants' managers and owners on the other have completely underestimated and also eradicated the need for HRMPs in hospitality section of Famagusta. The managers feel it free and without any cost to dismiss and replace one employee with another. This fact has decreased the motivation of the employees to display a good performance

and find them attached to the restaurant the work. This fact is completely in contrast with the idea of Patiar et al. (2012) that motivated employees deliver superior service to the customers. Accordingly not only the expectations of the managers about the performance but the satisfaction of the customers is not fulfilled.

Unfortunately most of the restaurants owners and managers in Famagusta believed that vast majority of the parts in the positions in their sector don't oblige high abilities and anyone can do these jobs without training. Tourism industry is popular for owning one of the highest turnover rates of its employees (Blomme et al., 2010).

In order to reduce the costs of substituting the employees it is so important for the managers and owners of restaurants to hire and retain those people whose skills and abilities suit the demands of frontline jobs in restaurants (Yavas et al., 2013). It is so important for the restaurant employees to display globally accepted front line service requirements that are: smiling when dealing with unsatisfied clients, controlling the negative feelings like as anger, the expression of positive emotions toward the co-workers and customers and so on (Chan & Wan, 2012). Davidson and Wang (2011) suggest that hospitality sectors need to look beyond cost reduction and adopt a more strategic approach to Human Resource Management. Hospitality organizations that provide inadequate training exacerbate staff turnover (Lashley & Best 2002), and threaten quality standards and profits (Poulston, 2008). HRMPs in Famagusta where hosts thousands of educational tourists ban the restaurant sector to gain huge amount of profits. Since the youngsters are not worried with sustenance planning and that is the reason, they want to go out for their suppers. They as a rule go to fast-food eateries, particularly when there is no one to cook for them furthermore when they need to mingle. Thus the managers of the restaurants can increase the satisfaction of their customers and the quality of their services as much as possible by increasing the motivations of their employees. A number of factors influencing the motivation of the employees according to Presbury et al (2005) are listed below: job security, fair pay, and staff benefits encourage a feeling of satisfaction and loyalty to the employees. Based on the review of the literature and findings of this research Exhibit.1 displays the strategic role of HRMPs for the restaurants performance.

Exhibit.1 The role of HRMP in restaurants' performance



Conclusion

The logic behind this exploration was to investigate the situation of human resource management practices in restaurant sector of Famagusta, Northern Cyprus. The result of this study indicated that in Famagusta HRMPs in restaurant sector is an atypical phenomenon. Although the lack of this important managerial strategy has created a

number of obstacles and challenges for both the employees and the managers, it seems that the engaged stakeholders in this area have been used to cope with such deficits. The perception of the restaurant owners in this region towards the hospitality occupations is so infatuated. One possible explanation for such perspective may result from the dominance of a short-termism culture among the some of the organization owners (Alipour, Arasli, Rezapouraghdam, 2016). This perspective prevents the restaurants owners to view their staff as the asset of their organizations. Therefore losing the employees sounds has no negative impact on their firms. By the way the availability of the surplus workforce exceeds reluctance of the managers to provide any training and development opportunities for their employees.

It was suggested for the managers to at least choose their employees from the hospitality graduated individuals. This strategy has two benefits for the sector: firstly with sparing no expense the managers will benefit from trained and qualified employees and secondly the customers will be hospitalized as they expect.

The future studies can focus on the strategies that can shift the inappropriate perception of the society and especially the tourism sector from the suppliers' side in order not to disesteem the hospitality occupations.

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From Wine Production to Wine Tourism Experience: the Case of Anatolia, Turkey

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Abstract

Wine tourism was virtually unknown in Turkey until the beginning of the 2000's. Over the last five years there has been a growing interest in wine tourism at wine regions and among the wine lovers and wine producers. Already famous for its antiquities, including many of civilization's most important archaeological sites, the addition of an ancient tradition of wine making enhances Turkey's appeal as an international tourism destination. To better define the Turkish wine industry, it is necessary to consider the characteristics of wine areas in Anatolia, identified by its labels, the amount of quality wine produced, the amount of wineries and the total vine extension. This paper examines the wine regions, development of wine tourism, wine tourism and wine routes in Turkey. Turkish wine production highlights a predominant role played by the Aegean and Thrace regions. Different wine routes seemed to appear with the objective of promoting wine regions, and of offering other options to the traditional sun tourism in the Aegean coast. This paper also emphasizes how the wine regions and wine tourism can be promoted throughout the creation of thematic itineraries that ensures the quality tourism experiences in Turkey and determines the issues on the creation of wine tourism destination image.

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INTRODUCTION

Winery and vineyards visitation have recently become important for both wine producers and wine regions. Wine constitutes an important component of the tourist market in many wine counties. Today, several countries and regions are experiencing the immense growth and benefits flowing from wine marketing and tourism. California and Pennsylvania in the United States, Bordeaux, Champagne and Burgundy in France, Tuscany in Italy, and several districts of Australia and New Zealand stand as significant centers of wine tourism (Var et al., 2006). The economic contribution of wine tourism to wine regions and rural areas is also remarkable. For example one million tourists who attend winery cellar door and spend \$350 million visit South Australia, the most popular wine tourism destination of Australia. Following a similar approach, concentrating efforts on creating wine tourism centers in Turkey will be vitally beneficial to national tourism industry. Turkey is a country with an old wine-producing tradition and with a huge tourism industry, although it has not made the importance of wine tourism profitable, up to now. Due to geographic latitude Turkey has good conditions for viticulture and wine production. However, because of the concentration on sun-sea-sand tourism market, visits to wineries and wine tasting are less important motivating factors for visitors but it is full of potential because of Turkey's favorable situation for grape cultivation.

HISTORY OF WINE IN TURKEY

Wine history in Anatolia dates back to the Neolithic period and there are a number of Neolithic sites in Anatolia (present Turkey). According to archaeobotanists, the grape was first discovered in the region of the East Anatolia, Georgia and Armenia trio. The wild *Vitis Vinifera silvestris* continues to grow in these regions, where today hundreds of cultivars are grown for wine and table grapes. Based on recent archaeological and chemical evidence, a 'wine culture' had been established as early as 6000 BC in the upland region of the Taurus Mountains in Eastern Anatolia, the Caucasus Mountains (including Transcaucasia) and the northern Zagros Mountains of Iran (Vouillamoz and others, 2006; Ergenekon, 2008; Doger, 2004). According to McGovern (2003) the motherland of wine is Eastern Anatolia (see Figure 1).

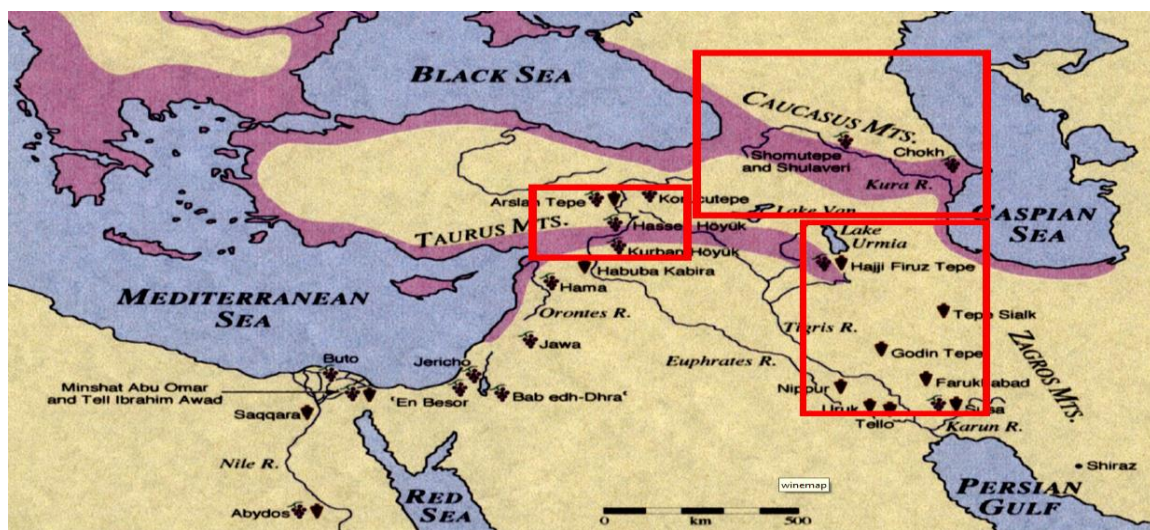


Figure 1. The Eurasian Grapevine *Vitis Vinifera*

Source: Patrick McGovern, Ancient Wine: The Search for the Origins of Viniculture, 2003.

As told in the legend of Noah's Ark, the eastern Anatolia has been a grape cultivation area for hundreds of years. After his Ark coming to rest on Mount Ararat, Noah planted a vineyard, produced wine, and his family drank it. There are parallels between what the Bible tells of Noah and Mount Ararat and what scientists have learned about the origins of wine and winemaking. Mount Ağrı (Ağrı Dağı) is in the eastern Anatolia and is considered today to be the motherland of the wild wine species *Vitis Vinifera sylvestris* (Aktan and Kalkan, 2004).

Wine had an important role in the social lives of the oldest civilizations of Anatolia the Hattis and the Hittites. Wine was offered to Gods in Hittite religious ceremonies. Provisions protecting viticulture in Hittite law, and the custom of celebrating each vintage with a holiday, suggest that wine was important to both ancient economies and ancient cultural practices (Ergenekon, 2008; Doger, 2004).

After the collapse of Hittite Empire the journey of wine continued with the Phrygians. They introduced wine to Greeks when they conquered western Turkey in order to establish trade colonies. Greeks played an important role specially in trading wine by carrying it to different places across the Mediterranean Sea (Ergenekon, 2008; Doger, 2004).

One of the grapes introduced to Europe was Misket, from Turkish origin, became called Muscat by Europeans (Ergenekon, 2008). It is also said that Phoceans - people of Aegean Turkey - when they traveled across the Mediterranean to find the harbor city of Marseilles in Southern France took also some species of grapevine perhaps Muscat (originally Misket) to this country for the first time (6th century B.C) (vinotolia.com, 2010; Bursa Wine Association report, 2007).

According to the legend Dionysus, the God of Wine, was born in the Aegean region of Turkey, Teos near Izmir. The Romans carried on the tradition of growing grapes and winemaking. When Christianity was recognized as the official religion of Roman Empire, the production and the consumption of wine displayed a tremendous increase mainly in monasteries and the other religious centers (vinotolia.com, 2010; Yalçın, 2006).

Grape and wine production continued even after the Turks ruled the Anatolia and Islam began to dominate the region. A comfortable balance developed between Christian and Muslim residents that Christians produced the wine; both Christians and Moslems consumed it (Ergenekon, 2008).

During the long period of the Ottoman Empire (1299-1923), wine production and trade were carried out by non-Muslim minorities (Greeks, Armenians, Syrians, and others) (Yalçın, 2006). In the Ottoman period, the general atmosphere of tolerance was interrupted from time to time by official prohibitions on the use and sale of alcohol. Wine-bars were forced to close and heavy sanctions, even death penalties, were applied. The prohibitions were always short-lived, because the tax collected from wine sales was an important source of income for the Ottoman treasury. Wine production reached record levels and alcohol prohibitions stopped during the second half of the 19th century, in the atmosphere of tolerance and freedom brought about by the Ottoman modernization movement. Meanwhile European vineyards were being devastated by an epidemic of phylloxera (a vine-attacking insect), reducing wine production dramatically (Bulal, 2005; Ergenekon, 2008; Ozdemir, 2013). In order to meet the European demand, the Ottoman Empire's wine exports increased significantly reaching 340 mio liters in 1904 (Ergenekon, 2008; Yalçın, 2006).

There was a considerable amount of wine production before World War I and the War of Independence in Turkey. However wars affected production negatively (Aktan and Kalkan, 2004), especially in the Thrace and Aegean regions. The production of all alcoholic beverages went under the control of government monopoly in 1927, with the exception of wine. In 1928 the government began to support wine producers with technical knowhow and semi-financial support (Ergenekon, 2008; Aktan and Kalkan, 2004).

The 1950's government initiated French grape varieties for plantation in the Aegean and Thrace regions (such as Semillon, Pinot Noir and Cabernet Sauvignon) (Ergenekon, 2008). By the late 1980s, Turkish economy began to integrate with other global economies, the tourism sector began to develop these changes have increased the wine sales. Turkish people rediscovered wine in the 1990s.

GRAPE AND WINE PRODUCTION IN TURKEY

Turkey has more than 1200-1500 grape varieties of which 600-800 are genetically different (vinotolia.com, 2010; winesofturkey.org, 2014) but only a few of them are used primarily in wine production. Turkey has fine local vinifera grapes such as Öküzgözü, Boğazkere and Kalecik Karası (for reds), and Emir and Narince (for whites), all of which can produce quality wine. In addition, grapes of European origin –Cabernet Sauvignon, Merlot, Chardonnay, Sauvignon Blanc- have been grown for many decades.

Currently, Turkey is among the world leaders in grape production (see Table 1 and Table 2). Turkey has the fifth largest grape-growing area at 500.000 ha after Spain, France, Italy, and China (International Organisation of Vine and Wine, 2014). Turkey ranks sixth in the world for grape production with 4 million tons of grape production annually (Food and Agriculture Organization of the United Nations Statistics Division, 2013). Unfortunately only 11% of this huge output is used for wine making (see Table 3 and Figure 2). 52% of the harvested grapes were consumed as table grapes, 37% of grapes were set aside for raisin (TurkStat, 2014).

Table 1. Vineyard Surface Area in 2013

Rank	Country	Vineyard (Ha)	%
-	World	7.519.000	-
1	Spain	1.000.000	13,0
2	France	800.000	10,6
3	Italy	750.000	10,0
4	China	600.000	7,9
5	Turkey	500.000	6,6

Source: OIV (International Organization of Vine and Wine), 2014.

Table 2. Grape Producing Countries in 2013

Country	(000 ton)	%
World	75.100	-
China	11.500	15
Italy	8.000	11
USA	7.700	10
Spain	7.500	10
France	5.500	7
Turkey	4.000	5

Source: Food and Agriculture Organization of the United Nations Statistics Division, 2013.

Table 3. Grape Production in Turkey in 2014

Year	Vineyard Area (Ha)	Production (Ton)	Table Grapes (Ton)	Dried Grapes (Ton)	Wine Grapes (Ton)
2004	520.000	3.500.000	1.900.000	1.230.000	370.000
2005	516.000	3.850.000	2.000.000	1.400.000	450.000
2010	477.000	4.255.000	2.249.500	1.544.000	461.500
2011	472.500	4.296.000	2.269.000	1.562.000	465.000
2012	462.000	4.234.000	2.220.000	1.614.000	400.500
2013	469.000	4.011.000	2.132.500	1.423.500	455.000
2014	467.000	4.175.000	2.166.500	1.563.500	445.000

Source: TurkStat (Turkish Statistical Institute), 2015.

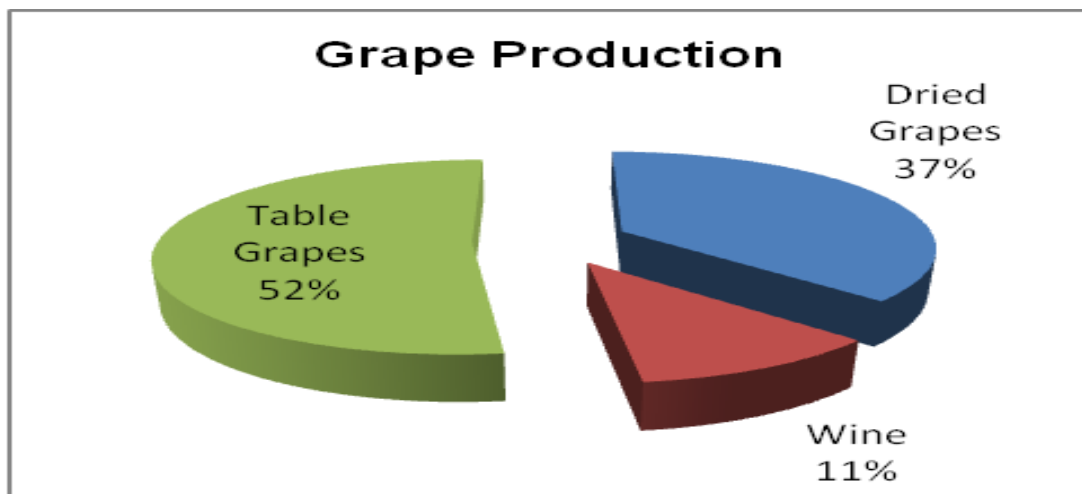


Figure 2. Grape Production in Turkey 2014

Source: TurkStat (Turkish Statistical Institute), 2015.

Despite its huge potential of grape production, Turkey is the forty third wine producer country in the world (OIV, 2014). Turkey’s wine production is around 60,7 mio liters per year which is decreased % 20 in the last 5 years. With its annual yield of 60-70 million liters of wine, Turkey accounts for only %2 of global wine production. Wine exports constitute 4% of total production and by volume is 2.65 million liters and by value \$7-8 million.

According to Tobacco and Alcohol Market Regulatory Agency- TAPDK (2014) records the total alcoholic beverage consumption in Turkey is 1,056 billion liters. Wine consumption constitutes 6% of total alcoholic beverage consumption and it takes second place, after beer (89%) and Rakı (4%-an aniseed-like spirit). Wine consumption per capita is around 1,2 liter per annum.

Table 4. Wine Producing Countries in 2013 (millions of hectoliters)

Rank	Country	(mhl)	%
-	World	271.000	-
1	France	46.000	17
2	Italy	44.000	16
3	Spain	37.000	14
4	USA	22.000	8
5	Argentina	15.000	6
6	Australia	12.000	5
43	Turkey	60	002

Source: OIV (International Organization of Vine and Wine), 2014.

In spite of the long history of grape production, wine production is relatively new in Turkey. More serious development started about 30 years ago, with the lessening of religious influence and favorable governmental policies. There are 166 wine producers licensed by Tobacco and Alcohol Market Regulatory Agency (TAPDK, 2014) of Turkey, but it is a very small number when compared to other wine-making countries. It is estimated that the number of producers are much more than that. Due to the fragmented and often unregistered wine production, it was impossible to identify all wine producers in Turkey. Most Turkish wine producers are small and medium-scale enterprises.

The Turkish wine market is largely dominated by Doluca, Kavaklıdere, and Mey, each with an annual production capacity of more than 10 million liters (Turker, 2011). Boutique wineries began to be seen since the 2000's. In the last few years, the growing enthusiasm of wine consumers and their interest in new tastes has begun to open market space for the smaller wineries. Unfortunately one of the obstacles to the development of wine industry is Turkish government's high tax policies. The Government collects %60 of Private Consumption Tax from Wine.

WINE REGIONS AND WINE TOURISM IN TURKEY

Tourism industry in Turkey has witnessed a rapid development starting from early 80s. Turkey attracts nearly 40 million visitors annually. Turkey ranks 6th in terms of tourist arrivals and 12th of tourism receipts (WTO, 2013). Turkey has usually been seen as a summer destination for tourists, especially for the visitors arriving from Eastern and Central Europe. Tourism strategy of Turkey has long depended on shore tourism since 1980s.

Changing motivations of tourists have shifted today's tourism demand. The industry has diversified towards alternative types of tourism focused on authentic and unique holiday experiences. As the trend toward a wider variety of tourism products emerges, Turkey is well placed to offer highly attractive alternative tourism options. The Turkish government has identified tourism development as a priority target and encourages the development of new forms of alternative tourism that can be perfectly complementing its traditional sun-sea-sand product.

To achieve a sustainable tourism growth, Turkey has to promote new types of tourism which heavily depend on its cultural assets. In this context, wine tourism should be considered as an important and unexplored niche to develop tourism activities. Developing wine tourism is one of the basic tourism strategies in Tourism Strategy of

Turkey 2023. Turkish Ministry of Tourism and Culture has considerable efforts in order to develop wine tourism in the Aegean coast and Central Anatolia (Cappadocia).

Turkey's most developed and productive wine regions are the Thrace (Marmara) and Aegean regions, and Central and Southeastern Anatolia. Winemaking, on the other hand, tends to be concentrated in the western part of the country. The Thrace region accounts for 20 percent of all the wine produced in Turkey. The winemaking tradition that Greeks founded in this area in the past is continued by Turks today in small to medium-sized facilities (Türker, 2011).

Although the Aegean region focuses on table grapes and dried fruit, it is also notable for wine production (35% of Turkey's production). Izmir, Manisa, and Denizli are the main centers of viticulture and winemaking (Turker, 2011).

In Central Anatolia, two centers have important roles in wine industry. One is the town of Kalecik, 65 kilometers northeast of Ankara. It gives its name to the - grape Kalecik Karası. Cappadocia is the other important Anatolian wine-production center; its poor volcanic soil is suitable for grape cultivation. In southern Anatolia, the areas around Diyarbakır and Elazığ produce the best red wine grapes in Turkey; Öküzgözü and Boğazkere.

Black Sea region, with its rainy summers, is not particularly suitable for wine-grape production. Still there are efforts to promote certain black varieties-such as Merzifon Karası (the local grape Merzifon, thought to be the ancestor of the Marzemino grape of Italy) (Yankı, 2009).

By 1990s the increasing interest in quality wines, health articles and Western life style had stimulating effect on the consumption of wine in Turkey. Besides foreign tourists visiting Turkey's popular tourism destinations, have increased the consumption of wine. Changing motivations of tourists, development of alternative types of tourism and increasing interests in wine promote wine tourism in Turkey that travel agencies have started to organize tours daily or weekly for tourists who want to visit the vineyards and taste the quality wines produced by motherland of the grape. Winery and vineyards visitation is an important motivation for domestic tourists that there are lots of tour options departing from Istanbul to the wine regions especially to Thrace and Bozcaada (Bozca Island) during the harvest time (September).

Different wine routes seemed to appear with the objective of promoting wine regions, and of offering other options to the traditional sun tourism in the Aegean coast. One of these routes was developed by Turkish Ministry and Culture within the context of an EU Project titled "The Wine Culture Tourism Exchange" in 2007 (see Figure 3). Turkey is one of the key stakeholders of this project which includes Armenia, Azerbaijan, Georgia, Moldova, Ukraine, Greece, Romania, Bulgaria, Serbia, Croatia, Macedonia, and Bosnia and Herzegovina.



Figure 3: Wine Routes in the context of European Union "The Wine Culture Tourism Exchange" Project.

Source: Adapted from the presentation of Madelena Grossmann, 2009.

Twelve boutique wine producers from Tekirdağ, Şarköy, Kırklareli and Gelibolu have gathered together to promote a new “Vineyard Routes Project” with the support of the Thrace Development Agency (thracewineroute.com, 2015). There have been some other efforts to establish the wine routes of Turkey by the Wines of Turkey Platform, consisted of seven wine producers of Turkey. Two separate routes were developed. The Aegean Route was selected traversing the whole Western Turkey, from the region of Thrace to the South-West and the Central Anatolia route, from Central Anatolia to the Southeast of Turkey (winesofturkey.org, 2014).

Türker (2011) developed three different routes (Thrace, Aegean, Central Anatolia routes) consisting of quality wine makers in “Wine Tourism and Wine Routes of Anatolia” project which was supported by TÜBİTAK (The Scientific and Technological Research Council of Turkey) between January 2010 and January 2011 (see Figure 3).



Figure 4. Wine Routes of Turkey

Source: Nuray Türker, *Wine Tourism and Wine Routes of Anatolia Project Report*, 2011.

On Thrace Route which lies from Kırklareli, along the hilly shore of the Sea of Marmara, to the Gallipoli peninsula and also to Avsa Island and Bozca Island, visitors can spend a week visiting boutique vineyards and tasting wine. On the Aegean wine route, mostly near Izmir, Manisa and Denizli, tourists can experience the beauty of vineyards stretching for miles and miles. Tourists can also visit archaeological sites such as Ephesus, Pergamon, Milet and Aphrodisias, top attractions like the Pamukkale hot springs, and pretty Aegean villages. In Central Anatolia Route where indigenous grape varieties are mostly used for wine production visitors can visit wineries, taste wine and also experience the unique atmosphere of Cappadocia.

There are some prominent wine tourism destinations in Turkey. Şirince is known throughout Turkey for the wine it produces. Şirince Village, an old style Greek settlement, is very attractive and it is famous for its homemade wines. It is very close (5 miles) to the world famous Ephesus open-air museum. Making and selling wine has considerably become an important income source for the village. Local tourists visit Şirince regularly to buy local produced wines. Currently, an average of 20.000 tourists visit Şirince each month (Selçuk Tourism Information Office, 2014). All through the village there are shops where visitors can taste and buy wines.

Bozcaada, a lovely small island in the north Aegean, is famous for its wines. One third of the island is covered with vineyards (Türker, 2011). There are six local wineries (namely Ataoğ, Corvus, Talay, Gülerada, Amadeus and Yunatçılar) produce wine on the island. Being a major wine producing center, Bozcaada supplies around 5-10% of Turkey's wine. Tourists can taste and buy different kinds of wine on the shops of each winery and can also observe

the production process during the taste. All the wineries have tasting rooms to attract tourists, especially in the summer months (June-September).

There are wine festivities on the Island which are held every year. Traditional Wine Tasting Days is held in June every year and is organized by local wine producers with the support of the local administration and the Municipality. August and September are the months of the grape harvest on Bozcaada. 'Bağbozumu' (vintage) is the name given to grape harvest. The grape harvest festival, prepared by the Bozcaada Municipality each year on the first weekend of September has become a traditional celebration on the island.

In the central Anatolia there are daily tours combined with the precious attractions of Cappadocia. Visiting vineyard, tasting wine are the main attractions of the area for wine tourists. The Turasan and Kocabağ wineries are the prominent names in the region; each year they are visited by thousands of tourists for wine tasting.

CONCLUSION AND FUTURE IMPLICATIONS

For the future development of wine tourism the obstacles to the development of wine industry should be solved. According to the State Planning Organization Report in 2000, the major problems of the wine sector in Turkey are as follows (Özdemir, 2013);

1. Despite the excellent wine-growing climate of the country, the wine grape quality and quantity are insufficient.
2. The wine-producing sector is not using the thousand-year-old wine culture and wine history.
3. There is a lack of training for grape producers in wine grape production.
4. The wine production technology is not up to date.
5. The domestic wine culture and wine drinking habits need to be promoted.
6. The taxes on the wine sector are very high.
7. The advertising for wine is insufficient.

In spite of the size of Turkish grape production and the emerging wine industry, wine tourism has not yet been recognized for its potential by the wine producers. Many wine producers and wine regions have not, to date, organized their wine tourism product. Sevil and Yüncü (2009) identified in their research that tourism is often a secondary product for wine makers, their primary focus is on grape growing and wine production, but they are willing to get involved in wine tourism. Researchers also found out that wine tourism is seen as a significant marketing tool - a way to advertise their brand within the wine industry – especially important due to advertisement restrictions on alcoholic beverages on Turkey.

A long term strategic approach should be developed and implemented for the development of wine tourism considering the successful wine tourism countries such as France, Italy, Spain, Australia, USA, Canada and etc. To illustrate, EU wine tourism strategies for wine route destinations are aimed at the promotion of sustainable and high-quality oenotourist development, protection and improvement of life quality of the inhabitants of the territory,

improvement of the tourist offer quality, training of the main actors, promotion of the natural and the historical heritage of wine and finally supporting the local economy (European Paper on Wine Tourism,2006).

Wine tourism in South Australia (SA), one of the most developed wine tourism destinations in the world, is considered a tool for creating competitive advantage (Getz and Brown, 2006). SA has multiple wine tourism strategies such as building a cohesive, focussed and sophisticated wine and food tourism industry, increasing the visitation of tourists, extending the length of stay, adding value to the cellar door experience, education of wine tourism stakeholders, marketing regional wine and food experiences (South Australian Food and Wine Tourism Strategy, 2009).

Ontario (Canada) created strategies to establish a quality wine and culinary tourism destination in both domestic and international markets. To this end The Ministry of Tourism, Culture and Recreation (MTCR) and the Wine Council of Ontario (WCO) prepared the Ontario Wine and Culinary Tourism Strategy comprising Niagara and Toronto wine destinations. The strategy concentrated on enhancing the wine route experience, encouraging the private sector to establish more accommodation facilities, developing packages and itineraries, increasing the level of training of front line staff, building on the many complementary tourism attractions and visitor appeals in the area (Ontario Wine and Culinary Tourism Strategy, 2001).

Wine tourism can be the core business for many small wineries in Turkey. For small wineries wine tourism is an opportunity for increased margins and brand awareness. Wine producers are key elements of wine tourism, and an important determinant of wine tourism experience quality. In order to initiate wine tourism development in Turkey wineries should take the leading role. Wine product and wine related activities in Turkey should be planned with the collaboration of wineries in a given area. For example, groups in social media, such as Wines of Turkey and Wines from Turkey as well as the Thrace Wine Route, which is established by 12 wineries to promote wines, vineyards, and vintage activities in Turkey. Partnerships among wineries and allied tourist facilities such as hotels and restaurants should also contribute to increasing wine tourism. Forming alliances with restaurants and bed and breakfast establishments in the surrounding area is an important way to promote wine tourism and has the potential to attract tourists to the region. In Australia there is a network of relationships between the wineries, tourist authorities and government agencies which creates a strong synergy and makes the territory attractive (Boatto and Gennari, 2011).

Such concerted efforts must be coordinated by a central organization such as a wine institute or association like Wines of Turkey Platform. In order to promote alliances among wineries, it is recommended that a centralized organization be established in order to plan and coordinate activities. Its board of directors should include wine producers and representatives of the Ministries of Agriculture and Tourism. Such an organization may be designed similar to those in Australia, California, Chile and France, for example, and become marketing, rather than just production orientated. In France, a cooperative effort by a consortium of wineries led to the founding of research institutes, a wine museum and the organization of wine routes. It should work together with the Ministry of Tourism, wineries and the tourism industry to foster cooperation.

Turkish tourism operators should develop varied wine tourism products, which can then be combined with other attractions such as local food and activities i.e. wine festivities. Wine tourism destinations in Turkey should incorporate local food and beverages into the tourism product. The sale of these types of products can also help to promote and enhance the identity of the destination.

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What Is Your Favorite Local Food Menu? Application of Conjoint Analysis on the Eastern Mediterranean Cuisine of Turkey

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Abstract

Aim of this study is twofold; (1) investigating consumers' preference for favorite local food menu composed of regionally known soups, appetizers, main courses and desserts, and (2) understanding the criteria on which the consumers show their trade-off attitudes. Data was collected during the 01-31 May 2015 through a survey composed of 18 menu cards and 154 usable questionnaires were gathered as a consequence. Full profile conjoint analyses were applied as statistical technique in order to analyzing data. Major findings from the empirical study point to the fact that participants confer the highest importance to the main dishes while the least importance is placed on the price. The most favored menu cards reveal that those with 'Adana kebab' are of priority to the consumers. The most favorite menu card is composed of a mixture of Adana and Gaziantep cuisines. This trade-off behavior by the consumers illustrates that the more variety presented in the local menu, the higher the prices that could be charged.

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INTRODUCTION

The rapid developments and changes that have had an impact on all the industries in the world have also had an influence on the food-drink establishments. The growth trend of the restaurants, the increase in the variety of cuisines, newfound food preparation techniques, the ever-changing consumer trends, the advances in food transportation, the ongoing changes in consumer food habits, the emergence of aggressive sales strategies in the food-drink industry have forced the establishments to improve their gastronomy experiences (Kivela, 2003). Culinary, gastronomy, food or wine tourism, no matter how it is called; it is clear that travels with motivations for experiencing food&beverage have become a trend in many countries such as Italy, France, Thailand, Australia and Canada (Karim and Chi, 2010). Food culture and characteristics keeps the communities sharing the common history composed of people, places and culture together (Khoo and Badarulzaman, 2014) and therefore it has the ability to provide much more than “what, where and when to eat”.

In this context, the concept of “local food” has recently emerged as an alternative to the conventional food production and marketing and has consequently caught the eye of the food&beverage business and academics (Born and Purcell, 2006; Bloom, 2010; McEntee, 2010). Local foods are defined as the food that has been produced, worked upon and spread within a certain geographical area or relating to that specific area (Bloom, 2010). These foods have become part of the local culture because they have been derived from a past incident that has taken place in the region and thus have been put into a special category by the locals and have been consumed more or less on special occasions (Hatipoğlu et al., 2013). According to the research conducted by Frash et al. (2015) in various parts of Europe it has been understood that consumers associate the word “*traditional*” with “local” when it comes to talk about foods.

In recent years, the local flavors have garnered attention in the national and international field of gastronomy tourism activities (Darby et al., 2007; Zepeda and Deal, 2009; Sharma, Moon, Strohbahn, 2014). Gastronomy tourism is the type of tourism that offers foods specific to a region, which resonates the cultural identity and heritage of the region providing an advantage for the region over the competition, which in turn establishes travel motivation by presenting unique food-drink experience and significantly helps invigorate travel activities (Harrington and Ottenbacher, 2010). As gastronomy tourism enabled the promotion of the local cuisine, helped the spread of gastronomy culture from the local to the national and international level. The local food culture could provide a competitive advantage to one destination over another. Since the pronounced rise in competition between the tourism destinations, the food factor is regarded as a means to influence potential clients and boost tourism marketing (Lin, Pearson and Cai, 2011). Şengel et al., (2015) conducted a research on the local food experience of foreign tourists visited Istanbul. They discovered that the tourists were enthusiastic about foods that they didn't recognize, and their tendencies to recommend to others to try out these foods were high.

Food is no longer considered as just physiological need since but the characteristics of a destination and became the logical instrument in branding and promoting a specific destination as a consequence (Lin et al., 2011). This alteration let the academicians to understand what influences the consumers' local food preferences. Although the popularity of local foods has been substantially high-lightened in the gastronomy and tourism literature, (Bianchi and Mortimer, 2015) there are limited numbers of research delve into consumers' local food menu preferences. The

literature mostly focus on investigating the consumers' local food consumption and preference irrelevant of a menu cohesion (Roininen, Arvola and Lahteenmaki, 2006; Guerrero et al., 2010; Lin, Pearson and Cai, 2011; Choi and Zhao, 2014; Frash et al., 2015; Şengel et al., 2015; Mynttinen et al, 2015). Menus are an invaluable resource that provide legitimacy of the food&beverage establishments' activities and reflect the general brand image and the price range of the establishment to increase profit while shaping the consumers buying habits (Antun and Gustafson, 2005). In order to fill this gap, this study has delved into leaning consumers' favorite local food menu preferences composed of regionally known soups, appetizers, main courses and desserts. In line with this aim, local foods of three gastronomically wealth cities in Turkey's Eastern Mediterranean region were identified as a source. Besides, measuring the level of importance of food types in menu preference and to determine the criteria on which the consumers exhibit their trade-off attitudes were the secondary aim of the study.

CHARACTERISTICS OF EASTERN MEDITERRANEAN CUISINE OF TURKEY

It can be said that the best proof of the historical and cultural diversification could be seen in the local cuisine. Turkish cuisine is considered as one of the major cuisines along with that of Chinese and French. Turkish cuisine hosts thriving and affluent local cuisines that have been influenced by a myriad of religions and traditions from Middle Asia, Mesopotamia, Byzantine, Mediterranean, Southern Asia and Europe over the course of a thousand years (Ertaş and Karadağ, 2013). Religions were the most significant modifiers of the eating habits and cuisine culture as it is seen in specific to Turkish cuisine. Old Turks, originally Asian, were utilizing all kinds of animals until they met with Islam. Old Turks were benefited mostly from sheep, goat and cattle as the source of meat, respectively. When Turks migrated to Anatolian territories, their cuisine culture was affected by other living societies naturally. Accordingly, Turks' meat driven cuisine was combined with local Anatolian cuisine in the long process (Karadağ, 2009).

From this time to forward, not only food varieties but also cooking styles and equipments have changed and shaped by their Islamic perceptions (Gaziantepmutfagi, 2016). Particularly, the effects of Arab diets with spice and hot pepper are quite obvious on the South-Eastern cuisine culture (Karadağ, 2009). Another significant mixer of the Turkish cuisine culture was Ottoman Empire because of its 600 years regnal duration and the number of countries under its control. Today, there are 64 different countries ranging from Central Asia to Anatolia, Middle East, the Balkans, Europe, Africa and Caucasus living within the old boundaries of Ottoman Empire. Accordingly, this blinding diversity has merged under the Turkish cuisine and reflected on different regions and cities (Gaziantepmutfagi, 2016). This great diversity of history and food culture has indispensably effected the Eastern Mediterranean Cuisine of Turkey as well. Eastern Mediterranean region is rich in meat driven foods, round and flat breads, dairy products, hot and intense spices, bulghurs and Turkish raki maden fig in opposition to Western Mediterranean regions' yoghurt driven appetizers, light seasonings, sea products, olive and olive oil, fresh vegetables and wines. Besides, cuisine of Eastern Mediterranean region differ from Western Mediterranean region with its' unique preparation and cooking techniques (Ertaş ve Gezmen-Karadağ, 2013).

LITERATURE REVIEW ON CONSUMERS' PREFERENCE FOR LOCAL FOODS AND MENUS

Mynttinen et al., (2015) have examined the Russian tourists' local food experience and revealed that the

tourists' primary reason to prefer local tastes were "to eat fresh and healthy food" and "to enjoy the food". Additionally, the authors stated that in order for the tourists to experience the local flavors at the restaurants, they needed to believe that the local foods were actually local. Moreover, the prices had to be on the inexpensive side, the tourists needed to be informed about the local products, preferably in their own language and they required more information about the food culture of the destination they were visiting. Similar to Mynttinen et al., (2015), Choi and Zhao (2014) and Pestek and Cinjarevic (2014) revealed that the offering clues on local culture and lifestyle, services and healthy food are the significant attributes impacting the consumers' preference to order local food at the restaurants. Another research that has been conducted in Finland revealed that the locals thought of local foods as fresh and healthy derive mainly from the short distances transportation and sustaining the local economy (Roininen, Arvola and Lahteenmaki, 2006). When Lin et al., (2011) studied the websites and the brochures of the tourism destinations; they found that the elements published were mostly about foods that were considered healthy and their ingredients.

Kızıllırmak et al., (2014) examined the significance of the local cuisine of Trabzon in the content of the menus at 13 restaurants including the hotel restaurants. The research results established that the most of the restaurants served local foods, however, the information whether the foods served were local or not was missing. A similar research was conducted by Hatipoğlu et al., (2013) in Capadoccia's Gelveri (Güzelyurt) district on six rural tourism food-drink establishments and discovered that the menus did not give special importance to the local foods. It is important that the local products take places in the menus of restaurants, supposed to be reflected the regional cuisine culture. Some ways to add excitement and vitality to the traditional menus are secret in the variations of the menus such as adding information as to the cooking methods of the items, new additions regarding the shapes, colors, temperatures, sizes and contents of the food (Antun and Gustafson, 2005). Bernstein et al., (2015), found in their research that the restaurants offering varieties in their menus were regarded as unmatched and preferable to the restaurants that offer fixed menus. Moreover, if such restaurants are locally known and famous for their menus then these establishments are not only admired but are likely to draw in repeat customers. Mynttinen et al., (2015), suggested that the usage of the language of the people own language (other than English) could increase the tourists desire to partake of the local cuisine. Thus, the menu can be regarded as a communication tool whereby offering the customers a warm welcome rather than just an inventory of the establishments food&beverage roster. On the one hand, the menus offer the food&beverage portfolio of the establishment and on the other; the menus could show the establishment's regard for the customers' health and well-being. For example, in the research by Antun and Gustafson (2005) where a comparison of the upscale restaurants and private dinner clubs was conducted, the customers' preferences for the healthiest items on the menus were documented by comparing the menus' offering: beef, pork products, fish and salad.

RESEARCH METHOD

Aim of the Study

Aim of this study is twofold; (1) investigating consumers' favorite local food menu preferences composed of regionally known soups, appetizers, main courses and desserts and (2) understanding the criteria on which the consumers show their trade-off attitudes. In line with this aim produced 18 different menu cards were asked to rank

from most favorite to least favorite by the participants according to their subjective evaluation (taste perception, preparation information, familiarity, locality, price, etc.). Appearance and content of the foods handled in this research could be seen in Appendix 1.

Data Collection Tool

The attributes of the local menus were shaped in three stages. Firstly, articles, web pages and books which were specifically related to Eastern Mediterranean Cuisine were investigated in order to determine a set of attributes deemed important by various authors. After determining the most recurring and significant menu attributes from the literature, the second stage where interviews with locals in Mersin who were familiar with Eastern Mediterranean Cuisine was executed. The preliminary interview is the first stage in a conjoint analysis that occurs before any design of actual cards can be undertaken (Orme, 2010). Therefore, to make the menu attributes case-specific and adaptable to the local environment, face-to-face interviews, lasting approximately 20 minutes; with 30 tourism management graduate students were conducted. The participants were asked to name their most favorite dishes from Eastern Mediterranean Cuisine. They listed a total of 62 different foods which were then grouped into main categories to shape the final menu items on a list and subsequently, the most recurring foods were defined and grouped. As a result, twelve foods involve in four food groups (soups, appetizers, main courses, desserts) represent the cuisine of Adana, Hatay, Gaziantep have been identified. Menu prices were determined for the each menu according to answers the “how much money are you willing to pay” question from the 30 graduate students and managers of the seven restaurant in Mersin. Table 1 represents the defined attributes and levels.

Table 1. Determined Attributes and Levels

Menu Items	Types	Description	Cuisine
Soups	Yüksük Soup	Soup with meat pastry and chickpea	Adana
	Lebeniye Soup	Yoghurt soup with tiny stuffed meatball, chickpea and wheat	Gaziantep
	Ayran Aşı (yoğurt) Soup	Cold yogurt soup with chickpea and wheat	Hatay
Appetizers	Sarımsaklı Köfte	Burghul ball with garlic	Adana
	İçli köfte	Stuffed meatballs	Gaziantep
	Saç Oruğu	Ovened stuffed meatballs in metal tray	Hatay
Main dishes	Adana Kebap	Traditional Turkish Kebab	Adana
	Patlıcan Kebap	Aubergine Kebab	Gaziantep
	Tepsi Kebap	Oval Kebab in metal tray	Hatay
Desserts	Karakuş	Deep fried pastry with walnut	Adana
	Baklava	Multilayered flaky pastry with walnuts, pistachios etc.	Gaziantep
	Künefe	Oven shredded pastry with cheese filling in syrup	Hatay
*Prices	Adana: 35 TL (13,1\$)	Gaziantep:45 TL (16,86\$)	Hatay:55 TL (20,61\$)
1US\$=2,6675 TL/29.05.2015			

Sampling Procedure

The participants of the study are residents of Mersin and have been defined as consumers who are familiar with the aforementioned cuisine in the study. Data were collected by two researchers with the convenience sampling procedure during the 01-31 May 2015 and 154 usable questionnaires were gathered totally. Before the data collection, participants have been informed about the ranking process and critical evaluation criteria (taste perception, preparation

information, familiarity, locality, price, etc.) that could help participants to rank menu cards successfully. Each application of the menu cards took approximately 20 to 30 minutes. With regards to the sufficiency of the sample size, Hair et al., (2010) mentioned that although small scale studies, as small as 50 respondents could provide a brief glimpse into the preferences of respondents, 200 participants could provide an acceptable margin of error. Therefore, sample size of this research should be taken carefully into consideration when making generalizations.

Analysis Technique

In order to define consumers’ preference for the most favourite local menu and to understand consumers’ trade-off attitudes conjoint analyses (CA) has been applied. Conjoint analysis is a multivariate technique that helps in understanding how consumers arrive at certain determinations as to goods and/or services (Hair et al., 2010). What makes conjoint analysis a powerful technique is helping in the manipulation of pricing and marketing decisions according to consumer trade-offs (Ding et al., 1991). Hair et al., (2010) state that consumers are able to provide their best judgments on a product by breaking down its elements and assigning a value to each one. The combination of all attributes yields consumers preferences such as: what elements in a product hold the most importance, which combinations yield the most desirable product and what kind of trade-offs consumers are willing to make (Ostrom and Iacobucci, 1995). As mentioned in Xu and Yuans’ (2001) principle, the number of scenarios should equal to at least 1.5 times the number of parameters. The number of parameters is determined by the formula $[n(k-1) + 1]$ where n=the number of attributes, and k=the number of levels for each attribute. According to Xu and Yuan’s (2001) principle 11 cards at least should be created in this study considering 5 attributes and 3 levels. As a result, 18 profile and 3 simulation cards were produced by the statistical program. Table 2 provides the information on the 18 cards that the consumers evaluated.

Table 2. Attributes and Levels of Produced Profile Cards

No	Soups	Appetizers	Main dishes	Desserts	Prices
1	Yüksük	Saç Oruğu	Tepsi Kebabı	Künefe	55 TL
2	Lebeniye	İçli Köfte	Patlıcan Kebabı	Karakuş	55 TL
3	Ayran Aşı	İçli Köfte	Tepsi Kebabı	Karakuş	45 TL
4	Yüksük	Saç Oruğu	Patlıcan Kebabı	Künefe	45 TL
5	Ayran Aşı	İçli Köfte	Adana Kebabı	Künefe	55 TL
6	Lebeniye	Saç Oruğu	Tepsi Kebabı	Baklava	35 TL
7	Ayran Aşı	Sarımsaklı Köfte	Tepsi Kebabı	Baklava	45 TL
8	Ayran Aşı	Saç Oruğu	Patlıcan Kebabı	Karakuş	35 TL
9	Ayran Aşı	Sarımsaklı Köfte	Patlıcan Kebabı	Künefe	35 TL
10	Lebeniye	Sarımsaklı Köfte	Patlıcan Kebabı	Baklava	55 TL
11	Yüksük	Sarımsaklı Köfte	Tepsi Kebabı	Karakuş	55 TL
12	Lebeniye	İçli Köfte	Tepsi Kebabı	Künefe	35 TL
13	Ayran Aşı	Saç Oruğu	Adana Kebabı	Baklava	55 TL
14	Lebeniye	Saç Oruğu	Adana Kebabı	Karakuş	45 TL
15	Yüksük	İçli Köfte	Adana Kebabı	Baklava	35 TL
16	Yüksük	İçli Köfte	Patlıcan Kebabı	Baklava	45 TL
17	Lebeniye	Sarımsaklı Köfte	Adana Kebabı	Künefe	45 TL
18	Yüksük	Sarımsaklı Köfte	Adana Kebabı	Karakuş	35 TL
S1	Yüksük	Sarımsaklı Köfte	Adana Kebabı	Karakuş	35 TL
S2	Lebeniye	İçli Köfte	Patlıcan Kebabı	Baklava	55 TL
S3	Ayran Aşı	Saç Oruğu	Tepsi Kebabı	Künefe	45 TL

FINDINGS

When 154 CA questionnaires is glanced according to socio-demographic characteristics of the sample, it is determined that the participants are spread out in a balanced way when their gender and the frequency with which they dine out is taken into account. By a majority, they belong to middle or below middle income groups and the ages are 39 years of age or below.

Table 3: Participants' Socio-Demographic and Dine Out Statistics (n=154)

Sex	n	(%)	Age	n	%
Male	71	46,1	Age 29 or below	59	38,3
Female	83	53,9	Age 30-39	53	34,4
Monthly income	n	(%)	Age 40-49	18	11,7
1000 TL or below	55	35,7	Age 50 or above	24	15,6
1001 TL-2000 TL	36	23,4	Monthly dine out frequency	n	%
2001 TL-3000 TL	39	25,3	1-2	37	24,0
3001 TL-4000 TL	14	9,1	3-4	43	27,9
4000 TL or above	10	6,5	5-8	35	22,7
			9 or more	39	25,3

Subsequent to the giving brief information about sample, the conjoint analyses was put into action. The primary observation from the analyses is the model's reliability. In order to test the correlation between the actual and predicted preferences, namely the integrity of the fit for conjoint model, Pearson's R statistic was calculated for the entire group and each individual respondent ($p \leq 0,05$). Due to the fact that some respondent may not take their job seriously enough, individuals with Pearson's R correlation statistics could be below 0.50 and should be removed from the sample (Moskowitz and Krieger, 2003). As a result, Pearson's R correlation was calculated as 0.83, which indicates a very good fit. None of the single menu cards' Pearson's R was found below the reference point. Good fit indicates a balance between what is expected and observed in respondents' choice preference (Hair et al., 2010). Table 4 provides the scores of five attributes and levels of each attributes.

Table 4. Part-worth Utility Scores of Relative Importance for Each Attribute Level

Attributes	Relative Importance	Rank	Levels	Part-worth Scores
Soups	% 14,73	4	Yüksük	,306
			Lebeniye	-,221
			Ayran aşı	-,085
Appetizers	% 15,48	3	Sarımsaklı köfte	-,090
			İçli köfte	,420
			Saç oruğu	-,330
Main dishes	% 39,77	1	Adana Kebab	1,187
			Patlıcan Kebab	-,724
			Tepsi Kebab	-,463
Desserts	% 16,60	2	Karakuş	-,587
			Baklava	,333
			Künefe	,253
Prices	% 13,41	5	35 TL	-3,714
			45 TL	-4,000
			55 TL	-4,286
Pearson R= 0,832, sig=0.000 / Kendall's tau= 686, sig=0,000				

According to Table 4, the results of the respondents indicate that; the most important attribute is the main dishes (%39.77). The most desired level of this attribute is 'Adana Kebab' which is a globally known traditional taste. The

second most important attribute is desserts (%16,60), and for this attribute, the level with the highest utility score is “baklava”, which is a globally known flavour as well. The third ranked attribute is appetizers and the most desired level of this attribute is “içli köfte” which is a stuffed burghull balls with seasoned minced meat. Similarly ‘yüksük soup’ is the most desired level of soups which is ranked fourth in importance. The least important attribute was identified as price. Generally, price have been evaluated by the researchers since its manipulative characteristic, that is, to the large extend consumers would desire to have their favourite product at minimum price. However, price attribute has been found as least important agent for participants and its manipulative effect did not show up. The most desired level of this attribute is 35 TL, which was expected when looked at from the customers’ perspective. Through the use of the part-worth utility and constant scores available in Table 4, scores belonging to 18 menu cards have been calculated and presented in Table 5 (see Table 2 for menu list of the profiles).

Table 5. Cards Scores According to Guests’ Preferences*

Profile No	Score	Rank
1	8,98	13
2	8,102	17
3	8,785	14
4	9,005	12
5	10,989	2
6	9,105	11
7	9,195	9
8	8,06	18
9	9,14	10
10	8,512	15
11	8,38	16
12	9,775	7
13	10,319	5
14	9,549	8
15	12,032	1
16	9,835	6
17	10,629	3
18	10,602	4

*Card Score = Constant score + b1 (soup) + b2 (appetizer) + b3 (main dish) + b4 (dessert) + b5 (price)

By doing so, the three most desired local menu profiles have been defined. This process provided an insight into what guests prefer in a local menu and how it shapes the trade off behaviours. When the Table 5 is taken into account, the strong dominance of ‘Adana kebab’, ‘İçli köfte’, ‘Yüksük soup’ and ‘Baklava’ becomes quite evident. The first 5 top cards reveal that while menus with ‘Adana kebab’ are the priority of the participants, even though others vary. The most preferred card number is 15 and the least preferred is 8, both of which share the same price point at 35 TL, however, the contents of their menu are completely different from one another. The least preferred 5 cards consist of food other than ‘Adana kebab’, and mostly involves ‘Karakus’ dessert at the cost of 55 TL each. Even its least importance among the food attributes, this finding suggests that price might be partially a factor in the choice of the menu. Besides, participants prefer menus with Adana Kebab as the main course, and they do not gravitate toward ‘eggplant kebab’ and ‘karakus’ dessert. For example the menu numbers 5 and 13 have prices of 55 TL, but they happen to be graded in the top 5, reason being that the main course in the menu is “Adana kebab” and

the dessert is either “baklava” or “künefe”. This finding demonstrates that the participants can compromise where price is concerned if they see the foods they like on the menu.

The three most preferred cards were investigated to understand consumers’ trade-off attitudes. As a result, consumers’ top preference is the card that offers a mixture of Adana and Gaziantep foods. The participants tend to choose the soup and the main course from Adana’s cuisine while showing more of a greater interest in Gaziantep’s warm appetizer and dessert. The fact that the price of this card is 35 TL has undoubtedly had an affect on its appeal. Thus, card number 15 demonstrates that the participants want to obtain the foods they like for the best possible price. Card number 5 is the second best menu that the participants liked the most. In this profile, the soup and main course from Adana cuisine were preferred whereas, hot appetizer from Gaziantep and dessert from Hatay were chosen respectively. Consequently, it is fair to deduce that consumers might favour a menu that combines the three different cuisines at an extra cost of 10TL. Lastly, when the third popular menu, which is card number 17, is investigated, it shows similarities with the second popular menu since this one also offers a rich regional variety.

Accordingly, it is noted that the consumers prefer Adana’s cuisine for the hot appetizer and the main course, Gaziantep’s cuisine for the soup and Hatay’s cuisine for the dessert. It is also noted that the preferences of the consumers who are willing to pay 55 TL for this menu is greatly influenced by the choice of Künefe as dessert. As it was previously noted in Table 4, dessert preference is second in importance right below the main course as a determining factor in consumers’ preferences. The simulation cards that reflect the cuisines of Adana, Gaziantep and Hatay offer findings conducive to the market share of the menus that are offered to the consumers. Hair et al., (2010) states that simulation cards will provide information on the frequency of preference and market share of the profiles with the help of the maximum utility model and probabilistic models (Bradley-Terry-Luce and Logit). Before the interpretation of the simulation cards, it is important to note once more that Pearson R and Kendall’s Tau correlation values, which show the reliability of the conjoint analyses, are statistically meaningful and their reference points have evidently been surpassed.

As seen in Table 6 it can be said that profile 1 is the most utilitarian, profile 3 is placed second and profile 2 was the least according to Max Utility and Logit scores. Besides, when looked at BTL statistics, it can be said that, if profile 1 were to be introduced in the market it is estimated to capture the highest market share; followed by profile 2 and 3 respectively. Logit serves the same purpose with BTL, showing the estimated market share of each profile (Hair et al., 2010). In accordance with these results, it is observed that there are obvious differences between the consumers most favourite menu preferences and the simulation profile cards. Even though the first one from the simulation profiles seems to indicate that it might be the most effective one to help increase the market share of the establishments, from the consumers preferences standpoint ‘karakus’ dessert is not a well liked dessert, additionally, ‘içli kofte’ is preferable to ‘sarımsaklı köfte’ as a hot appetizer. On the other hand, although Gaziantep cuisine’s ‘içli kofte’ and ‘baklava’ are very popular flavors, the consumers were not enticed by the ‘eggplant kebab’ from the same region. Therefore, when the findings of the simulation cards’ market shares are evaluated, it is important to pay particular attention to the consumers’ favourite cards as well.

Table 6. Simulation Profiles Analysis Results

No.1	Levels	Score	Max. Utility	BTL	Logit
1.Adana Cuisine	Yüksük soup, Sarımsaklı köfte, Adana kebab, Karakuş	10,603	51,9%	37,6%	51,7%
2.Gaziantep Cuisine	Lebeniye soup, İçli köfte, Aubergine kebab, Baklava	9,308	21,4%	32,5%	23,5%
3.Hatay Cuisine	Ayran aşı soup, Saç oruğu, Oval kebab, Künefe	8,589	26,6%	30,0%	24,8%
Pearson R= 0,832, sig=0.000 / Kendall's tau= 686, sig=0,000					

IMPLICATIONS

As a result of the study, it has been understood that the participants are willing to pay premium price, providing they should have the menu composed of the variety of foods from different cuisines. This result coincides with the results of the research by Bernstein et al., (2015), which demonstrated that the local menus offering varieties are most liked and are most likely to be chosen again. Conception of ‘*the highest income desired corresponds with the food variety in the menu planning*’ is a well known fact (Antun and Gustafson, 2005). This research paper’s results also coincides with the results of the study of Frash et al., (2015) that shows the menus with favourable local flavours would fetch higher prices. Another output of this research that corresponds with the literature is a finding that might not be recognized at first glance but will emerge after careful investigation of the menu preferences. There is no ‘eggplant kebab’ or ‘oval kebab in metal tray’ dishes in the first preferred 5 menu cards that the consumers picked. Furthermore, it is noted that ‘eggplant kebab’ and ‘oval kebab in metal tray’ crop up in the least preferred 5 menu cards as the main course. The reasons behind these preferences could be that the least favored two dishes are oily and indigestible. During the application of the survey the participants evaluated the menus as a whole and have listed their assessments as such; ‘oily’, ‘indigestible’, ‘tiring the stomach’, ‘causing weight gain’, ‘carbohydrates’, etc. Consequently, it is possible to maintain that the consumers’ menu preferences are aligned with their expectations of enjoying variety of healthy and fresh foods as stated by Roinuinen et al., (2006); Choi and Zhao (2014); Pestek and Cinjarevic (2014); Frash et al., (2015) and Mynttinen et al., (2015). Despite the similarities between the research findings, Mynttinen et al., (2015) have determined that foreign tourists have expectation of lower prices, nevertheless, in this research, the local population indicated that price is the least important element as the study of Choi and Zhao (2014) and if the menu reflected the local cuisine well enough, they would be inclined to pay the highest price which in this case was 55 TL.

The findings of the research offer series of noticeable results for the food&beverage establishments as well. The findings of the research show the significance of the main course and the desert for consumers’ menu preferences. It is understood that the consumers who pay special attention to main dishes are willing to change menu preferences providing that they have the dessert that they like. Although the main course is imperative in the consumers’ preference for menus, influence of “Adana kebab” is widely observed in the menu preferences. Adana kebab takes place in the first top 5 most preferred menus. This situation could be resulted from the majority of the

participants live in Mersin and as Adana is the closest in proximity to Mersin compared to the other cities, Adana's cuisine holds more sway in Mersin. Hence, restaurants offering Adana kebab in their menus could create a reference point for their other regional flavours thanks to their quality of Adana kebab. Additionally, the restaurants in Hatay and Gaziantep should be able to duplicate their success with their own regional dishes in the presentation of the region's most indispensable dish, the Adana kebab.

The responses of the participants show that Gaziantep's world famous dessert "Baklava" is admired than Hatay's famous dessert "Künefe". One of the reasons behind this perception could be resulted from Künefe's high calories structure due to its syrupy consistency. Thus, it would be to the restaurants' advantage to add baklava to their dessert menu apart from Gaziantep. The participants have given varied responses to the matter of the soup and did not assess soup as an important factor in their choice of menus. That being said, Yüksük soup was the most preferred soup, thus the restaurants should take notice of this little clue. Another factor that the restaurants should take into consideration is the importance placed on 'ıçli köfte' by the participants in the appetizer category. İçli köfte goes in top two menu cards for menu preferences on the contrary, the participants did not assign a priority to the menus with Eggplant Kebab and Saç Oruğu. The first possible reason behind this preference could be derived from their oily fatty structure and participant could have been evaluated menus with these food as indigestible. The second possible factor may well be that the participants might have thought that Mersin would not be an ideal destination for them to eat these delicious foods. Granted that the best examples of regional dishes are usually consumed at a specific destination from where they originated. Nevertheless, since the Eastern Mediterranean cuisine culture has spread to most of these destinations, there needs to be restaurants that could reflect the originity of these foods as good as possible. Thus, the restaurants that have developed the cooking techniques and offer such dishes would be able to reach a wide group of clientele based on the variations of their menus and in turn increase their bottom line.

LIMITATIONS AND SUGGESTIONS FOR FURTHER STUDIES

The results of this research have to be assessed by keeping in mind a series of limitations. The first limitation of this study is the sample size which was made up of 154 people. Even though it is a difficult and time consuming process to collect data from the consumers using the cards produced by conjoint analysis, Hair et al., (2010) have revealed that reaching 200 in number as the sampling size is an important factor in achieving generalizations. Another limitation of the research is about the scope. The research variables have limited to four types of food and price, however, attributes effecting restaurant preference and gastronomy experience. Therefore, in future researches noting down the restaurant attributes on the menu cards would greatly benefit in the comparison of this research results.

For future studies it is possible to add local/regional drinks (if they exist) to the menu cards and also add the local flavours of the other Eastern Mediterranean region cities such as Osmaniye, Kilis and Kahramanmaras. Besides, this research could have been conducted on the local and foreign tourists visiting the region and the results could have been compared. Lastly, in this research, the difference between the participants' demographic attributes impact on local menu preferences was not investigated. In the future studies the participants' demographic

attributes as well as their gastronomy traits might be taken into consideration when researching the differences in their menu preferences.

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Appendix 1. Appearance and Contents of the Foods Evaluated by the Participants

A d a n a	<p>Yüksük Soup</p>  <p>Soup with meat pastry and chickpea</p>	<p>Sarımsaklı Köfte– Appetizer</p>  <p>Burghull ball with garlic</p>	<p>Adana Kebab – Main dishes</p>  <p>Traditional Turkish Kebab made of lamb ground meat and spices</p>	<p>Karakuş – Dessert</p>  <p>Deep fried pastry with walnut</p>
G a z i a n t e p	<p>Lebeniye Soup</p>  <p>Yoghurt soup with tiny meatball, chickpea and wheat</p>	<p>İçli Köfte – Appatizer</p>  <p>Stuffed meatballs</p>	<p>Patlıcan Kebabı – Main dishes</p>  <p>Kebab made of lamb ground meat with aubergine</p>	<p>Baklava – Dessert</p>  <p>Multilayered flaky pastry with walnuts, pistachios etc.</p>
H a t a y	<p>Ayranaşı Soup</p>  <p>Cold yogurt soup with chickpea and wheat.</p>	<p>Saç Oruğu</p>  <p>Ovened stuffed meatballs in metal tray.</p>	<p>Tepsi Kebabı – Main dishes</p>  <p>Oval Kebab in metal tray made of ground meat or small cuts of meat.</p>	<p>Künefe – Dessert</p>  <p>Oven shredded pastry with cheese filling in syrup.</p>



Evaluation of Climatic Characteristics for Tourism and Recreation in Northeast Anatolia (TRA1 NUTS II) Region in the Example of Erzurum City Centre

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Abstract

Tourism and recreation have numerous benefits to public felicity. Northeast Anatolia (TRA1 NUTS II) Region of Turkey has untouched nature with diverse tourism and recreational potentials, which have been planned to use for the service of socio – economic development of local people in the scope of a strategy, Innovation Based Tourism Development Strategy prepared by Northeast Anatolia Development Agency (KUDAKA in Turkish acronym). Even though the region shelters potentials especially for winter and nature and adventure tourism, general public opinion about its climatic characteristics is generally unfavourable because country's extreme weather events and values are reported from the region. This study was conducted to evaluate climatic characteristics of the region in the sample of Erzurum city for touristic activities all year round using a 37- year (from 1975 to 2011) data set and one of the newly developed tourism climate indices, CTIS (Climate-Tourism-Information-Scheme). It was found from the result of the study that the city and the region do not really have unfavourable climatic characteristics for tourism and recreation activities and it was suggested that both infra-structural investment based on landscape planning should be made and promotional and marketing strategies should be developed and applied in the region through new development programs and projects in order to achieve a sustainable tourism development.

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INTRODUCTION

Importance of recreational and tourism activities lies in the benefits they provide for both individuals and societies (Önder 2003). Regardless of their types, places and time, tourism and recreation activities have numerous benefits to socio-economical and health status of people since they take people away from the stressful work environments and provide possibilities for them to recreate themselves physically and psychologically (Toy and Yilmaz 2009). Social, psychological and economic importance of these activities is higher in developing countries, such as Turkey, where increasingly excessive economic and environmental stresses on people are prevalent (Toy and Yilmaz 2009).

Turkey has entered a rapid urbanisation and industrialisation process from 1950s onward (Kongar 1976), and dense and distorted urbanisation accelerated after 1980s in especially western and south western parts of the country due to the population movements from eastern and south-eastern parts to these regions because of various reasons such as developing industrialisation and tourism sectors in the western and terror in the eastern parts of the country (Işık 2005). These unfavourable conditions have created dense, distorted and overcrowded cities and devastations in natural reserves and surfaces in the west while less populated but unplanned ones in the east, where people live without any economical sources. In short, western and south-western parts of the country face destruction in natural resources while people in eastern parts lead a lower – standard of life due to lack of economic sources and investments even though they have many opportunities because of unpolluted and untouched environment (Karabulut et al. 2004).

Mentioned conditions are also valid for the north – eastern part of Turkey, with which this study is dealt. This region is among the areas which are exposed to dense migration to west. Since there are no heavy industries, urban people in the region are engaged generally in service sector and traditional cultivation techniques are employed in rural parts. Therefore, the region is relatively more natural and untouched compared to western parts of the country. However, neither locals nor foreigners can take the advantages of these characteristics of the region for recreational and tourism purposes due to the lack of efficient facilities and promotion in spite of the diverse recreation and tourism potentials of the region.

The region bears considerably large potential for winter tourism for its rainfall regime and topographical features; culture and history tourism for its nearly 4000-year history; nature and water sports and adventure tourism for its rich water reserves and the location at the beginning points of three large rivers in Turkey (KUDAKA 2011). Touristic potential of the region is composed of six main tourism types; winter, culture and history, adventure and nature, eco and agro, health, and congress tourism (KUDAKA 2011). The region's potential for tourism and recreation was also evaluated by in details by Bulut and Yilmaz (2008) in the sample of Erzincan.

From a point of view, in the assessment of the convenience of a place for tourism and recreational activities, weather and climate along with topographical and orographical conditions, vegetation and fauna do not only play a defining role but also they are limiting and controlling factors over them (Rudel et al. 2007). Climatic parameters such as monthly means for maximum daily temperature, mean daily temperature, minimum daily relative humidity, mean daily relative humidity, total precipitation, total hours of sunshine, average wind speed and global radiation

are accepted to be effective on recreation activities (Fanger 1970; Scott et al. 2004; Matzarakis 2007; Lin and Matzarakis 2008; Zaninovic and Matzarakis 2009; Toy and Yilmaz 2010; Toy and Yilmaz 2010a; Toy and Yilmaz 2010b; Fröhlich and Matzarakis 2012). These mentioned climatic elements can affect recreation activities either individually or in a combined way. Although the individual effects of these elements are sometimes forefront, their combined effects are more dominant on people for their health status and work performance as well as their pleasure and the quality of experience taken from recreational activities. Lin et al. (2012) suggested that people tend to visit parks when the temperature declines below the acceptable thermal comfort range of 26–30 °C PET, which demonstrates the thermal adaptation of people in hot climates such as Taiwan.

North eastern part of Turkey has harsh continental climatic characteristics. In some parts of the region, long (at least six-month from late September to late May) and extremely cold (decreasing to -37.2 °C) winters are prevalent while summers are arid and torrid. However, in some parts, especially around the city of Erzincan, climate is milder. Because the city is located in a region with extreme weather events and values in winter, it does not have a popular image in the respect of climatic characteristics for tourism and outdoor recreation activities which can contribute to the socioeconomic development of the region either by increasing working performance of the locals or attracting domestic and international tourists. Because of the importance of mentioned activities for the region, any scientific study shedding lights on future investments and projects for the development of tourism in the region is urgently needed and may help smooth the inter-regional development disparities.

Due to the importance of the relationship between climate and these activities, numerous studies have been carried out on the subject e.g. Scot et al (2004a) reported in their bibliography over 200 references from academic journals, books, government and university reports, and conference proceedings from early 1900's to 2004, excluding the non-English research literature. Several researchers have recently been spending efforts to study the matter in details such as Hamilton and Lau (2004), Gomez Martin (2005), Nikolopoulou and Lykoudis (2006), Nikolopoulou and Lykoudis (2007) , Hein (2007), Matzarakis et al. (2007), de Freitas et al. (2008); Cengiz et al (2008), Amiranashvili et al. (2008), Mishev and Mochurova (2008) Perch-Nielsen (2008). Zaninovic and Matzarakis (2009), Lin (2009), Lin et al. (2011), Lin and Matzarakis (2011), Chronopoulos et al. (2012), Matzarakis et al. (2012).

According to Cengiz et al. (2008), several indices have been developed over the last 30 years to assess the suitability of climate for tourism activities (e.g. Pegay 1961; Heurtier 1968; Besancenot et al. 1978; Mieczkowski 1985; Becker 1998; Scott et al. 2004; Morgan et al. 2008) while Amiranashvili et al. (2008) stated that there are more than 200 climate indices in applied climatology and human biometeorology, which can more or less give interpretations about tourism climatology.

Climate is effective also on tourism as it is on other human activities and it can both serve as potential or be perceived to be obstacle for tourism. Therefore, climatic conditions are beginning to be among the most important criteria for the popularity of tourism destinations. The aim of this study is to reveal the suitability of climatic conditions of Erzincan for the touristic activities it has potentials since the province is included by a tourism development strategy prepared and implemented by a regional development agency (RDA) for recreational and tourism purposes using a new and complete tourism climate index; Climate-Tourism-Information-Scheme (CTIS;

Matzarakis 2007). As the result of the study, some suggestions were offered in order to develop tourism in the region. In addition, the study is important since it may be among the first studies which was carried out in Turkey to determine a city's climatic features for tourism and recreation.

STUDY AREA

The city of Erzincan, at an average elevation of 1.185 m, is in the north eastern part of Turkey (39° 02', 40 ° 05' N and 38° 16', 40° 45' E ; Fig.1).

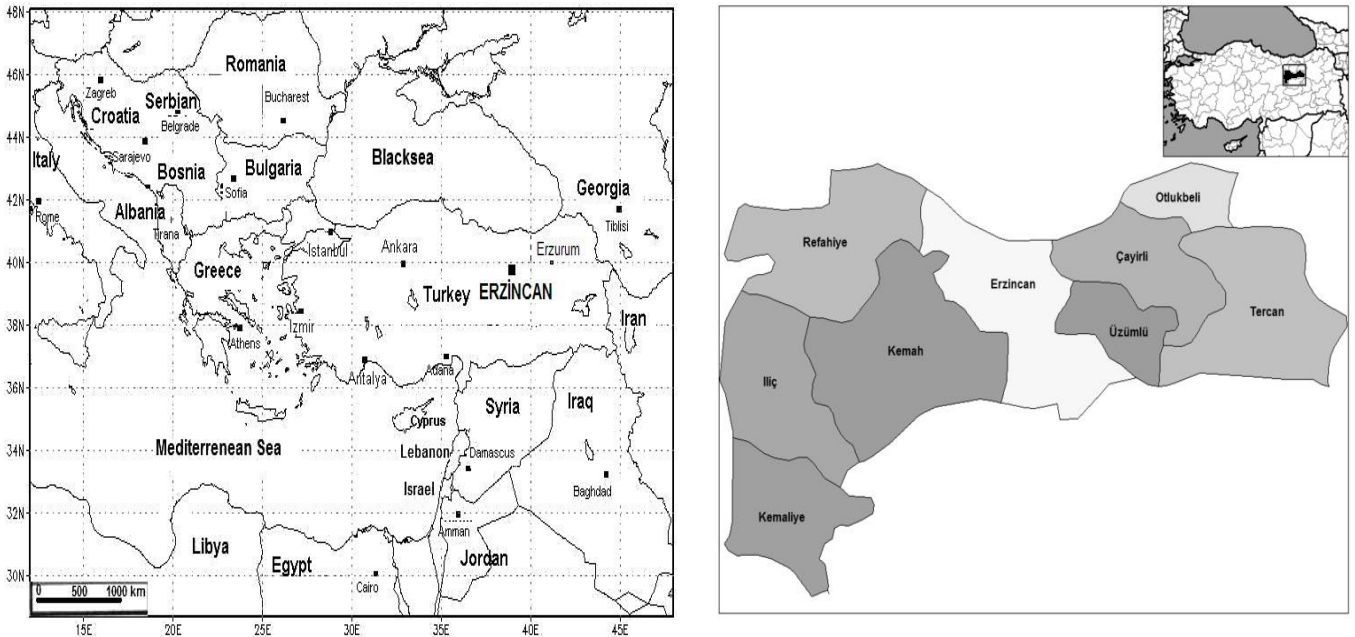


Figure 1. Location of Erzincan in Turkey

The provincial part of Erzincan is covered mainly by mountains and highlands, which account for 60 % of the area (Environmental State Report of Erzincan 2005). Centre of the city is located nearly on the North Anatolian Fault, which is known to have caused more than 30 quakes since 1268 A.D. Due to the emigration and earthquakes, the size of human population in the city centre is smaller compared to other cities in the region and the country. According to the census conducted by Turkish State Statistics Institution based on addresses in 2013, population of the city centre was found to be 96,474 (TurkStat 2013). The city of Erzincan has considerably large green area amount per capita (11.1 m²), which is among the largest in Turkey (Environmental State Report of Erzincan 2005). In the city, there is no important industrial area except for light industries, e.g. one sugar beet processing factory, one steel and iron products factory, a few flour and floury product factories, a few animal feed factories, a brick production facility, a dairy product factory and a plastic product factory (Environmental State Report of Erzincan 2005).

Although the city is located very near the Blacksea geographical region of Turkey, which receives the largest rainfall in the country and where mean temperature is higher than that in the city due to marine effect, it is closed to this effect because of its topography mentioned above. Therefore, the city has the characteristics of continental climate.

The city has high tourism and recreation potentials with the activities such as rafting, water skiing, paragliding, trekking, mountaineering and camping, skiing, hunting and fishing, jeered, hot waters (Bulut and Yilmaz 2008). The city has also cultural and historical potentials with ancient cities, (Altın-tepe, an Urartian city dating back to 8th century B.C.) fortresses (Kemah fortress, dating back to Hittite – Urartian ages), mosques, tombs and religious facilities, (tombs of Terzibaba, Hıdır Abdal Sultan and Melik Gazi; Gülabibey mosque, Mama Hatun complex; Abrenk church). Natural ponds, (Otlukbeli pond, Girlevik waterfall, Aygır lake, Ekşisu, (Böğert Mineral water) ice cave, Ala cave, Köroğlu cave. This condition of the city can offer vast range of opportunities for people performing both tourism and recreation activities.

METHOD

In the study, Climate-Tourism-Information-Schemes (CTIS) of Matzarakis (2007) was used as an assessment tool to define the tourism climate characteristics of the study area. In order to assess the climate of a place for tourism purposes, many calculation formulas and indices have been produced to give direct and simple opinions about the subject and to facilitate interpretation of the integrated effects of a range of atmospheric elements and permit the measurement and rating of climate conditions for tourism (de Freitas et al. 2008).

From the early tourism climate indices to date, main components of the formulas are main climatic parameters (e.g. monthly mean for maximum daily temperature, mean daily temperature, minimum daily relative humidity, mean daily relative humidity, total precipitation, total hours of sunshine, average wind speed; Mieczkowski 1985; de Freitas et al. 2008) in addition to human thermal conditions, which serve as the basis of indices. Therefore, thermal comfort indices used in the tourism climate indices are very important to reveal the potentials of the climate of the studied regions for tourism and recreation. However, in some studies, (Scott et al. 2004; Perch-Nielsen 2008), it can be seen that thermal comfort index of original tourism climate index was modified or completely changed. Climate-Tourism-Information-Schemes (CTIS) of Matzarakis (2007) does not have such a weakness since it utilizes Physiologically Equivalent Temperature (PET), one of the most widely used thermal comfort indices in tourism and climate studies (Lin and Matzarakis 2008) and considering all the effective parameters on human thermal comfort (for details see Matzarakis and Rutz 2005; Matzarakis et al 2005; Matzarakis 2006; Matzarakis and Gulyas 2007; Farajzadeh and Matzarakis 2012). While proposing CTIS, Matzarakis (2007) considered:

- a) Basic and available parameters (air temperature, air humidity, wind speed, precipitation) on daily basis,
- b) High temporal resolved information in decades (separation of months in three intervals),
- c) Analysis of climatological and human-biometeorological conditions based on frequency classes and threshold values,
- d) Consideration of thermal comfort, heat stress, cold stress and “sultriness” based on human-biometeorological thresholds and human energy balance i.e. PET,
- e) Consideration of precipitation and its amount and type i.e. snow cover, dry days or wet days,
- f) Consideration of fog and sunshine/cloudiness conditions,

g) Consideration of high wind conditions.

h) Consideration of snow cover.

When these terms are considered for the climate of a place, almost its every aspect can be evaluated for tourism and recreation. This method uses the decas (ten day intervals) of a month in order to give best time – resolution to detect at least some of the extreme events experienced daily. Since mean values of climatic variables can give no realistic results or opinions, this method combines maximum and minimum daily values with means putting threshold values for the classification. In this way, all the climatic parameters thought to be effective in a given study area on tourism and recreational area, e.g. snow cover or rainfall, can be included in the evaluation either in the combination of the prepared diagrams or schemes or discreetly. All favourable or unfavourable climatic and bioclimatic parameters can be presented in percentages in a distribution scheme combining these parameters with decas. Additionally, the frequency of extreme events is or can be implemented. The inclusion of parameters depends on whether or not they are important for a particular region in a seasonal or annual manner (Matzarakis 2007).

For the study area, the following threshold criteria (in Table 1) have been chosen as in Matzarakis (2007) for Heraklion (Greece).

Table 1. Effective Parameters and Their Threshold Values in CTIS (Matzarakis 2007; Matzarakis and Endler 2009)

Effective parameters	Threshold values
Thermal acceptance	PET between 18 °C and 29 °C
Heat stress	PET > 35 °C
Cold stress	PET < 8 °C
Cloudy	> 5 octas
Fogy	based on relative humidity > 93 %
Sultry	based on vapour pressure > 18 hPa
Dray	precipitation < 1 mm
Wet	precipitation > 5 mm
Windy	wind speed > 8 m/s
Ski potential	Snow cover >10 cm

The separated presentation and implementation of individual factors and facets allows the CTIS to provide a detailed description including information on different uses in tourism climatology (Matzarakis 2007). In this respect, because the study area has the potential of winter tourism and planned winter tourism areas, percentage distribution of snow cover was added to the scheme.

PET values were calculated using air daily means of air temperature (T_a ; °C), relative humidity (RH; %), wind speed (WS; $m.s^{-1}$) and cloud amount or ratio (CA; octas; i.e. the ratio of cloud amount to full sky, which is considered to be 8 octas) which were taken hourly; and one of the recently used radiation and bioclimate models, RayMan (Matzarakis et al. 2007 and Matzarakis and Rutz 2005), which is well-suited to calculate radiation fluxes (e.g. Mayer and Höppe 1987).

Data

According to mean meteorological values measured in urban station between 1975 and 2011, mean yearly temperature in the city is 10.9°C; the coldest month of the year is January with a mean temperature of -2.9 °C while the warmest is July with 24.1°C; maximum temperature ever recorded in the city is 40.6°C while minimum is -26.7 °C. Annual rainfall is 376.4 mm, and mean annual relative humidity is 62.6 %. Mean yearly wind speed is 1.5 m/sec, prevalent wind direction is ENE, and the second prevalent is WSW. Mean annual daily sunshine duration is 6.3 hours.

In the assessment of climatic features of the study area for tourism and recreation, all the effective climatic elements on the two activity types were taken into consideration and their all year distributions were determined using ten – day intervals covering whole year. Results were obtained from the analysis of daily data from the meteorological station in the city of Erzincan operated by Turkish State Meteorological Service for the period 1975 to 2008. Figure 2 represents the decal and percentile distributions of physiologically equivalent temperature (PET) during the mentioned period. Mean, maximum and minimum PET values were found to be 4.5, 27.3 and -28.2 °C, respectively.

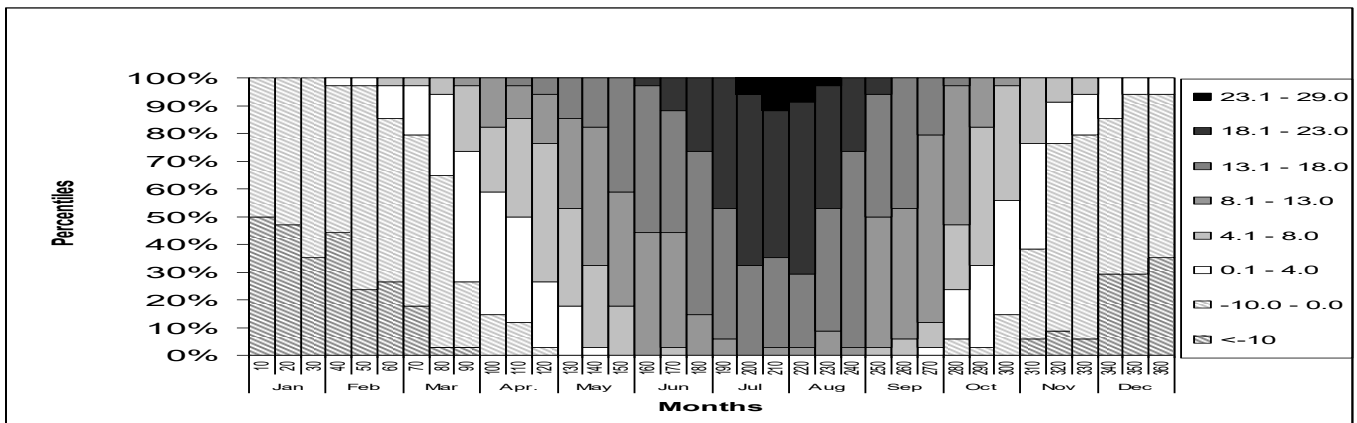


Figure 2. Whole Year PET Distribution of The Study Area

In figure 3 and 4, trends and distribution of related climatic elements with tourism are presented.

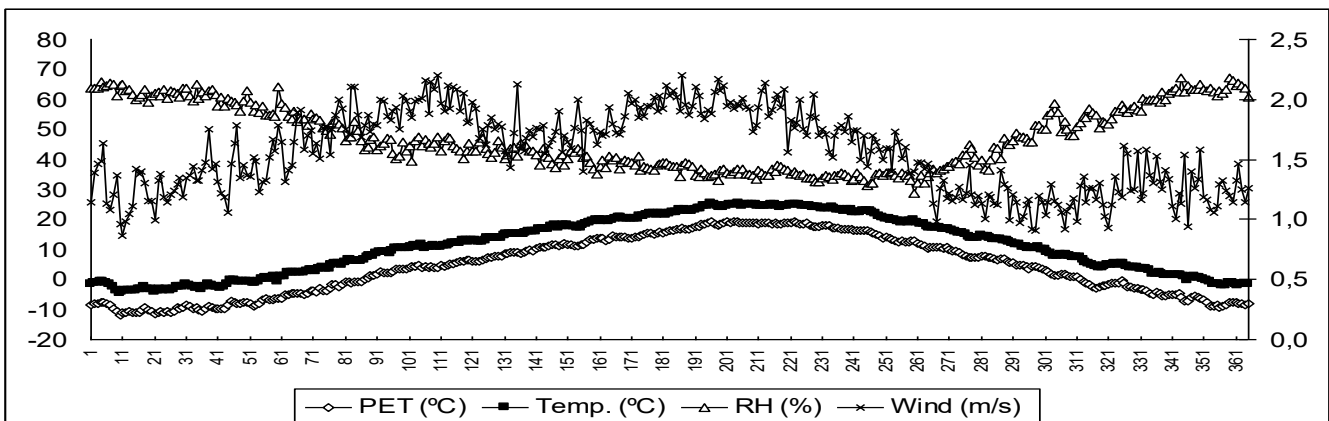


Figure 3. Whole Year Distributions Related Climatic Parameters

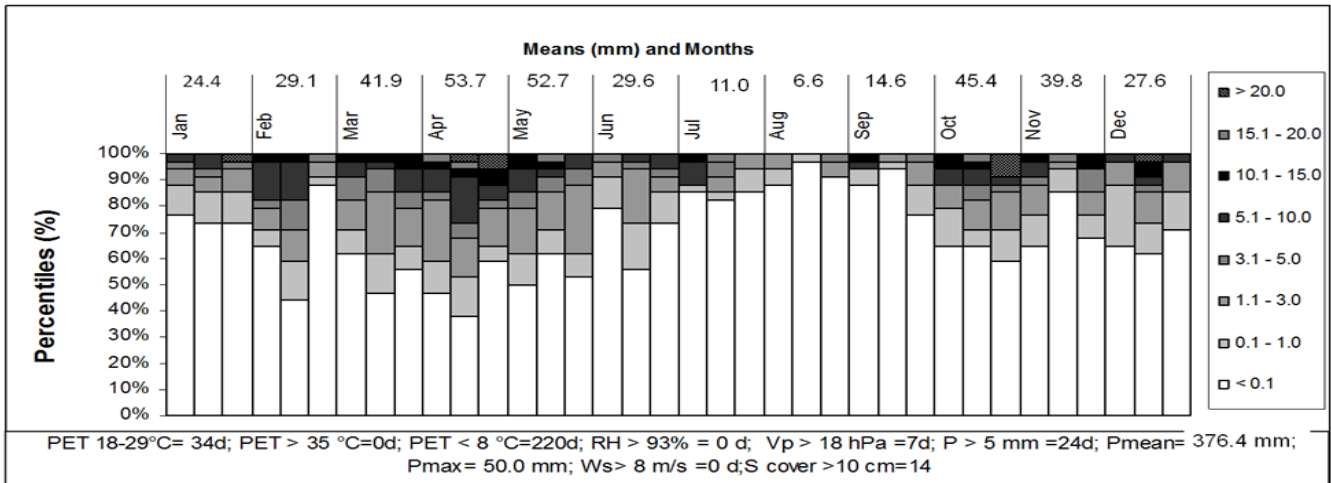


Figure 4. Whole Year Distribution of Daily Precipitation

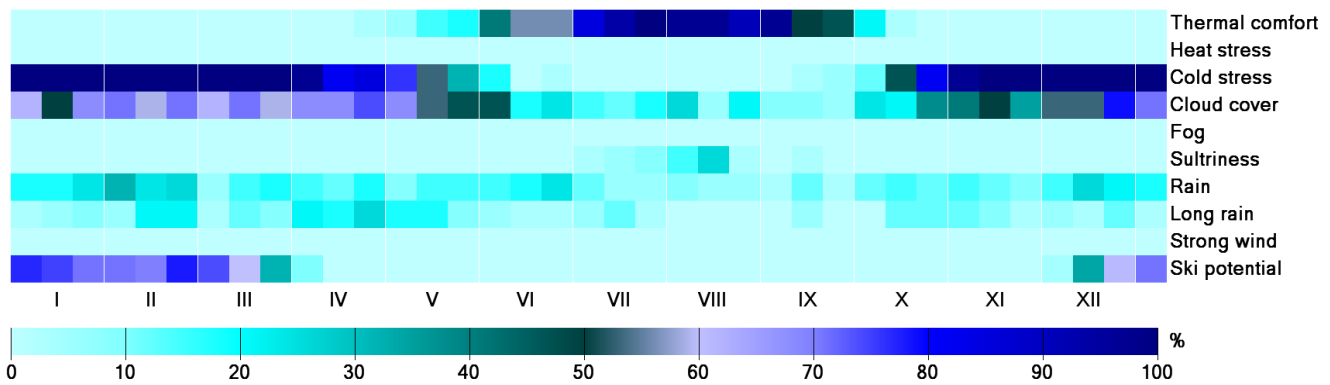


Figure 5. Decadal Distribution of Considered Parameters in CTIS

Figure 5 represents decadal distribution scheme of main climatic parameters considered in the tourism climatic index.

DISCUSSION

From the results, it can be seen that favourable PET values coincide with the possible tourism and recreation period from May to October and in that period, which is suitable for tourism and recreation, people may not face thermally uncomfortable situations. Values of air temperature, wind and PET increase in spite of the decrease in relative humidity in the tourism and recreation period, however comfort conditions remain in comfortable ranges due to the lower humidity and higher wind velocity.

From the distribution and mean values of parameters, it can be said that the area represents the normal rainfall pattern of the region in Turkey, where much of the rainfall is received in spring months. This condition of the study area means that in tourism and recreation period especially from June to September, there is no emergency condition caused by excessive rain or other extreme conditions. In this respect, evaluated parameters show the suitable characteristics of the study area for tourism and recreational activities in a long period ranging from spring to mid-autumn. During the considered period, comfort ranges are suitable and no heat stress is experienced. Cold stress is prevalent generally in winter time and wet period. Presence of cloud cover in hot days is an advantageous condition in hot period and no foggy weather condition is seen whole year, which is a favourable condition for

those who may be interested in photography. Sultriness conditions are seen in only three decas in the related period caused by high water vapour pressure because of high temperatures. No heavy rain is seen in the period and wind condition is generally in the desired ranges. An additional parameter was added to the index, the number of snow covered days with more than 10cm, which may be necessary for skiers since there is a ski centre in the proximity of the city. Distribution of this parameter shows that the area can serve for the winter tourism either with its untouched nature or snow cover.

Studies on the determination of climatic characteristics of specific places have been carried out for some time in the world and Turkey (e.g. Matzarakis et al. 2005 for Crete, Greece; Matzarakis 2007 for Heraklion, Greece and Matzarakis and Karagülle 2007 for Istanbul, Turkey). In such studies, almost every effective parameter on tourism and recreation was evaluated and their trends and distributions were detected. However, this study is the first to be carried out in Turkey to determine a city's climatic features for tourism and recreation since the index used was shaped after the mentioned study.

CONCLUSION

This study shows that the study area with its distinct nature and high tourism and recreation potentials has also suitable climatic characteristics for these activities. Therefore, using suitable advertising and infrastructural investments the area should be made ready for tourism and recreational activities. In the completion of deficiencies in infrastructures, landscape architecture works should be used and suitable landscape planning and designs should be taken into consideration.

As it is evident that earth's climate has changed and it drops some effects on some parts of its surface, almost all human activities are to an extent affected by this change. Tourism is both a vital and fragile sector being very sensitive to every type of outer effects including climatic and bioclimatic conditions. Therefore, knowing the climatic conditions of an area to be suitable for the desired touristic activities is really a good and advantageous situation for a destination. In this respect various measures or indices have been developed to grade climatic conditions of the areas for tourism activities.

The study suggest that tourism climate indices should be easy to use for both researchers and users in addition to giving satisfactory results. The index used in the study, CTIS, is a very easily applicable index and every type of climatic information considered to be necessary for the studied areas can easily be added to the index as in the present study.

This study is important since it can prove that a newly developed tourism climate index, CTIS, can give best results in the studied area, in addition to the area it was used first. Therefore, it can be used more widely considering different parts of a country and the world to give opinions to related people about their destinations for both tourism and recreation activities.

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The Impact of Cultural Heritage on Sustainable Tourism Development: The Case of Bergama (Pergamon)

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Abstract

In this study, mainly the effects of being in the World Heritage List were questioned, especially by examining tourism development of Pergamon which is one of the most important districts for its development at cultural tourism in Izmir, became the 999th property added to UNESCO world cultural heritage in 2014 from the perspectives of sustainability. This article aims to discuss stakeholders' experiences regarding the contribution of UNESCO World Heritage List on sustainable tourism development. The study is based on a combination of qualitative interviews and observations. A case study approach used semi-structured interviews to collect data from purposively sampled local stakeholders. The interview questions spanned heritage awareness, local identity, cultural tourism and the contribution of UNESCO World Heritage List on sustainable tourism development.

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INTRODUCTION

Cultural and natural heritage resources are priceless and irreplaceable assets for the humanity as a whole (UNESCO, 2013). Cultural heritage which can help the local and national economy improve and attract tourists and investment. Thus, the role of cultural heritage in sustainable development of destinations is effective. In particular UNESCO World Heritage List (WHL), its growth through time, composition, and effectiveness in ensuring conservation, promoting tourism and, therefore, economic development have recently attracted great attention in the economic literature. (Cuccia, Guccio, Rizzo, 2015:1)

In this study, Pergamon, a small city with a rich cultural and historical significance in Turkey will be investigated. In 2014, Pergamon which was inscribed on UNESCO World Heritage List is a testimony to the unique and integrated aesthetic achievement of the civilizations. It endured the Hellenistic and the Roman, the Byzantium and the Ottoman; moved from Paganism to Christianity Judaism and Islam, all the while preserving its previous cultural features as well as the landscape of its historical surroundings.

The objective of this study a specific aspect of the relationship between WHL and sustainable tourism development, that is, whether the inscription in the WHL affects the technical efficiency of the supply of tourism goods and services according to the perspectives of local authorities. The importance of this study is to investigate the role of cultural heritage on sustainable development in the field of cultural heritage management.

LITERATURE REVIEW

Sustainable Tourism Development and WHL

Sustainable tourism should be a form of “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” (UNWTO, 2004). In 1994, United Nation Environment Program (UNEP) defined sustainable tourism as tourism development that meets the needs of present tourists and host while it preserves and enhances the opportunities in the future. (Amir, Osman, et al., 2014, p.444) UNEP (2002) again outlined the basic principles of this concept.

- The principle of environmental sustainability, that offers development and preservation of ecological as well as biological diversity and resources.
- The principle of social sustainability, that offers development and preservation of traditional as well as cultural values and identity of particular community.
- The principle of economic sustainability, that offers development and preservation of local economic growth.

Sustainable development is widely discussed by many researchers because of the implementation difficulties of the three dimensions of environment, economy and socio-cultural.

According to some researchers, sustainable tourism can meet the demand of tourists, provide opportunities to the host, preserve the resources, improve the quality of life while giving bright quality in the future of tourism industry. (Amir, Osman, et al., 2014, p.444) Therefore, it leads to the expansion of other alternative concepts in the

sustainable tourism field, namely responsible tourism (Spenceley et al., 2002), pro-poor tourism (Goodwin & Francis, 2003), as well as community based tourism (Mbaiwa, 2004). These concepts have a similar objective of enhancing the positive impacts of tourism development hence reducing the negative problems specifically in three major areas- social, economic and environmental.

A World Heritage Site is a place or an area which has outstanding universal value and is listed by the United Nations Educational Scientific and Cultural Organization (UNESCO, 2008). It is internationally accepted that heritage sites with significant importance should be protected in order to prevent the loss of cultural and natural heritage all over the world. (Ertan, Eğercioğlu, 2015: p. 592) The world heritage sites selected according to this convention, gains not only a high prestige for the countries but also physical, social and economical benefits and as a result, high amounts of hard worked applications prepared by state parties to enter the World Heritage List are handed in to World Heritage Centre. However, parallel with this identification, site authorities faced with increasing social, cultural, environmental and economic changes and impacts must be increasingly integrating sustainable development into their plans and practices.

Pergamon as a World Heritage Site

Nowadays, role of culture as an essential pillar of sustainability is added next to the three traditional pillars of the environment, society and the economy. On the other hand, the role of the historic built environment in promoting economic growth is now fully acknowledged. Cultural heritage can boost the local and national economy and create jobs by attracting tourists and investment, and providing leisure, recreation and educational facilities (Tweed and Sutherland, 2007; Nijkamp and Riganti, 2008; Communities and Local Government, 2009; English Heritage, 2009).

In this study, Bergama was specially selected because of its multi-layered cultural landscape exhibit outstanding evidence of civilizations such as the Hellenistic, Roman, Byzantine and Ottoman. This study examines what kinds of benefits are ensured about sustainable development after selecting World Heritage Site.

Pergamon is placed on Bakırçay Basin, north of Izmir province and Aegean Part of Aegean Region. It is surrounded with Ayvalık, Burhaniye and İvrindi districts of Balıkesir province in the north; Kınık (Izmir) and Soma (Manisa) districts in the east; Manisa central district and Aliğa (İzmir) district in the south and Dikili (İzmir) district in the west. Pergamon district is 110 km away from Izmir city center, 60 km from Ayvalık, 27 km from Dikili and 17 km from Kınık (Baykal, Emekli 2013, p. 61).

Pergamon is extremely rich in its rivers, underwater sources and thermal waters. The most important river is Bakırçay. Kestel Dam, Yortanlı Dam, and Madra Dam (on Ayvalık district boundary) are all situated in Pergamon. Primary water sources of the district (Cleopatra Beauty Spa, Mahmudiye Spa) have healthy waters having healing effect against many disorders; however there is no facility on any of them (Ataberk, 2011, p. 595). While natural resources have an important place in the assessment of tourism potential of a vicinity, other attractive tourism elements supporting the natural resources like historical and cultural values, also share the same importance.(Ataberk, 2014, p. 30)

Becoming one of the most important provinces of Rome in Asia, Pergamon became a metropolis during the Roman Period. The Romans maintained the already existing structures of the Hellenistic Period structures while adding new functions as a cultural and imperial cult centre of the empire. Consequently, during the Roman Period, many important structures were built, including the extensive remains of the Asklepiion Sanctuary, a well-known healing centre whose sacred spring still flows; the Roman Theatre; and one of the biggest Roman amphitheatres; a great aqueduct; and a perfectly preserved Trajan Temple. Also included is the world's biggest Serapeum. During the Byzantine Period due to the relocation of the trade roads and political centres from Aegean Region to northwest Anatolia, especially to İstanbul, Pergamon experienced a new transformation from being a major Hellenistic and Roman centre into a middle-sized town. Pergamon now has particular potential as a multi-layered cultural landscape preserving and presenting this transformation. During the Byzantine Period, Pergamon also continued its cultural-religious importance as home to one of the Seven Churches of Revelation.(UNESCO,2014)

After the arrival of the Ottomans, Pergamon experienced one more cultural adjustment. This was especially evident on the Bakırçay Plain. The Ottomans provided the city with all necessary urban structures, such as mosques, baths, bridges, khans, bedestens (covered bazaars), arastas (Ottoman markets) and water systems which spread especially on Roman and Byzantine layers.(UNESCO,2014)

In fact, as a multi-layered city inhabited continuously from early ages onwards, the urban form and architecture in Pergamon is the result of material existence and use of space of different eras and cultures as well as the interchange of human values through time.(UNESCO,2014)

METHODOLOGY

The Purpose and Method of the Study

The purpose of the study is to show the important role of cultural heritage in sustainable development and also to reveal the contributions of UNESCO World Cultural Heritage List to the sustainable tourism development in terms of destination. To this end, among the qualitative methods to collect data, observation and interview techniques were also used in order to examine the perspectives about local government, tourism of local shareholders, cultural tourism and sustainable tourism development and changes in terms of destination in Pergamon, which has become the 999th cultural heritage by taking its place in UNESCO World Cultural Heritage List in 2014.

All interviews took place either in the respondent's place of work. They lasted between 45 and 90 minutes each. The interviews were semi structured in form.

All the tape recording was transmitted into the computer and transcribed into written form and content analysis was applied. The reliability of content analysis is ensured in two ways:

- Same coder coding the same text at different times in the same way
- Different coders coding the same text in the same way (Bilgin, 2006).

All the tape recording was analyzed two times and same themes were found. These themes were associated with quotations in finding part. Thus, the existence of quotations increased the reliability of this study.

Items taking place in the interview questions were formed through reviewing the related literature. The items in the interview include topics such as cultural heritage, local identity, UNESCO World Cultural Heritage List and sustainable tourism development. On the other hand, observation was made twice, the former preceding the interviews whereas the other one following them. Thus, some criteria taking place in the interviews could also be observed. The required notes were taken in the field study.

The Sample of the Study

Within the body of this study, local shareholders were chosen based on the view that they represented the population and; thus, they were interviewed based on the studies and applications conducted in Pergamon. In other words, sampling based on purpose (intentional, judgment sampling) technique was carried out. Within the body of this sampling technique, the factors composing the sampling involve the participants who are thought to provide the answers that the researcher is searching. 5 authorities from the local government, who are considered to be influential in the sustainable tourism development of Pergamon, were interviewed.

Findings of the Study

The findings from our case studies are reported in two principal parts. The first part concerns the development of local resources related to tourism. The second part concentrates on issues related to tourism marketing in a broad perspective, including possible effects resulting from this particular type of destination development.

Sustainable Tourism Development and Pergamon

In this items, paper focuses on four dimensions of sustainability including economic, environmental, social and cultural in their study of participants' perceptions towards Bergama as a sustainable destination.

In consequence of the interviews, it has been stated that local authorities have a good many of studies for the conservation of the cultural and natural resources that Pergamon embodies as well as the sustainability in terms of tourism. These studies date back prior to 2014, the time when Pergamon took place in the UNESCO World Cultural Heritage List.

Besides, participants stated that Pergamon, an important destination in terms of tourism, hosted annually 400.000-500.000 visitors on average. However, it was pointed out that tourists arrived in Pergamon via tourism agencies and left upon sightseeing tours for the archeological sites by the buses on the same day; that is, without accommodation. With its position in the UNESCO World Cultural Heritage List, it is expected by the authorities that the current status of Pergamon is likely to change as the "explorer tourist," rather than mass tourism, make visits to Pergamon

Related to this topic, one of the participants asserts that:

"Tourists visiting Pergamon leave the town without an overnight stay and not even getting around in the streets. In fact, the streets have their own texture. Moreover, they can taste different traditional dishes of the town in local restaurants."

Any sustainable approach for the touristic development of destinations requires the consideration of the development of the touristic product they have and also its nature. Based on this, participants have demonstrated various opinions about providing the sustainability of cultural heritage as a touristic product. Related to this issue, a participant noted that:

“After Pergamon entered the UNESCO World Cultural Heritage List, the applications have been in accordance with the principles of UNESCO. Since 2014, planning has been done such as the improvement work of roads within the urban area, the work for the purpose of maintaining Kale Street’s own texture and reducing the number of floors in the buildings in order to maintain the general view of Antique Pergamon town.”

The participants have pointed out that upon Pergamon’s taking place in the UNESCO World Cultural Heritage List, local authorities and other authorities in town have conducted mutual projects to develop sustainable tourism and they succeeded in running some of them. One of these projects is called “Pergamon is calling your name!” Within the body of this project, the local tradesmen had training about tourism. Some stickers in the form of “happy tourist happy tradesmen” were prepared to be stucked on the stores. Within the body of this project, tours were organized to Pergamon in order to develop domestic tourism. Participants are also of the opinion that in providing sustainable tourism the local community plays a prominent role. Moreover, the local government has some projects to raise the awareness of local residents about cultural heritage and sustainability in terms of destination. It has been pointed out that the UNESCO World Heritage Sites Administration representatives of Pergamon Municipality have also paid visits to the schools and trained both students and teachers separately on the cultural texture. In addition, it has been noted that some work has been done through holding meetings with non-governmental organizations in order to the raise awareness of the populace whom they are representing. Participants have also stated that the studies, which are aimed at developing the sustainable tourism upon the entrance of Pergamon in the UNESCO World Cultural Heritage List, accelerated and increased. Related to this issue, one of the participants has noted that:

“We have been devising mutual projects with various universities. In particular, we are in contact with the academicians from the department of architecture from different universities about the studies of restoration and renovation. We have managed to come to an agreement with some universities.” As part of the projects devised so far, various tour routes, both short and long, are planned.

Another issue which authorities negotiated during the interviews was the handicrafts, which pertains to Pergamon and faces the risk of being extinct. It has been pointed out that with the restoration of the historical Ottoman bazaar, production and sales of the handicrafts take place in the stores. Particularly, there exist some souvenirs written on parchment papers, shoe-dealers and quilt makers.

Pergamon Municipality has prepared brochures introducing the 999th World Heritage to be delivered to both outsiders and the local residents. In the brochures, information is presented about both UNESCO and the criteria through which Pergamon achieved its title of as a cultural world heritage.

Apart from these, other questions that the local residents might wonder about Pergamon have been answered. In this way, the residents are informed about UNESCO as well as the qualities of the town as a cultural world heritage.

UNESCO World Cultural Heritage List and Promotion

Participants have started to note that upon its status in World Cultural Heritage List, Pergamon has started to appear in national and international media. Thus, this has contributed to the publicity of Pergamon. Its entrance to the UNESCO World Cultural Heritage List has aroused the interest of various tourist profiles. Participants have suggested that apart from the tourists visiting Pergamon through travel agencies, some special groups, who want to experience the manifold cultural layers of the town entirely and spend a night, started to emerge. A participant has put forward his opinion related to this issue:

“The number of studies which aim to develop the tourism potential of Pergamon has started to increase in number after 2014. With the increase in the number of tourists visiting the town on an individual basis, historical streets, dishes and music, traditional handicrafts and trade, apart from the high-capacity archeological sites, took their share in terms of tourism.”

Participants have also suggested that some tourism agencies have started to include Pergamon in their destination lists thanks to its position as a world heritage brand. Accordingly, as a result of the interviews, the view has emerged that getting its place in the world heritage list has highly contributed to the promotion of Pergamon as a destination. What is more, it has accelerated the studies conducted by the local authorities.

Local authority representative suggests that the world heritage brand name has highly contributed to the promotion of the town; therefore, they state that they also employ this world heritage theme in their own promotions. Related to this issue, he has also pointed out as follows:

“As local authorities, we apply for and attend a good many of fairs for the purpose of publicizing the town in the international domain. In all the national and international fairs, we tell people about the cultural heritage which Pergamon embodies in its body. While doing this, Pergamon’s being the world heritage highly attracts people.”

Another important point that participants emphasize is that the quantitative results of these publicizing events cannot be revealed evidently. One of the reasons of this is the fact that Pergamon has just taken its place in this world heritage list. Furthermore, the number of tourists has shown no significant increase. However, it has been observed that there are some differences in the quality of the tourists visiting the town. For example; before the tourists who came with the agencies rarely spend money without agency costs, now the tourists who come individually and spend money for exploring everything about destination. Besides, the news taking place in the national media has stimulated domestic tourism. In particular, the number of the tours that non-governmental organizations and local travel agencies are organizing to Pergamon has increased. Additionally, it has been noted that the number of tourists coming from Izmir for one day has revealed a significant increase.

Some participants maintain that getting a place in the world heritage list has notable importance in terms of tourism and they add that there exist 15 cultural heritages in the world heritage list and this number is too little

when the entire cultural heritage in our country is taken into consideration. The general opinion that has been revealed so far is that Turkey embodies the culture of numerous civilizations and the pace of the studies needs to be faster in order for these cultural heritages to enter the world heritage list.

Some of the participants have emphasized the need for the consideration of the external opportunities and constraints despite Pergamon's getting its place in the world heritage list and its positive contribution to destination marketing. Given these realities, the recent adverse events (i.e. refugee problems, increased terror incidents) have led to a decrease in the general demand for Turkey (www.tursab.org.tr). However, according to the participants there is still a need for studies on an urban and national basis irrespective of this negative outlook.

CONCLUSION

With this study, the contribution of UNESCO World Cultural Heritage List to the development of sustainable tourism development has been focused through industry supply. Below, there are the results which have been revealed as a result of the interviews:

- The cultural heritage Pergamon embodies has a conservationist local government. Prior to taking its place in the world heritage list, the town could not utilize its cultural heritage in the tourism industry although it has a high potential in terms of cultural tourism.
- When the figures are considered, the town could earn income from the historical archeological sites and museums; however, its historical streets, bazaars and stores were not among these routes. Upon its declaration as a world heritage site, there has been a significant increase in the number of visitors coming there on an individual basis. Thanks to these visitors' planning their own routes in the town, the economic income has increased.
- The most notable advantage of taking Pergamon's place in the world heritage list has revealed itself on the raised awareness of the local residents and local producers and their conservation of the cultural heritage.
- There has been a significant increase in domestic tourism. In particular, there has been a significant increase in the number of tourists visiting Pergamon from nearby places without stay and also visitors coming for one-night stay. Thanks to this, there has been an economic revival at the weekends in particular. This increase has been the natural outcome of taking Pergamon's place in the world heritage list and thus, having press coverage.
- The projects preceding Pergamon's current status used to be actualized through the efforts of local authorities whereas there exists a national sense of responsibility following its taking place in the world heritage list in terms of urban development and protection of the general texture of the town.
- The studies conducted at universities in order to maintain the town's own texture are important steps in terms of sustainable tourism. Therefore, the sense of responsibility is taken to forefront for this world cultural heritage.

In conclusion, there exists no primary correlation between World Heritage List and the concept of cultural heritage in terms of sustainable tourism. However, it has been revealed that getting a place in the world heritage list

has highly contributed to the conservation of cultural heritage related to the large destination and protecting the values of the local residents. What is more, it has been revealed that the perspective of the local authorities is about developing the town in terms of social and environmental facilities rather than merely fostering tourism in town.

In this study, the impact of cultural heritage on sustainable development was investigated at the perspective of sectoral offer. Thus, limitation is the perspective of demand part. The effects of cultural heritage in fostering tourism demand can be explored for future research.

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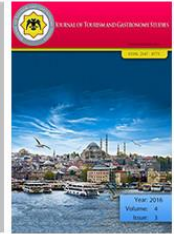
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Türkiye Gastronomi Turizmi Potansiyelinin Her Şey Dâhil Satış Sistemi İçinde Değerlendirilmesi (Evaluation of the Gastronomy Tourism Potential of Turkey's in All Inclusive Sale System)

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Öz

Bu araştırmanın temel amacı ülkemiz turizm sektöründe yaygın olarak uygulanmakta olan her şey dahil sistemin Türkiye'nin gastronomi turizmi potansiyeline etkilerinin araştırılmasıdır. Araştırmaya, Antalya ili, Belek, Alanya ve Manavgat ilçelerinde her şey dahil sistemde hizmet veren konaklama işletmelerinde kalmakta olan 264 yabancı turist katılmıştır. Yaşları 18 ve 72 arasında değişen (Ort. = 40,91, SS = 13,51), 87 erkek, 169 kadından oluşan katılımcılar, Almanya (%63,26), Rusya (%15,15), Hollanda (%6,44), Birleşik Krallık (%6,06) ve diğer ülkelerden (Avusturya, Çek Cumhuriyeti ve İsviçre) gelmişlerdir. Araştırmanın sonucunda, katılımcıların destinasyon seçimlerindeki en etkili faktörlerin, sırası ile iklim ve hava koşulları, konaklama koşullarının kaliteli olması ve güvenlik olduğu bulunmuştur. Katılımcıların büyük çoğunluğunun Türk yemeklerini olumlu değerlendirdikleri, yemeklerin en beğenilen özelliklerinin, porsiyonların doyurucu, kullanılan malzemelerin taze ve yemeklerin temiz ve hijyenik olması olduğu görülmüştür. Bulgular ilgili literatür ışığında tartışılmıştır.

Abstract

The main purpose of this study is to investigate the effect of all inclusive system on the gastronomy tourism potential of Turkey. The participants were 264 foreign tourists (87 male, 169 female) who spent their holidays in the hotels with all inclusive pricing system in Belek, Alanya and Manavgat provinces of city Antalya in Turkey. The age of the participants varied between 18 and 72 ($X = 40, 91$, $SD = 13,51$). The distribution of participants by their home country was as follows; Germany, (63,26%), Russia (15,15%), The Netherlands (6,44%), United Kingdom (6,06%) and other countries (Austria, Check Republic, Switzerland). The results of the study revealed that the most important factors that influenced the participants' destination decisions were the climate, security and the quality of housing conditions. The results also indicated that the majority of the participants' evaluation of Turkish food was positive and the most satisfied aspects of the foods were the size of the portions, freshness and hygiene of the foods. The results of the study were discussed in the light of related literature.

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Özellikle 1980’li yıllardan itibaren çok hızlı bir şekilde büyüyen turizm sektörü turist gönderen ve ağırlayan ülkeler açısından son derece önemli ekonomik, toplumsal, kültürel ve çevresel etkiler dönemde tartışılmaya başlanmış ve pek çok alanda olduğu gibi sürdürülebilirlik, turizm için de hayati öneme sahip bir kavram olarak algılanmaya başlamıştır. Dünyada yaşanan hızlı ekonomik, sosyal ve teknolojik değişimler turizm olgusunun algılanma ve uygulama biçimini de önemli ölçüde değiştirmiş, sektördeki niceliksel büyümenin yanında kimi niteliksel dönüşümleri de beraberinde getirmiştir (Durlu-Özkaya, Sünnetçioğlu ve Can, 2013). Bu niteliksel değişimlerden belki de en önemlisi yeni bir turist tipinin ortaya çıkmasıdır. Bu yeni turist tipi çevresel, sosyal, kültürel sorunlara karşı daha duyarlı, yerel ve otantik değerlere önem veren, turistik faaliyetlerde aktif olarak yer almayı tercih eden, üretim ve tüketim davranışlarında etik kuralları dikkate alan bir tüketici yapısı ortaya koymaktadır (Demir ve Çevirmen, 2006). Bu yeni turist tipinin öncelikleri doğrultusunda küresel seyahat endüstrisinde köklü değişimler meydana gelmekte, giderek daha fazla sayıda işletme çevre konusunda duyarlı, sosyal sorumluluk bilinciyle ve sürdürülebilirlik anlayışı doğrultusunda hareket etmeye başlamaktadır (TÜSİAD, 2012).

Literatürde sürdürülebilirlik kavramının pek çok yazar ve kuruluş tarafından yapılmış ve sürdürülebilirliğin çeşitli özelliklerinin vurgulandığı birbirinden farklı tanımlamaları ile karşılaşmaktayız. Sürdürülebilir turizm kısaca, “Yöredeki insanların ve turistlerin ihtiyaçlarını gelecekteki fırsatları da koruyarak karşılama anlayışıdır.” (Avcıkurt, 1997 aktaran Kaypak, 2010: 99). Bir başka tanıma göre ise sürdürülebilir turizm; “Yerel kaynakları koruması, yaşam kalitesini yükseltmesi, turistik tüketicilerin ve bölge halkının ihtiyaçlarının gelecek düşünülerek karşılanması, ülkenin kültürel bütünlüğüne ve çevresine uygun turizm kapasitelerinin geliştirilmesidir.”Sürdürülebilir turizm, turizmin ana kaynağının doğal, kültürel, sosyal, tarihi ve çevresel kaynaklar olduğu bilinci ile turizm endüstrisi, çevre, turistler ve yerel halk arasındaki karmaşık ilişkiler sonucu ortaya çıkan sorunları azaltmaya çalışan bir yaklaşımdır (Kınacı, Pehlivan ve Seyhan, 2011). Birleşmiş Milletler Dünya Turizm Örgütü’nün yaptığı tanıma göre sürdürülebilir turizm, “İnsanın etkileşim içinde bulunduğu ya da bulunmadığı çevrenin bozulmadan veya değiştirilmeden korunarak, kültürel bütünlüğün, ekolojik süreçlerin, biyolojik çeşitliliğin ve yaşamı sürdüren sistemlerin idame ettirildiği ve aynı zamanda tüm kaynakların ziyaret edilen bölgedeki insanların ve turistlerin ekonomik, sosyal ve estetik gereksinmelerini doyuracak şekilde ve gelecek kuşakların da aynı gereksinmelerini karşılayabilecekleri biçimde yönetildiği bir yaklaşımdır.” (UNWTO, 2013).

Kültür turizmi ve sürdürülebilir turizm kapsamında değerlendirebileceğimiz gastronomi turizmi hem tüm turizm faaliyetlerinin içinde yer alması hem de başlı başına bir turizm türü olması nedeniyle kitle turizminin dışında bir alternatif oluşturmakta ve tüm dünyada hızla gelişmektedir. Gastronomi turizmi, dünyada hızla büyüyen olan kültür turizmi pazarının önemli bir unsuru durumundadır ve hem toplumsal ve ekonomik kalkınmaya hem de kültürler arası iletişime önemli katkılar sağlamaktadır. Son yıllarda yapılan pek çok araştırmaya göre giderek daha fazla sayıda turist, ziyaret edilen bölgeye ait yemeklerin seyahat deneyimlerinin önemli bir bölümünü oluşturduğunu ve bir kültüre ait yemekleri tatmadan o kültürü tanımanın mümkün olmadığını ifade etmektedir (Yun, Hennessey ve MacDonald, 2011).

Gastronomi turizmi görece yeni bir turizm türü olmakla birlikte aslında, destinasyon pazarlayan tur operatörleri ve seyahat acenteleri, gastronomiyi uzun zamandır bir turizm ürünü olarak sunmaktadırlar (Chaney ve Ryan, 2012). Bu anlamda, gastronomik zenginlikler destinasyon pazarlama aracı olarak da kullanılmaktadır. Gastronomik zenginliklerin, destinasyonların, mimari, iklim, fiyat ve diğer özellikleri ile benzer olduğu durumlarda, bir ürün farklılaştırma aracı olduğu bilinmektedir. Ülkemizin sahip olduğu gastronomik zenginlikler göz önüne alındığında, henüz tam olarak kullanılmayan çok önemli bir gastronomi turizmi potansiyelinin var olduğunu söyleyebiliriz. Bu araştırmanın temel amacı ülkemiz turizm sektöründe yaygın olarak uygulanmakta olan her şey dahil sistemin Türkiye'nin gastronomi turizmi potansiyeline etkilerinin araştırılmasıdır. Araştırmaya, Antalya ili, Belek, Alanya ve Manavgat ilçelerinde her şey dahil sistemde hizmet veren konaklama işletmelerinde kalmakta olan 264 yabancı turist katılmıştır

GASTRONOMİ TURİZMİ

“Gastronomi” kelimesine ilk olarak Antik Yunan'da rastlamaktayız. Sicilyalı Yunan Arcestratus'un MÖ 4. yüzyılda yazdığı bir kitap, Akdeniz bölgesi için yazılmış muhtemelen en eski yiyecek ve şarap rehberi niteliğindedir. Bu kitabın adı olduğu varsayılan adlardan biri de Gastronomia'dır. MS 200 yılı civarında Athenaeus tarafından yazılmış bir eserdeki bazı alıntılar dışında, bu kitap günümüze ulaşamamıştır. Arcestratus'un en iyi yiyecek ve içeceği bulmak için, Antik Ege bölgesini keşfe çıkan, seyahat ve gastronomi arasında bilinen en eski bağlardan birini kuran ilginç bir karakter olduğu bilinmektedir. Arcestratus bulgularını kaydederek kendinden sonra gelenler için rehber niteliğinde bir eser oluşturmuştur. Örneğin, “Torone'de, köpekbalığının göbeğinin alt kısmına, biraz kimyon serpip tuz ile fırınlayın.” gibi tavsiyeler bulunmaktadır. Athenaeus'un belirttiği gibi Arcestratus'un kitabının gerçekten adı Gastronomia ise, o zaman içeriği de kelimenin etimolojisi ile tamamen örtüşmektedir (Wilkins ve Hill, 1994: 59, aktaran Santich, 2004).

Gastronomi terimi, Joseph Bercholux'un 1801 tarihli *Gastronomie ou L'Homme des Champs a Table* (Gastronomi ya da Tarladan Sofraya İnsan) adlı eseriyle birlikte literatürde kullanılmaya başlanmıştır. Gastronomi gazeteciliğinin kurucusu olan Grimod de la Reyniere, 1804 yılında en çok satan yayınlarından ilki olan ve içinde Parislilere en iyi yiyeceklerin hangileri olduğunu, ne zaman ve nasıl hazırlanması gerektiğini anlattığı *Almanachs des Gourmands*'ı yayınlamıştır. Manuel des Amphitryons (1808)'da bir çalışma alanı olarak gastronomi kavramını tanıtmış ve gastronomi biliminin gelişimini değerlendirerek, yakında üniversitelerde gastronomi bölümlerinin başkanları ifadesini görmenin sürpriz olmayacağını belirtmiştir. Gastronomi (gastronomy) terimi İngiltere'de hızla benimsenmiş ve yazarı bilinmeyen 1814 yılı basımı *The School for Good Living* (Güzel Yaşama Okulu) adlı, kitapta gastronomi terimi “yemek için kurallar” olarak tanımlanmıştır (Santich, 2004; Göker, 2011).

Yeni bir kavram olan gastronomiyi zenginleştirerek kelimeyi halkın kullanımına kazandıran kişi, Fransız avukat ve yargıç Brillat-Savarin'dir. Brillat-Savarin'in gastronomi kavramını ele aldığı 1826 tarihli *Physiologie du Gout* (Tadın Fizyolojisi) adındaki klasik eseri sadece İngilizce, Almanca ve İspanyolca'ya tercüme edilmekle kalmamış *As Le Gastronome* (1830–1831), *La Gastronomie* (1839–1841), *Il Gastronomo Italiano* (1866) ve *Le Gastronome* (1872–1873) gibi pek çok dergiye de ilham kaynağı olmuştur. Bu eser aynı zamanda 19. yüzyılın ikinci yarısında ve 20. yüzyılın başlarında basılan uzun bir kitap listesinin de ilk sırasında yer almıştır. Bu gastronomi literatüründe, menü planlama, yemek seçimi, yemeklerin yanına şarap seçimi ve genel konuk ağırlama konularında öneriler

sunulmuştur. Physiologie du Gout hem gastronomi sözcüğünü ele almış hem de gastronominin teori ve pratiğini kurmuştur (Santich, 2004; Göker, 2011).

Gastronomi kavramını tam olarak açıklamak ve tanımlamak oldukça zordur. Bir ülke veya bölgenin “gastronomik karakteri”, “gastronomik özellikler” ve “gastronomi turizmi” gibi kavramlarda kullandığımız gastronomi teriminde genellikle bir uzlaşma olsa da, gastronominin kendisi için bu tür bir uzlaşma zor görünmektedir (Santich, 2004). Literatürdeki gastronomi tanımlarına baktığımızda birbirinden farklı, çok sayıda tanımlamayla karşılaşmaktayız. Gastronominin konusu yiyecek ve içeceklerle ilgili her şey, dolayısıyla insandır. Gastronomik değerler; kültürel, sosyal, tarihi, coğrafi, psikolojik faktörler gibi pek çok unsura dayalıdır. Bu nedenle yapılan gastronomi tanımlarının çoğu gastronominin belirli yön veya yönlerini vurgularken, gastronomiyi bütün olarak tanımlamaktan uzaktır (Gillespie, 2002). “Gastro” mide ile ve dolayısı ile ağızdan başlayarak tüm sindirim sistemi ile ilişkilidir. “Nomos” ise kural ya da düzenleme anlamına gelmektedir. Buradan yola çıkarak gastronomi de yeme içme ile ilgili tüm kural ve normları ifade etmektedir. Bu dönüşürmeden, gastronominin ilgi alanını, nerede, ne zaman, nasıl, ne kadar, ne şekilde, neyle birlikte ne yenip ne içileceğine dair tavsiye ve rehberlik olarak genişletmek mümkündür (Santich, 2004).

Brillat-Savarin’in tanımına göre gastronomi “Varlığımızı sürdürdüğümüz sürece bizi ilgilendiren her şeyin, akla dayanan anlayışıdır.” (Chaney ve Ryan, 2012: 310) Bu görüşe göre gastronomi biliminin amacı, insanın mümkün olan en iyi beslenme ile korunmasıdır. “Bu amaca, yemeğe dönüşecek olan maddeleri arayan, sağlayan ya da hazırlayan herkese rehberlik ederek ulaşılabilir.”. Rehberliğe yapılan bu vurgu Archestratus’un yapmaya çalıştığı ile de uyumludur. Ancak buna ek olarak ve belki de en önemlisi Brillat-Savarin gastronomiye onay ve meşruiyet getirmiştir: Zevk ve keyfin, bilgi ile zenginleştirilmesi. Brillat-Savarin’in kendi ifadesi ile “Biraz gastronomi bilgisine herkesin ihtiyacı vardır çünkü bu bilgi, faydalı zevkleri arttırır; hatırı sayılır bir geliri olanlar için ise vazgeçilmezdir.” (Brillat-Savarin, 1994: 54, aktaran Santich, 2004).

Gastronominin günümüzde yapılan tanımlamalarına baktığımızda, gastronominin tarihsel, kültürel, bilimsel ve sanatsal yönlerinin vurgulandığını görmekteyiz. Bir başka tanıma göre ise Gastronomi, “Yiyecek ve içeceklerin tarihsel gelişme sürecinden başlayarak tüm özelliklerinin ayrıntılı bir biçimde anlaşılması, uygulanması ve geliştirilerek günümüz şartlarına uyarlanması çalışmalarını kapsayan aynı zamanda bilimsel ve sanatsal unsurlarla katkı sağlayan bir bilim dalıdır.” (Deveci, Türkmen, ve Avcıkurt, 2013: 30). Modern gastronomi anlayışının geniş tanımı; felsefenin, inanışların ve kültürel değerlerin gastronomi uygulamalarını etkilediğini vurgulamaktadır. Bu durum da yemeğin ve yemek yemenin sosyal, kültürel ve tarihi özellikleri ile yemekler, mutfaklar, restoranlar, şarap seçimi, turizm ve gastronomi yazılarını birbirleri ile ilişkili hale getirmektedir (Santich, 2004). Günümüzde gastronominin, Brillat-Savarin’in yukarıda aktarılan tanımındaki gibi bireysel değil, toplumu bütün olarak ele alan daha geniş bir anlam kazandığını görmekteyiz. Gastronomi, bir ülke ya da bölgedeki insanların beslenme davranışlarını etkileyen pek çok etmenin anlaşılmasını da içermektedir (Gillespie, 2002).

Yiyecek, içecek ve mutfak sanatları hakkındaki çalışmalar son yıllarda artan bir ilgiyle karşılanmakta, sosyoloji ve antropoloji için yeni bir araştırma alanı haline gelmektedir (Mason ve Paggiaro, 2012). Yemek yemek insan metabolizmasının enerji ihtiyacının karşılanmasını sağlayan biyolojik bir eylem olmakla birlikte gıdaların elde edilmesi, tüketime hazır hale getirilmesi ve tüketilmesi süreçleri göz önünde bulundurulduğunda biyolojik bir

eylem olmanın ötesinde ekonomik, sosyal ve kültürel bir olgu haline dönüşmektedir. Gastronominin günümüz yorumlarını gösteren “The Gastronomy of Finland” (2003) ve “The Basque Brotherhood of Gastronomy” (2003) gibi kaynaklarda, gastronominin kaçınılmaz olarak yiyecek ve içeceklerle ilgilendiği belirtilmekte ancak bundan daha önemlisi, yemek yemenin sosyal ve kültürel bir değer olarak toplumdaki yerivurgulanmaktadır. “Basque Brotherhood” a göre gastronomi özünde kültürel bir olgudur (Santich, 2004). Literatüre baktığımızda yiyecek ve içecek temeline dayalı turizm aktivitelerini tanımlamak için kullanılan gastronomi turizmi (gastronomic/gastronomy tourism), mutfak turizmi (culinary tourism), yiyecek turizmi (food tourism) gibi çeşitli kavramlarla karşılaşmaktayız. Pek çok araştırmacının, bu çalışmada da olduğu gibi gastronomi turizmi terimini tercih ettiğini görmekteyiz. Bu durumun başlıca üç temel nedeni olduğunu söyleyebiliriz.

İlk olarak gastronomi turizmi terimi, diğer terimlere göre daha geniş bir kapsama sahiptir ve bu nedenle daha geniş bir gruba hitap etme potansiyeli vardır. İkinci olarak yiyecek içecek temeline dayalı olarak seyahat eden ziyaretçilerin asıl motivasyonları olan etmenleri daha iyi tarif etmektedir. Üçüncü neden ise bu terimin hem kırsal hem de kentsel bölgeleri kapsamasıdır (Santich, 2008, aktaran Chaney ve Ryan, 2012). Gastronomi turizmi, daha önce yaşanmamış bir yiyecek içecek deneyimi yaşamak için seyahat motivasyonu yaratan ve seyahat davranışlarının güdülenmesine önemli ölçüde yardımcı olan turizm şekli olarak tanımlanabilmektedir (Harrington ve Ottenbacher, 2010). Başka bir tanıma göre “Gastronomi turizmi, ana motivasyon kaynağı özel bir yemeğin tadımı veya bir yemeğin üretim aşamalarını görmek amacıyla, yöresel veya kırsal alanları, yiyecek üreticilerini, restoranları, yemek festivallerini ve özel alanları ziyaret etmektir.” (Yüncü, 2010: 29) Gastro turisti ise; temel seyahat motivasyonlarından biri gastronomik deneyimler yaşamak olan, bulunduğu destinasyonda yiyecek içeceklerle ilgili aktivitelere katılan özel ilgi turisti olarak tanımlamak mümkündür (Long, 2003, Shenoy, 2005).

Destinasyon Pazarlama Aracı Olarak Gastronomi Turizmi

Her destinasyonda farklı amaç ve beklentilere sahip çok sayıda paydaş bulunduğundan destinasyon pazarlaması pek çok güçlüğü barındıran bir uğraştır. Buhalis (2000)’e göre her destinasyon belirli turist profillerine hitap edebileceğinden destinasyonun temel özelliklerini anlamak hayati önem taşımaktadır. Rekabetin giderek arttığı dünya turizm pazarında tüm bölge ve destinasyonlar rakiplerinden farklılaşmak amacıyla kendilerine özgü ürünler yaratmaya çalışmaktadırlar. Yerel mutfaklar ise pazarlama aracı olarak eşsiz birer kaynak durumundadır (Shenoy, 2005). Turizm sektöründe yiyecek içecek hizmetleri uzun yıllar destekleyici hizmetler olarak görülmüş, turistleri tek başına destinasyonlara çekebilecek unsurlar olarak düşünülmemişlerdir. Hjalager (2002), Scarpato (2002) ve Richards (2002) gibi araştırmacılara göre ise gastronomik ürünlerini temel pazarlama aracı olarak kullanan ve turistik ürünleri tamamlayıcı özelliğinin yanında, kendi başına bir turistik ürün olarak sunan Tuscany ve Lyons gibi destinasyonlar bu sayede popüler hale gelmiştir. Ayrıca gastronomik zenginlikler destinasyon imajının oluşmasında da önemli bir role sahiptir. (aktaran Kivela ve Crotts, 2006; Kesici, 2012).

Yapılan araştırmalarda elde edilen bulgulara göre, yerel mutfak etkili bir pazarlama aracı olmakla birlikte, yiyecek temelli turizmi geliştirmek için belirli bir pazarlama felsefesi benimsemenin zor olduğu söylenebilir. Bunun en önemli nedeni ise turistlerin yiyecek satın alma davranışlarının yeteri kadar anlaşılabilmesidir. Gastronomik zenginlikler kültürel deneyimi, kültürel kimliği, iletişimi, ve paylaşımı temsil etmesi nedeniyle geniş bir turist yelpazesini cezbedebilecek bir unsurdur ve destinasyonların pazarlanmasında doğrudan ya da dolaylı

olarak göz önünde bulundurulması gereken önemli bir faktör olarak karşımıza çıkmaktadır (Bessiere, 1998; Frochot, 2003).

Bölgesel Kalkınma Aracı Olarak Gastronomi Turizmi

Dünyada yaşanan hızlı kentleşme, nüfus artışı, küreselleşme ve tek tipleşme pek çok alanda olduğu gibi kültürel alanda da etkisini göstermekte, yerel kültürel varlıkları ve değerleri tehdit etmektedir. Kültürel birikimin önemli bir bileşeni olan gastronomik değerler de bu süreçten olumsuz etkilenmekte ve pek çok yerel gastronomik ürün yok olma tehlikesiyle karşı karşıya kalmaktadır. Beslenme alışkanlıklarının standartlaşması, genetiği değiştirilmiş gıdaların yaygınlaşması, tarım endüstrisinde yapay gübre ve zararlı kimyasal maddelerin yoğun olarak kullanılması, yanlış beslenmeden kaynaklanan hastalıkların artması gibi etmenler tüketicileri beslenme konusunda daha bilinçli davranmaya; doğal, taze, yerel ve geleneksel gıda ürünlerini tüketmeye yöneltmektedir (Kan, Gülçubuk ve Küçükçongar, 2012).

Tüm bu gelişmeler söz konusu yerel ürünlerin özgün niteliklerinin korunarak, hem günümüzde hem de gelecekte varlıklarını devam ettirmelerinin sağlanması ihtiyacını doğurmaktadır. Bu ihtiyaç doğrultusunda geliştirilen koruma araçlarından bir tanesi de “coğrafi işaretler”dir (Çalışkan ve Koç, 2012). “Coğrafi işaret uygulaması kısaca, yerel bir ürünün veya değer belirlenmiş yasalar çerçevesinde koruma altına alınması” olarak ifade edilebilir (Şahin, 2013: 23). “Coğrafi işaret” (Geographical Indication) kavramı ilk olarak 15.05.1994 tarihli uluslararası “Ticaret ile Bağlantılı Fikri ve Sınai Mülkiyet Hakları Sözleşmesi”nde (Agreement on Trade-Related Aspects of Intellectual Property Rights) kullanılmıştır. Bu sözleşmede coğrafi işaretler şöyle tanımlanmaktadır: “Üye bir ülkenin toprağından veya bu toprak üzerinde yer alan bir bölge veya yöreden kaynaklanan, belirgin bir niteliği, ünü (itibarı) veya diğer özellikleri itibariyle esas olarak bu coğrafi menşeye atfedilen ürünleri tanımlamak için kullanılan işaretlerdir.” TPE ise coğrafi işaretleri, “Belirgin bir niteliği, ünü veya diğer özellikleri itibariyle kökenin bulunduğu bir yöre, alan, bölge veya ülke ile özdeşleşmiş bir ürünü gösteren işaretlerdir.” şeklinde tanımlamıştır (Çalışkan ve Koç, 2012: 196). Gastronomi turizmi, diğer turizm türleri gibi pek çok farklı sektörden girdi sağlamaktadır ve bu nedenle büyük bir çarpan etkisine sahiptir. Gastronomi turizmi bir bölgede bulunan pek çok paydaşı olumlu yönde etkilemektedir. Bunlardan bazıları; konaklama işletmeleri, tur operatörleri, restoran, kafe ve barlar gibi tüm yiyecek içecek işletmeleri, tarım işletmeleri, yerel yiyecek ve içecek üreticileri, yemek rehberleri, gastronomi ile ilgili medya ürünleri, aşçılık okullarıdır (Çağlı, 2012).

Gastronomi turizmi geliştiği bölgelerde yerel ekonomik kalkınmaya önemli katkılar sağlamaktadır. Gastro turistlerin daha çok yerel ürünleri tercih ettikleri, özellikle yerel yiyecek ve içeceklere olan yönelimlerinin diğer turist tiplerine göre daha yüksek düzeyde olduğu bilinmektedir. Bu nedenle gastronomi turizmi yerel ekonomik sektörlerle yeni yatırımların yapılmasına ve bu sektörlerin gelişmesine, yerel değerlerin korunmasına ve sürdürülebilirliğe olumlu katkılar sağlamaktadır (Yüncü, 2010). Gastronomi turizmi yerel kalkınmaya katkı sağlayarak bölgeler arası gelişmişlik farklarını da azaltmaktadır. Bu açıdan bakıldığında gastronomi turizmi, bölgeler arası gelişmişlik düzeylerinin büyük oranda farklılık gösterdiği Türkiye gibi ülkeler için daha da büyük bir önem kazanmaktadır (Çağlı, 2012). Bölgeler arası gelişmişlik farklarının Türkiye için son derece önemli bir sorun olduğu bilinmektedir. Ülkemizde kentsel ve kırsal bölgeler arasında, doğu bölgeleri ve batı bölgeleri arasında, turizmin gelişmiş olduğu güney ve batı kıyı illeri ile diğer kıyı illeri arasında çok büyük sosyo-ekonomik farklar

bulduğunu görmekteyiz. Bu nedenle gelişmekte olan pek çok ülke gibi Türkiye’de de kırsal bölgelerden kentlere gerçekleşen göç önemli bir sorun olarak karşımıza çıkmaktadır. Kırsal bölgelerde gastronomi turizminin gelişmesi bu göç hareketinden kaynaklanan sorunların en aza indirilmesinde önemli katkılar sağlayacaktır. Türkiye’nin her bölgesinin birbirinden farklı ve son derece zengin gastronomik zenginlikleri ve gastronomi turizmi potansiyeli bulunduğu göz önünde bulundurulursa, bu potansiyelin harekete geçirilmesi halinde yaratacağı avantajlar daha iyi değerlendirilebilecektir (Çağlı, 2012; Küçükaltan, 2009).

Türkiye’nin Gastronomi Turizmi Potansiyeli

Dünyada hemen hemen her bölgeye ait mutfak kültürünün kendine özgü belirleyici ve ayırt edici özellikleri vardır. Din ve inanışlar, iklim ve coğrafya, bölgeye ait bitki ve hayvan varlığı gibi kimi etmenler o mutfağın temel özelliklerini belirler. Örneğin topluluğun bulunduğu coğrafyanın fiziksel özellikleri, tarım ağırlıklı bir beslenmeye dayanan yerleşik bir kültür mü yoksa hayvansal beslenmeye dayalı göçebe kültürünü mü benimseyeceğini belirler (Beşirli, 2010). Dünyada bilinen en eski mutfak kültürü Mezopotamya’da ortaya çıkmıştır. Bu mutfak zaman içerisinde, Çin ve Anadolu mutfaklarını oluşturmuştur. Anadolu mutfağı da Antik Mısır, Antik Yunan ve Roma mutfaklarının temelini oluşturmaktadır. Bilinen tüm Avrupa mutfakları da Roma mutfağından türemiştir. Doğu Asya mutfaklarının temeli ise Çin mutfağıdır. Türk mutfağının gelişim sürecine baktığımızda, Türklerin Anadolu’ya yerleşmesi ile birlikte, Anadolu mutfağının özelliklerini benimsedikleri, Orta Asya’dan taşıdıkları mutfak kültürü ile birleştirerek zenginleştirdikleri görülmektedir. Daha sonraki dönemde, Osmanlı İmparatorluğu’nun coğrafi genişlemesine paralel olarak, farklı bölgelere ait gastronomik zenginlikler Türk mutfağı bünyesine katılmıştır. Böylece, Türk mutfağı aslında bu süreçte bir “füzyon mutfağı” özelliği kazanmıştır. Bu nedenle, Türk mutfağı yaşayan en eski ve en zengin mutfaklardan biridir (Akgöl, 2012; Bilgin ve Samancı, 2008, Hatipoğlu, 2008).

Kitle Turizmi ve Her Şey Dâhil Sistemin Gastronomi Turizmine Etkisi

Kitle turizmi, ekonomik turistik ürünler sunularak geniş kitlelerin turizm faaliyetine katılımını amaçlayan turizm türünü ifade etmektedir. Burada amaç, fiyatları düşük bir seviyede tutarak talebi arttırmak ve daha fazla sayıda insanın turizm faaliyetine katılmasını sağlamaktır (Hussein ve Saç, 2008). 1950 ve sonrası dönemde, gelişmiş ülkelerin ulaştığı oldukları ekonomik refah düzeyi bu ülkelerde yaşayan her sosyo-ekonomik seviyedeki insanın kolaylıkla seyahat edebilmelerini ve bu sayede kitle turizminin tüm dünyaya yayılmasını ve öneminin her geçen gün artmasını sağlamıştır (Akoğlan, Kozak ve Kozak 1994). Bu dönemde gelir düzeyinde meydana gelen artışın yanı sıra ulaştırma teknolojisindeki gelişmeler de seyahat etme ve konaklama olanaklarını geniş kitleler tarafından ulaşılabilir hale getirmiştir (Avcıkurt, Köroğlu ve Sarioğlan, 2009). Ülkemizde ise kitle turizmi 1980’li yıllardan sonra gelişmeye başlamış, her şey dahil sistemin yaygınlaşmasıyla oluşan rekabet avantajının da etkisiyle özellikle 1990’lı yıllardan sonra hızlı bir büyüme kaydetmiştir. Türk turizm sektörünün bu denli hızlı büyümesinde en önde gelen etmenlerden biri olan her şey dahil sistem, aynı zamanda yarattığı olumlu ve olumsuz sonuçlarla sıkça tartışılan konulardan biridir.

Her şey dahil sistem konaklama işletmelerindeki yiyecek içecek tüketimini artırmakta ve yiyecek içecek giderlerini toplam maliyetler içindeki en önemli kalem haline getirmektedir. Bu nedenle işletmeler giderlerini

düşürmek için yiyecek içecek maliyetlerini azaltma yoluna gitmekte, bu da yiyecek içecek kalitesinin düşmesine yol açabilmektedir. Yiyecek içeceklerin kalitesi ise müşteri memnuniyeti açısından en önemli unsurlardan biri durumundadır. Bu nedenle müşteri memnuniyeti düşmekte, destinasyon ve tüm sektör adına olumsuz bir imaj oluşmaktadır (Çiftçi, Düzakın ve Önal, 2007).

Araştırmanın Amacı ve Önemi

Bu araştırmada ülkemizde yaygın olarak uygulanan her şey dahil sistemin Türkiye'nin gastronomi turizmi potansiyeline etkilerinin, Türkiye'yi ziyaret eden yabancı turistlerin Türk mutfağı ve Türk yemekleri ile ilgili tatmin düzeylerinin, karar verme sürecinde Türk mutfak kültürü ve Türk yemeklerinin ne kadar etkili olduğunun belirlenmesi amaçlanmaktadır. Günümüzde turizm sektöründe yaşanan rekabet ve değişen turist tercihleri destinasyonları alternatif turizm ürünleri geliştirmeye ve turizm türlerini çeşitlendirmeye zorlamaktadır. Bu açıdan bakıldığında ülkemizin sahip olduğu gastronomik zenginlikler çok önemli bir potansiyel oluşturmaktadır. Günümüzde giderek daha çok sayıda insan gastronomik amaçlarla seyahat etmekte ve gastronomi turizmi tüm dünyada hızla gelişen önemli bir özel ilgi turizmi türü olarak öne çıkmaktadır. Ülkemizde gastronomi turizmi alanında yapılmış sınırlı sayıda çalışma bulunmakla birlikte, Türkiye'de yaygın bir şekilde uygulanan her şey dahil sistemin gastronomi turizmüne etkileri ile ilgili herhangi bir araştırma bu güne kadar yapılmamıştır.

Araştırma Soruları

1. Ülkemizde yaygın olarak uygulanan her şey dahil sistem Türkiye'nin gastronomi turizm potansiyelini nasıl etkilemektedir?
2. Türkiye'yi ziyaret eden yabancı turistlerin karar verme sürecinde Türk mutfak kültürü ve Türk yemekleri ne kadar etkili olmaktadır?
3. Türkiye'yi ziyaret eden yabancı turistlerin Türk mutfağı ve Türk yemekleri ile ilgili tatmin düzeyleri nedir?
4. Türkiye'yi ziyaret eden yabancı turistlerin Türk mutfağı ve Türk yemekleri ile ilgili tatmin düzeyleri, Türkiye'yi yeniden ziyaret etme motivasyonlarını ne kadar etkilemektedir?

Araştırmanın Sınırlılıkları ve Kapsamı

Bu araştırma Antalya ili Belek, Alanya ve Manavgat ilçelerinde bulunan ve her şey dahil sistemle hizmet veren konaklama işletmelerinde kalan sınırlı sayıda yabancı ziyaretçinin katılımıyla gerçekleştirilmiştir. Araştırmada elde edilen veriler katılımcıların soru formunda beyan ettikleri cevaplarla sınırlıdır. Bu araştırma sınırlı zaman ve finansal kaynak kullanılarak gerçekleştirilmiştir. Araştırmanın kapsamını Antalya ili Belek, Alanya ve Manavgat ilçelerinde bulunan her şey dahil sistemle hizmet veren beş konaklama işletmesinde kalan ve bu araştırmaya katılmayı gönüllü olarak kabul eden yabancı ziyaretçiler oluşturmaktadır. Bu araştırmanın gerçekleştirildiği örneklem Türkiye'yi ziyaret eden ve her şey dahil sistemle hizmet veren konaklama işletmelerinde kalan yabancı turistleri temsil ettiği, araştırmaya katılan ziyaretçilerin kendilerine yöneltilen sorulara içtenlikle ve doğru cevaplar verdikleri varsayılmaktadır.

Veri Toplama Yöntemi

Tez araştırması iki çalışmadan oluşmaktadır. İngilizce, Almanca ve Rusça dillerinde hazırlanan soru formunun, dil açısından uygunluğu, anlaşılabilirliği ve uygulanabilirliğini test etmek amacı ile bir pilot çalışma gerçekleştirilmiştir. 34 kişi üzerinden gerçekleştirilen pilot çalışma sonucunda soru formunun anlaşılır ve uygulanabilir olduğu gözlenmiştir. Soru formunun İngilizce ve Rusça dillerinde düzeltme gerektirecek bir geri dönüş olmamıştır. Almanca hazırlanan soru formunda birkaç kelime, anadili Almanca olan katılımcıların geribildirimleri doğrultusunda değiştirilmiş ve ana çalışmada kullanılmıştır.

Pilot çalışmaya Almanya, Rusya, Avusturya ve İngiltere'den ülkemize gelen 34 yabancı turist katılmıştır. 23'ü kadın 11'i erkek olan katılımcıların yaşları 18-70 arasında değişmektedir (Ort. =38,21, SS = 15, 10). Katılımcıların %37,5'i medeni durumunun bekar, %34,4'ü evli, %21,9 boşanmış/dul %6,3'ü ise diğer olduğunu belirtmişlerdir.

Ana çalışmada katılımcıların belirlenmesinde tesadüfi örneklem yöntemi benimsenmiştir. Araştırmaya Antalya Belek, Manavgat ve Side ilçelerinde her şeydahil sistemde hizmet veren konaklama işletmelerinde kalan, araştırmaya katılmayı gönüllü olarak kabul eden toplam 264 kişi katılmıştır. Yaşları 14 ve 72 arasında değişen (Ort. = 40,91, SS = 13,51), örneklem; 87 erkek, 169 kadından oluşmaktadır.

Ülkemizde her şey dahil sistemde seyahatlerini gerçekleştirmekte olan yabancı turistlerin, destinasyon seçiminde önemli olan faktörleri ve Türk mutfağı ile ilgili görüşlerini belirlemek amacı ile araştırmacı tarafından bir soru formu (anket) hazırlanmıştır. Türkçe hazırlanan ve hem pilot hem de ana çalışmada kullanılan soru formu üç bölümden oluşmaktadır. Soru formunun 1. bölümünde katılımcıların, yaş, cinsiyet, eğitim, meslek, medeni durum, aylık gelirleri ve yaşadıkları ülke bilgilerini derlemek amacı ile oluşturulmuş yedi soru bulunmaktadır. Bu soruları, katılımcıların seyahatleri ile ilgili bilgileri edinmek amacı ile oluşturulmuş beş soru izlemektedir. Bunlar; Bu seyahati kiminle gerçekleştirdikleri, konakladıkları işletme tipi, konaklamanın fiyatlandırması ve konakladıkları yer seçiminde nasıl karar verdikleri konusundaki sorulardır.

Soru formunun ikinci bölümünde, katılımcıların destinasyon seçimlerinde etkili olan faktörleri belirlemek amacı ile oluşturulmuş yirmi maddeden oluşan, beşli Likert tipinde bir ölçek yer almıştır. Katılımcılardan, ölçekte yer alan her bir maddenin, destinasyon seçiminde ne derece etkili olduğunu işaretlemeleri istenmiştir (0= hiç etkili değil, 4 = çok fazla etkili). Soru formunun bu bölümünde ayrıca, katılımcıların gerçekleştirmekte oldukları turizm faaliyetini nasıl tanımladıkları ve planladıkları tatil süresini belirlemeyi amaçlayan iki soruya yer verilmiştir.

Soru formunun üçüncü ve son bölümünde ise katılımcıların Türk Mutfağı hakkındaki deneyim ve düşüncelerini, ayrıca daha önce gastronomi amaçlı seyahat edip etmediklerini belirlemek üzere hazırlanmış on bir soru yer almıştır. Ayrıca bu bölümde katılımcıların seyahatleri süresince yedikleri yemekler hakkındaki değerlendirmelerini içeren dokuz maddeden oluşan ve araştırmacı tarafından hazırlanan bir ölçek yer almıştır. Beşli Likert tipinde hazırlanan bu ölçekteki maddelere, katılımcıların ne derece katıldıklarını belirtmeleri istenmiştir (0= hiç katılmıyorum, 4= tamamen katılıyorum).

Soru formunun son kısmında ise, katılımcıların, seyahatleri süresince yemek yedikleri mekanları nasıl değerlendirdiklerini belirlemek amacı ile araştırmacı tarafından hazırlanan ve on üç maddeden oluşan bir ölçek yer

almıştır. Katılımcılardan her bir maddeye ne derece katıldıklarını ölçek üzerinde belirtmeleri istenmiştir (0= hiç katılmıyorum, 4= tamamen katılıyorum).

Destinasyon Seçimini Etkileyen Faktörler Ölçeği

Ölçeğin güvenilirliğini test etmek amacı ile ölçek maddelerinin Cronbach Alpha katsayıları hesaplanmıştır. Ölçeğin iç tutarlılık güvenilirlik katsayısı bulunmuştur. Ölçeğin yapı geçerliliğini test ederek, destinasyon seçimine etki eden faktörlerin, farklı boyutlarda ayrışıp ayrışmadığını test etmek amacı ile faktör analizi uygulanmıştır. Temel bileşenler (Varimax Rotasyon) tekniği ile iki faktörle sınırlandırılan analiz sonuçlarına göre, toplam varyansın %44,80'ini açıklayan iki faktör elde edilmiştir. Maddelerin faktörlere yaptığı yüklemelerin Eigen değerleri tabloda sunulmuştur. Her iki faktöre de .35 üzerinde yükleme yapan iki madde; “ulaşım kolaylığı” ve “sağlık hizmetlerine ulaşım kolaylığı” maddeleri, teorik uygunlukları açısından, aynı faktör altında toplanan maddelerin aritmetik ortalamaları hesaplanarak elde edilen boyut puanlarında ikinci boyut altında yer almıştır.

Faktör analizi sonucunda elde edilen ilk boyuta “özel ilgi turizmi destinasyon seçimi faktörleri”, ikinci boyuta ise “kitle turizmi destinasyon seçimi faktörleri” adı verilmiştir. İki boyuttan oluşan ölçeğin, birleşiklik geçerliliğini test etmek amacı ile boyut puanları ortalaması hesaplanarak, puanlar karşılaştırılmıştır. “Özel ilgi turizmi destinasyon seçimi faktörleri” puanı, faktör analizi sonucunda birinci faktör altında kümelenen sekiz, “kitle turizmi destinasyon seçimi faktörleri” puanı ise faktör analizi sonucunda ikinci faktör altında kümelenen on iki maddenin aritmetik ortalaması alınarak hesaplanmıştır. Katılımcıların, destinasyon seçiminde etkili olan faktörlerin, “özel ilgi turizmi destinasyon seçimi faktörleri” ve “kitle turizmi destinasyon seçimi faktörlerinin” puanları açısından farklılaşp farklılaşmadıklarını test etmek amacı ile t-testi gerçekleştirilmiştir. T-testi sonuçlarına göre katılımcıların “kitle turizmi destinasyon seçimi faktörleri” ortalama puanı (ort. = 2, 66, SS = .67), “özel ilgi turizmi destinasyon seçimi faktörleri” ortalama puanından (ort. = 1, 99, SS = .95) istatistiksel olarak anlamlı derecede yüksek bulunmuştur $t(232) = 60, 61, p = .00$. Yapılan analiz sonuçlarına göre ölçeğin geçerli ve güvenilir bir ölçek olduğunu söylemek mümkündür.

Yiyecek İçecek Değerlendirme Ölçeği

Katılımcıların, seyahatleri süresince yedikleri yemekleri nasıl değerlendirdiklerini belirlemek amacı ile “yiyecek içecek değerlendirme ölçeği” araştırmacı tarafından geliştirilmiştir. Toplam dokuz maddeden oluşan ve yemeklerin lezzet, koku, görünüş, sağlamlık açısından değerlendirilmesine olanak sağlayacak maddelerden oluşan ölçek, beşli Likert tipinde puanlanmaktadır (0= hiç katılmıyorum, 4= tamamen katılıyorum). Ölçek maddelerinin oluşturulmasından önce, gastronomi literatüründe yer alan araştırmalar taranmış ve var olan değerlendirme biçimleri incelenmiştir. Bu konuda diğer araştırmacılar tarafından kullanılan yöntemler incelendiğinde, yemeklerin tat, koku, görünüş ve iştah açıcılık gibi özelliklerinin ayrı ayrı sorularla diğer bazı özelliklerinin ise ölçeklendirilerek ölçümlendiği görülmüştür (Özdemir ve Kınay (2004); Şanlıer (2005); Akgöl (2012); Albayrak (2013); Dilsiz, (2010); Çağlı, (2012). İlgili literatürden derlenen maddelerle bu araştırmada bağımlı değişken olarak kullanılacak olan bu değerlendirmenin derecelendirilebilmesi ve daha sonraki çalışmalarda da kullanılabilir olması göz önünde bulundurularak, bu maddelerin ölçeklendirilmesine karar verilmiştir.

Bu arařtırmada oluřturulan ve “yiyecek iecek deęerlendirme leęi” olarak adlandırılan leęin gvenilirlięini belirlemek amacı ile iki yntem izlenmiřtir. leęin i tutarlılıęını belirlemek amacı Cronbach Alpha katsayısı hesaplanmıřtır. leęin (split-half) iki yarım gvenilirlięini belirlemek iin ise Spearman-Brown katsayısı hesaplanmıřtır. leęin Cronbach Alpha katsayısı .87, Spearman-Brown katsayısı ise .82’dir. Her iki yntem de leęin geerlilięinin kabul edilebilir dzeyde oluęunu gstermiřtir. “Yiyecek iecek deęerlendirme leęi”, tek boyuttan oluřtuęu iin, yapı geerlilięi test edilememiřtir. leęin grnř geerlilięi olduęunu sylemek, ilgili literatr bulguları da dikkate alındıęında mmkndr.

Restoran Deęerlendirme leęi

Yiyecek ve ieceklerin tat, koku, grnř v.b. zelliklerinin yanında sunum řekli, sunan personelin nitelikleri ve sunulan mekanın fiziksel zelliklerinin de beęeni dzeyini etkiledięi bilinmektedir. Bu nedenle yiyecek ve ieceklerin genel beęeni dzeyi ile ilgili eksiksiz bir deęerlendirme yapılabilmesi iin men, yemek yenen mekanların fiziksel zellikleri ve servis ile ilgili algıların da lmlenmesi gerekmektedir. lek maddelerinin oluřturulmasından nce, gastronomi literatrnde yer alan arařtırmalar taranmıř ve var olan deęerlendirme biimleri incelenmiřtir. Mekan deęerlendirmelerinde genellikle iki ya da  boyutun ne ıktıęı grlmřtir. Bu boyutlar; restoranın ıřıklandırma, ses, mzik, havalandırma ve koku gibi fiziksel zellikleri, menye iliřkin zellikler ve servis personelinin zellikleridir. Daha nceki arařtırmalarda kullanılan ve mekan zelliklerinin deęerlendirilmesi iin kullanılabilecek olan bazı maddeler belirlenmiřtir. İlgili literatr ıřıęında, bu arařtırmada yabancı turistlerin yemek yenen mekanlarla ilgili algılarını belirlemek iin, arařtırmacı tarafından “restoran deęerlendirme leęi” geliřtirilmiřtir. On  maddeden oluřan bu lekte beřli Likert lmlenmesi kullanılmıřtır (0= hi katılmıyorum, 4= tamamen katılıyorum).

Bu leęin gvenilirlięini belirlemek amacı ile iki yntem izlenmiřtir. leęin i tutarlılıęını belirlemek amacı ile Cronbach Alpha katsayısı hesaplanmıřtır. leęin (split-half) iki yarım gvenilirlięini belirlemek iin ise Spearman-Brown katsayısı hesaplanmıřtır. leęin Cronbach Alpha katsayısı .80, Spearman-Brown katsayısı ise .76’dır. Her iki yntem de leęin geerlilięinin kabul edilebilir dzeyde oluęunu gstermiřtir. leęin yapı geerlilięini test etmek amacı ile faktr analizi uygulanmıřtır. Temel bileřenler (Varimax Rotasyon) teknięi ile  faktrle sınırlandırılan analiz sonularına gre, toplam varyansın %63,96’ini aıklayan,  faktr elde edilmiřtir. Maddelerin faktrlere yaptıęı yklemelerin Eigen deęerleri tablo12’de sunulmuřtur. Faktr analizi sonuları incelendięinde, lek maddelerinin faktrler altında beklenen řekilde kmelendięi grlmektedir. Birinci faktr altında yklenen iki maddenin, ikinci faktr altında da Eigen deęeri .35’den byk ykleme yaptıęı grlmektedir. Teorik uygunlukları da dřnlerek “serviste kullanılan malzemeler temizdi” ve “serviste kullanılan malzemeler kaliteliydi” maddelerinin ikinci faktr altında puanlamaları uygun olduęu dřnlmektedir. Bu iki maddenin ikinci Faktr altında deęerlendirildięi son durumda, faktr analizi sonucunda elde edilen ilk boyuta “personel zellikleri”, ikinci boyuta ise “servis ve men”, nc boyuta ise “fiziksel zellikler” isimleri verilmiřtir. Daha sonraki analizlerde ve arařtırmalarda kullanabilmek amacı ile, bu alt boyutların ortalama puanları hesaplanmıřtır. Boyut puanları her bir faktr altında elde edilen puanların aritmetik ortalamasının hesaplanması yolu ile belirlenmiřtir. Arařtırmada kullanılan her  leęin, daha sonraki analizlerde kullanılabilmesi iin, boyut puanları yanında toplam puanları da hesaplanmıřtır.

BULGULAR

Çalışmanın ilk kısmında tüm örnekleme ait demografik bulgular, sayı ve yüzdeleri ile belirtilmiştir. İkinci kısımda, araştırmada kullanılan “destinasyon seçim kararını belirleyen faktörler”, “yiyecek içecek değerlendirme” ve “restoran değerlendirme” ölçeklerinin bağımlı değişkenler, demografik özellikler ve diğer soruların bağımsız değişkenler olarak kullanıldığı, karşılaştırmalı analiz sonuçları sunulmuştur. Araştırmaya katılan ziyaretçilerin %64,02’sini kadın, %33,98’ini erkekler oluşturmaktadır. Sekiz katılımcı ise cinsiyet belirtmemiştir. Medeni durumunu belirten ziyaretçilerin %55,42 evli, %25,42’si bekar, %15,42’si boşanmıştır. %3,75’i medeni durumunu diğer (dul, birlikte yaşıyor vb) olarak belirtmiştir. Araştırmaya katılan ve geldiği ülkeyi belirten ziyaretçilerin geldikleri ülkelerin dağılımı %63,26’sı Almanya; %15,15’i Rusya Federasyonu; %6,44’ü Hollanda; %6,06’sı Birleşik Krallık ve %2,82’si diğer olarak tespit edilmiştir. Araştırmaya katılanlardan “Bu seyahatinizi kiminle gerçekleştiriyorsunuz?” sorusunu yanıtlayanların %48,4’ü eş/sevgili, %25,4’ü aile, %17,5’i arkadaş gurubu ile seyahat ederken, %8,7’i seyahatlerini yalnız gerçekleştirmektedir. Bu seyahatiniz süresince nerede konaklıyorsunuz?” sorusunu yanıtlayan katılımcıların %84,8’i 4-5 yıldızlı, %11,7’si 1-2-3 yıldızlı oteller, %3,4’ü ise diğer (tatil köyü, apart, pansiyon, kamping vb.) konaklama işletmelerinde kalmaktadır. Katılımcıların %35,6’sı kalmakta olduğu konaklama işletmesini seyahat acentesi aracılığı ile; % 27,7’si internetten şahsen; %19,7’si yakınların tavsiyesi ile; %14’ü Türkiye’ye geldikten sonra şahsen; %3,1’i ise diğer yöntemlerle belirlemiştir. Gerçekleştirmekte olduğunuz turizm faaliyetini nasıl tanımlıyorsunuz? Sorusunu yanıtlayan katılımcıların %72,8’i gerçekleştirmekte olduğu turizm faaliyetini deniz ve güneş turizmi olarak tanımlarken, %11,5’i eğlence ve rekreasyon, %6,4’ü sağlık, %4,7’si kültür, %2,1’i iş, %1,3’ü gastronomi ve %0,9 doğa turizmi olarak görmektedir. “Türkiye’ye gelmeden önce Türk yemeklerini denemiş miydiniz?” sorusunu yanıtlayan 260 ziyaretçinin %65,4’ü Türk yemeklerini daha önce denediğini belirtirken, Türk yemeklerini ilk kez Türkiye’de deneyenlerin oranı %34,6’dır. “Türkiye’ye gelmeden önce Türk yemeklerini nerede denediniz?” Sorusunu yanıtlayan ziyaretçilerin %56,3’ü restoran, %27,5’i kendi evimde ya da arkadaşımın evinde, %16,2’si ise diğer cevabını vermişlerdir. “Türkiye’ye gelmeden önce Türk yemekleri hakkındaki fikriniz nasıldı?” Sorusunu yanıtlayan katılımcıların %49,01’i Türkiye’ye gelmeden önce Türk yemekleri hakkındaki fikirlerinin olumlu, %33,20’si ne olumlu ne olumsuz, %13,04’ü çok olumlu ve %0,4’ü çok olumsuz olduğunu belirtmişlerdir. “Şu an Türk yemekleri ve Türk mutfağı hakkındaki düşünceleriniz neler?” sorusunu yanıtlayan ziyaretçilerin ise %58,53’ü olumlu, %24,81’i çok olumlu, %13,18’i ne olumlu ne olumsuz, %2,33’ü olumsuz, %1,16’sı çok olumsuz düşündüklerini belirtmişlerdir.

Tablo 1: Seyahat İçin Türkiye Tercihinde Türk Mutfağının Etkisi

	Kişi Sayısı	Geçerli Yüzdesi (%)
Hiç olmadı	20	7.9
Çok az oldu	33	13.0
Biraz oldu	81	32.0
Oldukça fazla oldu	92	36.4
Çok fazla oldu	27	10.7
Geçerli Toplam	253	100.0
Yanıtız	11	
Toplam	264	

“Bu seyahatiniz için Türkiye’yi tercih etmenizde Türk mutfağının etkisi oldu mu?” sorusunu yanıtlayan katılımcıların, %36,4’ü oldukça fazla oldu, %32’si biraz oldu, %13’ü çok az oldu, %10,7’si çok fazla oldu cevabını verirken, %7,9’u hiç olmadı cevabını vermiştir. “Türkiye’ye tekrar gelmeyi düşünürseniz bunda Türk mutfağının etkisi olur mu?” Sorusunu yanıtlayan katılımcıların %33,2’si biraz, %31,4’ü oldukça fazla, %16,4’ü çok az, %8,8’i çok fazla olur cevabını verirken, %10,2’si Türkiye’ye yeniden gelme kararında Türk mutfağının hiç etkili olmayacağını belirtmiştir.

“Daha önce gastronomik amaçlı seyahat ettiniz mi?” Sorusunu yanıtlayan ziyaretçilerin %79,1’i hayır cevabını verirken %20,9’u daha önce gastronomi amaçlı turizm faaliyetine katıldığını belirtmiştir. “Türkiye’ye gastronomi amaçlı bir seyahat gerçekleşse katılmayı düşünür müsünüz?” sorusunu yanıtlayan katılımcıların %61,5’i Türkiye’de gerçekleştirilecek olan bir gastronomi seyahatine katılmayacağını belirtirken, bu soruya olumlu cevap verenlerin oranı %38,5’dir. “Tatiliniz süresince en çok nerede yemek yemeyi tercih ettiniz?” sorusunu yanıtlayan katılımcıların %67,2’si en çok konakladıkları işletmede, %19,2’si yerel restoranlarda, %8,8’i uluslararası restoranlarda, %2,4’ü zincir restoranlarda yemek yemeyi tercih ettiklerini belirtmişlerdir. “Tatiliniz süresince daha çok hangi yemekleri tercih ettiniz?” sorusunu yanıtlayan katılımcıların %44,7’si dünya mutfağı, %34,1’i Türk mutfağı, %15,7’si kendi ülkesinin mutfağı, %2,7’si fast food yemekleri tercih ettiğini belirtmiştir.

Destinasyon Seçimini Etkileyen Faktörler: Betimleyici Bulgular

Destinasyon seçimini etkileyen faktörlerin ortalama, standart sapma ve cevap seçeneklerinin yüzdeleri Tablo 2’de sunulmuştur.

Tablo 2: Destinasyon Seçimini Etkileyen Faktörlerin Tüm Katılımcılar için Ortalama, Standart Sapma ve Cevap Seçeneklerinin Yüzdeleri

Destinasyon seçimini etkileyen faktörler	Ort.	S.s	%				
			Hiç	Çok az	Biraz	Oldukça fazla	Çok fazla
Daha önceki ziyaret tecrübem	2,56	1,24	11,6	7,9	14,4	44,7	21,4
Fiyat	2,62	1,05	7,8	3,7	23,5	48,8	16,1
Doğal ve coğrafi zenginlikler	2,54	1,10	6,9	7,9	27,8	39,4	17,6
İklim ve hava koşulları	3,28	0,90	2,8	2,3	6,4	40,8	47,7
Tarihi zenginlikler	2,18	1,26	12,1	18,7	24,8	28	16,4
Kültürel zenginlikler	2,19	1,27	12,2	18,3	24,9	27,2	17,4
Mutfak kültürü ve gastronomik zenginlikler	2,43	1,19	10,2	9,3	26,4	35,6	18,5
Eğlence ve rekreasyon olanakları	2,80	1,05	6,5	3,2	18,4	47,9	24
Ucuz alışveriş olanakları	2,56	1,16	7,9	8,3	25,9	35,6	22,2
Konaklama koşullarının kaliteli olması	2,93	1,11	6,9	5,1	8,3	47,9	31,3
Seyahat acentesinin tavsiye ve yönlendirmesi	2,24	1,33	15,4	14,5	18,7	33,2	18,2
Arkadaş akraba tavsiyesi	2,25	1,38	16,8	12,6	21,5	27,1	22
Akraba arkadaş ziyareti	1,64	1,53	37,8	12	14,8	19,6	15,8
Özel organizasyonlara katılma (festival kongre fuar)	1,50	1,42	34,8	21,4	15,2	16,7	11,9
Ulaşım kolaylığı	2,53	1,22	10,8	7,1	22,2	38,2	21,7
Kutsal yerleri ziyaret edebilme imkânı	1,87	1,37	22,4	19,2	22	22	14,5
Popülerlik	2,80	1,12	7,5	3,8	17,8	42,7	28,2
Güvenlik	2,90	1,08	6	4,2	14,4	44,4	31
Sağlık hizmetlerine ulaşım kolaylığı	2,59	1,18	9,7	6,9	19,8	42,4	21,2
Vize kolaylığı	2,62	1,34	12,2	10,8	10,8	35,7	30,5

Araştırmaya katılan tüm yabancı turistlerin destinasyon seçimini etkileyen faktörleri incelendiğinde, “iklim ve hava koşullarının” en yüksek ortalamaya sahip olduğu görülmektedir. En düşük ortalamaya sahip madde ise “özel organizasyonlara katılma” (festival, kongre, fuar...) maddesidir.

Destinasyon Seçimini Etkileyen Faktörler: Gruplar Arası Karşılaştırmalar

Destinasyon seçimini etkileyen faktörlerin demografik değişkenlere göre farklılık gösterip göstermediğini test etmek amacı ile yedi farklı tek yönlü varyans analizi (ANOVA) gerçekleştirilmiştir. ANOVA karşılaştırmaları; yaş, cinsiyet, daha önce Türkiye’yi ziyaret, seyahatin kiminle gerçekleştirildiği, gerçekleştirilen turizm faaliyetinin nasıl tanımlandığı, Türkiye’ye gelmeden önce Türk yemeği denenip denenmediği ve Türk yemekleri hakkındaki fikirleri değişkenleri üzerinden yapılmıştır. Yapılan tek yönlü varyans analizi sonuçlarına göre, katılımcıların destinasyon tercihlerinden, “arkadaş akraba tavsiyesi” ve “seyahat acentesinin tavsiye ve yönlendirmesi” maddelerinde yaş gruplarına göre anlamlı farklılaşma gözlenmiştir. Yapılan post-hoc analiz sonuçlarına göre, yaşları 30’un altında olan grup ve yaşları 51-72 arasında olan grup arasında “akraba arkadaş tavsiyesi” maddesindeki fark anlamlıdır. Yaşları 30’un altında olan grubun destinasyon seçiminde arkadaş ve akraba tavsiyesini dikkate alırken orta yaş üzeri grubun bu maddeyi daha az dikkate aldığı söylenebilir. “Seyahat acentesinin tavsiye ve yönlendirmesi” maddesinde ise yaşları 30’un altında olan grubun ortalamasının diğer iki yaş grubundan da daha yüksek olduğu gözlenmektedir. “Ucuz alışveriş olanakları”, “tarihi zenginlikler”, “iklim ve hava koşulları”, ve “daha önceki ziyaret tecrübem” maddelerinde kadınların erkeklerden anlamlı olarak daha yüksek ortalamaya sahip oldukları gözlenmektedir. Ayrıca istatistiksel olarak anlamlı olmasa da kadınların tüm maddelerdeki ortalamaları erkeklerinkinden daha yüksektir.

Tablo 3: Destinasyon Seçimini Etkileyen Faktörlerin Daha Önce Türk Yemeği Deneyip Denememe Durumuna Göre Ortalama Puanları ve F değerleri

Türkiye’ye gelmeden önce Türk yemeği denemiş miydiniz?	Evet	Hayır	F	P
	Ort. S.s	Ort. S.s		
Daha önceki ziyaret tecrübem	2,61 1,16	2,47 1,41	0,57	0,45
Fiyat	2,67 0,97	2,51 1,22	1,13	0,29
Doğal ve coğrafi zenginlikler	2,56 0,96	2,51 1,37	0,07	0,79
İklim ve hava koşulları	3,27 0,85	3,34 1,00	0,25	0,62
Tarihi zenginlikler	2,36 1,16	1,72 1,35	12,78	0,00
Kültürel zenginlikler	2,40 1,18	1,67 1,30	16,49	0,00
Mutfak kültürü ve gastronomik zenginlikler	2,64	1,96	16,38	0,00
Eğlence ve rekreasyon olanakları	1,06 2,88 0,97	1,33 2,63 1,20	2,67	0,10
Ucuz alışveriş olanakları	2,66 1,10	2,38 1,25	2,63	0,11
Konaklama koşullarının kaliteli olması	3,10 0,96	2,64 1,30	8,15	0,00
Seyahat acentesinin tavsiye ve yönlendirmesi	2,26	2,21	0,05	0,83

Arkadaş akraba tavsiyesi	1,26 2,29	1,46 2,17	0,33	0,57
Akraba arkadaş ziyareti	1,31 1,79	1,55 1,23	6,09	0,01
Özel organizasyonlara katılma (festival kongre fuar)	1,48 1,68	1,55 1,03	10,00	0,00
Ulaşım kolaylığı	1,36 2,57	1,39 2,39	0,91	0,34
Kutsal yerleri ziyaret edebilme imkânı	1,12 1,97	1,41 1,62	3,03	0,08
Popülerlik	1,31 2,80	1,45 2,79	0,01	0,94
Güvenlik	1,06 2,97	1,26 2,71	2,56	0,11
Sağlık hizmetlerine ulaşım kolaylığı	0,96 2,67	1,29 2,36	3,18	0,08
Vize kolaylığı	1,07 2,47	1,37 2,90	4,68	0,03
N	1,37 146	1,26 66		

Türkiye'ye gelmeden önce Türk yemeklerini denemiş olan katılımcıların, “tarihi zenginlikler”, “kültürel zenginlikler”, “mutfak kültürü ve gastronomik zenginlikler”, “konaklama koşullarının kaliteli olması”, “akraba arkadaş ziyareti” ve “özel organizasyonlara katılma (festival kongre fuar)” maddelerinden elde ettikleri ortalamalar, daha önce Türk yemeği denememiş olan katılımcılardan istatistiksel olarak anlamlı düzeyde yüksektir. Vize kolaylığı maddesinde ise Türkiye'ye gelmeden önce Türk yemeklerini denememiş olan katılımcıların puanlarının istatistiksel olarak anlamlı düzeyde daha yüksek olduğu gözlenmektedir.

Yapılan post-hoc analizler, Türkiye'ye gelmeden önce Türk yemekleri hakkında çok olumlu düşünen katılımcıların; “tarihi zenginlikler”, “kültürel zenginlikler”, “mutfak kültürü ve gastronomik zenginlikler”, “eğlence ve rekreasyon olanakları”, “ucuz alışveriş olanakları”, “özel organizasyonlara katılma (festival kongre fuar)” ve “sağlık hizmetlerine ulaşım kolaylığı” maddelerinde, diğer gruplardakinden “olumlu” ve “ne olumlu ne olumsuz” düşünenlerden istatistiksel olarak anlamlı derecede yüksek puan elde ettiklerini göstermiştir. “Kutsal yerleri ziyaret edebilme imkanı” maddesinde ise, “ne olumlu ne olumsuz” ve “çok olumlu” düşünen katılımcıların ortalamaları anlamlı düzeyde farklı bulunmuştur.

Yiyecek İçecek Değerlendirme Ölçeği ve Restoran Değerlendirme Ölçeği Betimleyici Bulgular

Tablo 4: Yiyecek İçecek Değerlendirme Ölçeği maddeleri ortalamaları

	Ort.	S.s
Lezzetli	3,16	0,80
Sağlıklı ve besleyici	2,93	0,88
Çeşitlilik açısından tatmin edici	3,15	0,82
Koku ve görünüş olarak iştah açıcı	3,11	0,82
Porsiyonlar doyurucu	3,44	0,96
Kendine has –orijinal	2,90	0,92
Kullanılan malzemeler taze	3,27	0,70
Temiz ve hijyenik	3,23	0,78
Yemekleri genel olarak beğendim	3,31	0,72
Genel ortalama	3,17	0,57

Katılımcıların seyahatleri boyunca Türkiye’de yedikleri yemeklere ilişkin değerlendirmelerinde en beğenilen üç özellik sırasıyla porsiyonların doyurucu olması (3,44), kullanılan malzemelerin taze olması (3,27), yemeklerin temiz ve hijyenik olmasıdır (3,23). Katılımcılar tarafından en az beğenilen özellikler ise yemeklerin kendine has/orijinal (2,90), sağlıklı ve besleyici (2,93), koku ve görünüş olarak iştah açıcı (3,11) olmasıdır.

Tablo 5: Restoran Değerlendirme Ölçeği Boyutları ve Maddeleri Ortalamaları

Restoran Değerlendirme Ölçeği Boyutları ve Maddeleri	Ort.	S.s
Personel	3,32	0,75
Personel iletişimi yeterliydi	3,35	0,76
Personel ilgili, kibar ve anlayışlıydı	3,34	0,78
Personel yetenekli ve tecrübeliydi	3,43	0,70
Personel menü yiyecek ve içecekler hakkında yeterince bilgi Sahibiydi	3,36	0,71
Personel görünüş açısından temiz ve bakımlıydı	3,26	0,78
Fiyat açısından makuldü	3,15	0,79
Servis ve Menü	3,18	,89
Servis süresi makuldü	3,26	1,55
Serviste kullanılan malzemeler kaliteliydi	3,22	0,78
Serviste kullanılan malzemeler temizdi	3,30	0,73
Sunulan menü anlaşılırdı	3,07	0,77
Menü çeşitlilik açısından tatmin ediciydi	3,14	0,77
Menü ile yemekler uyumluydu	3,10	0,71
Fiziksel özellikler	3,38	2,18
Fiziksel özellikler (Sıcaklık, müzik, koku, mimari ve dekorasyon, rahatlık, temizlik) tatmin ediciydi	3,38	2,18
Genel ortalama	3,26	0,93

Katılımcıların seyahatleri süresince yemek yedikleri yerlerle ilgili değerlendirmelerinde en beğenilen boyut fiziksel özellikler (3,38), ikinci olarak personel (3,32) ve en az beğenilen boyut ise servis ve menü (3,18) olarak gerçekleşmiştir.

Destinasyon Seçimi Kitle Turizmi Faktörleri, Destinasyon Seçimi Özel İlgi Turizmi Faktörleri, Restoran Değerlendirme Faktörleri Ve Yiyecek İçecek Değerlendirme Puanlarının Bağımsız Değişkenler Açısından Karşılaştırılması

“Araştırmada kullanılan ölçeklerden elde edilen puanların, katılımcıların demografik özelliklerine göre değişip değişmediğini test etmek amacı ile beş ayrı tek yönlü varyans analizi gerçekleştirilmiştir. Yaş, cinsiyet, katılımcıların geldikleri ülke, medeni durumları ve seyahati kimlerle gerçekleştirdikleri, her bir analizde bağımsız değişken, “destinasyon seçimini etkileyen faktörler ölçeği” alt boyutları olan “özel ilgi turizmi destinasyon seçimi faktörleri” ve “kitle turizmi destinasyon seçimi faktörleri” puanları; “yiyecek içecek değerlendirme ölçeği” ortalama puanı, ve “restoran değerlendirme ölçeği” boyutları olan “personel özellikleri”, “servis ve menü” ve “fiziksel özellikler” puanları bağımlı değişkenler olarak kullanılmıştır.

Bağımsız değişkenlerden yaş değişkeninin varyans analizinde kullanılabilmesi için, bu değişken kategorik hale dönüştürülmüştür. 30 yaşına kadar olan katılımcılar genç (%31), 31-50 yaş arası katılımcılar orta yaş (%38), 51-72 (%31) yaş arası katılımcılar ise orta yaş üstü olarak sınıflandırılmışlardır. Tek yönlü varyans analizi sonuçları üç kategoriye ayrılmış yaşa göre katılımcıların, “destinasyon seçimini etkileyen faktörler”, “yiyecek içecek değerlendirme” ve “restoran değerlendirme” açısından farklılaşmadığını göstermiştir.

Tablo 6: Destinasyon Seçimini Etkileyen Faktörler, Restoran Değerlendirme Ölçeği ve Yiyecek İçecek Değerlendirme Ölçeği Boyutlarının Cinsiyete Göre Ortalama Puanları ve F Değerleri

<i>Cinsiyet</i>	<i>Kadın</i>		<i>Erkek</i>	
	Ort. <i>S.s</i>	Ort. <i>S.s</i>	F	P
Destinasyon Seçimi Kitle Turizmi Faktörleri*	2,73 0,62	2,49 0,74	6,67	0,01
Özel İlgi Turizmi Destinasyon Seçimi Faktörleri*	2,07 0,92	1,76 0,95	6,00	0,02
Restoran Değerlendirmesi Personel	3,39 0,54	3,23 0,68	2,82	0,09
Restoran Değerlendirmesi Servis ve menü	3,25 0,57	3,10 0,76	2,47	0,12
Restoran Değerlendirmesi Fiziksel özellikler	3,30 0,63	3,63 3,69	1,03	0,31
Yiyecek içecek Değerlendirme	3,23	3,10	2,41	0,12

Cinsiyetin bağımsız değişken olarak kullanıldığı tek yönlü varyans analizi sonuçlarına göre ise kadın ve erkeklerin “destinasyon seçimi faktörlerinde” anlamlı derecede puan farkı olduğu, kadınların hem “kitle turizmi faktörleri” hem de “özel ilgi turizmi destinasyon seçimi faktörleri” puanlarının erkeklerden daha yüksek olduğu bulunmuştur. Yapılan tek yönlü varyans analizi, Rusya’dan gelen turistlerin diğer ülkelerden gelen turistlerden, “özel ilgi turizmi destinasyon seçimi faktörleri” ve “yiyecek içecek değerlendirme” değişkenlerinde farklılaştığını göstermiştir. Rusya’dan gelen turistlerin, bu değişkenlerden elde ettikleri puan, diğer ülkelerden gelen katılımcılara göre anlamlı olarak düşük bulunmuştur. Katılımcıların medeni durumlarına göre yapılan tek yönlü varyans analizinde, katılımcıların ölçek puanlarının, medeni durumlarına göre farklılaşmadığı bulunmuştur. Türkiye’ye gelmeden önce Türk yemeklerini deneyen ve denemeyen katılımcıların yiyecek içecek değerlendirme ölçeği maddelerinin ortalamalarına baktığımızda, Türkiye’ye gelmeden önce Türk yemeklerini deneyen katılımcıların ortalamalarının tüm maddeler için, denemeyen katılımcılarınkinden yüksek olduğunu, “sağlıklı ve besleyici”, “kendine has/orijinal”, “kullanılan malzemeler taze”, “temiz ve hijyenik” ve “yemekleri genel olarak beğendim maddelerinde” ise istatistiksel olarak anlamlı derecede yüksek olduğunu görmekteyiz.

Yapılan post-hoc testler “yiyecek içecek” ve “servis ve menü” değerlendirme puanlarında, “dünya mutfağı” değerlendirme puanının, “kendi ülkemizin mutfağı” puanından anlamlı derecede yüksek olduğu görülmüştür. Katılımcıların Türkiye’ye gelmeden önce ve şu anda Türk yemekleri hakkındaki fikirlerinin, tercih ettikleri mutfaklara göre farklılık gösterip göstermediğini test etmek için yapılan tek yönlü varyans analizi sonuçlarına göre, her iki bağımsız değişken için de tercih edilen mutfaklar arasında anlamlı bir fark olmadığı bulunmuştur (Türkiye

ye gelmeden önce Türk yemekleri hakkındaki değerlendirmesi, $F=2,325$, $p =,076$; Şu an Türk yemekleri ve Türk mutfağı hakkında değerlendirmesi, $F=1,966$, $p =,120$).

Türkiye'ye Gastronomik Amaçlı Bir Seyahat Gerçekleşse Katılmayı Düşünen Ve Düşünmeyenlerin Daha Önceki Gastronomik Seyahat Tecrübelerine Göre Dağılımı

Tablo 7: Türkiye'ye Gastronomik Amaçlı Seyahat Edip Etmeme ve Daha Önce Gastronomi Amaçlı Seyahat Edip Etmeme Çapraz Tablolama Sonuçları

Türkiye'ye gastronomik amaçlı bir seyahat gerçekleşse katılmayı düşünür müsünüz?

		Hayır	Evet	Toplam	
Daha önce gastronomi amaçlı seyahat ettiniz mi?	Hayır	Sayı	119	46	165
		%	72,12	27,88	100
		%toplam	58,05	22,44	
	Evet	sayı	10	30	40
		%	25	75	100
		%toplam	4,88	14,63	19,51
	Toplam	sayı	129	76	205
	Toplam	%	62,93	37,07	100

Daha önce gastronomik amaçlı seyahat etmeyen toplam 165 kişiden 119'u (%72,12), Türkiye'ye gastronomik amaçlı bir seyahat gerçekleşse katılmayı düşünmediğini, 46 kişi ise (%27,88) katılabileceğini, belirtmiştir. Daha önce gastronomik amaçlı seyahat eden toplam 40 kişiden 30'u (%75), Türkiye'ye gastronomik amaçlı bir seyahat gerçekleşse katılmayı düşündüğünü, 10 kişi ise (%25) katılmayacağını belirtmiştir. Türkiye'de Gastronomik seyahat gerçekleştirebileceklerin %75, daha önce gastronomik amaçla seyahat edenlerden, %25'i ise daha önce hiç gastronomik amaçlı seyahat etmeyenlerden oluşmaktadır.

Türkiye'ye Gastronomik Amaçlı Bir Seyahate Katılma Niyetini Belirleyen Faktörler: Regresyon Analizi

Türkiye'ye gastronomik amaçlı bir seyahat düzenlenmesi halinde buna katılımı belirleyecek olan olası değişkenlerin, bağımlı değişkeni (Türkiye'ye gastronomik amaçlı bir seyahat gerçekleşirse, katılmayı düşünür müsünüz? 0=hayır, 1 = evet, ort. 0,38, ss = 0, 47) ne derece yordadığını belirlemek amacı ile beş aşamalı regresyon analizi gerçekleştirilmiştir. Bu analizde beş bağımsız değişken kullanılmıştır. Bu değişkenler; "Türkiye'ye gelmenizde Türk mutfağının etkisi oldu mu?" (0 = hiç, 4 = çok fazla), "Şu an Türk yemekleri ve Türk mutfağı hakkında düşünceleriniz nasıl?" (0 = çok olumsuz, 4 = çok olumlu), "Daha önce gastronomi amaçlı seyahat gerçekleştirdiniz mi?" (0 = hayır, 1 = evet), "yiyecek içecek değerlendirme ölçeği" puanı (min.= 1, max. = 4), "özel ilgi turizmi destinasyon seçimi faktörleri" puanı (min.= 1, max. = 4).

Tablo 8: Türkiye'ye Gastronomik Amaçlı Seyahate Katılımı Belirleyen Faktörler Regresyon Analizi

	Ort. (ss)	Beta	R2 değişimi	t	p
1. Aşama Türkiye'ye gelmenizde Türk mutfağının etkisi oldu mu?	3,30 (1,06)	0,069	,018	0,965	0,34
2. Aşama "Şu an Türk yemekleri ve Türk mutfağı hakkında düşünceleriniz neler?"	4,00 (0,77)	0,002	,000	0,031	0,98
3. Aşama "Daha önce gastronomi amaçlı seyahat gerçekleştirdiniz mi?"	1,20 (0,39)	0,333	,125	5,239	0,00
4. Aşama "Yiyecek içecek değerlendirme ölçeği" puanı	3,18 (0,53)	0,034	,002	0,486	0,63
5. Aşama "özel ilgi turizmi destinasyon seçimi faktörleri" puanı	1,99 (0,95)	0,090	,006	1,293	0,20

Aşamalı regresyon analizine dahil edilen beş bağımsız değişken, toplam varyansın %39'unu açıklamıştır. Bu değişkenlerden daha önce gastronomik amaçlı seyahat gerçekleştirmiş olmak, katılımcıların Türkiye'ye gastronomik amaçlı seyahat gerçekleştirip gerçekleştirmeyeceklerini istatistiksel olarak anlamlı şekilde belirleyen tek değişken olmuştur.

SONUÇ VE ÖNERİLER

Araştırmaya katılan ve geldikleri ülkeleri belirten ziyaretçilerin %63,26'sının Almanya, %15,15'inin Rusya Federasyonu, %6,44'ünün Hollanda, %6,06'sının Birleşik Krallık ve %2,82'sinin diğer ülkelere gelmiş olduğu görülmektedir. Antalya iline gelen ziyaretçilerin geldikleri ülkelere göre sıralamasına baktığımızda ilk dört sırayı, Rus, Alman, Hollandalı ve İngiliz ziyaretçilerin aldığını görmekteyiz. Katılımcıların %35,6'sı kalmakta olduğu konaklama işletmesini seyahat acentesi aracılığı ile; %27,7'si internette şahsen; %19,7'si yakınların tavsiyesi ile; %14'ü Türkiye'ye geldikten sonra şahsen; %3,1'i ise diğer yöntemlerle belirledikleri görülmektedir. İnternet ve sosyal medya kullanımının tüm dünyada hızla yaygınlaşması, bağımsız seyahat sayısını her geçen gün arttırmaktadır. Yapılan bazı araştırmalar tur operatörü ve seyahat acentelerinin yakın bir gelecekte geleneksel işlevlerini yerine getirerek varlıklarını devam ettirmelerinin giderek zorlaşacağını, bu araçların kimi işlevlerinin internet ve sosyal medya tarafından yerine getirilmeye başlandığını göstermektedir. Bu araştırmanın örneğini oluşturan kitlenin tipik kitle turizmi katılımcıları oldukları ve bu turistlerin destinasyon seçiminde, seyahat acentesi aracılığı ve yönlendirmesinin diğer turist tiplerine oranla daha belirleyici olduğu göz önünde bulundurulduğunda katılımcıların yaklaşık %65'inin destinasyon seçimini araçlar dışındaki faktörlere göre yapmış olmaları söz konusu araştırmalarla paralellik göstermektedir. Araştırmaya katılan ziyaretçilerin toplam %84,3'ü gerçekleştirmekte oldukları turizm faaliyetini eğlence ve rekreasyon, deniz ve güneş turizmi olarak tanımlamaktadır bu da örneğin kitle turizmi katılımcısı olma özelliğini ortaya koymaktadır.

Katılımcıların %65,4'ünün Türkiye'ye gelmeden önce Türk yemeklerini denemiş olduklarını görmekteyiz. Bu durumun, gerek ziyaretçilerin geldikleri ülkelerle coğrafi yakınlık gerekse bu ülkelerde yaşayan Türk nüfusun yoğun olmasından kaynaklandığı düşünülebilir. Katılımcıların Türkiye'ye gelmeden önce Türk yemekleri

hakkındaki görüşlerine baktığımızda toplam %61,5'inin olumlu ve çok olumlu, %4,75'inin olumsuz ve çok olumsuz görüşe sahip olduğunu, %33,2'sinin ise olumlu ya da olumsuz herhangi bir görüşü olmadığını görmekteyiz. Katılımcıların Türkiye'ye geldikten sonra Türk yemekleri hakkındaki düşüncelerine baktığımızda ise toplam %83,14'ünün olumlu ve çok olumlu, %13,18'inin ne olumlu ne olumsuz, sadece %3,49'unun ise olumsuz ve çok olumsuz olduğunu görmekteyiz.

Bu bulgular doğrultusunda Türk yemeklerinin katılımcıların damak tadına uygun olduğunu ve olumlu bir imaja sahip olduğunu söylemek mümkündür. Türk yemekleri hakkında Türkiye'ye gelmeden önce herhangi bir fikri olmayan ziyaretçilerin görüşlerinin olumlu yönde değiştiği açıkça görülmektedir. Destinasyon seçimini etkileyen faktörlere ilişkin bulgulara baktığımızda en belirleyici ilk üç faktörün sırasıyla; iklim ve hava koşulları, konaklama koşullarının kaliteli olması ve güvenlik faktörleri olduğu görülmektedir. En az belirleyici faktörler ise, en az etkili olan faktörden başlayarak sırasıyla; özel organizasyonlara katılma, akraba arkadaş ziyareti ve kutsal yerleri ziyaret edebilme imkanlarıdır. Araştırmaya katılanların tamamı her şey dahil sistemle hizmet veren konaklama işletmelerinde kalmaktadır ve çok büyük bir çoğunluğu (%84,3) gerçekleştirmekte oldukları turizm faaliyetini deniz, güneş, kum ve eğlence turizmi olarak tanımlamışlardır. Bu turist gurubunun özellikleri göz önünde bulundurulduğunda elde edilen bu sonuçlar beklentiler doğrultusunda gerçekleşmiştir.

Destinasyon seçimini etkileyen faktörlere Türkiye'ye gelmeden önce Türk yemeklerini deneyen ve denemeyen katılımcılar açısından baktığımızda iki grup arasında anlamlı bir fark olduğu görülmektedir. Birinci grup için mutfak kültürü ve gastronomik zenginlikler en önemli altıncı faktörken, ikinci grup için on altıncı sırada yer almaktadır. Bu bulgu göz önüne alındığında, Türk mutfağının, yurt dışındaki potansiyel turistlere daha iyi tanıtılmasının ve daha fazla sayıda insanın Türk mutfağını denemesinin, Türkiye'yi tercih etme olasılığını artıracığı söylenebilir. Katılımcıların çok büyük bir çoğunluğu (%96,5) Türkiye'ye yeniden gelmek istediğini ifade ederken, bu katılımcıların Türkiye'ye tekrar gelme kararlarında Türk mutfağının da önemli bir katkısı olduğu söylenebilir. Türkiye'yi tekrar ziyaret etmelerinde Türk mutfağının etkisinin katılımcıların %8,8'i için çok fazla %33,2'si için biraz, %31,4'ü için ise oldukça fazla olduğu saptanmıştır.

Katılımcıların bu seyahatleri süresince yedikleri yemekler hakkındaki değerlendirmeleri incelendiğinde, genel beğeni düzeyinin 0-4 aralığında, 3,17 olduğu görülmektedir. Bu sonuca göre katılımcıların seyahatleri süresince yedikleri yemekleri beğendikleri söylenebilir. Yemeklerin en beğenilen özellikleri, porsiyonların doyurucu olması (3,44), kullanılan malzemelerin taze olması (3,27), yemeklerin temiz ve hijyenik olması (3,23); en az beğenilen özellikleri ise yemeklerin kendine has/orijinal olması (2,90), sağlıklı ve besleyici olması (2,93), koku ve görünüşü (3,11)'dir. Katılımcıların seyahatleri süresince yemek yedikleri yerlere ilişkin değerlendirmeleri incelendiğinde, genel olarak en beğenilen boyutun yemek yenilen yerlerin fiziksel özellikleri, ikinci olarak personel ve en az beğenilen boyutun ise servis ve menü olduğu görülmektedir. Tüm değişkenler içinde en az beğenilen üç özellik; menünün anlaşılır olması, menü ile yemeklerin uyumlu olması ve menünün çeşitlilik açısından tatmin edici olmasıdır. Bu sonuçlar ışığında menü çalışmalarının daha titiz ve özenli bir şekilde gerçekleştirilmesi gerektiği söylenebilir.

Katılımcıların, çok büyük bir çoğunluğunun, konakladıkları işletmede yemek yemeyi tercih ettikleri ve çoğunluğunun dünya mutfağı ve kendi ülkesinin mutfağına ait yemekleri tercih ettikleri görülmüştür. Katılımcıların

yalnızca %20'si (yerel) restoranları tercih ederken, daha çok Türk yemeklerini yiyenlerin oranı %34 olarak belirlenmiştir. Her şey dahil sistem uygulayan işletmelerde kalan turistlerin tesis dışına çıkmak istemediği ve zamanlarının çoğunu konakladıkları yerde geçirdiği bilinmektedir. Bu durum hem bölgedeki paydaşları ekonomik olarak olumsuz etkilemekte hem de ziyaretçilerin yerel restoranlara gitmek, yerel işletmelerden alışveriş yapmak, bölge halkıyla ilişki kurmak gibi deneyimlerini sınırlamaktadır.

Türkiye'de gerçekleştirilecek olan bir gastronomi seyahatine katılma isteği açısından tek belirleyici unsur, katılımcıların daha önce gastronomi amaçlı seyahat edip etmemesidir. Daha önce gastronomi amaçlı seyahat etmeyen yaklaşık olarak her dört katılımcıdan yalnızca biri, daha önce gastronomi amaçlı seyahat eden her dört kişiden üçü Türkiye'ye düzenlenecek olan bir gastronomi seyahatine katılmak isteyeceklerini belirtmiştir. Bu araştırmadaki örneklemin özellikleri göz önünde bulundurulduğunda genel olarak potansiyel gastronomi turizmi katılımcısı olmamakla birlikte örneklem içindeki küçük gurubun daha önce gastronomi amaçlı seyahat ettiği ve bunların büyük bir çoğunluğunun Türkiye'de gerçekleştirilecek olan bir gastronomi seyahatine katılmak isteyecekleri görülmektedir. Tüm dünyada seyahat kavramının, turist tercihlerinin köklü bir biçimde değişmekte olduğunu ve yeni bir turist tipinin ortaya çıktığını görmekteyiz. Bu yeniturist tipi seyahat kararını verirken "Nereye gitmek istiyorum?" sorusunu değil "Ne yapmak istiyorum ve nerede yapmak istiyorum?" sorusunun sormaktadır. Günümüzde pek çok insan belirli bir amaç için seyahat etmektedir.

Türkiye'de gastronomi turizminin gelişmesi için restoran işletmelerinin özellikle insan kaynakları konusunda eğitim, iletişim gibi konuların üzerinde durması, yiyecek içecek işletmeciliği ile ilgili hizmet kalitesini geliştirmesi, menü çeşitliliği ve menülerde Türk yemeklerine öncelik verilmesi, restoranların fiziksel şartlarının iyileştirilmesi ve geliştirilmesi sağlanmalıdır.

Türkiye turizminin son elli yıllık dönemine baktığımızda, ülkemizin dünyadaki talep doğrultusunda, daha çok iklimsel ve coğrafi avantajlarını kullandığını, kimi olumsuz sonuçlar bir yana bırakılırsa, son derece başarılı bazı ekonomik sonuçlar elde ettiğini söylemek yanlış olmayacaktır. Değişen turist taleplerine uygun olarak ülkemiz turizm sektörünün dünyaya sunabileceği pek çok alternatif turizm ürünü bulunmaktadır. Bunlardan bir tanesi de binlerce yıllık süreçte oluşmuş son derece zengin, benzersiz gastronomik zenginliklerimizdir. Söz konusu bu zenginlikleri ise bugüne kadar bir turizm ürünü olarak dünyaya sunabildiğimiz söylenemez. Kendilerine ait bir mutfak kültürü dahi bulunmayan Kanada, Güney Afrika, Avustralya gibi ülkelerin turizm stratejilerini büyük ölçüde gastronomiye dayandırdıkları ve başarılı oldukları düşünülürse, zaten bir turizm ülkesi olan Türkiye için henüz kullanılmayan bu potansiyelin ne kadar değerli ve önemli olduğu daha iyi anlaşılacaktır.

Bu çalışma, Türkiye'yi ziyaret eden turist kitlesini en iyi temsil edebileceği düşünüldüğünden Antalya ili Belek, Alanya ve Manavgat ilçelerinde, her şey dahil sistemle hizmet veren işletmelerde konaklayan yabancı turistlerin katılımıyla gerçekleştirilmiştir. Benzer araştırmaların başka turizm bölgelerinde tekrarlanması yararlı sonuçlar sağlayacak ve karşılaştırma yapma imkanı yaratacaktır. Türkiye açısından potansiyel gastro turistlerin özelliklerinin, beklenti ve isteklerinin daha iyi anlaşılması gastronomi turizminin gelişimi açısından önem arz etmektedir. Bu yönde yapılacak çalışmalar ülkemiz turizmi için yol gösterici nitelikte olacaktır.

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Extensive Summary

Evaluation of the Gastronomy Tourism Potential of Turkey's in All Inclusive Sale System

Although gastronomy tourism is a relatively new type of tourism, tour operators and travel agencies marketing destinations have been promoting gastronomy for a long time (Chaney and Ryan, 2012). In this sense, gastronomic offers have been also used as a destination marketing tool. Gastronomic offers is known to be a product differentiation tool where architecture, climate, price and other properties are similar for destinations. Given that our country has a wide selection of gastronomic offers, we can mention of a very important potential of gastronomy tourism that have still not being used. The main purpose of this research is to examine the effects of widespread all inclusive system in turkish tourism sector on the potential of gastronomy tourism in Turkey. 264 foreign tourists that have stayed at all-inclusive system operating accommodation businesses located in the districts of Belek, Alanya and Manavgat in the province of Antalya have been participated in this research.

The effects of widespread all-inclusive system in Turkey on the potential of Turkish gastronomy tourism and the extent of the effects of Turkish culinary culture and turkish cuisine on the decision-making process of satisfaction levels of foreign tourists about Turkish culinary and Turkish cuisine has been aimed in this study. Destinations are forced to develop alternative tourism products and diversify tourism kinds due to tourism competition and the changing preferences of tourists experienced in the sector recently. Gastronomic selections that our country has to offer creates a great potential in this sense. Today more and more people travel for gastronomic experiences and gastronomy tourism stands out as an important special interest tourism kind. There are limited number of studies on gastronomy tourism in our country and none of them examine the effects of widespread all-inclusive system throughout Turkey on gastronomy tourism to this date.

Research Questions

1. How does the widespread all-inclusive system affect the potential of gastronomy tourism in Turkey?
2. To what extent the Turkish culinary culture and Turkish cuisine influence in the decision making process of foreign tourists visiting Turkey?

3. What are the levels of satisfaction of foreign tourists visiting Turkey about Turkish culinary and Turkish cuisine?

4. To what extent do the satisfaction levels of the foreign tourists visiting Turkey about Turkish culinary and Turkish cuisine affect their motivation to visit Turkey again?

The scope of this research cover the foreign tourists staying at 5 accommodation businesses in the districts of Belek, Alanya and Manavgat in the province of Antalya that have voluntarily accepted to participate in this study. The researcher has prepared a survey to analyse the factors that play important role in destination decision making of the foreign tourists visiting Turkey staying at all-inclusive system venues.

When we look at the last fifty years of tourism in Turkey, we can claim that Turkey has achieved some successful economical results using mostly its climatic and geographical advantages parallel to the demands in the world apart from some negative results. In accordance with the changing demands of the tourists, our country has many alternative tourism products to offer to the world. One of these products is our rich and unique gastronomic delicacies formed in thousands of years. It is hard to claim that we have been able to offer them to the world as a tourism product so far. Countries like Canada, South Africa and Australia develop their tourism strategies mainly on gastronomy, although they do not even have a culinary culture. On the other hand Turkey is already a tourism destination and using this important potential at a higher level is inevitable. To develop gastronomy tourism in Turkey, restaurant businesses should make sure that they give importance to education and communication in human resources, improving service quality of food and beverage management, variety on menus and giving priority to Turkish cuisine on menus and improving the physical conditions of the restaurant.

It has been observed that most of the participants prefer eating at the accommodation businesses they stay and mostly prefer eating international cuisine or their own cuisine of home country. 20% of the participants prefer eating at local restaurants and 34% of them prefer mostly turkish cuisine. Most of the tourists staying at all-inclusive establishments do not prefer to go out of the site and spend most of their time inside their hotels. This situation has a negative impact on local investors and tourists can hardly experience local restaurants, local shops and interaction with local people.

This study has been conducted with the participation of foreign tourists staying at all-inclusive system operating accommodation businesses located in the districts of Belek, Alanya and Manavgat in the province of Antalya representing general tourist profile visiting Turkey. Similar studies should be implemented at different tourism regions to get useful results and achieve possibility to make comparisons. The features, expectations and claims of potential gastronomy tourists to visit Turkey should be find out to improve gastronomy tourism. Such studies will contribute on the tourism of our country in the future.