



**T.C. YEDİTEPE UNIVERSITY
GRADUATE INSTITUTE OF SOCIAL SCIENCE**

**GASTRONOMY TOURISM: A SOLUTION FOR SMALL CITIES MARKETING
AND REGIONAL DEVELOPMENT**

Fikret SONER

**Submitted to the Graduate Institute of Social Sciences
In partial fulfillment of the requirements for the degree of
Master of
Integrated Marketing Communication Management**

**İSTANBUL
Temmuz, 2013**



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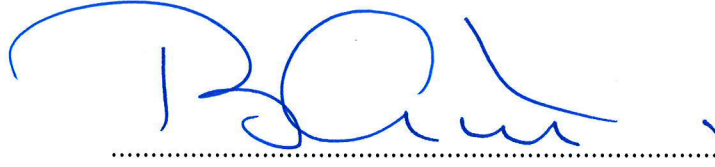
GASTRONOMY TOURISM: A SOLUTION FOR
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DEVELOPMENT

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ABSTRACT

There is a growing consensus in relevant literature about the role of local culinary culture in marketing of destinations. All indications pointed that, local food holds big potential to strengthen local economy, contribute sustainability in tourism, viability of local agricultural system and food production sector, when food is properly used in marketing of that destination.

This study aims to show how local culinary culture can be effectively used in the marketing process of the small cities which have not much any other attraction and to study the best way using gastronomy tourism to create a working value chain and economic development. The focus of this study is on the destination marketing strategies, the role of food in destination marketing process, gastronomy tourism development strategies, and resources of gastronomy tourism which were suggested in relevant literature. A case study was conducted in Beypazarı which has transformed from an ordinary small town to a popular tourism destination in a very short period of time. Culinary component of Beypazarı destination marketing activities is main point of interest. The methodology was mainly through in-depth interviews with local DMO members of Beypazarı and confirmation of interview findings with content analysis of promotional materials of Beypazarı brochures, booklets and websites. In addition to this information secondary data sources was used to complement results of the primary sources. While performing interviews, the Hjalager's four orders 'typology of gastronomy tourism' applied in order to understand the development process of the gastronomy tourism at the destination. Valuable data was obtained and analyzed regarding the marketing process of the small cities that has limited resources and the role of food in this marketing and development progress.

The study highlights the importance of local culinary culture as one of the main component of local culture. There is important development potential at the food, place and tourism relationship. Every destination cannot identify itself as a 'gastronomy tourism destination' but, every destination can use local food in their destination marketing activities.

ÖZET

Yerel mutfak kültürünün destinasyonların pazarlanmasında bir araç olarak kullanılması konusunda ilgili literatürde giderek artan bir görüş birliği oluşmaktadır. Bütün göstergeler yerel gıdanın destinasyonların pazarlanmasında doğru bir biçimde kullanıldığı takdirde yerel ekonomiyi güçlendirme, sürdürülebilir turizme, yerel tarım ve gıda üretim sisteminin varlığını sürdürmesine katkı yapabilme potansiyeli olduğuna işaret etmektedir.

Bu çalışma, pek fazla çekiciliği olmayan küçük şehirlerin pazarlanmasında yerel mutfak kültürünün etkili bir biçimde kullanılabileceğinin ve gastronomi turizmi ile değer zinciri oluşturarak küçük şehirlerde ekonomik gelişme sağlanabileceğini göstermeyi amaçlar. Bu çalışma, ilgili literatürde önerilen gastronomi turizmi kaynakları, destinasyon pazarlama ve gastronomi turizmi stratejileri, pazarlama stratejisinde gıdanın rolü konularına odaklandı. Örnek olay çalışması, çok kısa sürede sıradan küçük bir kasabadan bir turizm destinasyonuna dönüşen Beypazarı'nda yürütüldü. Temel ilgi konusu, Beypazarı destinasyon pazarlama aktivitelerinin yerel mutfak bileşenidir. Araştırma esas olarak yerel pazarlama organizasyonu (DMO) üyeleri ile derinlemesine görüşmeler yapılması ve görüşme bulgularının broşür, kitapçık ve internet sitelerinin içerik analizi ile doğrulanması yoluyla gerçekleşti. Bunlara ek olarak, birincil kaynakların sonuçlarını tamamlamak üzere ikincil veri kaynakları kullanıldı. Şehirde gastronomi turizminin gelişim sürecinin anlaşılması için görüşmeler yürütülürken Hjalager'in dört aşamalı 'gastronomi turizmi tipolojisi' uygulandı. Kısıtlı kaynaklara sahip küçük şehirlerin pazarlama süreçleri ve bu gelişme sürecinde yerel gıdanın rolü hakkında değerli bilgiler toplandı ve analiz edildi.

Çalışma yerel kültürün ana bileşeni olarak yerel mutfak kültürünün önemini vurgulamaktadır. Gıda, turizm ve destinasyon ilişkisinde önemli gelişme potansiyeli bulunmaktadır. Her destinasyon kendini 'gastronomi turizmi destinasyonu' olarak tanımlayamayabilir, fakat her destinasyon yerel gıdayı kendi pazarlama aktivitelerinde kullanabilir.

TABLE OF CONTENTS

Sayfa

ACKNOWLEDGEMENT

ABSTRACT.....	i
ÖZET.....	ii
TABLE OF CONTENTS.....	iii
LIST OF ABBREVIATIONS.....	v
LIST OF FIGURES	vi
LIST OF TABLES	vii

CHAPTER ONE: INTRODUCTION

1.1.Introduction.....	1
1.2. Significance of the Study.....	3
1.3. Aims and Objectives of the Study.....	5

CHAPTER TWO: LITERATURE REVIEW

2.1.Gastronomy Tourism	6
2.2 Globalization, Tourism and Food	11
2.3 Gastronomy Tourism Development Strategies.....	16
2.3.1 Typology of gastronomy tourism	22
2.3.2 Resources of gastronomy tourism.....	25
2.4.Destination Marketing	28
2.4.1 Destination marketing organizations	31
2.4.2.Defining destination branding	32
2.5.Destination Branding Process	34
2.5.1 Integrated marketing communication strategy	39
2.6.The Role of Food Destination Marketing and Branding	40
2.6.1Destination identity and image	43
2.6.2Food tourist and motivational factors	46
2.6.3.Impacts of geographic indication as intellectual property on marketing strategy	49

CHAPTER THREE: METHODOLOGY AND CASE STUDY

3.1. Research Methodology	51
3.2. Local Values Characteristics of Beypazarı	55
3.2.1. Spatial characteristics and historical background of Beypazarı	56
3.2.2. Economic features.....	60
3.2.3. Tourism development of Beypazarı.....	61
3.2.4. Local culinary culture	65
3.3. Destination Branding Process of Beypazarı	71
3.3.1. Using food positioning of the city	78
3.3.2. Identifying promotional activity through content analysis	79
CHAPTER FOUR: RESULTS	86
4.1. The Assessment of the Marketing Strategy of Beypazarı and the Role of Food in the Strategy	86
4.2. Analysis of Gastronomy Focused Development in Beypazarı	88
CHAPTER FIVE: CONCLUSION	95
REFERENCES	101
APENDICES	109
RESUME	117

LIST OF ABBREVIATIONS

DMO : Destination Marketing Organization

TRIP : Trade Related Aspects of Intellectual Property Rights

GATT : General Agreement on Tariffs and Trade

GI : Geographical Indication

PR : Public Relation

LIST OF FIGURE

Figure 2.1 Factors effecting culinary heritage	14
Figure 2.2 Contribution of food and place	21
Figure 2.3 Relationship between, national, regional and local food, tourism and regional development strategies	23
Figure 2.4 Destination promises for DMO's	37
Figure 2.5 Contribution of local food to visitor and local people	44
Figure 2.6 The role of destination role of destination image in the process of Decision making	50
Figure 3.1 Beypazarı as academic topic	57
Figure 3.2 Location of Beypazarı district	58
Figure 3.3 Beypazarı	59
Figure 3.4 Beypazarı old bazaars	60
Figure 3.5 Beypazarı historical markets (Demirciler Street)	64
Figure 3.6 The annual number of visitors to Beypazarı	65
Figure 3.7 Beypazarı <i>takım yemekleri</i> (Set of meals)	69
Figure 3.8 Beypazarı <i>Dolması</i>	70
Figure 3.9 Local food stores	72
Figure 3.10 Open market in Alaattin street	72
Figure 3.11 Supply components of Beypazarı	73
Figure 3.12 Local carrot juice sellers	78

LIST OF TABLE

Table 2.1 Typology of gastronomy tourism	26
Table 2.2 Typology of gastronomy tourism resources	28
Table 2.3 Marketing strategy groups	31
Table 2.4 Major actors in destination marketing	32
Table 2.5 the 7A branding process	38
Table 2.6 Food related destination image model	46
Table 2.7 the model of gastronomy tourism life style	48
Table 3.1 Background of interviews and their businesses	52
Table 3.2 Museums in Beypazarı	53
Table 3.3 Culinary tourism resources of Beypazarı I	53
Table 3.4 Culinary tourism resources of Beypazarı II	54
Table 3.5 Culinary tourism resources of Beypazarı III	56
Table 3.6 Brochures used in content analysis	58
Table 3.7 List of websites	58
Table 3.8 Food coverage in Beypazarı brochures	58
Table 3.9 PR activities (2009-2013 period)	60
Table 4.1 Beypazarı marketing strategy from Kotler's approach	61
Table 4.2 Components of value chain for <i>Beypazarı Kurusu</i>	62

CHAPTER ONE: INTRODUCTION

1.1.Introduction

Economic and technological changes in all sectors which have direct or indirect connection with tourism sector, have led to fundamental changes. Due to the high economic value created by tourism is seen as an indispensable source of income particularly in developing countries. International competition started to increase continuously in the tourism sector after the 80's. After this period, globalization and the removal of political barriers for travelling worldwide have played a decisive role on this rapid growth of competition between destinations.

Emergence of a new group of people who have higher income, well-educated, free to travel, and increasing travel opportunities have required new approaches to tourism marketing. Changes on tourist preferences and trends indicate that the trio of 'sea, sun, sand' tourism has been gradually replaced by new trends that are based on nature, culture, and local values. Tourists began to feel the desire to experience others' culture and daily life. Tourism planners want to prevent accumulation of tourism activities in particular regions and during particular seasons. Alternative tourism products have been developed to prevent tourism activities concentrating into certain regions and seasons. Local culinary culture is seen by many countries as an intangible cultural heritage which deserves high level protection. As a result of the growing interest towards the local heritages, new trends are emerging in the tourism fields.

Food and food related issues have been accepted as a source of attraction to the tourism marketing area. Many countries have started regional and local economic development with tourism activities based on local culinary culture. Gastronomy is considered a part of cultural heritage and cultural tourism activities which are directed with wellness-living, authenticity and environmentalism movements. Gastronomy can also be thought as a current cultural resource and it can satisfy all the conventional requirements of cultural tourism products.

As recent studies pointed out, tourism related spending on local food is stimulating power on the local economy and also on the social structure of the community. Moreover, tourism

provides additional revenue for food producers, and the money spent by food related tourists helps the revitalization of local economies. It is observed that, gastronomy can be a possible alternative for destination marketing and achieving economic development for small cities which cannot benefit from the ‘sun, sand and sea’ resources

Destinations can focus on local cuisine to differentiate themselves from others in the competitive tourism market. Places can be successfully marketed through food, when they can create the meaningful link between tourists’ wants and needs and their gastronomic resources. This study intends to show how local food can be used as a marketing tool in the marketing process of small cities that have limited attraction and to reveal the results of this process in terms of value chain and economic development.

Bey pazarı was examined as a case study to show its’ destination marketing activities with food and food related issues that belongs to its region. Rapid development of Bey pazarı in tourism area drew attention and it was the subject of researches from different fields. Despite different approaches, they met important points in common; the most emphasized point is local development issues. Marketing activities of bey pazarı was determined according to Baker’s ‘Destination Promises’ model. The model consists of key directions to lead destination marketing process which is suggested to local Destination Marketing Organizations (DMO).

The data collected through in-depth interviews and content analysis was combined and cross checked. In-depth interviews was structured according to Hjalager’s ‘typology of gastronomy tourism’ to explore development of gastronomy tourism and value chain in the city. The typology is a model which defines the use of food in tourism with four stages. The stages reflect increasing sophistication, complexity and innovation. It includes assumption that, if regions can follow this model the greater “added value” can be obtained related with tourism.

Content analysis was performed on brochures, booklets and websites related with Bey pazarı. When looking at promotional messages of Bey pazarı and materials used in PR activities and other messages sent by communication channels, it can be seen that, one of the most highlighted issue is its local food.

While food fulfils functional needs of tourists, at the same time it consist of a large part of tourism expense during travel. There is no doubt that, importance of local food can be evaluated in different degree for each destination. Gastronomy tourism and gastronomic resources of destination should be assessed with multi-disciplinary approach of gastronomy. Every destination has its own unique gastronomic resources and each one determined its own capability. In accordance, local gastronomic resources can be effectively used in small city marketing activities.

1.3.Significance of study

A comprehensive literature review was conducted for this study and following concepts and topics were reviewed:

- Relationship between food and tourism,
- Gastronomy tourism,
- Resources of gastronomy tourism,
- Destination marketing,
- Use of local foods in marketing activities,
- Creating value chain and local development.

Numerous studies on gastronomy tourism have investigated the relationship between tourism and food through different methods and concepts but a few have investigated the relationship between destination marketing concept and food. Competition between destinations is getting tougher and destination branding is becoming one of the most important issues in terms of differentiation. Local culture and its major component local food are attracting attention as a shiny attractive feature and it is considered possible solution for this purpose. This new situation gives a chance to many regions being part of this new trend.

When looking at the practices around the world, besides the main strongholds of gastronomy tourism (like France, Italy etc.), many countries are trying to implement development strategies for gastronomy tourism nation-wide and locally. Local cuisine can

be seen as a ‘pull factor’ for tourism development strategies. It is evident that in the high-tech communication environment of today where everything is transparent, a detailed and well developed marketing strategy has to be the basis of the opportunities of development that tourism will bring to a city that this cannot happen only by chance. The effective marketing strategy is essential for every destination.

Beypazarı is perfect example for examining and exploring these food related tourism and marketing issues. A case study of Beypazarı provides valuable data about using culinary culture as a marketing tool in small cities marketing activities. Over the last decade, the city has become a popular touristic destination from ordinary small town in Medieval Anatolia. Findings of this study can contribute to local DMO’s marketing activities in small cities which has limited sources.

Tourism plans and policies of Turkey is stated Turkey’s positioning as “sun sea and sand” destination. It is clear that the present, advantages of Turkey in the tourism arena need to be enhanced. However until recently the role of food in marketing and promotion of destinations has been paid very little attention. Given the competitive environment in the tourism sector today, it is very important that Turkey’s gastronomy tourism potential should be strengthened and promoted on local basis. A case study of Beypazarı provides valuable data in terms of using local food in marketing of the small cities where the sources are scarce.

Number of regions, cities or small towns which has unique and rich culinary culture and local food can be benefited from advantages of gastronomy tourism activities. Gastronomy tourism is a great opportunity for Turkey since it has the potential of being an important development tool for rural regions and becoming a unique advantage for small cities which do not have much to offer in terms of tourism. It needs to understand the role of the local food on destination marketing activities. Understanding these issues provides essential contribution for small cities in Turkey which has limited sources and at underdeveloped parts of the country.

1.4.Aims and objectives of the study

Research question is:

How can local culinary culture and local food be effectively used as a marketing tool for small cities with limited attractive resources and what kind of an economic development and value chain can this usage create?

The aim of the study is:

To establish a methodology for marketing small cities in terms of which cannot benefit from “sun, sea, sand” and other natural sources in terms of gastronomy tourism.

- a) To see how effective local food and culinary culture can be, in the marketing process of the small cities which have not much attraction.
- b) To see how local food can be used as a marketing tool for small city marketing process.
- c) To explore gastronomy tourism regarding creation of a value chain and economic development in small cities which have limited sources,
- d) To examine development process of gastronomy tourism in small cities.

CHAPTER TWO: LITERATURE REVIEW

2.1. Gastronomy and tourism

In the last decade gastronomy has become an important issue in the development of niche tourism products and creating niche destinations. Gastronomy is mostly understood as the art of cooking and good eating. Another definition emphasizes, gastronomy is part of the culture and defines it as the study of connection between food and culture. As Santich claims, gastronomy is “devilishly difficult to define” (Santich, 1996). The first significant study, performed by French lawyer J.A. Brillat Savarin, was published in *La physiologie du gout* in 1825. This publication was translated into English as *The Physiology of Taste*. Savarin defines: “gastronomy as the reasoned comprehension of everything connected with the nourishment of men (Savarin, 1994). Gastronomy is a guideline to all who seek, provide, or prepare substances which may be turned into food for reach best possible nourishment”. Savarin (1994) stated that gastronomy is the stimuli behind farmers, vine growers, fishermen and not only cooks but also for the people, under whatever title they are, who are employed for preparing food. Savarin states that, gastronomy pertains:

“To natural history, through its classification of food stuffs;

To physics through its examination of the composition and qualities of foodstuffs;

To chemistry, through the various processes of analysis and decomposition to which it subjects them;

To cookery, through the art of preparing dishes and making them agreeable to taste;

Finally, to political economy, through it is value as a source of revenue and a means of exchange between nations” (Savarin, 1994)

Savarin’s words perfectly reflect the complex nature of gastronomy. The concept of food consumption is generally recognized as a social practice which is done not only for nutritional needs but also for pleasure and as a way to form links between other people of social, cultural and political activities. Relationship of food and tourism has been determined on a general basis and based on a traditional hospitality guideline, until recent times. In the last two decades, food has gained respect as a vital part of the tourism product. With the increasing interest in local cuisines, more destinations are focusing on food as their core tourism product. Tourism activities related to food are entitled with various names including “gastronomy tourism”, “food tourism” and “culinary tourism” in

the relevant literature. These different terminologies may not be exactly the same; there may be slight differences between them. In this context, the terms gastronomy tourism and culinary tourism were first suggested by Long (Long, 2004) in 1998. As Long (2004 p.1) notes:

“Culinary tourism is about food as a subject and a medium, destination and vehicle, for tourism. It is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being. It is about groups using food to ‘sell’ their histories and to construct marketable and publicly attractive identities, and it is about individuals satisfying curiosity. Finally, it is about the experiencing food in a mode that is out of the ordinary that steps outside the normal routine to notice difference and the power of food to represent and negotiate that difference.”

Lucy Long defines gastronomy tourism as an exploratory participation in the culinary culture of another one's. This intentional participation includes the preparation, presentation of a food item and the consumption in a culinary system which is not one's own (Long, 2004,p21). ‘Otherness’ is emphasized in Long's definition. She claims that, culinary culture may be one of the best ways of perceiving “the other”. Her study contributes to understanding multidimensional structure of culinary tourism. Long had been criticised for limiting culinary tourism to food experiences belonging to another culture. Therefore, Wolf (2002) proposed another definition:

“Gastronomy is travelling for the purpose of exploring and enjoying the destinations’ food and beverage and to savour unique and memorable gastronomy experiences.”

This definition statement has matched the suggestions in the earlier researches. Feelings and memories emerging during a dine-out on a holiday turn into experiences that sometimes can be very personal, and destination's foodservice industries provides special and attractive ambiances for these experiences. However, another simple definition proposed by the World Food Travel Association (2013) states:

“Food tourism is the pursuit and enjoyment of unique and memorable food and drink experiences, both far and near.”

There are other views which contradict Long y defining culinary tourism as dining while on holiday and as a thing every tourist does. This institute states that they had started using the term ‘food tourism’ instead of ‘culinary tourism’ in 2012, because their research

showed that it gave a misleading impression of ‘elitism’. The WFTA announced new mottos in their website as noted below:

“.....In addition to travelling across country or the world to eat or drink, we can also be food travelers in our own regions, cities and neighborhoods. if you....travel across town to a new neighborhood to go to a special grocery store or to eat out you are “food traveler” in your own backyard.....We are all travelers of a sort and we are all eaters. Therefore we can also be regarded as food travelers.....There is something for everyone in the food industry.”

Smith and Xiao (2008) proposed that a new encompassing definition,

‘Culinary tourism is an intentional and reflective encounter with any culture, including one’s own through culinary resources’.

Gastronomy tourism includes travel specifically motivated by culinary interests as well as travel in which culinary experiences happen but is not primary motivation for the trip (Smith & Xiao, 2008).

In contrast to this, Hall and Sharples (2003) defined gastronomy tourism as,

“Visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel” (Hall & L.Sharples, 2003 p.10)

They proposed this limited definition that food takes place when food is the primary motivation factor to travel to the destination. Hall and Sharples also proposed the concept of ‘special interest travel’ which is defined as the travel in which food as primary motivator on travel behavior and decision making. Santich (2004) stated that, general consensus on the meaning of the ‘gastronomic’ as referred to food and drinks produced and consumed in particular region and gastronomic tourism is defined the form of tourism focused food and drink (Santich, 2004). According to Santich, gastronomy tourism underlines production instead of consumption. For instance agriculture focused activities such as farm visiting and staying or harvest festivals allow tourists to experience how to live in real farm. Focusing on production process encompasses historical presentations and production museums. France and Italy are pioneers in terms of this concept. There are many wineries, farms and museums in both two countries.

Although there are common points between all these definitions, there is also main divergence about the issue as motivation of travel. Someone claims that, if it is mentioned

gastronomy tourism, food should be primary motivation factor for travel. However this study follows these statements for defining gastronomy tourism:

- Food is everywhere and for everyone.
- Every destination has unique gastronomic resources and its cultural presentation styles.
- Food, place and tourism are interconnected, and this connection can create social, political and economic developments,
- Local gastronomic resources can be used as marketing tool for the regions which cannot benefited from ‘sea, sand and sun’
- ‘Gastronomy tourism’ cannot be limited as ‘gourmet tourism’. There must be something for everyone in the gastronomy tourism sector (World Food Travel Association, 2013).

Current literature stated that some destinations are sought-after their unique gastronomic features (Hjalager, 2002). For these destinations gastronomy is a central tourist attraction ;for example Tuscany, Lyons. Highlighting of local food and ingredients create a linkage between tourism and local culinary culture. Tourists’ memorable culinary experience is related with what destination offers, this includes not just fine-dining but equally a memorable food experience at an unknown roadside restaurant. Academic literature has also concentrated on the role of food on economic generator and marketing tool (Okumuş, Okumuş and B.McKercher, 2007; Jones and Jenkins, 2002) or wine tourism and some others proposed food motivated tourism (Bessiere, 1998; Hjalager and Richards,2002, Hall and L.Sharples, 2003). According to Cohen and Avieli, local culinary culture and experience plays important role to tourist’s decision making process (Cohen and Avieli, 2004).

Culinary culture is seen as the main cultural element of attraction by destinations in competitive market. Especially in terms of lacking natural or cultural resources, combination of food and tourism can be a practical alternative for improving the economic and social growth in weaker areas. Gastronomy and related activities can be available year-round unlike many other tourism activities (Richards, 2002).

The relationship between place and gastronomy has been used in many ways such as promotion of regional foodstuffs, creating food trails in specific regions and identifying gastronomic routes as cultural tourism product.

In other words, while food and food consumption are becoming popular touristic experience, new form of tourism –included food festivals, wine tourism, gastronomy tourism- is emerging. In fact that gastronomy and food service industry has played important role in marketing of some destinations.

Gastronomic tourism had developed meaningfully in last decade. Many scholars, tourism researchers and professionals proposed food images can be used as tourism product which is effectively reflect cultural features of places. Jones and Jenkins (2002) noted that food is not only basic need for tourists but also cultural component that can positively represented in destination. Moreover food plays a key role in attracting tourist because of its reflection of regions' cultural assets and lifestyle. Beside all these ideas current literature point out that tourists' increasing interest of food and food consumption not only makes economic contribution to the destinations but also provide sustainability of local values. Everett and Aitchison (2008) argued sustainability of regional identity through food tourism (Everett and Aitchison, 2008). Today gastronomy tourism considered as a part of cultural tourism, the experience of joining in others' culture and linking to people and places with a strong sense of their own identity (Santich, 2004).

Authenticity has always been as important aspect of tourism consumption, and seeking out 'authentic' local and regional foods can become a motive for visiting a particular destination. Local food is mostly considered an 'iconic' product that reflects 'typical' nature of a place (Bessiere, 1998; Urry, 1990). Sims (2009) also argued that local products conceptualized as authentic products that symbolise the place and culture of place (Sims, 2009) . When tourist visit a region, they want to participate indigenous activities and they seek local products. Many countries realized that, and they are use gastronomy to market them (Richards, 2002). It is pointed by Richards (2002); Boyne et al and Jones and Jenkins show how food has been used as a vehicle for to reposition Scotland and Wales respectively. Recently the role of gastronomy and tourism in terms of sustainability is being argued positively.

2.2. Globalization, tourism and food

Globalization defined by sociologists as the process of expansion of customs, values and technology which have significant influence on people's lives. Impacts of globalization can clearly be seen on societies with movement of food, tourism, ideas, religion, culture and technology. Fischler (1999) argued that, globalized food production and distribution has caused culinary syncretism. According to this author global agricultural business does not just destroy local culinary features, rather it transforms local culinary potential into 'homogenized culture product' suitable for mass consumption. Thus doing this, local products standardized and lost its features. (Fischler, 1999)

Hall and Mitchell suggested that changings on the regional cuisines can be explained in to three periods (Hall and Mitchell, 2002). These significant changes occurred as a result of globalization process in the industrialized world. The first period was referred development of trade from the fifteenth century to nineteenth century. In this timeline foodstuffs were highly commercialized, new lands were open to produce new foods in large scales for feeding much more people. The historical journey of some fruits, vegetables and other foods such cacao, coffee seed from one continent to another, caused fundamental changes in terms of food production and culinary variation. Second period of food globalization was the result of the migrations that occurred after seventeenth century. People moved to new lands as masses with their goods, foods, animals, customs, seeds and other belongings. It is widely argued that, foodways were transferred by migration from the old world to new world. The last contemporary period of globalization came with radical changes on technology, communication and transportation (Hall and Mitchell, 2002).

Factors of changes of cuisine were summarized by Hall and Mitchell in Figure 2.1 (Hall & Mitchell, 2002 p.78). Rapid transformation of production led to spread of food corporations worldwide. Same hamburgers or pizzas are consumed almost in every part of the world and these are served as examples of world cuisine. Food production technology directs growing, preserving, processing, distribution of this mass produced meals. While food styles become hybridized, some people are horrified and others are admired the end products. Nevertheless all regional cuisines include invented or hybridized elements. Cuisines are not unchanging, cultural and environmental factors definitely affect what can be produced, prepared, cooked or served. It is clearly known that, in post-Columbus era,

imported products from America such as potatoes, tomatoes, peppers are now regard as local in European cuisine and also Turkish cuisine. Contemporary globalization occurs with mobilization of people, technology, and images.

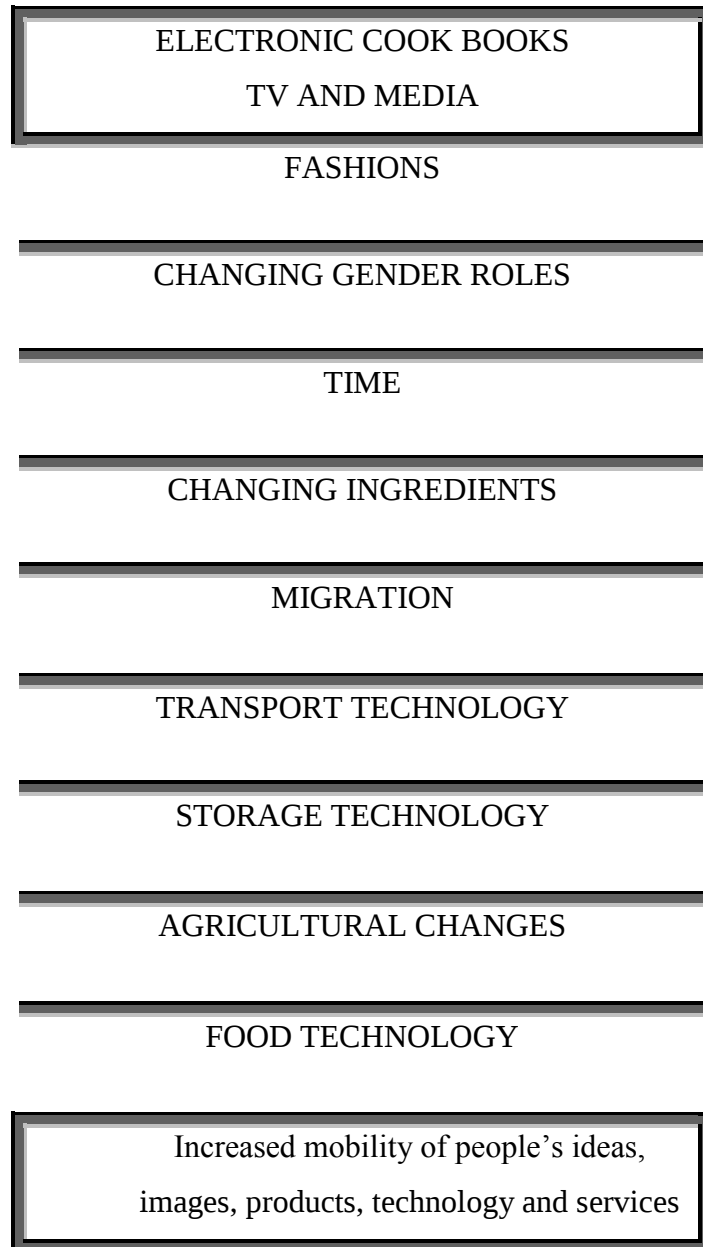


Figure 2.1 Factors affecting culinary heritage

Source: Hall & Mitchell, (2002, p.7)

Theoretical explanation of food consumption requires examining one of the main theories of consumption; the world culture theory of globalization (Shenoy S. C., 2005). The world culture theory of globalization can be used in understanding food consumption of tourists and also food and tourism relationship. Multidimensional aspect of world culture theory

includes a complex mixture of homogenization and heterogenization. Tension between global and local resulted in this complicated term as ‘glocalization’ that expressed by economists and sociologists. Globalized goods or ideas are interpreted by people according to their local values or concerns. Globalization process is performed in three different ways by societies; whether incorporating the global or interpreting global selection to suit the local (glocalization) or rejecting through local identity concerns. With economic process of trade liberalization and increasing perfection of transportation of food products made it easier effects of this process.

As cited by (Mak, Lumbers, & Eves, 2012), ongoing process of globalization also has brought about deep transformation in food production and consumption. It is generally agreed that culinary cultures are not stable; on the contrary it is changing continually under the effect of internal and external factors. Number of studies suggests that food consumption in tourism is also subject to the macro influences of globalization (Hall & Mitchell, 2002; Richards, 2002). Even though globalization has inevitable impacts, however major local and regional differences in peoples’ eating patterns remain. World culture theory tries to link between these local and global tension. Therefore, there is a concern that cultural imperialism and McDonalidization may lead to homogenization that can result in a ‘global palate’ as well as ‘global cuisine’ (Richards, 2002; Ritzer, 1995). According to Ritzer; McDonalidization refers to the process that, underlying principles of fast-food restaurants have been increasingly dominated on American society and rest of the worlds’ society. Ritzer outlined five dominant themes within the McDonalidization process as followed: Efficiency, Calculability, Predictability, Increased Control and the replacement of Human by Non-Human Technology. McDonalidization is the term used not only food industry but also used other industries which benefited from its positive reflections. Package holiday is one of the examples of McDonalidization. More or less there is a McDonalds restaurant in every destination all over the world and for tourists opportunity of finding cheaper, predictable and safer food is attractive. Ritzer claims that this situation has advantages:

“Homesick American tourists in far-off countries can take comfort in the knowledge that they will likely run into those familiar golden arches and the restaurant they have become so familiar with (Ritzer, 1995)”

Seeking familiar food on holiday can be one of the important factors of wide spreading of globalization (Richards, 2002). However some researchers argued that, globalized ideas and products adapted translate and combined in different ways to be suited for the local and this is called 'glocalization'. For example, in Turkey McDonalds serves '*ayran*' which is local, traditional drink made from yoghurt or in India they serve lentil in burger instead of beef. It argued by Hall and Mitchell (2000) certainty of homogenization of production and consumption is not clear, despite the rapid globalization of food market, fundamentals of local eating patterns can remain. World culture theory refers to an interaction between the global culture and the local culture that influenced from globalization. This can be lead creolize or fusion food (Mak, Lumbers, & Eves, 2012).

Cities or regions can be benefited from positive effect of globalization to improve their economic conditions while maintaining eating patterns and food production. It should be known that tourism and travel plays important role on the strengthening regional identity and food production. As a result of the globalization process, one can find French cheese, Chinese ingredients or sauces and salmons from Scandinavia one also can find also find '*Ezine*' cheese, olives from Antakya or '*Kalecik karası*' in a food shop in İstanbul Bağdat Street. Globalization is not only the case somewhere outside of us, but also is a transformation in daily life.

Furthermore in the last decade food and beverage sector has experienced significant changes in Turkey. Some of the local foods which are the significant component of culture, adapted to the 'McDonaldization of food service system'. One of the first examples is '*Hacıoğlu*' who serves '*lahmacun*' which is kind of traditional pastry baked with meat and spices. Twenty years ago, this company decided to establish a fast food system for serving '*lahmacun*'. Their serving style, exactly the same as fast food restaurants, was rapidly recognized by local people, and it became a chain restaurant. When global systems suit the local systems, cooperation will occur, and the intersection of the two types of systems can be adapted to cultural patterns of community. Another characteristic Turkish bakery product, '*simit*', follows the same route. The newly designed concept bakery shop is named '*Simit Sarayı*'. This concept has become very popular and the company started to give franchise. The menu of them is not only based on traditional couple '*simit*' and tea but also include wide range of bakery product as well as '*simit*' variety. These two examples can tell the story of adaptation to global systems with local ingredients.

The growth of eating out and the market power of globalization have made food products and cuisines from all over the world more available. This situation stimulated the emergence of food as a theme in media. Magazines (Gourmet Traveler, Food and Travel), radio and television shows, special television channels like Food Network boosted this increasing interest through food. Tourism is considered one of the effective force on spread of globalization and it is seen that a part of commodification process. Accordance with this idea, tourism is conceptualized as a packaging and consumption of images, cultures and places (Steinmetz, 2010). While tourists become more mobile, their belongings also become mobile, such as food, culture, and customs. It is argued that, the linkage between certain food and particular regions is being threatened by the growing mobility of the food, eating styles and increasing de-differentiation of dishes and foods (Richards, 2002). New 'fusion' foods are being emerged with other global food and drinks such Coca Cola or McDonalds for nurturing global soul' (Iyer, 2000).

While the global economic system is expanding, at the same time movements against globalization are strengthening their network simultaneously. Environmentalist movements and movements aiming to protect local values such as 'slow cities' or 'slow food' are supported by people who are concerned about environmental issues. Increasing social sensitivity resulted in discussions regarding harmful effect of mass tourism and globalization. Slow food movement began in Italy. According to them food is not only just nutrition, but also part of a broader life style statement (Petrini & Padovanni, 2005). There is an intensive effort restructuring local food production system and protecting gastronomic traditions in many small western communities. In addition, slow cities declaration says that slowing down life caused to improvement of the quality of life for the city residents. Tourism activities have begun to discuss within the framework of the implementation of sustainable development criteria. Under these circumstances that, motivation factors of travelling are changing.

Increasing demand for ethnic or national cuisines led to the differences in the face of global forces and creates new search for identity. Tourism can be a part of the identity search and need for economic positioning in competitive and global world. (Hall and Mitchell, 2002). There is an argument about, the linkage between food and tourism in dynamic circumstances; this can be problematic, because industrial production of food can

lead with to the loss of biodiversity. With this concern, many rural regions started to create strategies to reach economic development.

2.3. Gastronomy Tourism Development Strategies

Previous century has brought many fundamental changes. World become smaller as it was before, globalized economies, societies, industries are living in a dynamic and non-stop process of globalization. It has been argued those inevitable effects of globalization on culture and its components. The emphasis on local ingredients creates connection between gastronomy tourism and local culture. It was also considered a meaningful and probably a highly market segment, and can also be assumed that gastronomy experiences were powerful tools for marketing the destination (Kivela and Crotts 2005). Gastronomy tourism became an important alternative for new destinations that cannot benefit from “sun, sea and sand” and natural or cultural resources. In Europe many rural economies need to restructure their economies.

Gastronomic heritage started to use for strengthen regional identity by the rural economies. Strategically tourism and food relationship is built upon by planners and policy makers and it is engaged regional economic development. Rural brand development is thought together with tourism and food production in rural areas. Although there is positive tendency to the issue, also there are number of shortcomings which are determined by Boyne and Hall in ‘Arran taste trail’ (Boyne, Williams and Hall, 2002). It is proposed in the research as lacking empirical data about the role of food on decision making process and place image; inadequate understanding consumer behavior of tourist toward local food; determining which specific food images are used and place marketing employed food image which never exist or promote exaggerated expressions. These findings may apply to many rural regions.

The increasing academic interest to destination marketing and city branding; development of local food production and its impacts on local economies are significant development. Some of the important topics were examined by academically such as the role of agricultural production, contribution of local food and cuisine to identity of the city; tourist choices, using local food in tourism marketing. In some of the case study based researches

has emphasized the importance of strategic planning and added value. In managerial approach, all of the local stakeholder governmental authorities, business initiatives, tourism agencies, should embrace the project. Local or regional development is an overall activity that takes place. Strategic alliances should establish between local food producer, retailer, processor and distributor. Boyne and Hall stated that development issues can create from local ingredients just like Escoffier's wrote in his book *Le Guide Culinaire*. This culinary guide proposed methods for preparation with little energy. In similar way they proposed some methods to create finished product from potential ingredients for developments (Boyne & Hall, 2003).

Tourism and food partnership have seen as potentially important economic source for rural areas. Attitude towards the tourism activities has changed over the past fifty years. There were some important reasons for the increasing awareness about rural areas. At that time, rural areas suffered from recession and debt (Butler, Hall, & Jenkins, 1998), just because they thought that tourism is the cure of all illnesses. Since then, tourism has seen as 'a sunshine' rising on the rural areas. International travelers started to show interest in rural areas where can find different life style from urbanize regions in western countries. It has drawn attention to the economic potential of tourism in a short time. Food related tourism can be important opportunity for product development such farm tours, wine tours, specialized local menus in restaurant, home staying and so on (Bessiere, 1998). This growing interest may lead local awareness and help to maintain not only tangible local values but also strengthen community pride and local identity.

The establishment of food and tourism networks, tourism web sites and marketing initiatives committed to food, the development of culinary events including festivals, documentation of culinary heritage, and food related activities such as dedicated food tours and cooking holidays (Long, 2004) increased the interest in gastronomy tourism. The importance of local ingredients is emphasized by many of the scholars who are interested in gastronomy tourism. Gastronomy tourism should be considered as far more than dining. A growing demand for special local production has incited reorganizing traditional events or festivals, developed agricultural skills and helped to protect traditional, local industries. Wide range of activities is included such as eating local meals, buying local food as souvenir and also attending food festivals, special food trail or routes (Smith & Xiao, 2008).

Souvenir purchasing is considerable potential economic source for tourism regions. A research conducted by EUROTEx crafts tourism project in Greece, Finland and Portugal indicated that 84 percent of tourists in rural regions buying food and drink as souvenirs (Richards, 2002). Purchasing local food as souvenir is pointed out as a significant interaction between tourist and food product during holiday. Urry (1990) has argued that look for a typical signs of a place and engagement of the local specialties is crucial. Being a good traveler is important for sustainability because local food is popular with its linkage of values such as supporting local economy, protecting environment, conserving traditional rural landscape.

Sims (2009) stated that over 50% of the tourist buys local food and drink souvenirs on holiday and 60% of them chose to consume local food and drink. Tourists are looking for products that reflect local nature and culture. Boniface (2003) pointed out that food and drink goods can be served to tourists as souvenirs and she also emphasized the essential role of food and drink events has added value. These ideas indicate that local food can be an asset to integrated tourism development (Sims, 2009). Local foods can become symbolized of place and culture as a result of strong connection with place.

Countries, regions and places have been sought after economic development through tourism. The important issue is developing strategies and plans based on natural and cultural sources place and link to politic, cultural and social aspects. The assets of destination include various tangible and intangible elements and food is raising star for the destination to develop strategies for tourism (Okumuş, Okumuş and B.McKercher, 2007). Thus gastronomy tourism is not only raising star of tourism but also gives opportunity for the destination to survive in competitive world. If tourist demands meet with local supply, local food production can provide important source to local economy; if not tourism and its effects on local assets can be harmful. Well established link between local food production and tourism can create significant added value.

The major ideas which related with food and place association can be summarize in the Figure 2.2. Current literature proposed ideas and studies around these perspectives.

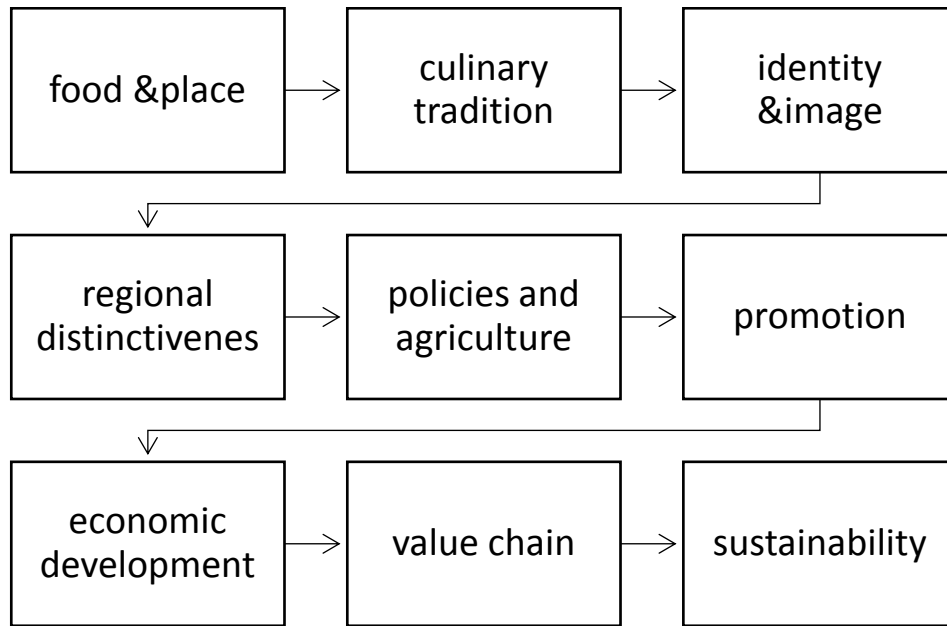


Figure 2.2: Contribution of food and place relationship to destinations

Many researches (Boyne, Williams and Hall, 2002; Hashimoto and Telfer, 2006; Sharples, Mitchell, Maconis, and Cambourne 2003) pointed that, food is used to strengthen tourism destinations and to create benefit from the relationship between the food industry and the tourism industry. Many countries and regions around the world are focusing on the opportunities that are offered by the connection between food and food tourism, and using them as an asset in competitive advantage and as means of destination differentiation. For example Australia has wine and food tourism strategies and tries to coordinate wine and food tourism. Other countries such as the Wales, United Kingdom, Germany and Singapore have also used food in tourism as an important component of their tourism strategies (duRand and Health, 2006).

Local produce adds authenticity to the tourist experience and provides motivation for visitors to come to a location. Recent research has shown that tourist spend almost 40% of their budget on food when travelling (Boyne, Williams and Hall, 2002). Gastronomy tourism is also considered as local development vehicle which creates economic and social improvement and value chain in weaker areas (Hjalager and Corigliano, 2000). Tourism provides additional sales for food producers and tourism- related spending on locally produced food products help to stimulate and revitalize local economies. (Boyne, Williams and Hall, 2002). Increasingly food is used in development initiatives to strengthen tourism

destinations, and to create linkages of benefit to both the food production industry and the tourism industry. (Hashimoto and Telfer, 2006;Boyne, Williams and Hall, 2002)

In recent global world the linkage between food and tourism can represent an important product development and rural diversification (Hall and L.Sharples,2003). There is not only one way to create strategy for every case or every situation. Each region has its own characteristics in terms of resources, economic circumstances, products, tourism development. Sustainable food system are supported by strategies of economic development which integrated gastronomy and turism. Gastronomy tourism organisations and strategies includes research activities, marketing efforts, product development and initiatives (Hall and Mitchell, 2002). In Figure 2.3 the relationship between regional development strategies and local food and tourism is shown as a number of mechanisms by Hall and Mitchell.

Strategies for economic development has been supported increasingly national, regional, and local government agencies. The development of food trails and farmer markets are emphasizing the importance of local within the global. Strategy for local development should establish economic and social leverage between producers and the tourism. These strategies may be formed in several situations such as ‘buy local’ campaigns, packaging local foods locally, before exported it, establishing connection between local stake holders, building local identity and authenticity in branding strategies.

From a marketing perspective, understanding tourist wants and needs is a basic need for the tourism planner. The planners should understand how to improve culinary tourism and the practical use of resources. Planners can also establish of strategic partnership between food producers, restaurants, hotels and local cooks. Unique local cuisines should communicate with restaurant business to create culinary guideline to make full use of basic gastronomy tourism resources and increase the efficient utilization of resources.



Figure 2.3 Relationship between national, regional, and local food, tourism and regional development strategies

Source: Hall, Mitchell, & Sharples,(2003, p.58)

2.3.1. Typology of gastronomy tourism

Hjalager (2002) proposed four order typology of activities that added value to gastronomy tourism. The purpose is to improve general typology of the value added in a value chain that can be applied to definition and analysis of gastronomy tourism. The value chain approach is commonly used in tourism studies to determine the needs of tourists' regional implications. Whereas Hjalager's typology used value chain in different way than other tourism studies. It suggests carefully paying attention from raw materials to the serve the food on the table, and even includes souvenirs. There is agreement on the food consumption is no exception. Hjalager cited from Pillsbury's (1990) argument 'soul food – body food'. Body food used to define the basic need to feed stomach in standardized environment. Soul food is prepared more slowly and possible to make with exotic ingredients. Pillsbury argued that, food consumption patterns are determined by the situation instead of the economic and demographic issues. Hjalager explained Pillsbury's dual opinion with continuous development and even reorganization of value chain. When looking at from economic point of view, continuity of value adding can be depended on production systems.

The general tendency seems to be a more complex and tightly bind structures of interdependencies; the more sophisticated the economies (Hjalager, 2002). Division of labour between different segments of the economy is refined and made more complex by the relation of food and food provision. According to Hjalager, this process provides efficiency and leads to creations of new collaborative clusters. Service part of the business is more important than the material part of the business while analyzing food for tourist. Tourist does not always find high quality food to eat or eating related entertainment. Food producers do not always attain highest value added from the entire of value chain. These contradictory situations have caused academic speculations. Hjalager proposed the system which categorized driving forces and barriers to the creation of the gastronomy tourism.

The development of gastronomy tourism is discussed by Hjalager, in 'hierarchical model which defines 'four orders' of gastronomy tourism, reflecting the increasing sophistication and complexity in the food value chain'. (Hjalager,2002). First order focuses on visitors enjoyment of food such as promoting locally branded food, festivals, campaigns. Second-order activities are organized for visitors' better understanding food. This can be possible

promoting food quality standards in a region. Third order activities related with experiencing food, creating food trails and cooking schools. The fourth order, exchanging knowledge about food. The typology summarized into table w2w. While case study was conducting in Beypazarı interview questions organized based on the typology of gastronomy tourism. The city examined in the light of the typology to understand in terms of gastronomy tourism development. The hierarchy can be understood as the higher the order, higher economic status or the more globalized, the more advanced. However all regions cannot be equally sophisticated and diagonally integrated gastronomy tourism; or places can survive without strong linkages to the surrounding economy. This situation creates variation and encourages people to experience foreign food. In the light of these explanations, while evaluates gastronomy tourism in Beypazarı, it may determine with their own circumstances.

In first order, seeks a basic development of gastronomy and tourism in the region. It is assumed that, resources already exist but there is need help telling its story. Parameters are scale and visibility and the main problem is lack of communication between tourist and food producers. Second order emphasized on product quality and estimated to establish new institutions in charge of quality control and marketing. Third order refers that food is the one of the large and complex tourism experience but in some cases it is seen that only contributory element. Fourth order is the most developed phase and included food is an element in a comprehensive tourism experience (Hjalager, 2002). New linkages between different sectors and food producers were created and old specialities were leaved new division of labour were restructured. In this phase includes commodification of knowledge based which connected to food and tourism however there is not much example in the fourth order. One of the reason of this scarcity can be existance of the mental and physical distance between rural elements and capital owners. Other can be depended on demands of new, wealthier customer who wants to seek gastronomic traditions and features.

According to Hjalager, it is assumed that if region can explore and travel along this development road, higher value added can be obtained for the benefit of the local people or producers in the region.

Table 2.1: Typology of gastronomy tourism

Source: Hjalager, A.M. (2002, p.23-34)

First order	Gastronomy tourism four orders development model
	Promotional material (brochures, website,)
	Local food promotion, special campaigns for particular product
	Local food trade marks
	Appeal for existing food fairs and events
	Promote local cuisine with its original features
	Expansion of restaurants
	Availability of food stores and facilities
	Development of restaurants carry out with urban planning
Second order	Improvement of product quality
	Implementing and marketing quality standards
	Establishing Institutions in charge of defining production system and inspection quality control
	Certification and branding of food providers
	Reinventing, modernizing historical food traditions.
Third order	Creating festivals and events based on local food
	Establishing visitor center and museums where tells the story of local food
	Establishing and marketing food routes
	Opening up food manufacturers, farms, fields for tourism
	Cooking classes and cooking holidays
Fourth order	Training for gastronomy, food science and tourism professionals
	Research and development
	Media center
	Cooperation with other sectors
	Establishing local gastronomy organizations

2.3.2. Resources of gastronomy tourism

Tsai and Horng (2012) proposed with previous literature implementing the resource based theory on marketing strategy of gastronomy tourism development. As cited by Tsai and Horng resource-based theory is a combination of economic theory and strategic theory. The resources are unique and hard to imitate or replace and provide durability in competitive market. Nations, regions or even small cities should act like a company, needs to develop food and culture and value add to the destinations. Tourism strategy should be market based, (means tourist demand focused) and product based (means resources of destination) also as create sustainable development on tourism. (Tsai & Horng, 2012). Local cuisine can be major pull factor to attract tourists. Food can add value for the destination as well as it is important resource for culinary tourism.

When formulates strategy based on resources, one should start by identifying and categorizing resources and continued by conducting a strength and weakness analysis to find the best use of resource. All these analyses indicate capabilities and potential competitive advantages of resources. Strategy should be selected according to analyses results and need to make sure utilizing all resources. In this process, resource gaps should be identified and filled if there is need. If there is complementary relationship between cuisine and local tourism image and tradition, cuisines can become a major tourist attraction. Many destinations accept that local food or culinary culture as market niche. Some of the countries try to establish a relationship between the national tourism image and their cuisine through food festivals or other food events. Some other countries also try to create strategies developing local cuisines as tourist attraction and strengthening culinary tourism resources. Therefore these efforts can create benefits for the stakeholders as tourists, food providers, residents, travel industry and community.

Smith and Xiao proposed to implement supply chain theory to contribute understanding of gastronomy tourism as a product and its linkages with other sectors of local economy. Local food and ingredients are in the center of gastronomic experience it means one's learns about, appreciates, and consumes local culinary sources. Destination marketing with gastronomy also brings a variety of benefits through complementary activities and linkages, such as local agriculture, food processing and retailing, rising food quality and strengthening local image and identity. Smith and Xiao stated that, resources of culinary

include raw ingredients, processed food, and beverage which reflect destination. Traditional food processing or serving methods, recipes, agricultural practices and food production techniques native to destination is also included resources. (Smith & Xiao, 2008). Smith et al(2008) presented ‘typology of culinary tourism resources’.

Table 2.2 Typology of Culinary Tourism Resources

Source: Smith & Xiao, 2008, p.2

Facilities	Activities	Events	Organizations
<u>Buildings/Structures</u>	<u>Consumption</u>	<u>Consumer shows</u>	<u>Organizations</u>
Food processing facilities	Dining at restaurant	Food and wine shows	Restaurant classification or
Wineries	Picnics utilizing locally grown produce	Cooking equipment, kitchen shows	certification systems
Breweries	Purchasing retail food and beverages	Product launches	Michelin, taste of Nova Scotia
Farmer’s market	<u>Touring</u>	<u>Festivals</u>	
Food stores	Wine regions	Food festivals	
Food related museums	Agricultural regions	Wine festivals	
Restaurants	City food district	Harvest festivals	
<u>Land uses</u>	<u>Education observation</u>		
Farms	Cooking schools		
Orchards	Wine tasting education		
Urban restaurant districts	Visiting wineries		
Vineyards	Observing chef competitions		
<u>Routes</u>	Reading food and beverage magazines and books		
Gourmet trail			
Wine routes			
Food routes			

Table 2.2, indicates resources which combined with common point of food, under the major categories as facilities, events, activities, organization. Facilities mentions to lands, buildings uses related with food production, presentation, distribution and even processing operation to restaurants. Event category includes shows that the food product is featured. Food related festivals are also seen major attraction for tourists and one of the visible elements of gastronomy tourism (Tsai & Horng, 2012). These activities are accepted as effective marketing tool and which tourist can really meet the local culinary culture. Reasons for organizing food festivals or events stated by Lee and Arcodia (2011) into five categories as “celebrating the community, promoting regional food, promoting the region, encouraging tourism and raising funds for community (Lee & Arcodia,2011). The authors proposed that food festivals can play role in destination branding and can improve local food images.

O’Halloran and Deale suggest that, supply chain development can contribute to destination through distribution and positioning of signature food product form a destination area. Quality and uniqueness of food and food experiences which serves to visitors by destination can increase the success of the destination (O’Halloran & Deale, 2004). Local food can be a significant component to the tourism product mix and marketing of gastronomy tourism is requires all parts of the tourism and local business community. The important issue is food service establishments should serve good and unique local meal to visitors. There is no need high class, five-star establishment but the key is ‘unique, good and local food’ serving to visitors. Developing gastronomy tourism marketing strategy is required detail assessment about cultural and culinary resources of the region. Other requirements are checking hospitality and management skills, labor force, well established infrastructure and also transportation possibilities.

Although gastronomy tourism has proposed as ‘special interest tourism’ or new ‘niche’ now it is becoming a new star for both tourism and the food service industry. Food service operation is essential part of the regional resources. Promoting food products from specific destination is not only served in restaurants but also food is sold as souvenir. Gastronomy tourism development process provides the existence of effective supply chain. There dynamic relationship between residents of destination and its visitors; they interact at events, enjoy local food and drink and so on (O’Halloran & Deale, 2004). Signature food

products which belong to the region or destination can be used to create public awareness. In this case building supply chain is necessary to promote and distribute food products.

Relevant literature proposed some examples who want to promote destinations through product. It is discussed the requirements of identifying link between region and product by the planners and is claimed that distribution of unique food products can contribute the tourism reputation of the region. There is also suggested that well-formed partnership is important issue to establish efficient supply chain.

2.4. Destination Marketing

‘Place marketing’ is also named that ‘destination marketing’ is the practice of applying branding and marketing process to the nations, cities, regions and regions. The marketing of places has become a leading economic activity and in some cases the dominant generator of local wealth (Kotler, H.Heider, & Rein, 1993).

Kotler writes about the necessity of place marketing is “to promote a place’s values and image so that potential users are fully aware of its distinctive advantages” (Kotler, Asplund, Rein, & Haider, 2005). Economic development has long been a priority of places, states, regions and nations and they have transformed their marketing strategies to respond specialized buyer needs and desires.

These sophisticated strategies aimed targeting specific buyers, positioning the community’s resources and building competitive markets. Places can try to attract any of four common target markets: visitors, residents and workers, business and industry and export market (Kotler, H.Heider, & Rein, 1993).

The point is that, place marketers must develop set of objectives and strategies towards attracting each target group. According to Kotler et al, these strategies are examined four main groups: Image marketing, attractions marketing, infrastructure marketing, and people marketing as stated in Table 2.3.

Table 2.3 Marketing Strategy Groups (Kotler, H.Heider, & Rein, 1993)

Image	Attraction	Infrastructure	People
Positive image	Natural attraction	Transportation	Friendly
Weak image	Historical places	Low cost energy	Highly ethical and dedicated workers
Negative image	Restaurants, local authentic foods, exotic ingredients	Quality education	Hospitable Exotic
Mixed image	Famous buildings, convention centers, museums	Security	Considerate Skilled
Contradictory image	Exotic temples, huge stadiums	Food safety	
Overly attractive image		Good hotels and restaurants	

Kotler et al pointed that, places should follow these steps respectively; first they should find financial sources to set fundamentals (infrastructure) and after that try to realize other steps. Marketing of the city is continuous process and it includes all residents, groups and organizations living in the city. However the reality is that, this work carried on by teams of individuals and organizations as is shown in Table 2.4 below.

Table 2.4 Major Actors in Destination Marketing

(Source: (Kotler, H.Heider, & Rein, 1993)

LOCAL ACTORS
Public sector actors
1. Mayor and /or city manager
2. Urban planning department
3. Business development department
4. Tourist bureau
5. Convention bureau
6. Public information bureau
7. Infrastructure managers (transportation, education, sanitation)
Private sector actors
1. Real estate developers and agents
2. Financial institutions
3. Electricity and gas utilities
4. Chamber of commerce and other local business organizations
5. Hospitality and retail industries (hotels, restaurants, department stores)
6. Tour packagers
7. Unions
8. Taxi companies
9. Architects
REGIONAL ACTORS
1. Regional economic development agencies
2. Regional tourist board
3. County and state government officials
NATIONAL ACTORS
1. Political head of government
2. Various ministries
3. National Unions
INTERNATIONAL ACTORS
1. Embassies and consulates
2. International chambers of commerce

2.4.1. Destination marketing organizations

Destination marketing activities are carried on local actors as seen on table x. Public and private actors are important to perform marketing strategies. A major part of the tourism industry involves organizations that market entire area. The area may be a country, a province, a region, or a specific city. The literature review on tourism indicates that branding is being done by tourism operators and DMOs. The members of destination marketing organizations are usually tourism operators, government bodies, local business, and any company that supports tourism, such as airlines, hotels, transportation companies, tour agencies, etc. All of these organizations can be grouped together and named as Destination Marketing Organization (DMO).

Tourism destinations can be the most difficult product in the market. Difficulties come from large number of stakeholders who involved the process and the difficulty of brand image setting and controlling. Marketing of tourism destinations generally focused on production of joint promotion brochures often distributed in stand or exhibitions. After the dramatic and rapid changes of information technologies, give opportunities to both destinations and visitors. Potential visitors can get information through destinations website and individual facilities website at destination and can understand picture of destination. Destination marketing system become developed and sophisticated and at the same time new challenges emerged for DMO's.

Cities have dynamic and various programs, visions, aims and characters which all in play at the same time (Baker, 2007). Baker writes that, local citizens and organizations should be benefited from communication of branding and they should support and improving community pride. Leadership is important to reach successful branding. When leaders of the city leave their comfort zone achievement comes closer. If there is desire, bravery, and strong commitment by the leadership of the city, brand can be reached greatest potential. The successful leader shows his or her vision, creativity and courage. Successful leaders also may be managing to motivate with extra ordinary ideas to people.

The marketing and branding of the cities can be complex and controversial. (Baker, 2007). Political leaders and opinion leaders should understand the importance of the strategy and its benefits for the future of the city. As Baker noted that, at times, achieving the brand vision and delivering the city's brand promise requires a leader to break from the status

quo and exert the influence. It is not easy for small cities to create attractive positions. Small cities rarely find occasions to capture peoples' attention or to excite the rest of the world. They may need to support new sources, new organizational structures a review of some city outdated. Branding process is also requires adaptation of new challenges, healthy relationship and cooperation between stake holders.

One of the biggest difficulties of the small city branding is changing in leadership. Political leaders are elected for limited term and sometimes they can avoid making important decision. Even though the leadership has changed, other local organizations should believe that the program will be continued. Before the branding process start, it is need to spend the time to boost the endorsement and participation of the leading executives, opinion leaders and public officials. Comments, knowledge, and perspectives of residents, business, political and opinion leaders should be considered for achieving long term health of the brand (Baker, 2007).

2.4.2. Defining destination branding

Nowadays, it is widely accepted that, branding as an essential component of place marketing strategy. According to Boo et al, a brand is a powerful means of differentiation and that differentiation is a significant competitive marketing strategy (Boo, Busser, & Baloglu, 2009). Morgan and Pritchard noted that:

“A destination brand can be developed in a variety of ways , most evidently in advertising, through direct marketing, personal selling on websites and in brochures, but also through public and media relations and through the cooperation of destination marketing organization (DMO) with journalist, event organizers and film makers” (Morgan & Pritchard, 2010).”

It is well understood that a destination cannot be promoted as if it is a dish washer. Destinations want to increase their well-being and reputation through tourism and economic development. Most destinations have five-star hotels and historical and natural beauties so on. Every country claims as they have unique culture, landscapes and heritage, each place describes itself as having the friendliest people, high standards of customer service and facilities are well established. There is need for the destinations to distinguish themselves from their

competitors in the market. In the beginning, they need to answer some questions which are heart of the branding (Baker, 2007, p13)

“What do we want to be known for?”

How can we stand out from the crowd?

What thoughts and feelings do we want to come to mind when people are exposed to our city’s name?”

As pointed by Baker(2007), in order to answer these questions successfully, the community needs to be consumer-focused, strategic, open-minded and creative in order to expose the brand in a way that will create positive images, respect and loyalty. All successful brands have positive reputation and they provide values to users such as social, emotional.

Branding has been common in the retail industry for many years. Thus destination branding fairly new concept applied to destinations brand strategies. Destination branding was first introduced at national level. Hong Kong, Australia and Spain are early adapters for this practice. These innovations introduced branding as more effective tool for surviving in competitive world, and creating a strategic decision making context. Baker writes that, the reality of a place is different from the perceptions and expectations which are hold. Those perceptions may have been formed by travel experiences, education, comments from friends and relatives and even movies, books, songs and television (Baker, 2007). All distinctive features such as its unique climate, history, culture, religion or architecture has produce cities actual character.

There are different definitions about brand and destination branding. Baker defined destination brand and branding as:

“A destination brand is the totality of perceptions, thoughts, and feelings that customers hold about places.

Destination branding is an organizing principle that involves orchestrating the messages and experiences associated with the place to ensure that they are as distinctive, compelling, memorable and rewarding as possible. Successful destination brands reside in the customers’ heart and mind, clearly differentiate them, and deliver on a valued promise and simplify customer choices. (Baker, 2007, p.26)”

Another definition is specifically identifies the nature of tourism marketing has been suggested by Ritchie and Ritchie. They defined destination brand as:

“...a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination; furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience.”(Ritchie & Ritchie 1998)”.

These two definitions come from different authors, although they include some different points, there is agreement on ‘the brand is much more than logo, tagline and advertising theme’. Brand contains a name, sign, or symbol; destination promises; personality and consumer’s opinions and insights. Branding exists only in the customers’ mind. Brand should be adopted and supported by stakeholders and partners who contact with customers. Otherwise it will amount to nothing more than a logo or tagline on a piece of paper. Partners should be in touch with the customer and they should positively build the brand through customer experiences.

The brand’s value is built at every point of contact with customers through exceptional experiences; physical characteristics of the places are not alone. Each experience before, during and after the visit has a vital role in defining and delivering the promise that is inherent within the brand. A place’s stories, people, ambience and feelings can separate one place from another. DMOs need to consider how they bring the brand to life (Morgan and Pritchard, 2010). At every point of communication the brand promise must be conveyed and reinforced.

2.5.Destination Branding Process

Destination promises statements are defined by Bill Baker for guiding destination marketing organizations. The destination promise clarifies what the city wants to be known for and detailing what is required to make it happen. The core brand experiences are centered on the key attractions of destination (hotels, restaurants etc.). These are called Bill Baker’s promise points. (Morgan & Pritchard, 2010)

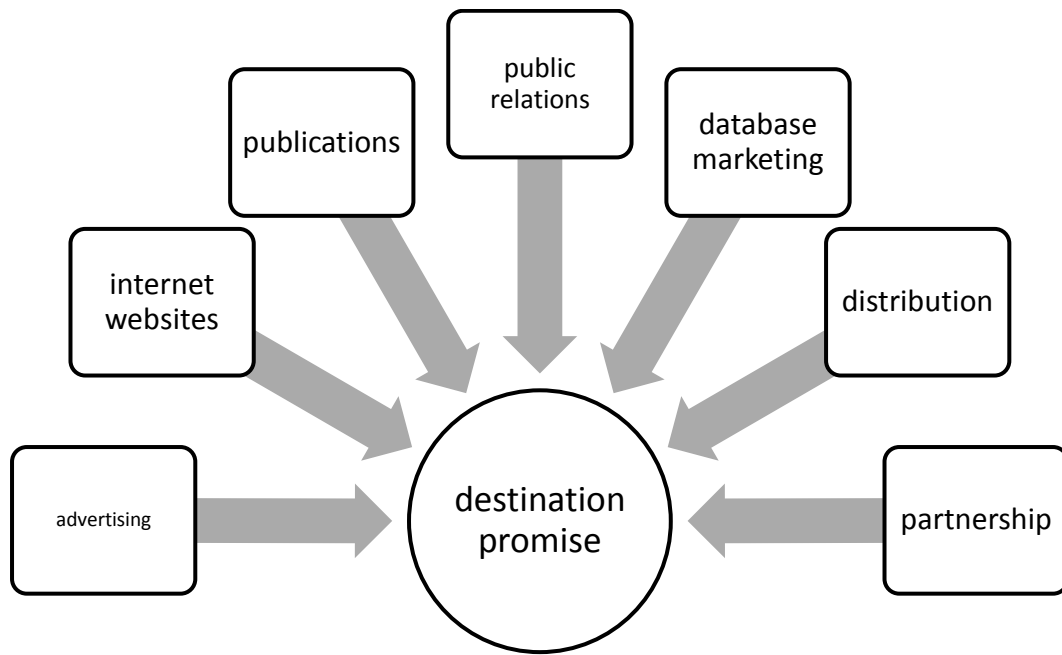


Figure 2.4. The destination promise for DMOs

Source: Baker, 2007, p.115

Many of these promises are controlled by DMOs, but cooperation between partners is essential to create and keep alive a successful brand. DMOs to design tourism experiences is an understanding of the needs, expectations, and choice behaviors of potential tourist (Ye & Tussyadiah, 2011) Not only DMO members but also all other groups and residents must join the process. Strong brands are built on trust. There must be uniformity between what the city's brand promises and the reality of the actual situation.

Most recently, four dimensions of destinations brand proposed by Konecnik & Gartner (2007): Awareness, image, quality and loyalty (Konecnik & Gartner, 2007). Managers should analyze the different situations that create destination brand equity. This analysis provides important guidance for tourism managers to reach their targeted visitors; and allows the identification of destination brands which gives competitive advantages from a tourist perspective. Moreover, the image and brand should be communicated to the target market, sometimes requiring destination management organizations to act in spite of their low and limited budgets (Morgan, Pritchard, & Pride, 2002). This strategy allows managers to evaluate the competitive position of their brand and consider its distinctiveness and advantage (Boo, Busser, & Baloglu, 2009).

Bill Baker defined seven steps for destination branding process in his book. (Baker, 2007) He writes ‘The 7A branding process’ recognizing community based branding. He also told that, brands should be built from inside out and it should be ensured that brand planners are exposed to the heart and soul of the community. At the heart of the brand are strengths or competitive advantages that different from others.

Table 2.5 the 7A branding processes

Source (Baker, 2007, p.73)

Step	Question
1. Assessment and Audit	What is the brand’s place in the world?
2. Analysis and Advantage	What is the city known for?
3. Alignment	What are the brand relationships?
4. Articulate	How can the brand be expressed visually and verbally?
5. Activation	How will the brand come to life?
6. Adoption and Attitudes	How can stake holders support the brand?
7. Action and Afterward	How will the brand be kept fresh and relevant?

The search for powerful branding of cities start by examining people of the city and defining the physical attributes tangible and intangible benefits. It should be clearly defined that what are the messages sent by the city and what are its sight, smell, touch, and taste encounters. Unique characteristic of service business makes difficult to implement classical models of marketing, branding or consumer behaviors. In 1980’s four characteristics of tourism service identified which distinguished from manufactured goods; intangibility, inseparability, heterogeneity and perishability (Sirakaya & Woodside, 2005). According to this idea, services can be mostly performances and experiences rather than physical objects. Intangibility makes difficulty in communication between service

providers and potential travelers in terms of satisfying identified needs. Heterogeneity is another feature of service due to human inconsistencies who involves in providing service. Services are also inseparable, which means that the purchase and consumption of services occur at the same time. As cited by Sirakaya and Woodside from Ziethaml, Parasuraman & Berry, perishability of the services means that serviced cannot be stored and consumed at a later point in time. These unique features should not be neglected in all marketing process.

Positioning is the important stage in destination branding process. In this stage city state that it's positioning and competitive advantages. Positioning statement requires examining target customer's needs, destinations tangible and intangible strengths, and competitor strengths. History, climate, natural beauties, legends and myths, culture and cuisine and some other variables are commonly used to position a destination. Each positioning option carefully evaluate according to be truthfulness, relevance and creating differentiation.

Destination personality helps position destination brands in relation to the competing options (Ekinci, Sirakaya, & Preciado, 2011). As pointed same authors, if a destination is viewed as a friendly and hospitable place from tourists' point of view, tourism marketers may benefit from designing promotion messages according to this perception about the local people, setting positioning of the destination in competitive market. Rival destinations have needed to differentiate their image to have competitive edge (Ekinci & Hosany, 2006; Sahin & Baloglu, 2011).Ekinci et al, pointed out in today's competitive environment, creating and managing an appropriate destination image and personality have become vital for effective product positioning.

In addition tourism marketers should monitor tourists' lifestyles to understand their needs and develop goods and services to enhance destination brand. As Baker argued that, the term image and identity are often confused. According to this idea, image is related with tourist perception, while identity is the unique set of visual, auditory and other motivations that express the brand and shape its image such as name, appearance, personality, ethnicity etc. On the other hand image comes from external view and it is what people really think of the place (Hashimoto & Telfer, 2006).

Molina et al claim that, tourist information as a valuable thought in understanding destination image and the destination choice process of tourists (Molina, Gomez, & Martin-Consuegra, 2010). Other researches emphasized that relationship between

information sources, destination selection and travel decision; importance of the external information; and importance of image. Information sources of tourist activities have changed over the past decade due to developing new technologies, increase in the number of tourist destinations and growing competition between different destinations. According to Molina et al, information sources should be considered as effective tools for destination promotion. In the tourism sector the means of promotion (internet, brochures, guides, and tourist offices amongst them) set an active and open way of getting information for tourists. Moreover the most used of tourist information are advices given by relatives and friends, tourist guides, tourist offices and brochures. The image creates by tourist brochures are definitely related to actual destination image (Molina, Gomez, & Martin-Consuegra, 2010).

Furthermore, according to recent research conducted by Sarma and Barvah(2013) there is strong relationship between tourists expenditure pattern and use of information sources (Sarma & Barvah, 2013). This information can be provided measurable correctness in implementing targeting-positioning strategy to destination marketers. Experience is the core element of destination offerings. Personal experience probably seems to be one of the most important information sources. Potential visitors seek information about destination. Visual communication is regarded as vital to reach this information. Visual images providing by destination marketing organization (DMOs) not only play important role in attracting potential visitors, but also to motivate the imagination and to link with tourist personal way (Ye & Tussyadiah, 2011). Therefore as noted by Ye and Tussyadiah, understanding tourists and matching destination visual image appeal with their experiential profiles are significant for DMOs' marketing decisions. Sirakaya and Woodside noted that:

“Traveler decision making process is influenced by both psychological or internal variables such as attitudes, motivation, beliefs and intentions, images, personality characteristics of buyer and non-psychological or external variables (i.e., time, pull factors and marketing mix. Because of the unique characteristics of services (e.g. lack of standardization and difficulty in quality control) the perceived financial and emotional risks associate highly with many service decisions (Sirakaya & Woodside, 2005)

2.5.1. Integrated marketing communication strategy

Over the last decade, due to impacts of information technologies major changings came to the marketing and marketing communication area which directed to the occurrence of integrated marketing communication. Technologic innovations on the communication channels have create challenging and more competitive circumstances for marketers. They have tried to establish long term relationship and fulfilling customer needs and wants. IMC can be thought as solution for creating organized and consistent messages through different channels of communication.

In terms of destination marketing, according to Baker, integrated marketing communication means that, carefully orchestrating all marketing communication efforts such as advertising, public relations, web marketing, and other communicative activities (Baker, 2007). Recent principal theoretical background of strategic marketing communications is a need for marketers to attain integrated marketing communication. However, many academics are arguing against the idea of destination branding and they claim that, places are too complex for branding process because of having too many stakeholders and too little management control. Targeting segmentation is referred another problematic issue due to characteristics of tourism service business. Despite difficulties, there have been some successfully developed destination brands. (e. g. New York and Spain)

Skinner noted that, there are some barriers implementing IMC into destination marketing process (Skinner, 2005) Identified barriers are lack of corporate way, lack of skills and sources, control of power issues, fear of changing and lack of flexibility and so on. The studies of Skinner's findings are noted as:

"It is not only appropriate but also necessary to formulate a revised and more applicable approach to marketing places that is not bounded by principles of integrated marketing communication." (Skinner, 2005)

Although it has difficulties, integrated marketing communication can be more effective that, when stakeholders and a messengers in the community come to be part of the organized marketing efforts.

2.6. The role of food destination marketing and branding

Although the researches have pointed the importance of the food and food related elements for tourism; this fact has been overlooked since recent times. Especially, researches about tourist expenditures indicated that eating and drinking contain high percentages in total tourist expenditures. Turkish Statistical Institute announced tourism statistics of first quarter in 2013 and food and beverage spending is the highest personal tourist spending (23,8%). In addition, tourism spending on food and dining out in South Africa by international tourist average 8% of the total spending while domestic tourist spends on average 24%. In the light of these examples, it should be considered that how gastronomy tourism can be used in destination marketing and these data can contribute in terms of marketing and promotion of the destinations.

Okumuş, Okumuş and McKercher (2007) stated that tourist purchasing behavior can be affected positively by using local food in marketing activities. As Bessiere (1998) proposed tourist wants to taste and experience the place. Interests of the local and regional cuisines have become important part of the tourist attraction. Many destinations and small towns who want to market themselves as a destination realized this trend, and considered how to use their local food elements. Usage of food in marketing and branding process needs the road map to develop effective strategies.

There are successful countries and regions that market themselves with their unique gastronomic sources. “Taste of Whales” (Jones & Jenkins, 2002); “Arran Taste Trail” (Boyne, Williams, & Hall, 2002) are successful examples to promotion of local food. Canada and New Zealand have developed regional and national cuisines as new tourism product. ‘Tastes Niagara’ is another example to use of quality food in the marketing activities (Boyne & Hall, 2004). A place based quality gastronomy brand and identity provided benefites to destination brand image. Moreover, Hjalager claim that number of institutional factor affected the image of food for tourist.

Successful tourist destinations have been sharing same attributes such as tour packages, fantastic natural beauties, and historical heritages for many years. Governments, tourist offices, the tourism industry and investors using advertisements and promotional events, create an image and brand for tourist destination. As Hashimoto and Telfer cited from Scott, (2002) branding is a way of increasing efficiency of marketing and destinations seek

to create destination awareness (knowledge of destination) and a destination image (a positive image of the destination) in a consumer market (Hashimoto & Telfer, 2006).

Food is one of the most important elements offered by destinations. Destinations' product collection consists of tangible or intangible goods and services. Food can be considered primary or secondary motivator that may give value to image formation of destination. Guzman and Sanchez conducted a research in Spanish city Cordoba, to determine whether gastronomy is important part of a travel or if it is perceived as a secondary activity. Results indicate that 10% state that local cuisine is one of the main reasons for visiting the city. In addition 68% refer to the local cuisine is important but not the main aspect the travel and the rest believe that local cuisine is secondary factor for traveling (Guzman & Sanchez-Canizares, 2011).

Gastronomy can be definitely considered as an indispensable part of a visitor's experience. As Bessiere claimed that, number of people who travelling for reasons gastronomy are increasing every day (Bessiere, 1998). Gastronomy tourism gained an effective role as 'pull factor' in destination marketing (Boniface, 2003; Cohen & Avieli, 2004; Hall & L. Sharples, 2003; Hjalager & Richards, 2002). Bessieré (1998) reports that, people are travelling for gastronomic motivations. Local, regional, and national cuisines become subject of interest for tourists. Okumuş and Mc Kercher (2007) identified positive relationship between local food and destinations which are matched their countries such as Chinese, French, Italian (Okumuş, Okumuş, & B.McKercher, 2007). In terms of sustainability, local economy, authenticity and tourism; possible to say there is consensus on high potential of local food.

Therefore relevant literature proposed existence of symbiotic relationship between destination and local cuisine can make gastronomy an ideal product for tourists. However sometimes local people do not give importance to their local cuisines. They mostly think that their cuisine is not sophisticated enough. After all, significant changes in tourism sector and tourist travel intension trends have led the local people to change their ideas. Awareness of the local values are increasing and developing proudness about 'local' cultural values or heritages. Important point is, using local food as a key element on the marketing activity of the city; strongly depended on local people respect and proud with their cuisine. As mentioned before in the section of gastronomy tourism development

strategies, place and food relationship has different dimensions. Food service and production is the vital part of development and marketing strategies and it should be paid attention the importance of this issue. The use of regional food in marketing activity can directly or indirectly contribute destination image and also provide positive impression on potential visitors. Besides positive economic and environmental impacts, local food has significant power of linking people to place; place to visitor and also create memorable experience. Figure 2.5 summarize the contribution of local food both local people and visitor in case of effective use of local food in destination marketing strategy.

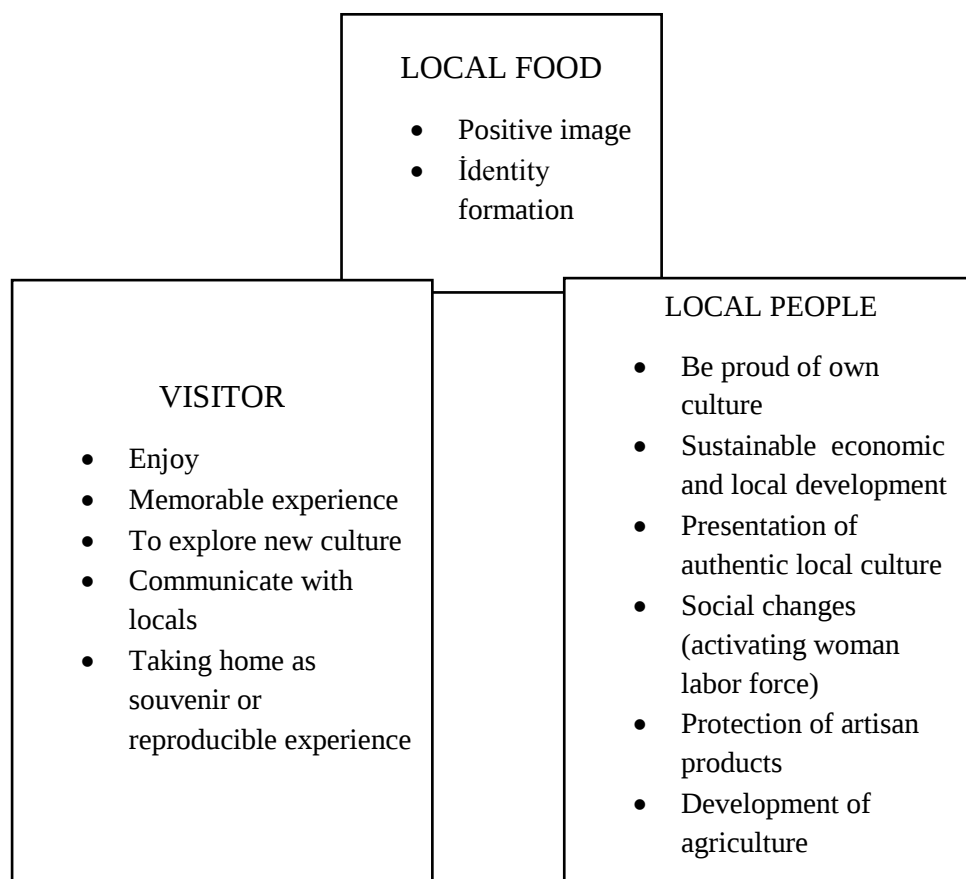


Figure 2.5 Contribution of local food to visitor and local people

Tourist wants to be happy and satisfy at the end of the travel, local people also want to be happy and satisfy after leaving visitors from their region. Both side of the relationship may gain to these valuable outcomes in case of creating and implementing successful strategic plan which include honestly, creatively marketing unique local food culture.

2.6.1. Destination identity and image

Destination image is important issue in tourism strategies because of the reflections on positioning, promotion, decision making and consumer behavior. Image is important factor in marketing process. When planning holiday travel, is used external information sources. It is accepted that, the process of decision making positively affected by information sources. It is essential to know what kind of information is effective on tourist's decision making process. Destination image formation has two basic issues. It suggests that, one may have formulated specific destination image before visiting and using promotional information sources. These sources consists of brochures, booklets, internet, tourist information are advices given by relatives and friends, tourist guides and tourist offices.

Branding is a process that create images and the way to raise awareness in tourists minds with brand-related information which is linked to customers'' memories. It is widely suggested that brand image which consist of logo, brand name, symbol, and slogan should reflect the characteristic of the destination. According to this idea, food can be considered is fundamental element in building a destination brand. (Hashimoto & Telfer, 2006). Because food is the important cultural component the region and often interlinked with cultural, social, natural characteristics of specific destination and food reflects numerous symbolic features. As mentioned before, food connects with place and this connection plays significant role in destination identity (Everett & Aitchison, 2008). Furthermore, the important issue is serving to tourists a meaningful coonection between food, experiences and destinations. Cited from empirical studies that regional and ethnic food influence to tourist because of their desire to have unique experiences (Lin, Pearson, & Cai, 2011).

The role of food and eating related to destination image has not been understood comprehensively. Hjalager and Corigliano proposed a model which shows food and destination image relationship. According to this model food is used in different ways create images (Hjalager & Corigliano, 2000) as following: Complementary, inventory, superficial, disconnected. Table 2.6 summarizes these four images and their distinctive characteristics. Complementary way refers that food is used as additional tourist activities. Inventory regions may create a special atmosphere for the guests whose main interest is the culture of food and eating. Superficial connection refers that communicate with local people is important reason and the last one disconnected with local culture, products and

eating styles are global. They also claimed that economic, agricultural and food policies determine the standards and development of food tourists. Hjalager and Corigliano (2000 p.289) summarize the positive and negative determinants of food image into four title.

Characteristic of national cuisines can create positive effect as being distinctiveness and possible positive reputation or may be negative effect because of the image problem. Indifference of the local people can be another important factor which affects image negatively. Food regulations, food policies and economic policies can crucial influence on food quality and habits. The role of food regulations on food quality is undeniable issue. Food safety, hygiene standards, permits and licenses are also important on tourist decision making process. Finally, the role of consumer examined as determinant of food image on negative and positive aspect. Hjalager and Corigliano shows that national, economic and food policies more effective than tourism policies to determine the standards and development of destination food images.

Table 2.6 Food related destination image model (Hjalager and Corigliano,2000)

Complementary	Inventory	Superficial	Disconnected
Used as attractive component in marketing materials	Create new product mostly based on heritage	Traveling means sharing local culture	Product and eating styles are globalized
The theme of additional tourist activities	Food festivals and events, trails, routes	Food is culture, eating and drinking local	Food does not require any particular interpretation
	Target tourist whose main interest is food and culture	This is the way of the contact local people	

Kivela and Crotts (2005) identified that gastronomy was inextricably linked to the destination and the destination's image. Tourists' choices of destinations could influence marketing tools such brochures, internet, TV and other printed material (Su & Horng, 2012) There are some researches focused on brochures, websites and other promotional materials (Okumuş, Okumuş, & B.McKercher, 2007;du Rand, Heath, & Alberts, 2003). These researches pointed that, tourists getting information from these following sources:

Internet, brochures, guides, tourist offices, advices given by relatives and friends (Molina, Gomez, & Martin-Consuegra, 2010). Opposite idea refers that, information source is only a part of destination marketing.

Literature indicates that food and drink products of a country can be most important cultural expressions. The way in which various ingredients are combined and cooked forms an important element of a national identity (Bessiere, 1998). Nation's identity is reflected and strengthened by the food experiences that it offers and in some cases cuisines are named by nationality such as Chinese, Mexican, French; Turkish, Italian. Many destinations have used food as a source of attraction in their tourism marketing strategy for differentiates themselves (Lin, Pearson, & Cai, 2011). Du Rand cited form Handzuh (2000):

"..local food holds much potential to enhance sustainability in tourism, whereby the tourism planner and the entrepreneur should work hand in hand to satisfy consumers; contribute to the authenticity of the destination; strengthen the local economy; and provide for the environmentally-friendly infrastructure, including the ways and means by which food resources, both local and imported are handled." (duRand, Heath, & Alberts, 2000)

Moreover, local restaurants, local food shops, farms, and other food and beverage selling points have been considered as tourist attraction and also part of the destination image. Tourists may also be affected by quality of food and service which include ambiance of the place and attitude of service person. In addition, food is served to tourists as a symbol and commodity by local food related activities and establishments. Local people want to sell their intangible assets such as culture and history with their foods and they make their local food marketable. Bessiere's study proposed that food is attributed a meaning to different aspects such as a symbol, a sign of community, symbol of the place, class indicator (Bessiere, 1998).

Destination brand image and brand identity are related with each other and also different from each other. Identity is the essence of the brand, well-organized, competitive and coherent identity is necessary to establish successful brand. At this point honestly reflect the destinations strategies in terms of destination promises to customers (Baker, 2007). While destination stakeholders create image; they asses food-related information and they attempt to understand using local food on identity formation. After better understanding of

the food tourist and motivational factors it is possible to make policy contributing gastronomy tourism.

2.6.2. Food tourist and motivational factors

If gastronomy tourists become a target market, the critical issue is identifying unique needs and expectations of these groups. Tourism researchers suggested different- but complement each other- models for identifying gastronomy tourists. Hjalager (2003) offers a gastronomy tourist's experiences that based on Cohen's (1984) categorization of tourist life styles. The model explains tourist attitudes and preferences for food and eating into four titles and the model summarize into Table 2.7.

Table 2.7 the model of gastronomy tourism life style (Hjalager 2003)

Existential	Experimental	Diversionary	Recreational
Eat only local	Eat trendy and "in" foods	Escape from mundanity	Conservative
Prefer 'soul food'	Visit designers' café and restaurant	Food & beverage must come easily	Seek familiar food
Seek unsophisticated local food	Prefers chick service	Quantity is important,	Actively engaged self-catering
Wants deep knowledge about local cuisine	Keep update fashionable foods and recipes	Dislike exotic foods	Food and beverage are not important
Visits farms ,harvest		Prefer rustic place	They don't life foreign foods
Participate cooking classes			It is not important food related activity

Tourist's decision making and purchasing process is tried to understand by many researchers, as cited from Chon (1990) by Chang that, push and pull factors are essential to motive tourists and these factors assist decision making process. This process formalize in Figure 2.6. This figure cited from Chang (2008) p.45). These phases can be explained as the evaluative process of pre-expectancy and post- experience. If pre-expectancy matched with post experience tourist satisfaction is occurred. In other words "the performance of branding is 'doing expected' if not 'doing better than expected.'". Therefore if branding image is considered uncompleted tourist may feel disappointed (Chang, 2008).

Many researches indicated that there is growing interest to use gastronomy as a destination marketing tool or use tourism to promote gastronomy (Fields, 2002). It is clear that, types of tourism motivators can be numerous as well as tourists are. Fields proposed that motivation need into four categories understanding the role of food in tourist motivation. Physical, cultural, interpersonal, status and prestige motivator stated as typology and explained how gastronomy can be involved in the each of these categories.

Physical motivator may be connected to some kinds of need that cannot be satisfied in daily life such as changing climate, relaxation or tasting new foods. Eating patterns, changing in diet may be motive to tourists for traveling. Cultural Motivators are accepted as strong push factors for the development of gastronomy tourism. Experiencing new local cuisines is one of the best ways to learn about other cultures. Many tourism suppliers have tried to fulfill demand for authentic and local food. Interpersonal motivator attributes to need of being social. Sharing experiences is added value to pleasure taken from that experience. Status and prestige motivators can be another important aspect of gastronomic area. Michelin stars chefs and restaurants have always been attractive for a tourist who seeks pleasure and prestige. However, growth of postmodern tourism proposed to everyday meal's distinction can be valuable gastronomic experience. As cited by Fields:

“...The bread is good and fresh, the apple is ripe and the cheese mature and we have the sense or wisdom to know that they are so. If we can add this simple meal, a glass of wine and find a friend to share it with us, all important factors of gastronomy have been satisfied (Bode, 1994)”

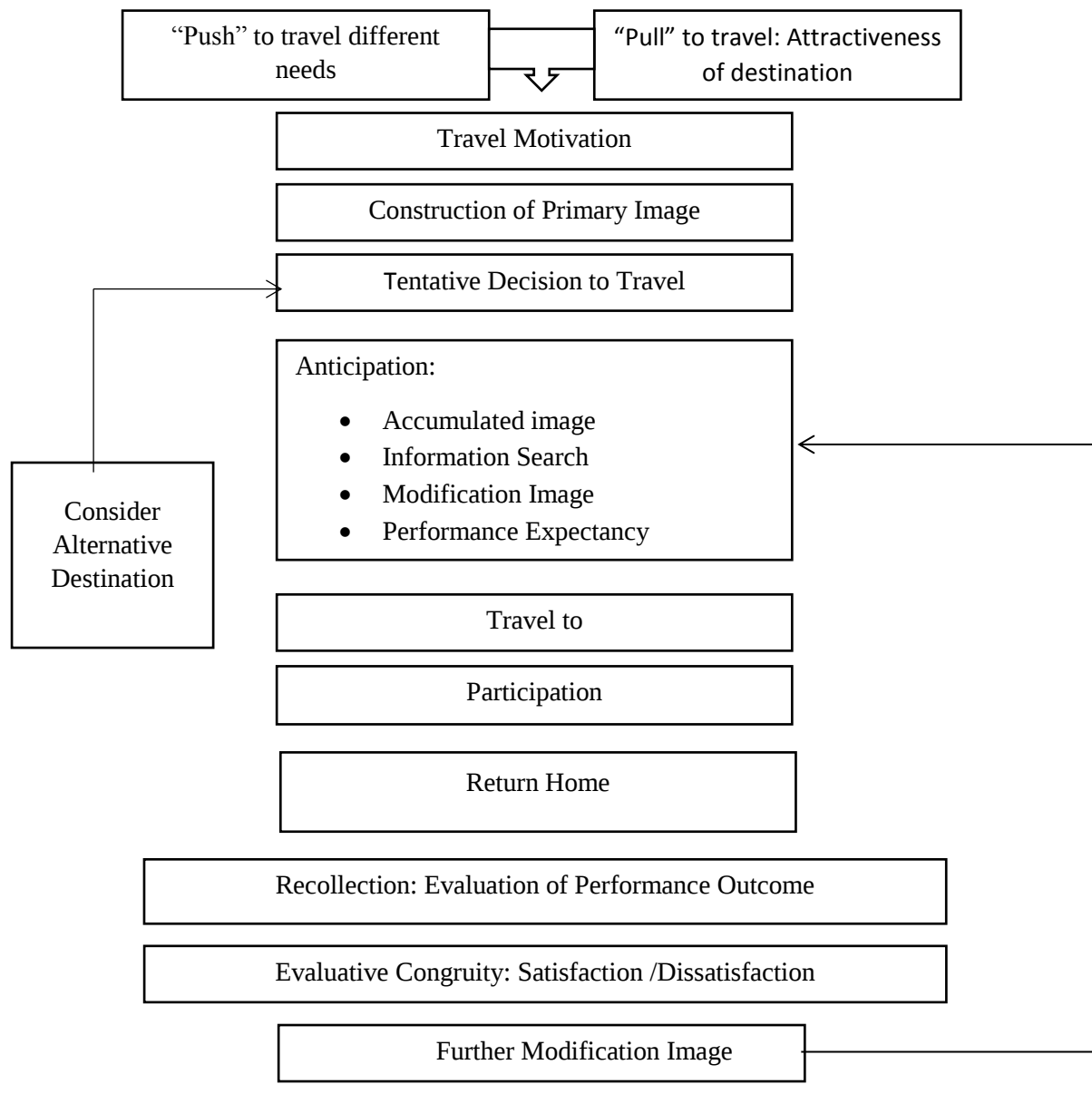


Figure 2.6 the role of destination image in the process of decision making

Source: Cited by C. F. Chang, 2008 from “The Role of Destination Image in Tourism: A Review and Discussion” by K. S. Chon, 1990

2.6.3. Impacts of Geographic indication as Intellectual property on marketing strategy

Intellectual property rights defined as rights provided to person by law over the creations of their minds and the right on intellectual and artistic work is born with the production. Intangible goods which are protected by law created by human mind and intellectual property right have independent value and legal entity from the item. The World Intellectual Property Organization stated the definition that,

“Intellectual property refers to the creations of the mind: inventions, literary and artistic works, and symbols, names, images and designs used in commerce”

While maintaining the validity of GATT agreement within the scope of WTO, new areas compatible with the global economic development have been added under the umbrella of WTO agreements. One of these agreements is related with intellectual property and named ‘Agreement on Trade-Related Intellectual Property’ (TRIPS).

“Geographical indication (GI) is a sign used on goods that have specific geographical origin and possess qualities, reputation or characteristics that are essentially attributable to that origin” (World Intellectual Property Organization, 2013)

It is often include name of the place that is origin of the product. It may also consist of local geographical features (soil, climate) and human factor such as traditional production methods (Grazioli, 2013). GI aimed that defines certain product which carries message from producer to consumer. The message includes product characteristics and quality.

Geographical indication started to negotiate for protecting gastronomic products producers’ rights. This issue argued in the scope of intellectual property rights. If properly used GI can be an effective tool and may protect traditional knowhow. Because of this, developed countries’ interests are growing. TRIPS Agreement includes protection requirements as standard level for all products (Article 22) and enhanced level of protection (Article 23). Standard level defines GI have to be protected in order to avoid misleading the public and to prevent unfair competition. Enhance level of protection for wine and spirits. Exceptions which include common name or generic products do not have to be protected. For instance “cheddar” is name of the particular type of cheese and not necessary to write made in cheddar (World Trade Organisation, 1995).

Wine and cheese is often called with its geographical origin. There is series of regulations which formalized certain rules about labeling and geographical characteristics of place. There is growing interest of the intellectual property aspect of food, wine and tourism. The term '*terroir*' used to describe the food and place characteristics. Hall, Mitchell and Sharples (2003 p.35) pointed that French have been recognized the importance of regional distinctiveness. As cited from Fitzpatrick (1992) by Ravenscroft et al (2002) there is symbiotic relationship between place and product such that the product is the symbol of place as well as the place is the symbol of the product (Ravenscroft & Westering, 2002).

There are different arguments about how to define intellectual property regarding gastronomic products. It is arguing that gastronomy of the region cannot transfer another region (Ravenscroft & Westering, 2002). They claimed that *paella* made in İstanbul is not the same *paella* as eaten in Spain. Whereas a Burgundy wine is not change where it is consumed or distributed. Intellectual property is linked with the branding of origin and product quality. As cited Gikkas (1996) gastronomy too intangible to be suit this process of intellectual property. Although it seems to be difficult a gastronomic product attribute to specific region, it can be possible to use specific gastronomic product branding the region.

CHAPTER THREE: METHODOLOGY

3.1. Research Methodology

To investigate the role of local food and culinary culture in destination marketing activities and potential economic development for small cities, as in the case of Beypazarı, a qualitative approach was considered as appropriate. Beypazarı was chosen for the case study because of its unique transformation from an ordinary small town into a tourism destination. Case study method is accepted as an effective research methodology for the recent food tourism studies. It is pointed out that while case studies can provide links between theory and practice and they also can identify identity issues and various important development elements of tourism or gastronomy. It is possible to reach in-depth information on the topic through a closer explanation of gastronomy tourism and its processes. Findings were assessed and presented with a qualitative (descriptive) approach in this study.

Qualitative research includes the description of places and people; therefore, multiple resources and different data collection methods are needed to improve the credibility of the research results. Firstly, it is necessary to learn “what?” or “how?” and after that qualitative inquiry, it is also necessary to answer the question: “what is going on?” Secondly, a detailed view of the situation is required and the topic also needs to be explored. Literature surveys revealed strong cases for use of local food in destination marketing and provided examples for examination of small cities and rural regions which steered their development process with gastronomy tourism. The literature also focused on the role of local food in regional development and in creating a value chain for the region. It was needed to understand opinions and views of the experts in the field and a descriptive (qualitative) approach was necessary while inquiring their valuable insights and experienced opinions. Beside this, while conducting the study, a path including an appropriate sequence for the situation was followed.

A combination method which includes content analysis and in-depth interviews is used. According to Neumann (2003 p.310) content analysis is a technique used for gathering and analyzing the content of the text. The *content* refers to words, meanings, pictures, symbols, ideas, themes, or any message that could be communicated. The *text* is anything written, visual, or spoken that serves as a medium for communication. It includes books, newspaper

or magazine articles, films, advertisements, official documents, film or videotapes. (Neuman, 2003 p.311) These kinds of data can include detailed information about the destination and its features. Content analysis is nonreactive because the process of placing words, messages, or symbols in a text to communicate with the reader or receiver occurs without any influence from the researcher who analyses its content (Neuman, 2003, p.311). As cited from Finn, by Okumuş and McKercher (2007), there is no right or wrong way of undertaking content analysis. As pointed by Neumann (2003) quantitative and qualitative versions of this method can be chosen, depending on the purpose of the research.

In this study, content analysis has proved to be an efficient method for the categorization of the content of written, verbal and visual data on local cuisine in marketing communication. Content analysis provided means to evaluate written and visual materials and information was used as means of promotion for Beypazarı. It was paid attention on three topics; (1) analysis of the local cuisine promoted in the destination; (2) assessment of the diversity and range of food images presented in the destination; (3) determining of the current role of local food in marketing activities of the destination. Okumuş et al. (2007 p.256) employed a five- stage content analysis model based on procedures developed by Finn et al. (2000 p.135) in order to facilitate their research. The model was applied in the case of this study and involves the following steps: Identification of aims and objectives is as the first stage of this research. Printed and electronic brochures, booklets were collected; official and unofficial organizations websites were found in the second stage.

Printed material was obtained from The Municipality of Beypazarı, Beypazarı Chamber of Commerce and electronic documents were obtained from the same two institutions and the Ankara Development Agency. Official websites of the Municipality and The Chamber of Commerce of Beypazarı, and also the “From Tradition to the Future Beypazarı” websites and the videos that attached were analyzed for content. Officially printed materials produced were found and collected. Besides these brochures, websites were examined both official and unofficial data. During the third stage materials were analyzed according to the content analysis procedures of frequency, intensity, and the space allocated for food. Fourth stage was for organization and double checking the results. Finally, content analysis findings were finalized in chapter “3.3.1. Identifying promotional activity” title.

Table 3.1 Background of interviewees and their business

Interviewee	Type of Bussiness	Relationship to bussines
AKBAYRAK, Songül	Food seller	Open Bazaar
AKSOY, Nesrin	Food Store	Owner
ARAS, Sadi	Pharmacist	Owner (Opinion Leader)
BAYRAMOĞLU, Hüsnü	Restaurant	Owner
BELDAĞ, Ercan	Restaurant & Accommodation	Owner (<i>Paşa Konağı</i>)
BELDAĞ, Nermin	Restaurant & Accommodation	Owner (<i>Paşa Konağı</i>)
BULUÇ, İsa	Baker(<i>Simit & Güveç</i>)	Owner
ÇALIŞKAN, Necdet	President of Beypazarı Chamber of Commerce	(2010-)
DAĞLIOĞLU, Emine	Restaurant & Accommodation	Owner <i>HacıBostan Konağı</i>
DAĞLIOĞLU, Mesut	Teacher	(Opinion Leader)
DEĞİRMENCİOĞLU, Adil	Restaurant & Bakery	Owner Has Değirmencioğlu
GÜLDEMİR, A.Fatma	Food seller	Open Bazaar
KARA, Nil	Travel agency	Partner
ÖZALP, Cengiz	The Mayor of Beypazarı	(2009-2014)
TÜRKOĞLU, Ahmet	Restaurant	Owner <i>Me'vaların Konağı</i>
UYAROĞLU, Fatma	Food seller	Open Bazaar
YAVAŞ, Mansur	The Mayor of Beypazarı	(1999-2009)
YILMAZ, Özcan	Baker (Traditional <i>Güveç</i> Oven)	Owner
YILMAZ, Şenay	Food Store	Owner

In-depth interviews were conducted with nineteen people, to explore the marketing strategies, to cross checking findings from the content analysis and to collect information on the gastronomy tourism development process in Beypazarı. Table 3.1 summarizes the list of interviewees. Before performing interviews, an outline was designed based on Hjalager's typology of gastronomy tourism. Interviews were semi-structured and the focus was on the interviewee. The outline was used only for reference; open-ended questions were asked according to interviewees' status and businesses.

In-depth interviews were planned with stakeholders who played role on transformation of Beypazarı in the past and during the recent times. Primary data were obtained from semi-structured interviews in the period of February –March 2013. Interviews were done with local DMO members of Beypazarı -such as the Chamber of commerce, the Municipality, opinion leaders, entrepreneurs, tourism related businesses, restaurants, bakers, local people- on their own places. While performing interviews, the Hjalager's 'typology of gastronomy tourism' orders applied in order to understand the development process of the gastronomy tourism at the destination.

The information obtained from these interviews was organized according to the typology that has been developed by Anne-Mette Hjalager (2002). The typology of gastronomy tourism is based on a hierarchical model of the gastronomy tourism value chain. It starts with the first order, the indigenous development of gastronomy tourism and finishes with the fourth order, the diagonal development which includes enhancement of the knowledge of the gastronomy experience and the 'intelligent' gastronomy clusters in the economy. Interviews were built on this typology's orders and on the concept of understanding the role of local food on the process of development and the marketing strategy of the city. Interviews were evaluated in chapter three and chapter four.

In this study, it is emphasized that the local cuisine plays an important role for the positioning and marketing of the destination. Interviews were performed within the flexibility of a predesigned structure and to support the study quantitative statistics sourced from previous studies (Özmen, 2007; Takano, 2008; Çalışkan, 2009) conducted in Beypazarı. Özmen (2007) conducted a study to determine local economic development initiatives and its impacts in Beypazarı. Takano (2008) examined the tourism in the city from an anthropologic point of view. Çalışkan (2009) conducted a survey about the

elements of attraction and the degree of satisfaction people get from these elements of Beypazarı. The information collected from the interviews and the results of content analysis have been complemented with the secondary data sources such as articles, reports, books and academic studies examining Beypazarı, statistical information taken from Beypazarı Municipality and Chamber of commerce to realize aims and objectives of the study.

3.2. Local Values and Characteristics of Beypazarı

Over the last decade, the historical town of Beypazarı, in the Medieval Anatolia, drew attention to itself with its transformation into a successful touristic destination. Besides this significant growth and development; Beypazarı also drew attention to itself by maintaining its cultural values. Although dramatically changes had occurred both in economic and social terms, elements of the local cultural values were preserved, exalted and used in the tourism area. Achievements of the city were examined by academics from different aspects. Research papers, theses of both master and doctoral degree have been conducted, taking Beypazarı as either the subject of, or as an example in these studies. Beypazarı was examined deeply in economic, cultural and social terms by academics and researchers. In the Figure 3.1 these topics are summarized with the most general titles. This valuable information about Beypazarı was used as secondary data for this study. Therefore it was possible to reach a meaningful explanation on marketing issues and gastronomy tourism determinants.

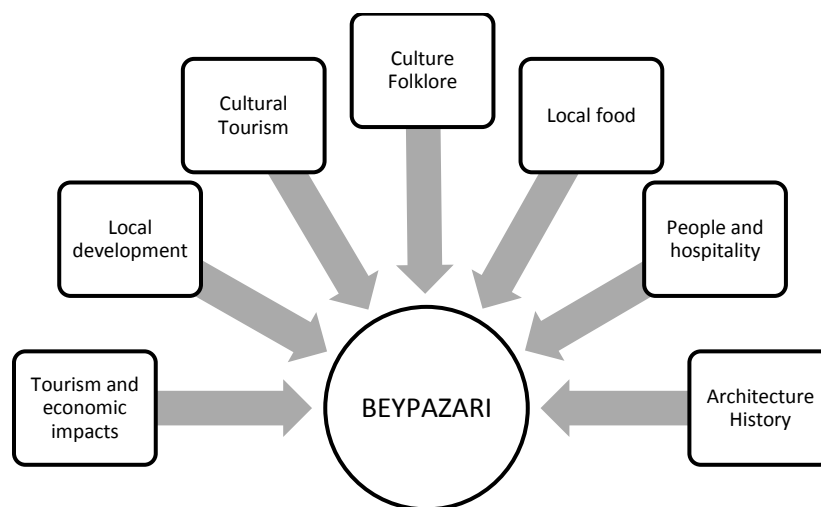


Figure 3.1 Beypazarı as academic topics

Beypazarı has been investigated in terms of tourism and the effects of tourism on the town, and the results have revealed that these terms rely strongly on the hospitality of the local people, the local food and culture. The contribution of this study to the subject has been the transformation of gastronomic values into marketing tools for the good of the city and the determination of the value chain they create. Beypazarı has been investigated within the scope of the studies concerning the branding and marketing of cities and the diversification of the tourism products regarding the city resources.

3.2.1. Spatial Characteristics and Historical Background of Beypazarı

Beyazarı is a district of Ankara and is located on the historical Silk Road at the Northwest of Ankara. The distance from Ankara is approximately 90 km and it is surrounded by Ayas, Güdül, Çamlıdere, Kırıbsıcık, Seben, Nallıhan and Eskişehir.

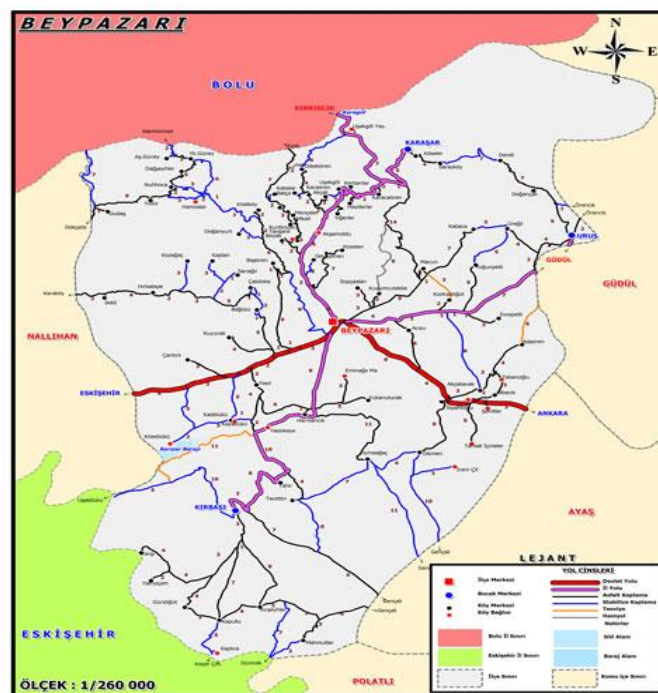


Figure 3.2 Location of the Beypazarı District

Source: www.ankara.gov.tr accessed June 2013)

General information of the city is stated below, announced by the Governorship of Ankara (www.ankara.gov.tr, June 2013).

Population of the city	47.018
Population of villages	10.684
Surface area	1.868 km ²
Coordinates	40 ⁰ 13'3N, 31 ⁰ 55'16E

Beypazarı consists of eleven neighborhoods in the city center; six of them containing historic places that are protected by law. Traditional historic mansions and houses are seen in this area which contains six neighborhoods, historic commercial centers and the Mundalcı River. The river has been covered, but still continues to flow. Traditional part of the residential area had been settled with the organic texture, appropriate to rocky formations determining the topography.



Figure 3.3 Beypazarı (Beypazarı Belediyesi, 2012)

Beypazarı has more than three thousand historic buildings and includes a bazaar dating back one hundred and fifty years of history (Torun and Torun, 2011). Five hundred traditional historic houses were restored in 2006. These houses have been used as museums, hotels and local restaurants which serve the local cuisine. There are 3500

historic Beypazarı houses, 84 registered buildings which are civil architecture examples, and a historic market which includes 600 stores (Yavaş, 2006).

The city's daily commercial activities take place in this historical bazaar; and the bazaar is also an important element of the identity and image of Beypazarı. In addition, twenty religious building, eighteen archaeological sites, one natural sites, one legally protected natural site and thermal water sources are important assets of Beypazarı. İnözü Valley has been registered as a very important natural and archaeological site, which is also protected by law. There are caves located on the eastern and western slopes of the Valley.

There are archaeological remains concerning in residential areas since ancient times. With the important impacts generated from the trade routes, economic circumstances developed positively in Anatolia. The basic economic activities such as agriculture, animal



Figure 3.4 Beypazarı Old Bazaar (Source:Author)

husbandry, farming, textile, wine production, and mining have been developed and concentrated in certain regions. A common focus of all the different production areas is cities which has market places. It is not known when and by whom Beypazarı was founded. However, it is seen that the first settlement was established according to ancient settlement rules, on the defensible steep slope and near the water sources. Fertile agricultural areas and the abundance of water sources made Beypazarı an important settlement.

In the historical process of Anatolia, the territory of Beypazarı was under the rule of Hittites, Phrygians, Galatians, Romans and Byzantines, Anatolian Seljuk Turks and the Ottoman Empire. Beypazarı was located on the significant and historical Silk Road connecting İstanbul and Ankara to Baghdad starting from the Roman Period up to the Republic Period. The first name of the town is “Lagania” which means “Rock Peak” in the Luwian language. The name of the town was changed to Anastasiopolis during the Roman period. After the entry of the Turkic tribes to the area, Beypazarı has faced with the Turkish raider and their arrival to the Marmara region.

The Ottoman Era begun after the conquest of Ankara by Orhan Bey. In the ottoman period, Beypazarı was a central region connected to the Hudavendigar (Bursa) and it was one of the main centers of the Anatolian *Tımarlı Sipahi* which was an important land registry and military system. There are a few rumors about where the name Beypazarı came from. It is believed that the name of the Beypazarı came from the current market that is set in the Beytepe every day. Evliya Çelebi describes his memories during his visits to Beypazarı in 1638:

“I don’t know the first founder. However, the first conqueror was Dinar Hezar the vizier of Germiyanoglu Yakup Shah from Kütahya. Thus, the town is also named as Germiyan Hezar. A fancy bazaar is being set up here once a week with valuable goods. To feed the public interest in Angora goat, sof (cloth made from goat hair) was sold. Around a gross ton of sof was sold annually. There aren’t any fanatic religious people but there are good examiners. Each week ten thousand people gather from the villages in the area to the market...”

Most of them wearing colorful sof clothes. Thus, the town is a Turkish settlement, people are Oghuz tribes....There are many vineyards and orchards, a kinds of melon is extremely tasty. It smells like musk and amber. Most of the people cook ‘zerde’ made from these melons with cinnamon and cloves. There is one kind of green pearl, very tasty and juicy. There is rie production in the fields, they are of good quality.” (Yaşayan Tarih Beypazarı, 2011).

After the 1868 Ottoman Reformation, Beypazarı became a province of Ankara. Beypazarı Municipality was established in 1890 (Torun & Torun, 2011). There were seventeen neighborhoods during that period and most of the historical monuments were built in the

Ottoman period. Angora wool production and ‘*sof*’, which was a textile product made from that wool was one of the most important commodities in the region. In the last period of nineteenth century, the city lost its importance. In this period, general economic recession affected the city and also caused a decrease in the production of the Angora Wool. After the foundation of the Republic, Beypazarı became one of the biggest counties of Ankara (Sener, 1997).

3.2.2. Economic Features

In recent years, the development of small businesses and industry, poultry farming, vegetable growing, beekeeping, dairy farming and trade has shown a remarkable progress. Although tourism seems to be the source of main economic activities in the city, agriculture, animal husbandry, and handcrafts are also large-scale businesses. In the last decade tourism has steered many changes in the city. The agricultural sector has the first place (67%) among the employment sector rates of Beypazarı. The Municipality of Beypazarı pointed out that Beypazarı is the biggest carrot producer in Turkey. Other agricultural products such as barley, rice, sugar beet and vegetables are also produced widely. Active industrial sectors are carosery, mineral water production and the food and forage industries. Besides these major ones, many small scale artisan works like copper works, silver works, and traditional textile have survived in Beypazarı. Beypazarı Chamber of Commerce has 909 members operating in various business sectors.

The industry is more developed in Beypazarı compared to the surrounding towns. Among the top 500 industrial companies in Turkey, *Beypi* (Beypazarı Agricultural Production Industry and Trade Co.) is one of the largest organizations of the city. *Beypi* Co. works as a producer of poultry studs and brood and continues to operate as a fully integrated organization with a slaughterhouse. The company employs hundreds of workers in Beypazarı. *Beyyem* Co.; is another big company produces forage since 1980. *Güngör* Farming is processing 40 tons of milk per day.

There is a flour mill and two rice mills. The industry of carriage body (carosery) is very advanced and well-known in Turkey (Beypazarı Belediyesi, 2013). Six percent of the population is engaged in trade. Beypazarı Mineral water is also a well-known brand and business. “Beypazarı” is the brand name of the mineral water that is sold all over the

country. Agricultural products of Beypazarı are transported by members of the Association of Transporters. In the last decade, according to surveys conducted by the Municipality and academics, the income level of the population seems to have increased. People think that the municipality has lead economic initiatives in Beypazarı.

3.2.3. Tourism development of Beypazarı

Beypazarı is a historical and touristic district of Ankara. The city is famous for its open local market where all kinds of local products -especially food products- are sold and its local cuisine is served. In the last decade, the city has transformed from an ordinary Medieval Anatolian town into a tourist destination. Economic and social changes and developments of the city has been realized very rapidly in the last thirteen years. In the light of all the collected data on Beypazarı, it would not be wrong to say that this tourism movement started as a local election campaign. It is noted that during the pre-local election periods before the 1999 elections, there were some feeble attempts aiming for the current situation but they were not successful (Bayramoğlu,H. 2013). The realization of Mansur Yavaş's pre-election promises, who was elected twice as the governor starting from 1999, initiated a grand renewal period for Beypazarı. Previously a conservative self-sustaining Anatolian town committed to its own unique cultural values, Beypazarı keeps developing on the road to become a tourism center while preserving its unique values.

Beypazarı, a good example which supports the idea that urban regeneration is not only limited to places, has shown with an integrative approach that this development can actually occur regarding economic, social, historical and cultural resources. It is observed that the Beypazarı local organizational structures and the people are working together to form a self-monitoring and evaluating control mechanism. Information from thorough interviews with the people of the city shows that this mechanism has been built from the “ground-up”, from the smallest unit of the Beypazarı Society. This is also a women movement which is stimulated and planned by the Mayor of the Beypazarı.

Beypazarı tourism development is considered a social development model that has been created within the framework of the good scenario. In this context, the importance of the leader should be emphasized.



Figure 3.5 Beypazarı Historical Market (Demirciler Street) Source: Author

Success came to Beypazarı as a result of activities which have been organized in a comprehensive manner. The most obvious sign is the increasing number of tourists. Figure 3.6 shows annual distribution of incoming tourists to Beypazarı. Apparently, the number of tourists coming to the city is exponentially increasing.

In the beginning, most of the visitors of Beypazarı were coming from Ankara and its surroundings. While the number of tourist visiting Beypazarı was around 2500 people in 1999, this number was increased by a factor of hundred in 2006 and this increase has continued until recent times. Today Beypazarı is still a popular destination for weekends or short term accommodations. Because of its location, Beypazarı is preferred during the weekends. Its proximity to Ankara and İstanbul, maintaining its old life style and friendly people are some attractive elements of Beypazarı. The organization of different cultural activities such as festivals, workshops and trekking are also attractive weekend activities for the tourists. Visitors come to Beypazarı in order to taste and buy local foods and participate in cultural activities. Tourism development in Beypazarı is strengthened by its

conserved authentic architecture and cultural values. A successful urban regeneration process has been conducted in Beypazarı.

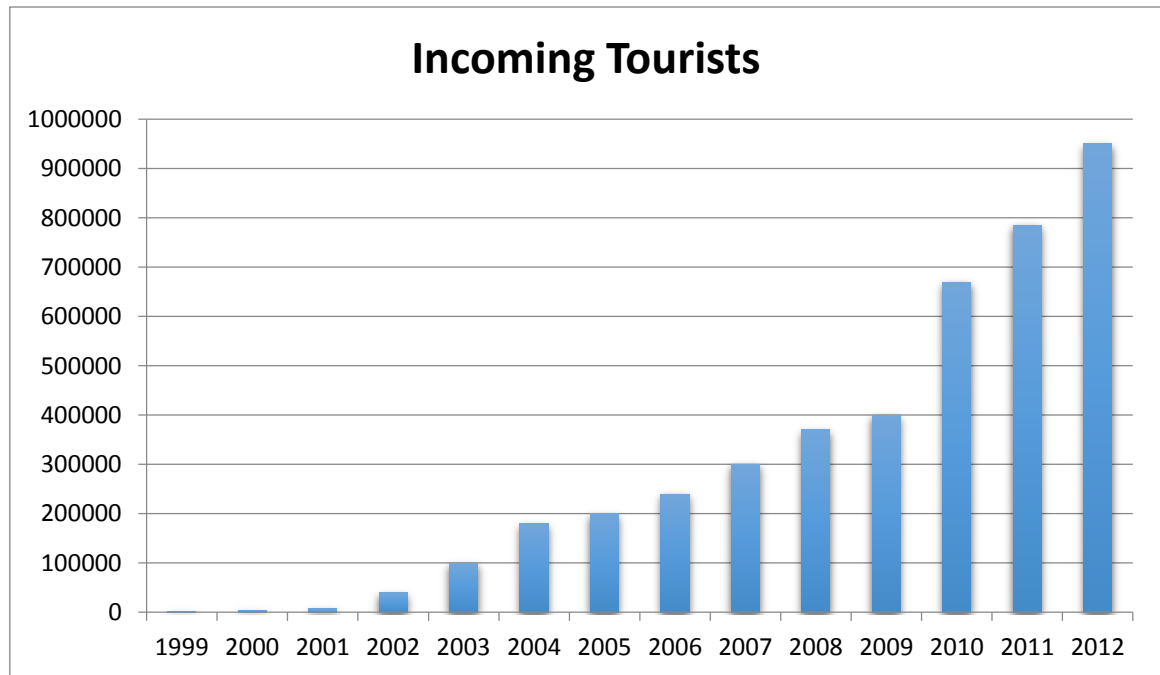


Figure 3.6 The annual distribution of the number of visitors to Beypazarı

Source: www.beypazari.bel.tr

Mansur Yavaş mentions how the people have been included in the renewal studies at every step, starting from the restoration works (Yavaş, 2006). He also states that after the restoration process of the Beypazarı traditional houses were finished, the tourists started visiting the city more frequently, and that with the establishment of restaurants serving local food, the local food culture has been integrated into the Beypazarı cultural tourism strategy in a carefully planned manner (Yavaş 2006a; Interview, M.Y, 2013b). Mansur Yavaş was the Mayor of Beypazarı for two mayoral periods.

“We wanted to start local businesses to serve and introduce local foods. We got patents for some of our local dishes and foods. Back then, people used to cook and produce just for themselves, now the only difference is that they just produce more and sell it to other people. There is no need for any training or initiation; people are already doing what they know best from the older times. The women employment was activated (Yavaş, 2006).”

It is marked that Beypazarı has performed as equally well in protecting the historical image of the city as in protecting other elements which make up the local cultural identity and sustaining a successful development process (TKB Seminerleri Beypazarı, 2006).

Beypazarı positioned itself as a cultural tourism destination and tried to reflect cultural and historical heritages of Beypazarı with museums. There are five museums indicated in table BBB; two of them are private museums, the rest of them are public.

MUSEUMS	CONTENT
Beypazarı History and Culture House	Ethnography
Beypazarı History of the city Museum	History of Beypazarı
Hamam Museum	Culture of Hamam
Living Museum (Yaşayan Müze)	Daily life of Beypazarı, live activities
Cahide Gürsoy Museum House	C.Gürsoy's works and her goods
Beypazarı Nature House	Information natural habitats

Table 3.2 Museums in Beypazarı

Hamam museum is one of the few examples in the world. Living Museum is also good at telling stories about the culture and heritage of the city. Activities in the museum were planned to reflect daily life of the city as a “live performance”. This concept is different from other ‘spectacle museums’; in this living museum, visitors can be participate in the activities. During the interviews, DMO members of Beypazarı pointed that when accommodation opportunities develop a little bit more, it may be possible to arrange culinary activities, workshops, courses etc. in Living Museum.

In order to maintain sustainability of all these cultural, historical, environmental potentials in the city, local DMO members of Beypazarı are working in cooperation. Current municipal administration continues to complete infrastructure shortcomings and all other members working together for achieving these following expectations:

- Sustain tangible and intangible cultural heritage,
- Continue to promote tourism,
- Create alternative tourism products,
- Complete renovation of historical buildings,
- Obtaining patents and geographical indications for local foods.

The previous chapter stated that if properly used, Geographic Indication can be an effective tool for marketing and may be protected as a traditional knowhow. Because of this reason, there is growing interest about Geographical Indication and there is high tendency to determine the issue in the scope of intellectual property rights. In limited literature, it is suggested that GI be used in branding process of the region. There are eight applications to the Turkish Patent Institute from Beypazarı. Beypazarı Local Products Report states that, *Kuru* and *Telkari* are the most commercialized products in Beypazarı. The report announced that there are eight applications for registration as GI. These are carrot, *kuru*, carrot delight, carosery, silver works, *mumbar*, *sıkma pişmaniye* (candy), and sweet *sucuk*.

3.2.4. Local Culinary culture

Today, tourism business is becoming a highly competitive environment and concepts and trends are changing. Local cuisines, as main component of local culture, have a rich potential to promote the local region. As mentioned in the previous chapter, there is a symbiotic relationship between local cuisine and destination's offers. Tourism and food partnership is seen as a potential economic development tool for rural areas. Recently, increasing awareness about rural areas has changed the attitude toward rural values such as local artisan products and local foods. The establishment of efficient food and tourism networks can create benefits for rural destinations. In the case of Beypazarı, food and tourism networks seem to be well established and culinary sources of Beypazarı are used effectively in tourism activities.

The main components in the local meals are the vegetables and fruits mostly growing in the region. Carrot, radish, tomato, spinach, lettuce, wheat, barley, rice, grape, mulberry, apple, plum are important ones. Some of the local dishes are cooked in stone ovens and earthenware pots. Vegetables and fruits are also dried and consumed during the winter.

After the tourism development, these products were presented to the tourists as local specialties.

It is claimed that there is more than a hundred local dishes in the original Beypazarı local cuisine. While conducting interviews, Mansur Yavaş pointed out that the oral history work with elder people was conducted before tourism activities were initiated. He stated that, thanks to the oral history works, they had obtained detailed data about the local culinary culture which goes back nearly a hundred years, and these data served as an effective source for presentation and promotion of local dishes. Beypazarı DMO and its different stakeholders spoke of nearly the same progress, about the starting point of the use of local cuisine dominantly in tourism activities. Beypazarı positioned itself as a cultural tourism destination, and the stakeholders determined and perfectly listed all components of local culture. There is no doubt that, the local culinary culture is one of the main components of the overall local culture.

In the case of Beypazarı, local culinary culture elements steered many fundamental changes in the city. In the beginning, food service businesses initiated by the local people were very amateur, adopting the exceedingly simple “let’s make our local dishes to the guests” idea. Especially, it was observed that the social and economic changes were initiated by the activation of the female labor source. When asked to the leaders, why women labour force encouraged tourism, the response was they thought that, women do this job better. Thusly, a food store owner Nesrin Aksoy expressed her opinion about the changes in women’s lives in Beypazarı as:

“Back then, everybody said that the men knew everything but they actually knew nothing!” (Nesrin Aksoy, 2013)

Local dishes are promoted in a holistic view. All promotion channels and information sources promote the same foods and dishes which were chosen by Beypazarı DMO. These are listed in Table 3.5, and now briefly explained in following part with given the information from Beypazarı Municipality and Chamber of commerce publishing.



Figure 3.7 *Beypazarı Takım Yemekleri*(Set of Meals)

Source: www.beypazaritasmektep.com/menumuz

- “*Takım yemekleri*” (Set of meals): This is kind of a fixed menu served during the special organizations, like weddings. These meals are served respectively, as Yoghurt-rice soup, chickpeas with meat, *dolma*, *baklava*, rice *pilav* and dried fruit compote. This tradition is still alive today in Beypazarı’s social life.
- “*Beypazarı Göveci*” (Beypazarı casserole): Beypazarı casserole, cooked in stone oven and serviced in small clay pots, is one of the special dishes of local cuisine. Firstly meat is placed in a clay pot and cooked in the stone oven. After meat is cooked, rice is added in the remaining stock, and cooked as *pilav*. At the last stage meat and *pilav* come together for service. *Göveç* can be made with different kinds of meat such as lamb, chicken, and veal. It can be made only vegetable, especially okra is used in the vegetable *göveç*.
- “*Beypazarı Dolması*” (stuffed wine-leaves): Stuffing wine leaves with meat, rice and herb combination is a common dish in many regions in Turkey. However Beypazarı people claim that the secret of the unique taste is concealed in the *dolma* filling wrapped in the fresh wine leaves of Beypazarı by the talented hands of the women.



Figure 3.8 *Beypazarı dolması*

Source: Author

- *Tarhana* : It is type of homemade instant soup powder, made from vegetables, lentil, chickpea, herbs, yoghurt and flour. *Tarhana* is also a common tradition in Anatolia, but there are differences among them. *Beypazarı tarhanası* is one of the well-known ones in the market; it is also sold by supermarkets with *kuru* and *Beypazarı Soda*.
- *Erişte/Makarna* (traditional pasta): It is made from eggs, flour, and water. The taste is coming from the production stages, which is done by hand and without any additives.
- *Beypazarı baklavası* : It is the prominent desert of the region and its most important characteristic is that it is only 5-6 cm thick, despite being made of 80 layers of thin pastry. The homemade baklava, cooked for four hours with walnuts placed in every five layers, is famous for its taste.
- *Höşmelim* : This desert is made from combination of flour, milk, cream, salt, oil and sugar. It requires a big effort for preparation but the taste is worth the effort.

- *Perçem* :It is another desert made from thin flaky pastry and walnut, and cooked by deep frying.
- *Mumbar* (kind of dried meat): It is known as *sucuk* among Turkish people. It is made from minced meat, black pepper, red pepper, onion, garlic and *koku* (cinnamon). After mixing, ingredients are marinated for a half day and filled into *mumbar* (small intestine). This production requires careful drying process, after drying it can be stored a year.
- *Beypazarı Kuruşu*: *Kuru* is the butter biscuits made from butter, flour, milk, cinnamon, salt, yeast and is remaining fresh for a year. Beypazarı local products strategic report suggested that *Kuru* is the most commercialized product among the local products. (Beypazarı Yöresel Ürün Strateji Raporu, 2012)
- *Cevizli sucuk* (Walnut sweet): It is a kind of sweet made from grape juice and walnut, without sugar.
- Carrot sweets: Beypazarı addresses 60% of Turkey's carrot production and there is a variety of by-products such as the Turkish delight and carrot juice. These products have been included in the local food repertoire, after the initiation of the tourism activities.

Beypazarı local products strategy report (Beypazarı Yöresel Ürün Strateji Raporu, 2012) listed the local product inventory belonging to Beypazarı. There are sixteen products that are analyzed in the report and fourteen of them are food products. These products' potentials and competitive forces are evaluated. The following subheadings are taken into consideration: awareness, contribution to the employment, branding and other sectors of the region. *Beypazarı Kuruşu* has the highest commercialization value product among the inventory products. Other products are followings: Carrot, silver works, *baklava*, *Beypazarı dolması*, carrot delight, *erişte* (traditional pasta), *güveç*, vine leaves, walnut sweet, *höşmelim*.

This situation indicates that Beypazarı has a tourism economy based on local food.



Figure

3.9 Local food Stores (Source: Author)



Figure 3.10 Open Market in Alaaddin Street (Source Author)

3.3. Destination Branding Process of Beypazarı

Starting point of the powerful branding process of the cities is examining the people of the city and defining physical attributes and tangible and their intangible benefits. When formulating marketing strategy based on resources, it should start with identifying and categorizing resources and continue with strength and weakness analysis, to find the best use of resources.

All these analyses indicate capabilities and potential competitive advantages of resources. Supply components of the Beypazarı determined in Figure 3.11, which includes main sources of the city.

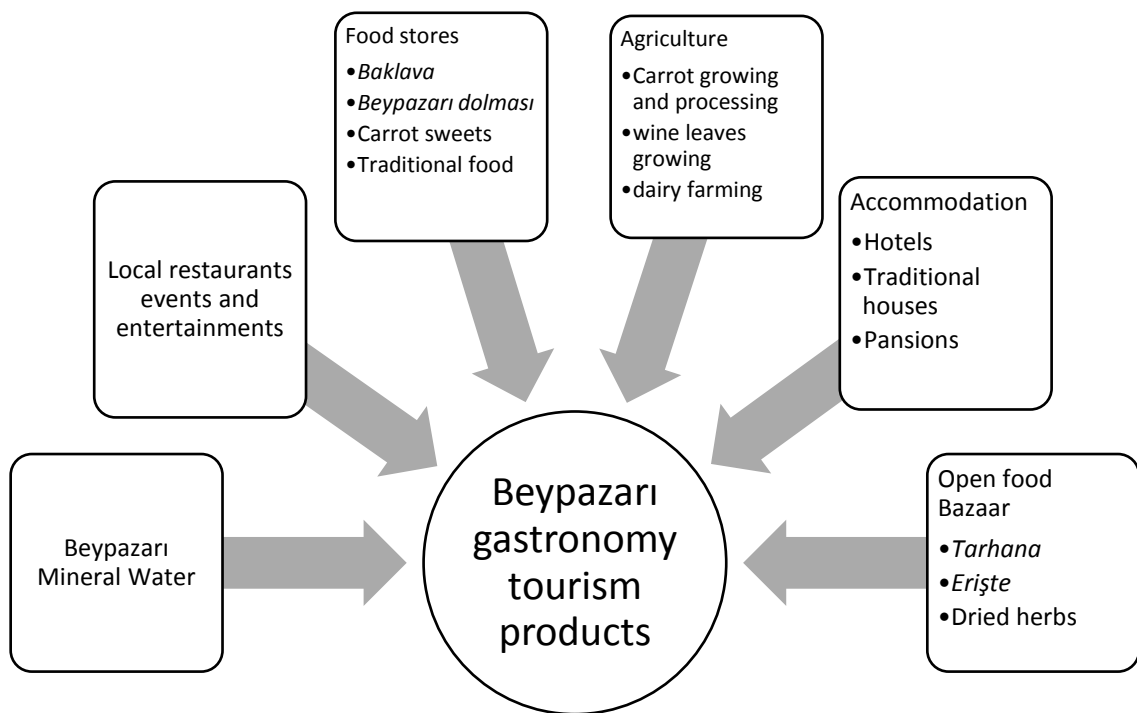


Figure 3.11 Supply Components of Beypazarı Gastronomy Tourism products

The relationship between cuisine and tourism requires also determining potential developments and competitive advantages of gastronomy tourism in a certain area. The advantages and disadvantages of key stakeholders who provide supplies to the sector can be considered when developing a gastronomy tourism style and suitable form of the area.

Beypazarı is analyzed according to gastronomy tourism development strategies in literature reviewed before. On the website of the Beypazarı Municipality and the Chamber of Commerce, Table 3.3 shows registered businesses under the titles of “touristic businesses” and “local food”. There are very few restaurants in the city which serves food that is not local. These restaurants are located in the relatively newer settlements and in business and trade centers of the city. Alongside a few guild restaurants which include local food in their menus, there are very few restaurants which serve *kebab*, *pide*, *döner* and *iskender*. These foods do not belong to the Beypazarı Culinary culture, conversely, these foods can be found everywhere and it is thought that the overall majority preferred to eat them outside.

Usually local people may not prefer to eat local food in the restaurant and because of this reason, mostly it is hard to find restaurant that serves local food in rural regions. On one hand, tourism may be positively affected from this situation. When local food is demanded by visitors, local people start to serve local food or local dishes. Local gastronomic sources can be the ideal product for tourist consumption and it may create economic and social development.

On the other hand, tourism has both opportunity and threats, it can be damaging for the environment and culture of the destination. Despite this paradox, Beypazarı establishes a well-balanced system which includes differences, but is dominated by the image of the local food, in terms of food service. It is important to note that inside the Alaattin Street, which can be viewed as the touristic part of the city, no food products other than local ones are placed on the counters. President of Beypazarı Chamber of Commerce Necdet Çalışkan stated that food operators from out of the city were not accepted and that the local food business should remain as local.

According to the typology of gastronomy tourism resources (Smith & Xiao, 2008), current gastronomy tourism resources of Beypazarı are analyzed in Table 3.3, Table 3.4 and Table 3.5

Table 3.3 Culinary Tourism Resources of Beypazarı I
Source: Beypazarı Belediyesi www.beypazarı.bel.tr; Beypazarı Ticaret Odası
www.beypazarıto.com

Restaurants (Served Local Food)	Restaurants (Served Local Food)	Restaurants (out of town)
Taş Mektep Konağı	Paşa Konağı	Bağ evi Anadolu Mutfağı
Me'vaların Konağı	Circırlar'ın Konağı	As Balıkçılık tesisleri
Konak Münsür	Hünkâr sofrası	Saklı Bahçe Seyfi'nin Piknik
Hacı Bostan Konağı	Osmanlı Sofrası	Balıkçı Doğan'ın Yeri
Taş konak(Değirmencioğlu)		Çeşmeli Bağ Tesisleri
Has Değirmenci		Cevizli Bağ Konaklama T.
Tarihi Göveç Fırını		Bizim Bağ Piknik alanı
Bey konak		Çeşmeli Bağ Tesisleri
Beyler Konağı		Dost Piknik
Otantik Kafe		Zindancık Turistik Tesisleri
Fatma Teyze Gözleme evi		İnözü V. Dostlar Restoran

Local restaurants and food stores are the main sources of the gastronomy tourism. Many destinations realized the importance of local food as the market niche. In the marketing process of the city, there is also a need for the assessment of cultural and culinary resources of the city in detail, developing a gastronomy tourism marketing strategy.

All traditional restaurants listed in Table 3.3 serve local food. Their menus mostly include the same local dishes, with the same price. The interviewees expressed that “the same price for the same dish” application is cheaper and more confident for tourists and that they want to maintain that application. Local restaurants that serve in traditional houses can become a part of identity destination image and local food attracts tourists in Beypazarı. Restaurants located at places out of the city serve also local dishes, and in addition some other dishes like grill variety servings. The shopkeepers in the traditional Bazaar are very friendly and

they always treat customers with respect and honor. Traditional Anatolian Hospitality is combined with the local cuisine in the nature of Beypazarı people.

Table 3.4 Culinary Tourism Resources of Beypazarı II

Source: Beypazarı Municipality, www.beypazarı.bel.tr; Beypazarı Chamber of Commerce, www.beypazarıto.com

Food stores	Land /touring	Festivals
Arabul kuru fırını	İnözü Valley	International Traditional houses, Carrot and <i>Güveç</i> festivali
Özlem Şekerleme	Doğa evi	International Beypazarı festival
Zeyveli Gıda	Karagöl Yaylası (Plato)	Karaşar Eğriova Plato festives
Tekin Şekerleme	Eğri ova Yaylası (Plato)	Tekke Plato Picnic and Güveç Festives
İncekara	Tekke Valley	Agriculture/ Market
Esfurkan Gıda	Kirmir River ve Gönen Valley	Alâeddin Street open market
Bereket Gıda		Weekly Bazaar (farmers and villagers)
Yöremiz unlu mamuller		
Halise Teyze		
Tadım kuru		
Kervansaray ev Baklavası		
Yakut Bey Aktar		
Bulduk Gıda		
Yıldız Şekerleme		
Üçel Gıda		

Table 3.4 consists of all food stores in Beypazarı and sight-seeing places which located surroundings of Beypazarı. This table also includes festivals and other markets related businesses of gastronomy tourism in Beypazarı. All these shops, restaurants, and activities are highly associated with local food and also local culinary culture.

Table 3.5 Culinary Tourism Resources of Beypazarı III

Source: Beypazarı Municipality, www.beypazarı.bel.tr; Beypazarı Chamber of Commerce, www.beypazarıto.com

Local Dishes	Desert / Sweet	Bakery, pastry	Souvenir foods (Open Bazaar)
<i>Tarhana</i> Soup	<i>Baklava</i> (Dessert)	Beypazarı <i>Kurusu</i> (traditional biscuit)	<i>Tarhana</i> Homemade instant soup powder
<i>Yaprak Dolması</i> (Stuffed wine leaves)	Höşmerim (Kind of <i>helva</i>)	<i>Ebesüt</i> (Bakery product)	<i>Erişte</i> (Pasta)
Göveç (Casserole)	Ceviz Sucuğu (Walnut Candy)	Beypazarı <i>Simidi</i> (Traditional bagel)	Dried vegetables
Düğün Çorbası (Wedding soup)	Perçem (Kind of baklava)	Pide Variety	Dried herbs
	Pişmaniye (Candy)	Bread	Wine leaves (salted)
Etli nohut Chick pea with meat)	<i>Şekerleme</i> (Kind of cookie)	<i>Bazlama</i> (Local bread)	<i>Şekerleme</i> (kind of cookie)
Fırın aşısı	Carrot sweet	<i>Yarımca</i>	<i>Kuru</i>
Uruş kapaması (Pilav with Meat)			

It is important to offer tourists meaningful connections among food, experiences and destinations. Some of the empirical studies found that many tourists are attracted to regional and ethnic foods. Tourists' food related experience may contribute to their overall satisfaction with a destination. Beypazarı has distinct attributes related to local culture and food. Local food is used as a good representative of the given local culture. During the field research in Beypazarı, it is observed that, local DMO members show efforts to commercialize the local food culture without losing the basic features of it and preserving the authenticity. According to the changings of current tastes and also due to high demand, some of the producers have changed the artisan production styles. *Tarhana* and *erişte* are two main products adapted from culinary culture to the tourism area.

In the beginning these were homemade, and were made by women in their houses. After the tourism period, these products became commercial products sold as souvenirs. Some of

the interviewees told that, now, tarhana and erişte production is referred to in tons not kilograms.

In addition, it is understood that, byproducts of carrot like carrot juice and carrot delight were born with the effect of tourism. Beypazarı economy is based on agriculture and carrot farming has especially important economic value. Despite this, the local food culture does not include any dishes made from carrots. However, this is a good example to how local agricultural products can be adapted in a creative manner, in order to contribute to the local economy. This is also a good example for creating the value of the connection between food and tourism.



Figure 3.12: Local carrot juice seller (Source Author)

The positioning and serving of signature food products from a destination area can create development of an efficient supply chain and this chain can promote tourism. Community residents and visitors join the activities in the destination to enjoy the food and drinks. Local residents of Beypazarı are proud of their city and Beypazarı conveys the message to the world that it is a great place to be and a great place to eat (O'Halloran & Deale, 2004). It is clearly seen that, food is the headliner in the tourism promotion of Beypazarı.

The signature dishes and foods are listed in Table 3.5. The local products that are going to be served to guests at food stores, local restaurants and open bazaars are chosen by the relevant Beypazarı authorities. Most interviewees have stated that the Beypazarı culinary culture is richer than what is shown to the visitors of the city. Despite this fact, the restaurant managers state that serving that wide variety of food products is commercially impractical, and that they had to make a choice in that manner. When making that choice, they chose the products which could be served to their guests without any problems. These examples are chosen from among interviews that explain why chosen this signature food and dishes.

“Beypazarı always had set meals like ‘dolma’ and ‘güveç’, and these were demanded. We have many other foods which we cannot showcase. Some are not produced because they are not demanded and some because of practical problems in the serving. We also need to consider commercial difficulties in that manner.”(Dağlıoğlu, Emine, 2013)

“We foresaw that the tourist would demand ‘dolma’ and ‘güveç’, we served them accordingly, and we succeeded. Our guests are always pleased with our hospitality and quality” (Değirmencioglu, Adil, 2013)

These chosen dishes are produced in local restaurants mainly by women. Especially *dolma* and *baklava* are outsourced by the restaurants; mainly local housewives produce these two dishes for the restaurants. As seen, there is a dynamic relationship between residents of the destination and its visitors, and the gastronomy tourism development process creates an effective value chain.

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3.3.1. Using Food Positioning of the City

Positioning is an important stage in the destination branding process. As mentioned in the branding process, positioning statement requires the target customer's needs to be determined, the destination's tangible and intangible advantages and the competitors' situation. Commonly used positioning statements are history, climate, natural beauties, legends and myths, culture and cuisine. Determining positioning should be carefully evaluated according to be truthfulness, relevance and creating differentiation.

The Mayor of the starting period of tourism in Beypazarı, Mansur Yavaş, has confirmed that emphasis on the local foods was used frequently in the promotional activities that are mentioned above; he states the local cuisine elements were used intensely in the promotional activities.

“The guests come to taste the local foods, we were aware of that. The people were convinced when Taş Mektep (local restaurant) started to make serious money during the weekends. I advertised a lot, I used every opportunity.”(Yavaş, Mansur .2013)

In the case of Beypazarı the use of local food in marketing activity can directly or indirectly contribute to the destination image and also provide a positive impression on the potential visitors. Local food can contribute both to the local people and the visitors. According to the results of the survey which was conducted in Beypazarı (Çalışkan, 2009) local cuisine is the most important attractive and pleasurable element for the tourists visiting Beypazarı. In addition, large portion of the respondents consider the people of Beypazarı as hospitable people and they view this characteristic as an attractive element for the city.

Destination personality helps position destination brands in relation to the competing options (Ekinci, Sırakaya, & Preciado, 2011). If a destination is viewed as a friendly and hospitable place from tourists' point of view, it may benefit from designing promotion messages and setting positioning of the destination in competitive market. Tourism marketers in Beypazarı used their culinary culture and hospitable people together in promotional messages and positioning of the city. Beypazarı differentiate their image with local culinary culture in today's competitive environment from their competitors.

The distinctive features of Beypazarı are reflected with following words in the promotional materials:

“Beypazarı is the city that cannot be understood without coming, seeing and tasting.”

“The flower blossoming in the steppe...”

“You will not feel that people are waiting for tourists who will contribute to the income here, but you will trust their hospitable characters when they greet you as an important guest.”

“... admired handicrafts and unforgettable tastes....”

Creating and managing an appropriate destination image and personality has become vital for effective product positioning. Accordingly, all indications show that the positioning of Beypazarı is strongly related with food. Recently, the ‘local food sector’ seems to be the most effective promotional material for Beypazarı. Well-known local brands of Beypazarı are also used as promotion materials and contribute to awareness of the city. *Beypazarı Kurusu* (biscuit) and *Beypazarı Maden sodası* (Mineral water) are sold by supermarkets all over the nation. Partner of the Tourism Agency Nil Kara (2013) stated that when they organized tours to Beypazarı, the vast majority of tourists were interested in ‘what food to have for breakfast and what goods and foods to buy in shopping’ and she also pointed that their tourist groups mostly consisted of women.

3.3.2. Identifying promotional activity through content analysis

The content analysis concerned the identification of visual themes or context in which food is presented. In this part, different food images that are used as the promotional material and how different food images could be used in the positioning strategies were shown. The web pages were accessed during the period of January to June 2013. In addition, the official Beypazarı brochures for 2013 were also reviewed. In total 8 brochures and 5 websites were analyzed. Brochures and booklets were collected from the Municipality and Chamber of commerce. Websites with promotional videos for Beypazarı were included in the content analysis. Websites with institutional connections were chosen.

Table 3.6 Brochures used in the content analysis

Name of the brochures	Type of the brochures
From tradition to the future, city of history, culture, nature and tourism	Travel Guide
From tradition to the future	Travel Guide
Living history Beypazarı	Travel Guide
From tradition to the future city of history, culture, nature and tourism II	Guide- Chamber of Commerce
Ankara, Hearth of the Anatolia	on-line brochure
Beypazarı açık hava müzesi, yaşayan tarih (Open Museum, living history)	Booklet
Bozkırda açan çiçek (A flower blooming in steppe)	Booklet
Beypazarı Living History	Booklet

Table 3.7 Websites used in the content analysis

Websites	Owners
beypazari.bel.tr	Official website of Municipality
www.beypazari.com.tr	“From tradition to future” website
www.beypazarito.tobb.org.tr	Official website of Chamber of Commerce
www.beypazarigezi.com	World Cultural Bridge Turkey Promotion
www.beypazarliyiz.com	Tourism guide

Food features, prominently in both print and online promotional materials, present Beypazarı as a culinary destination. Local culinary culture is highlighted in all promotional materials. Local food and dishes that are promoted in brochures and web pages are listed in the Table 3.5. Brochures, booklets and websites provide detailed information and attractive photos of local food stuffs.

Images of food are carefully chosen and some of them are portrayed with local people during the production process. Many images and words reflect positive interactions between local people, place and local food. Tasting and purchasing options are shown in the materials in they really are. Food is used to bring the tourist closer to the local residents and images and photographs reflect friendly and positive scenes. Food was clearly pictured, decorated as traditionally is, and delicious looking. Food plays an important role in building the image of Beypazarı. Short explanations and photos about supporting activities relating to culture, shopping, history, entertainment, local businesses can be found in all promotional materials. Rural areas, villages surrounding Beypazarı also found a place in the brochures with landscapes and portrait of smiling people.

Places that include local foods in their menus are included in the websites that are within the scope of the research, and links are given for businesses that have their own websites. All websites definitely have links for “our local foods” or “our local restaurants”. The expressions that were used and the names and definitions used under the title of local dishes were seen to be consistent. It has been decided that the planning process that was conducted at the start of the tourism activities and explained in detail in the Beypazarı gastronomy tourism resources chapter, has had a considerably effective on this situation.

Table 3.8: Food coverage in Beypazarı brochures

Name of the brochures	Total pages of brochures	Number of food pages	Percentage of food pages
Beypazarı Living History II	79	16	20%
From tradition to the future	65	14	21.5%
Living history Beypazarı	55	9	16.3%
Bozkırda açan çiçek (A flower blooming in steppe)	48	5	10.4%
From tradition to the future City of history, culture, nature and tourism II	28	3	10.7%
From tradition to the future, city of history, culture, nature and tourism	16	3	18.7%
Beypazarı açık hava müzesi, yaşayan tarih (Open Museum, living history)	16	3	18.7%
Ankara Heart of the Anatolia	2	0.5	25%
Total page	309	53.5	17.3%

Over 309 pages of documents were examined about Beypazarı. These materials were analyzed in this stage using content analysis procedures of frequency, intensity and space allocated for food and food related elements in brochures and booklets and initial result were found. In 53.5 pages of total analyzed pages, food was highlighted as a major attraction of the district and in about 17.3% of the total space in the materials examined was allocated for food. For example the 79 page brochure “Beypazarı Living History” dedicates 16 full pages to food and food related activities.

It was understood that local food makes up 17.3%. Regarding the percentage of inclusion for the Turkish cuisine (5%) in the same type of materials used in the promotional materials for Turkey, this percentage is relatively high (Okumuş, Okumuş, & B.McKercher, 2007). However, considering all communication channels used for the promotion of Beypazarı, it is evident that the local cuisine is consciously being pushed into the spotlight as the part of a plan to improve the attractiveness of the city.

“During the first festival (2000), we put up many banners in Ankara showing the local foods, we told them they were our guests, the results were unbelievable.” (Mansur Yavaş, 2013)

Local dishes and the local people, who are famous for their hospitality, are the most attractive features of Beypazarı (Takano, 2008; Çalışkan, 2009). Interviews with the DMO stakeholders of the city confirm these findings. Along with the fact that the space allocated in the brochures for the local cuisine and related elements is relatively high, they also include short promotional information about the foods. Images of local foods are usually present in all brochures and they are pictured together with women wearing traditional clothes.

The narratives and images used in the brochures are usually literal and plain. Adjectives that are most frequently used for the local foods are listed below; and the most used are ‘local, traditional, homemade, and unforgettable:

- Local,
- Traditional,
- Homemade,
- Unforgettable,

- Unique,
- Delicious,
- Healthy,
- Special,
- Natural,

Regarding the contents of Beypazarı promotion brochures and web sites, it can be stated that Beypazarı is a Gastronomy Destination. The patented, nation-wide reputed “brands” of Beypazarı like Beypazarı Soda Water, *Beypazarı Kuruşu*, which are practically promotion brochures on their own, are factors that increase the rate of Beypazarı being recognized together with the local foods. With the “Beypazarı Renewal” project, it has been recorded that the promotional activities managed by the Municipality has appeared in national magazines 357 times, in news 836 times and on television for 6295 minutes. This data from 2005 shows there has been frequent promotional activities.

Table 3.9 PR Activities (2009-2013 periods)

TV Program	Channel	Subject	Date
<i>Ellerin Türküsü</i>	Kanal B	Traditional Beypazarı deserts	2009
<i>Vahe'nin Sofrası</i>	Show TV	<i>Güveç, dolma</i> and other local food	2012
Ankara Konuşuyor	KON TV	Beypazarı	2012
<i>Gezelim Tozalım</i>	Kanal A	<i>Beypazarı Kuruşu</i> and festival	2012
Beypazarı		Promotion Video	2012
Yaşayan tarih Beypazarı		Promotion Video	2012
Beypazarı promotion truck		Mobile promotion truck	2012
Yaşayan Pazarlar	TRT 1	Historical food bazaar in the city	2013
Rotamız Türkiye	TGRT	Beypazarı	2013

Some of the TV programs are listed in Table 3.9. Beypazarı Municipality website gives links to these programs. These TV shows were chosen from www.youtube.com website in 2009-2013 periods to present an example of PR activities in Beypazarı. Majority of these

TV programs are interested in local foods in Beypazarı, such as, *baklava* making, *güveç* making, or the story of *Beypazarı Kuruşu*.

Chamber of commerce provided a promotion truck for promotion of Beypazarı. It has been equipped to be used for the promotional activities within the scope of the project carried out by the trade chamber together with the development agency. To promote Beypazarı this truck will visit different cities and promote Beypazarı. The emphasis on local food used in the traditional houses has been observed in the promotion truck too. It can be understood that the promotional activities conducted in the expositions and cities are nearly all based on local foods. They show that the local cuisine has been used heavily in the positioning and promotion of Beypazarı.

In the light of the aims of the study, the findings of the content analysis of marketing materials ordered as follows:

- Food seems to be main attraction for visitors in Beypazarı.
- Beypazarı positioned itself as a cultural tourism destination and food is used as the main cultural element.
- Hospitality of people was highlighted and this expression is emphasized in every point of marketing communication; not only brochures, but also at every corner of the city: “visitors are not tourists, they are our guest”. This expression is strengthened with complimentary of food.
- The brochures offer various kinds of souvenirs to be bought in Demirciler Street and Alaaddin Street; most of them are local foods and local cooking equipment.
- Food is presented as a local, qualified product; cheap and safe, most of them are homemade.
- There is detailed information about local food in marketing promotion materials and the most heavily promoted commodity seems to be local food.

CHAPTER FOUR: RESULTS

4.1. The Assessment of the marketing strategy of Beypazarı and the role of food in the strategy

According to Kotler's approach, as mentioned previous chapter 2.3; many destinations regard economic development as essential and the destinations therefore shape their marketing strategies to their potential customers' demands and needs. Kotler, classify his marketing strategies in four groups and points out that the most important part for execution is the infrastructure works which are done proportional to the financial resources created for the tasks. Table 4.1 summarizes marketing activities in Beypazarı according to Kotler's approach.

Table 4.1 Beypazarı marketing strategy from Kotler's approach

BEYPAZARI			
Image	Infrastructure	Attraction	People
Positive	Education	Natural	Friendly
	Security	Historical	Ethical
	Food safety	Local food	Considerate
	Good traditional hotels and restaurants	Museums	

Considering Beypazarı from Kotler's point of view, it is seen that, it represents the properties listed in Table 4.1. It seems that the strategies put forth by Kotler's approach are not actually implementable in practical terms of the Beypazarı Marketing strategy. For example, it is understood that, the superstructure works, like the restoration of houses which form the historical image of the city are prioritized and the infrastructure works (like providing drinking water, providing decent sewage service) are still going on in recent times.

Alongside these, the city has a fairly successful strategy in terms of creating an attractive and positive image and developing a positive "human factor". Most of the visitors to the Beypazarı state that the thing they were pleased with the most is the hospitality of the local people and the local food they were served.

It is observed that all communication channels in the city convey the following message to the visitors: “*you are our guest*”. It is also observed that this message is not only words but the city also acts accordingly to make the visitors actually feel like guests.

When looking at the branding process of Beypazarı from Baker’s point of view, the people and physical conditions of the city should be thoroughly investigated; abstract and tangible pros and cons should be defined. It is important to clearly define the message which is meant to be delivered by the city. It is important to note that strong brands are built on trust and on how they manage to realize their “promises”. A message from Beypazarı seems to be carefully chosen, and all collected data indicated that there is successful example of communication process based on trust. Promises of destination are strongly linked to the reality.

Baker states that a strong leader is essential for a successful branding process; courage, desire and strong commitment in the leader also elevate the potential for success. The Beypazarı example confirms Baker’s view with the initiative and courageous character shown by the leader at the start of its renewal and development period.

It is marked that Beypazarı has performed as equally well in protecting the historical image of the city as in protecting other elements which make up the local cultural identity of the city and sustaining a successful development process. Local culinary culture is the used ‘pull factor’ in the marketing strategy. They have also proved to be praiseworthy in terms of protection and conservation of local culture with their decision in the city council for using only Turkish language in the names and signs of commercial venues. (Yavaş, 2006). In addition Yavaş stated as:

“Our approach was like the following: Would you do if you were to host a guest? You make them sleep in clean beds; offer them food from your own kitchen. You please the guest.

We regarded the sensitivities of our people, if we allowed alcohol sales in the Taş Mektep; we couldn’t have made the women participate in the market.” (Yavaş, Mansur 2013)

This grand change in Beypazarı has attracted much attention and has been subject to many researches. The main steps insuring the success of this process has been investigated in detail under the title of destination branding process. During the studies, thorough

interviews were made with both governors of the tourism period and the key points of this process were set regarding the collected data. According to this:

- The presence of a committed and successful leader,
- The strategy of the leader having a high chance of success,
- The presenting local culinary culture as pull factor of destination,
- Effectively usage of local food stuffs in tourism development strategy,
- Successful marketing communication strategy about local cultural components,
- Sustaining tourism development process initiatives by professionals.
- Efficient usage of all marketing opportunities and successful PR works of the leader,
- Persuading the local people,
- Activation of the female workforce with local food supply together
- Full-fledged management of and participation to the destination marketing organization,
- Contribution of the volunteering opinion leaders and restoration sponsors,
- The successful control mechanism which is built by the people, inspecting and correcting them,
- The tourism activities proceeding in a manner that is compliant with the cultural values of the residents of the city,
- The people accepting and hosting “guests” without distorting their own traditional values

4.2. Analysis of gastronomy focused development in Beypazari

Nowadays many countries seek to find a way surviving in the competitive world. Well established relationships between local food production and tourism can create added value. Relevant literature states that, gastronomy tourism is considered as a local development tool which creates economic and social development and value chain in weaker areas. Figure 2.3 indicates relationship between national, regional, local food, tourism and regional development strategies. O’Halloran and Deale (2004) contribute to this topic as:

“Effectively using food as a tourism promotional product requires the development and distribution of those products. Local residents who enjoy where they live and are proud of their city or town communicate formally or informally that a location is great place to be and a great place eat.”
(O’Halloran & Deale, 2004)

The increased popularity of a food product can lead to purchasing online and shipping local products across the country and the globe. Signature products of Beypazarı are ordered by phone or by internet and they have a significant channel to distribute signature product of a region which they may never have.

We have many customers, they call us and we send the products by cargo. (Aksoy, Nesrin 2013)”

In previous chapters, detailed statements are determined about Beypazarı relationship between local food and tourism. During the process of the tourism development of Beypazarı, local food was one of the most important ways to differentiate the city in the competitive tourism market. Most of the interviewees pointed out that they are different in terms of the implementation of cultural tourism and their local foods are distinctive among other competitors. Strategy planners in Beypazarı searched ways for improvement and they adopted local food sources to practical usage. President of Beypazarı Chamber of commerce Necdet Çalışkan pointed out that women that were involved in the value chain in the business world was always present but nobody predicted it would come to this level.

“We wanted to reveal all values of Beypazarı. We told women to sell local products in the market; around 1500 families lived on this” (Yavaş, Mansur 2013)

“Researches were conducted during the restoration process of the buildings, the culture heritage that is transferred down the family lines were commoditized, but this was not served as an industrial product, women produced them like they were doing it for their own houses and sold them.”(Çalışkan, Necdet 2013)

The municipality initiated the use of local food stuffs for selling and consuming as symbols of Beypazarı in the overall branding strategy. From a marketing perspective, local sources meet tourists’ basic want and needs, and unique local cuisine built the local identity and authenticity in the Beypazarı case. Impacts of tourism can clearly be seen in the social and economic life of Beypazarı and this topic was examined by academics in different dimensions (Çalışkan, 2009; Özmen, 2007; Takano, 2008).

“The usage of local foods created the value chain and allowed the income to be distributed to the lower class. The people involved in the value chain are aware of this and they have started to advance the production methods to the next level” (Çalışkan, Necdet 2013)

“We wanted to reveal all values of Beypazarı. We told women to sell local products in the market; around 1500 families lived on this. (Yavaş, Mansur 2013)

Tourism and food partnership in Beypazarı is examined in this study in accordance with the typologies and theories suggested by relevant literature. Marketing initiatives committed to food can contribute to the establishment of food and tourism networks. This network can be leverage for the rural economies as is for Beypazarı. Local food producers emphasized the increased amount of local food production. All interviewees who are food producers or sellers in the market have said that, they produce in order to sell to tourists, as well as to send customers outside of the city.

Besides these small scale productions, *Beypazarı Kuruşu* is produced in significant amounts in Beypazarı. It is considered that it is the most valuable product for Beypazarı, and conducted studies about the contribution of *Beypazarı kuruşu* to the local economy. Beypazarı local products strategy reports suggested there be a strategy and plans for value adding to local products. Firstly, Beypazarı regional product inventory was determined and SWOT (strength, weakness, opportunity, threats) analysis was performed evaluated commercialization of the local products. The inventory consists of carrot, wine leaves, *dolma*, *baklava*, *hoşmelim*, *güveç*, *tirit*, *cilbur*, and *Beypazarı Kuruşu*, *mumbar*, sweet *sucuk*, *tarhana*, *erişte*, *cimcik* , silver works, needle lace and carrot delight. All these products examined in detail and measured their contribution to the local economy and value chain.

The report presented the value chain analysis for *Beypazarı Kuruşu*. Main component of the value chain are the followings:

Table 4.2: Components of value chain for *Beypazarı Kuruşu*

Source: (Beypazarı local product strategy Report, 2012)

<i>Kuru Bakeries</i>			
Raw material	Production license and inspection	Suppliers	The final Customer
Flour grocers	Protection and inspection	Whole seller	
Milk (Beypazarı villages)	Geographic Indication	Chain supermarkets	Promotion
Butter and margarine	Beypazarı Municipality	Bread dealers	
Cinnamon/mahaleb/salt Wood	Beypazarı Agriculture Food and Livestock. Administration		

The report provides recommendations to prevent imitations and protection on the control side as well as commercialization of local products. Geographical Indication registration procedure has been completed for *Beypazarı Kuruşu*. It should be carried out to provide protection in the international market.

General typology of the value added in a value chain is applied to the analysis of gastronomy tourism in Hjalager's study. Her study used value chain from raw materials to the serve the food on the table, and even includes souvenirs.

"A circle formed and the villager, from whom we bought the leaves and the yoghurt, also benefited from this. There are many people who wrap the dolma and people who cut the erişte. Our President used to announce incoming guests to the city from the loudspeakers, telling us to keep the tarhana and pasta stocks high and we used to prepare them... " (Yıldız, Şenay 2013)"

Hjalager's typology of gastronomy tourism is summarized on the Table 2.1. In terms of this typology of gastronomy tourism value added, Beypazarı has advanced in the first and

second order phases and underdeveloped in other two phases. According to the gastronomy tourism development model orders, Beypazarı was examined as gastronomy tourism destination. Findings are classified as following:

- First order Criteria:

Firstly local culinary culture is extensively included in the promotional materials of Beypazarı. In the previous chapter, brochure contents were analyzed in detail and results indicated the use of local food as promotional material was present. Local cuisine promotes itself with its original features. Bakeries benefit significantly from the tourism market through *Beypazarı Kurusu*. Hypermarket chains also promote and sell *Beypazarı Kurusu* in every season and all over the nation. Food stores and facilities are available in Beypazarı; and food safety conditions have been complied. Restaurants are available in both local and national cuisines; their menus and prices are fixed. For instance, *dolma* is sold at the same price in everywhere and other foodstuffs are also sold at their same relevant prices. Most of the restaurants that are located in city center serve local food. Some of the historical mansions were renovated and opened as restaurants and pensions.

Beypazarı has an annual festival at the end of June; main theme being the promotion of handicrafts and local food products. Other small scale events are mainly seasonal celebrations of harvest, of winter or of religious events. Participation is mostly local and limited to these festivals. All first order criteria can be satisfied in Beypazarı.

- Second order criteria:

These criteria are more advanced from the first ones and require an improvement of food quality. As mentioned in previous chapters, the Beypazarı Municipality, Chamber of Commerce and local government administrations are highly interested in local food production and their quality requirements. Quality standards are set down by the local DMO members with the participation of the opinion leaders and the elder people of the city. Local standards of food products even include local dishes; standardized in the first period of tourism planning by the Municipality of Beypazarı. They set the recipes, prices, and dishes which are chosen as signature dish of the city. Governmental bodies are mainly

in charge of the inspection but local people are also inspecting each other in terms of product quality, hospitality and price.

Local restaurants are promoted by brochures, websites, and booklets. Beypazarı has food brands that are well-known nationwide. Mineral water and *Beypazarı Kuru* are known as Beypazarı brands. Traditions, historical food related traditions are mostly alive in the daily life in Beypazarı. Some of them seem to be reinvented but most of them are modernized and commoditized to suit today's demands. Signature dishes are the perfect example of this. '*Takım yemekleri*' were served only in weddings in the past, however, now, these meals are served at local restaurants as set meals of Beypazarı.

It can be said that the second order criteria are generally met in Beypazarı.

- Third order criteria

Where the third order gastronomic experiences are concerned, the museums do not provide restaurant facilities for tourists in Beypazarı. Farms and fields are not participating to tourism activity. Some projects were planned towards opening village lives to tourism, but this project has not been realized yet. There are limited initiatives about establishing food routes. Holiday in Beypazarı seems to be a 'dining holiday' rather than a 'cooking holiday'.

It cannot be said that third order criteria are generally met in Beypazarı. There are hopeful initiatives related with the third order criteria, but none of them are realized.

- Four order criteria:

There are training colleges and faculties of tourism and hospitality in Beypazarı. The names are as follows:

Ankara University Beypazarı Technical Collage (1996)

Tourism and Travel Management (2004)

Tourism and Hospitality Management (2008)

Gazi University Beypazarı Technical Science College

Where the gastronomy training is concerned, Beypazarı doesn't have any schools focused on gastronomy training; however they have tourism and hospitality schools. The fourth order criteria are the most sophisticated among the others. Research and development linked to gastronomy and tourism is very limited in Beypazarı, but several dissertations and papers have been presented to the literature, in different topics such as tourism led development, city planning, local culture and so on. This study may contribute to development of gastronomy tourism in Beypazarı.

When the media is concerned, it can be said that the media showed great interest to Beypazarı in the last decade. Many TV shows and newspapers made publications about Beypazarı. On the contrary, it seems that the fourth order criteria are more advanced and more satisfied than third orders.

In terms of Hjalager's typology of gastronomy tourism value added, Beypazarı has not shown much of advancement in the third and fourth orders. The main reason is lack of conceptual touch to the way of using local food. Despite the strong dominance of local food, the program needs to be supported by other activities such as festivals, special holiday occasions related with food, farm holidays or markets. Local agricultural products can be used more active and sophisticated ways in tourism activities.

CHAPTER FIVE: CONCLUSION

The overall objective of this study is to examine the contribution of the use of local food products as an element of attraction in the tourism industry to small cities' marketing process and also economic development. It was thought that, understanding these issues provides valuable economic contribution for the small cities which has limited sources and at underdeveloped parts of the country. Countries, regions or cities, seek after economic development through tourism activities. At that point; food and place relationship can provide unique benefits to the cities such as protecting culinary tradition, sustainable economic and environmental developments, formation of image and identity, regional distinctiveness. Network of gastronomy tourism begins with the farm; and ends when the tourist consumes the local food:

- ✓ at the restaurant or,
- ✓ at the food store or,
- ✓ at any contact point with tourist,

In fact, it might not end if product quality is acceptable and quality of experience is positive. Perception of food was examined by Cohen and Avieli (2004); and the authors focused to analyze difference between attraction and impediment. There are two perspectives; 'first how food could be an element of attraction, second production of acceptable food for tourists. Sometimes destinations can be faced with problems in producing hygienic and nutritious food for visitors.

There are number of mechanisms in the gastronomy tourism network affecting the relationship between food, tourism and economic development. The relevant literature suggested that, the use of local food can provide an opportunity to revitalize the economies through the creation of a link between agriculture and food production sector. This is a good way to keep existing situation and to create new job opportunities; and it is also accepted that local food or culinary culture as a market niche. There are successful places that market themselves with their unique gastronomic sources. Nowadays, people are overwhelmed by homogenization caused by globalization; they need to feel the local differences. In addition, there are a lot of underdeveloped small cities due to limited resources.

The integral connection of tourism and food are often ignored and the success is based on other attractions rather than food in tourism. It is understood that, impact of globalization is not completely destructive on local cuisine and the use of local cuisine in the tourism strategy has many benefits for local communities. Food can be used to diversify economic base and it can also be suitable for creating differentiation in competitive tourism market. Local food is presented as tangible elements of culture and tradition. The applicability of authenticity in food products is discussed in the literature. Commercialization of the local food without losing its' authenticity is an important part of the destination marketing process and some of the experts in the field claim that, food may be the last authentic component of the place that are experienced by tourists. Tourists' purchasing behavior can be affected positively by local food. Decision making processes are influenced from internet, brochures, web sites, and word of mouth resources. These information channels reflect the inextricable linkage of the gastronomy and the image of the destinations.

The core aim of the study is identifying the ways to use local food culture in the marketing process of small cities that has limited attraction as a destination. Beypazarı was chosen to perform a case study to examine the role of the local food in the marketing and branding process of the cities that have limited attractions. In the light of all collected and examined data about food, places, tourism and destination branding activities; the following key points are determined:

1. Local food can be used effectively:

- ✓ As a marketing tool for small cities that has not much attraction.
- ✓ As a tool for identity formation.
- ✓ Creating a positive image.
- ✓ As a power of linking people to a place, place to a visitor and also create memorable experience.
- ✓ As a souvenir which create extensive link between tourist and place.
- ✓ Creating distribution channels which have never existed before
- ✓ Added value to local economy.
- ✓ As a positioning component and promotional material,
- ✓ As a 'pull factor' to attract tourists.
- ✓ As a market niche.

2. Local food can be adapted and commercialized without losing basic features and create economic development in the city.
 - ✓ In the Beypazarı case, *Beypazarı Kurusu*, *Tarhana* and *erişte* are three main products adapted from culinary culture to tourism area.
 - ✓ Branded local foods like *Beypazarı* mineral water or *Beypazarı Kurusu* contribute to promotion of the city and local economy.
 - ✓ GI can be used for legal protection for local food nationwide and worldwide.
 - ✓ Local agricultural products can be adapted to tourism market in creative manner. Beypazarı carrot delight is a good example for creating value of local food and tourism interrelationship.
 - ✓ Majority of tourists are attracted with regional and ethnic food.
 - ✓ Signature dishes and foods can be chosen from local culinary repertoire to serve.
 - ✓ Impacts of globalization are not completely destructive on local cuisine.
 - ✓ Local culinary culture is not stable; it can be open to dynamic changes around it.
 - ✓ Ingredients can be changed according to current trends or tastes. For example while *Beypazarı güveci* , was made from lamb and vegetables in the past; however, it is made from chicken or veal and vegetables in the recent times.
 - ✓ Increasing demand for the local products cause changes on traditional production styles.
3. Destination marketing is a challenging task due to multiple stakeholders in each destination with different aims; agendas and expectations. There are some destination marketing requirements for success:
 - ✓ Presence of a committed and successful leader is necessary,
 - ✓ A genuine marketing plan and strategy are necessary
 - ✓ Well organized and specific marketing communication strategies which include cultural components of destination should be present.

- ✓ Strong brands are built on trust. There must be uniformity between the claimed branding promises and the reality of actual situation.
- ✓ Local people should be convinced to do the right thing, each and every time.
- ✓ Cultural sensitivities of local people should be respected.
- ✓ Destination Marketing Organization should be formally formed
- ✓ Local female work force should be mobilized.
- ✓ Local food can be used as an effective marketing tool in the marketing strategy.
- ✓ Using local food strongly depend on locals' respect and pride of their own cuisine.
- ✓ The successful control and inspection mechanism of total value chain starting from food production, including all steps till final dining experience.

In Anatolia, there are many towns and cities that have rich gastronomic traditions and cultural resources. Especially the traditional life style living in the unimpaired regions of Anatolia can be presented as the excellent opportunity to meet the need of 'back to the nature'. The growing interest in farmers' markets and farm life, the intense interest of the consumer to the naturel and organic food confirms this need of the people. Local food shops, farms, and other food selling points are considered as tourist attraction and the part of destination image.

According to the Beypazarı Model Report (Ozçelik, Ogretir, & Sanlier, 2012) which position Beypazarı experience as a rural development model, the success of the model is based on the integration of the concepts of preservation, enhancement of the city's natural and cultural legacy. It is observed that all local and nongovernmental organizations, tourism agencies and the government have prioritized the participative development movement. With the help of the local and central governments and the successful strategy that was implemented, the city has gone a long way in terms of branding. The preservation of the local abstract and physical legacy is vital for tourism to be able to assure sustainable development.

The city of Beypazarı defines itself as a culture tourism destination, sharing their local cultural assets undistorted by globalization, especially their local food, with their guests. It is evident that the local cuisine, an integral part of the local culture, works as a leverage factor for Beypazarı. Along with the traditional houses being restored for accommodation, the other factor that distinguishes Beypazarı from others are the local foods serviced and sold as souvenirs by actual local people.

A study conducted in 2006, revealed that 91% of Beypazarı local people feel the positive effects of tourism on their lives (Uslu & Kiper, 2006). A large portion of these “positive effects” resulted in preservation and continuation of local foods and handicrafts. According to the same research, a 10% of the local people think that tourism has degenerated the city and traditions. The sustainability and consistency of tourism activities in a specific region is strongly connected to the sustainability of the resources supporting those activities.

However, due to rapid growth of the tourism development in Beypazarı, owners of touristic enterprises have had some managerial problems. During an interview with one of the first entrepreneurs of Beypazarı, complained that suddenly growing demand created difficulties. She also told that, they tried to manage the business without sufficient knowledge and experience, but they couldn't cope with this rapid growth of demand and the business. Nevertheless, it is understood that, the important point is supporting managerial training to local entrepreneurs. This process should embrace the local community and the local authorities and also supported by the central government.

The prioritization of local foods among the marketing materials of the city, the repeated punctuation on local foods in the messages given by the city and the fact that nearly all PR activities of the city are based on local foods. It is not necessary for the signature foods of the destination to be highly sophisticated, addressing superior tastes or to be served in a five stars restaurant. Protecting the cultural presence in destinations like Beypazarı, which has positioned itself within the scope of cultural tourism and does not have any attractive asset other than its unique local culture, is very important. The biggest danger confronting these destinations is the fact that these unique structures can easily fade away in the ever-growing global platform and that tourism can easily drive these cultural contexts into corruption.

Preservation of originality is important for the protection and development of the local cuisine, which is an integral part of the local identity, and the continuity of tourism. Another factor, equally as important as the participation and awareness of the locals is the belief and lenience of other stakeholders of the city towards these issues. It is important that the destination marketing and branding processes are carried out by the locals as a whole, since the messages of the city needs to be conveyed through the right channels, in the right ways, in order to preserve the realness of the image that is created.

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APPENDICES

APPENDIX I- Interview Questions (Turkish &English)

SORULAR

1.ORDER

1. Beypazarı başarılı bir yer, turizm faaliyetleri başlamadan nasıl bir yerdi? İnsanlar gelir gider miydi, bilinirlik açısından nasıldı?
2. Bu dönüşüm nasıl başladı? Beypazarı'nın tanınması nasıl gerçekleşti?
3. Bu dönüşümü başlatan belirli bir olay var mı? Beypazarı'na gelenler için yeme içme imkânları nasıldı?
Sunulan yemeklerin isimleri ve içerikleri aynı mıydı?
İlk turiste hitap eden restoran hangisiydi? Evlerde mi ikram yapılıyordu?
4. Mutfağın tanıtımıyla ilgili bir fikir var mıydı? Örneğin bir festival ya da şenlik düzenlemesi gibi?
Geçmişten günümüze yaşatılan bayram, şenlik ya da festival var mıydı?
5. Eğer var idiyse buralarda ikram yapılırken belirgin bir sunum biçimi var mı, örneğin Yörük çadırı gibi?
6. Bölgede geleneksel olarak sunulan yemekler nelerdir?
7. Yerel mutfak kültürünü neler oluşturuyor, nasıl sunuluyor? Düğün, cenaze gibi özel gün adetleri nelerdir?

YEREL MUTFAK

- ✓ Yerel mutfak kültürünü neler oluşturuyor?
- ✓ Temel yiyecek malzemeleri nelerdir?
- ✓ Özel günlerde yemekle bağlantılı adetler nelerdir?
- ✓ Takım yemeklerinde güveç var mı?
- ✓ Güvecin mutfak geleneğindeki yeri ne?
- ✓ Evlerde pişirilir mi?
- ✓ Kışlık yiyecek hazırlıkları günümüzde hala devam ediyor mu?
- ✓ Pirinç kullanımı eskiden beri var mı?
- ✓ Eskiden yemek yapmayı meslek edinmiş kimseler var mıydı?

- ✓ Tarhana eskiden beri aynı şekilde mi yapılıyordu? Değişikliğe uğradı mı?

2.ORDER

1. Yerel yemek kültürünün kullanılması konusunda bir dönüm noktası var mı?
2. Beypazarı yemeklerinin kullanılması fikri baştan beri var mıydı? Nasıl başladı?
3. Hangi yemeklerin öne çıkarılacağı nasıl kararlaştırıldı, neye göre karar verildi?
4. Bunun için bir standart belirlendi mi? Geleneksel üretim biçimlerine bir müdahale oldu mu? Örneğin herkesin baklavası farklı mı? Formülü belli mi?
5. Bunları satan insanlar için belli kurallar var mı? Gıda üretimi ve satışı için Beypazarı'nın kendine özgü ölçütleri, değerleri var mı?
6. Gıda üretiminde kullanılan hammadde için bir organizasyonunuz var mı, örneğin et aynı yerden mi sağlanıyor?
7. Yemeğin misafire sunuluşu bakımından aynı yöntem mi kullanılıyor, aynı şeyler mi söyleniyor?
8. Yemek misafire sunulduğunda herkes aynı şeyi mi söylüyor?
9. Hammadde üreticisi, pişiren, sunan ve sunanları toplam pazarlama faaliyeti içinde kullananlar değer zinciri oluşturur, bunları bir araya getirmeyi denediniz mi?
Bu değer zinciri oyuncularını Beypazarı tanıtımında oynadıkları rolün farkındalar mı yoksa 'ben işimi yaparım turistlerle ne işim olur' mu diyorlar?
EĞER bu oyuncular değer zinciri yarattıklarının farkındaysa:
Bunu nasıl oluşturdunuz?
10. Bu zincirin içerisindeki herhangi bir unsurla ilgili bir tarihsel şart var mı? Tarihi bir kalite standardı var mı? Eğer yoksa da sonradan konulmuş olan var mı?

3.ORDER

11. Yemek sunulan yerler dışında yiyecek satışı var mı? Lokanta olmayan yerlerde yiyecek satışı var mı?
12. 'Nerede yemek yiyebilirim' diye arayacağı yerler dışında turistlerin karşısına yemek çıkarmaya başladınız mı?
13. Geleneksel yiyecek üretimi ve bunun gerçekleştiği yerler gösteriliyor mu?
14. Bölgenizin markalaşmasında yiyeceği nasıl kullanıyorsunuz?
15. Yiyeceğe dayalı etkinlikler düzenleniyor mu?

16. Yerel yiyecekleri bir tanıtım broşürü gibi kullandınız mı?

4. ORDER

1. Yerel yemeklerin sunulması dışında nasıl yapıldığını gösterir bir aktivite planladınız mı?
2. Yiyecek deneyimi hedefleyerek gelen turiste yönelik turlar var mı?
3. Sadece yemek değil üretimini de izlemek isteyenlere yönelik bir çalışma var mı?
4. Sektörde yer alan profesyonellere yönelik eğitim veriliyor mu?

INTERVIEW QUESTIONS

1.ORDER

- 1- Beypazarı is a successful place, how was it before all these tourism activities started? Did people visit this place before? Was it well-known?
- 2- How did this transformation start? How did Beypazarı become popular?
- 3- Is there a significant event which started this transformation?
- 4- Were the contents and the names of the food that were presented the same?
- 5- Which was the first restaurant that ever spoke to a tourist? Was there treatment at homes back then?
- 6- Was there an idea about the presentation of the cuisine? For example, organizing a festival or a carnival?
- 7- Was there a festival or carnival that has lived up to today?
- 8- If there was one, was there a specific type of presentation, like the *Yörük* tent?
- 9- What are the traditional foods that are presented in the region?
- 10- What builds the local cuisine culture, how is it presented? What are the special day traditions, like weddings or funerals?

Local cuisine

- ✓ What builds up the local cuisine culture?
- ✓ Basic ingredients?
- ✓ What are the food-related traditions on special days?
- ✓ Is there *güveç* in the set meals?

- ✓ What is the meaning of *güveç* for the culinary tradition of Beypazarı? Is it cooked at homes?
- ✓ Is the preparation of food for winter still ongoing?
- ✓ Is the use of rice an old tradition in *güveç*?
- ✓ Were there any people who did cooking as a job?
- ✓ Does “*tarhana*” production method remain as it was before? Did it change in any way?

2. ORDER

1. Is there a turning point in the use of local food culture in promotional activities?
2. Did the idea of using foods of Beypazarı exist in the beginning? How did it start?
3. How was the decision of which food was going to be highlighted made? What were the credentials?
4. Was a standard determined for this? Was there an intervention to the traditional production values? For example, does everyone have a different baklava? Or does it have a specific formula?
5. Are there any rules for the people who sell these? Do you have your own values and criteria for Beypazarı?
6. Do you have an organization for commodity? For example is all of the meat provided from the same place?
7. Is the same method used for presentation everywhere?
8. Does everyone say the same things when they present the food to their guest?
9. The value chain is made up of the raw material manufacturer, the cooker, the presenter and the people who use the presenters in an overall marketing activity; have you tried to integrate these elements into a value chain? Are the players of this value chain aware of their role in the promotion of Beypazarı or are they just saying “I’m doing my job; I don’t care what the tourist thinks or does”?
IF these players are aware that they constitute a value chain:

How did you succeed to build this awareness?

10. Are there any historical conditions for any element of this chain? Is there a historical quality standard? If not, are there any that were decided on later?

3. ORDER

1. Is there food sale at places that do not present food, places that are not restaurants?
2. Did you start giving food to tourists at places other than places where they will look up to as “where can I eat?”
3. Is the production of traditional foods shown to guests?
4. How are you using food in the branding of your city?
5. Is a food-based event being organized?
6. Did you use local foods like brochures for promotion?

4. ORDER

1. Did you plan an activity, like a workshop, which teaches how the local food was made, other than presenting it?
2. Are there tours specifically for the tourists that come for the food?
3. Is there an ongoing study to host the people who want to see not just the food, but its production?
4. Are there any workshops for the professionals in this sector?

APPENDIX. II- Beypazarı Photographs



Apendice II.1. Variety of local food



Appendix, II.2.HacıBostan Konağı, Restaurant



Appendix.II.3. Local Bakery and restaurant



Appendix.- II.4. *Mumbar and Tatlı sucuk in living museum*



Appendix, II.5 Bağevi Restaurant
(Serves alcoholic beverages)

RESUME

FİKRET SONER

Education

M.A. Integrated Marketing Communications Management Program (ongoing)

Yeditepe University, Graduate Institute of Social Sciences

B.F.A. Gastronomy and Culinary Arts, Yeditepe University Fine Arts Faculty 2010

B.S. Faculty of Law, Ankara University, 1993

Alanya Lisesi, 1984

Publication

2013, Gastronomi Turizmi, Güncel Araştırmalar Işığında Genel Bir Bakış

Yemek ve Kültür Dergisi, Çiya Yayınları, Vol. 30

2013, Alanya Mutfak Kültürü

Yemek ve Kültür Dergisi, Çiya Yayınları, Vol. 31

2010, Graduation Project ‘Culinary Culture of Alanya’

Analyzed culinary culture of Alanya, regarding its, people, geography, climate, and history. Oral history interviews were conducted and findings supported and evaluated with secondary data, such as Alanya History and Culture Seminars (Alanya Tarih ve Kültür Seminerleri)

Instruction

Yeditepe University F.A.F. Gastronomy and Culinary Arts Department

2010 -2013 Lab Assistant;

- Kitchen Practice (I, II, III, IV)
- Turkish Local Cuisines
- Turkish Cuisine

- Food Formulation and Sensory Evaluation
- Food Styling and Photography

2010-2013 Teaching Assistant

- International Food Laws and Regulations
- Food Politics

EXPERIENCE

Culinary

2009, Trainee; Red Tower Brewery Restaurant (Alanya)

- Worked as an Assistant Chef and performed in all restaurant activities in accordance with the required educational program.

2009, Food Events and Communication Workshop ‘İstanbul Yeditepe Yedi Mutfak’

- Organized a food event with a project group, including a conference, food tasting, dinner and concert program for participants. The theme of the event was ‘İstanbul Yeditepe Yedi Mutfak’

2008, Trainee; Istanbul Marriot Hotel Asia

- Performed at all departments of the hotel kitchen, including the a la carte restaurant of the hotel.

Other

1995 – 2001 Private Law Office

- She ran her own bureau in Kadıkoy Istanbul.

1994-1995 Lawyer Trainee Program

PERSONAL

She was born in 1967, in Alanya, married, has three children.

She ran her private law office as a member of Istanbul Bar Association specialized in civil law. After practicing law for several years, she decided to change her career direction and chose gastronomy and culinary arts as her new area of interest. She entered Yeditepe University Fine Arts Faculty Gastronomy and Culinary Arts Department and graduated in 2010 with high honor & first degree.

Her long term career goals include expanding her studies between gastronomy and other related disciplines such as integrated marketing and communication in accordance with her prior work experience. She is highly enthusiastic to work in an environment developing opportunities in this field at an academic level.

She is a member of Istanbul Bar Association and Büyük Klüp.

İSTANBUL 2013