

Contribution of Sustainable Gastronomic Tourism in Rize Province to Recreational Areas: The Case of Güneysu

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Received: May 05, 2017
Accepted: September 18, 2017

Abstract

Urban planners think that cities have a spirit besides an identity. For this reason, most of the cities in the world come to the fore with their specific branches in the fields of fashion, commerce, finance and education. But, this situation is overshadowed by the fact that districts and villages are at the forefront instead of cities in Turkey. Tourists' staying in the city centers of tourism centers for a short while does not always contribute to the city's economy. This situation causes local administrators and the public to produce various solution proposals. This study will reveal the contribution of the recreational park area in Güneysu, which is an area of gastronomic tourism that provides an important opportunity for the development of cities in terms of tourism, and the service of the designed area. In addition, a number of suggestions on the subject will be developed in the study.

Keywords: Gastronomic tourism, sustainability, recreational areas, Rize

INTRODUCTION

Nutrition, the most basic physiological need of humans, has become a recreational activity to spend leisure time thanks to the growing food and beverage industry. Today, the need for nutrition includes many different behaviors such as exploring different places and tastes, enjoying landscapes (sea, forest, etc.) and even having environments with different atmospheres rather than meeting a requirement. This behavior has begun to turn into a recreational behavior within a certain period of time. With the awareness created by Erik Wolf in 2001 [1], gastronomic tourism has become a part of the tourism industry and it is defined as tasting a special type of food, observing production of a dish and food producers, participating in food festivals or visiting special areas famous for their local dishes. [2].

The most important factor that allows gastronomic tourism to be marketed and positioned as a regional attraction and experience is the effective use of agriculture, culture and tourism together. Crops, history, and infrastructure services provided by agriculture, culture and tourism constitute gastronomic tourism [3]. Food, which is one of the components of gastronomic tourism, and food culture that is handed down from generation to generation is regarded as a cultural symbol of a region [4]. Thus, food is not consumed for its nutritional value but for its symbolic and aesthetic value. The idea that culinary art is the reflection of a society is traced back to the oldest ages and so food culture and history is of great interest in our age. In addition to the food culture of a region, climate, accommodation, and scenic spots with attractive features influence the preferability of the region for tourists [5]. In this way, cultural values are brought to the forefront [6], in order to enable the destination points to develop an identity and it provides an opportunity of creating regional gastronomic identities [7]. The formation process of the gastronomic identity of the destination points can be discussed in five parts: differentiation, aesthetic enrichment, authentication, symbolization and revival. Emphasizing the non-imitation feature of identity, Fox 2007 [8], states that authentication is the stage of checking identity, the gastronomic heritage

is more permanent with signs, and symbols enrich the gastronomic identity. Harrington 2005 [9], points out that the factors influencing a gastronomic identity are culture and environment and the factors influenced by culture and environment are flavor profile, proprieties, recipes, fusion, wine and food pairing, climate zone, new world and old world styles. Thus, a gastronomic identity that consists of local flavor profiles, recipes, ingredients, techniques and proprieties can be created. Different gastronomic identities emerge. These conditions, which influence the formation of gastronomic identity, also allow different gastronomic identities to emerge as they show differences from region to region and from culture to culture. Thus, the imitation of the gastronomic identity will be hard [10].

Making a difference in gastronomic identities will affect the destination points in a positive way. The fact that unique food and drinks peculiar to a region are produced with the skills of local people can help a destination to be perceived differently from other destinations by tourists [7]. In this respect, underdeveloped regions can become important tourism points thanks to the registered geographical signs (Kayseri mantısı, Kayseri pastrami, Anamur Banana, Adana Kebab) as well as their quiet and preserved nature [11]. Destination boundaries of geographical locations with specific attractions, products and tourism types include attractiveness, accessibility, facilities, planned tours, activities and supportive services [12]. The reason why a tourist has preferred a destination affects his/her priorities and expectations from that destination. [13].

Today, gastronomic mobility is considered as the target of a visit to a destination and therefore it is regarded important. Gastronomy tourism has become one of the main reasons for visiting somewhere due to the desire to experience alternative forms of tourism that include new and original experiences [3]. Thus, cultural cuisine, considered as one of the most important elements of tourism, can positively contribute to the sustainable competitive power of the environment in terms of marketing of destinations. Properly presented gastronomic products ensure that destination points become more tourist-friendly. In this way, regions can

gain a gastronomic identity. Ottoman and Turkish Cuisine, which is among the richest cuisines in the world, will make a great contribution to branding of recreation areas thanks to correct positioning and creativity.

MATERIALS and METHODS

Study Area

This work, carried out at the Rize city scale, was carried out in the residential areas of the city of Rize in the southern municipality borders.(Figure 1).

It has a surface area of approximately 107 km² between 40 ° 36 ‘49 ° east longitude, 40 ° 58’ 18 ° north latitude [14] and the total population of the district center is 13,956 [15]. The altitude of the study areas is approximately 152m and the distance to the sea of Güneysu district is 14km. The average annual precipitation is 490 mm and the average temperature is 6.6.

The research area was selected as the research area of the Four Seasons Fisherman, Arapduzu Promenade Area, Kibledagi Promenade Area, Handüzü Plateau and Potomya Reef Recreational Area, which are located within the borders of the municipality of Rize Güneysu and are frequently used by the Rize people for recreational activities. The locations of these recreational areas are different from each other and the city center can be reached by car.

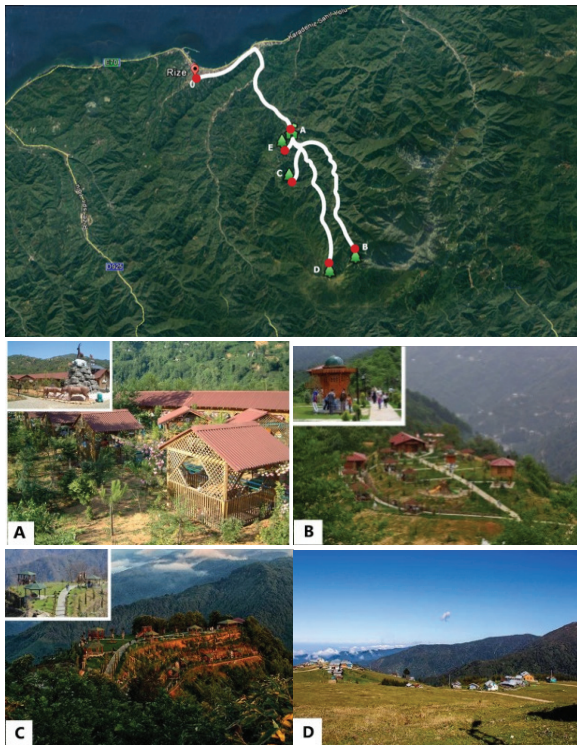


Figure 1. Working areas (A: Four Seasons Fisherman, B: Arapduzu Promenade Area, C: Kibledagi Promenade Area, D: Handüzü Plateau, E: Potomya Reef Recreational Area)

The spaces that offer the user various recreational possibilities have different recreational features. Table 1

(distance, city identity, altitude, distance to the center of the riverside, recreational activities and green surfaces) of the Güneysu recreational areas prepared with the aim of creating a front base for the survey studies were examined.

Table 1. Character analysis of five selected recreational areas


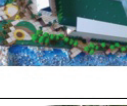



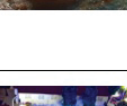
	Four Seasons Fisherman	Kible Dagi Promenade Area	Arapduzu Promenade Area	Handüzü Plateau	Potomya Reef Recreational Area
Location	Güneysu district center	Around Güneysu district center	Around Güneysu district center	Around Güneysu district center	Güneysu center
Urban identity	Urban	Rural	Rural	Rural	Urban
Altitude	100	1130	1080	1800	100
Distance to the city center	14,7km	22,6km	23,9km	33,3km	15,1km
Recreational activities	Eating and DrinkingRelaxation	Enjoying the Scenery Relaxation Trekking	Landscape Relaxation Trekking	Landscape Relaxation Trekking	Landscape Relaxation Trekking
Green areas	✓	✓✓✓	✓✓✓	✓✓✓	✓
Trees	✓	✓✓✓	✓✓✓	✓✓✓	✓✓
Grass fields					

Characteristic of the Potomya Creek Recreational Area

Within the scope of the research, it was questioned how gastronomic usage habits, socio-demographic conditions, preference reasons and recreational areas were perceived by the users in terms of usage patterns of parks in the recreational areas determined according to the used parameters. In the course of observation and questionnaire related to the reasons of preference of the users, observation form was prepared with questionnaire form (socio-demographic conditions of users, gastronomic preferences, gastronomic presentation quality, recreational activities that users want to have in gastronomic field preferences, etc.). Altman and Zube 1989 [16] were used to prepare these forms. When the questionnaire was done, these forms were filled, and on-site observation and photography were done.

Gastronomic areas that offer various recreational possibilities to users have different characteristics. These differences are discussed in Table 1. The different recreational designs developed for the use of the gastronomic area of the Potomya River in the South are considered according to the design purpose and recreational possibilities in Table 2 and are suitable for the application of the project 1 (Recep Tayyip Erdogan University, Faculty of Fine Arts, Design and Architecture, Landscape Architecture Students , PEM-III Environmental Design Project Competition, February, 2017). The reasons for preferring the first plant include frequent use of green areas, use of various natural species in recreational areas, availability of gastronomic sites in design and service to users with different recreational activities offered

Table 2. Recreational designs for the use of gastronomic area of POTOMYA CREEK

Project Order	Images of designs	Purpose of Design	Recreational Facilities / Event Usage Times
1		By designing recreational areas where people can safely perform their social activities, they prefer to use green areas so that the project is compatible with the immediate surroundings.	The design is suitable for the safe use of sports areas, hiking trails, viewing terraces, access to places, recreation and entertainment venues, eating and drinking and picnic areas.
2		The main theme of the project is to design a recreational park area suitable for the people of the district. Thus, the tourism potential of the district of Güneysu will be increased and quality areas will be provided for the region.	To be able to offer recreational areas where visitors can play sports, go hiking and have a picnic at points where green and deep are encountered. To enjoy nature in planned areas.
3		The main unique aspect of the design is to design areas where people can move away from their intense and stressful lives, spare time for themselves and their inner voices, along with their loved ones in the sound and beauty of nature.	The most unique aspect of the design is that it offers alternate sports branches (ziplines and climbing walls). The places where local dishes are served, children's play areas, walking and cycling routes are the most important points of the design.
4		The main purpose of the project is to design areas where the accessibility to the Southern people is easy, relaxing, fun, and to meet recreational needs. The priority of the design creates areas for the needs of visitors with different characteristics.	The use of the activities (potomya cafe, viewing terraces, children's play areas, conservatories, etc.) included in this project, which is drawn with the concept of "Signature to Nature" by different groups of visitors allows for a long time.
5		It is aimed to design an area belonging to Güneysu Municipality which is located at the junction point of Potomye as a recreational park. For this reason, various activities that can serve this purpose have been brought to the field.	The presentation of the gardens together with the natural beauty of the gastronomic cultures to the visitors with high quality areas constitutes the main theme of the project. Visual plants were created by highlighting the autumn and spring colors in selected plants for planting design.
6		The Potomya Creek recreational project design offers a variety of activities that family members can do at the same time. The main theme of the project is to combine different recreational activities together in functional and aesthetic areas, which is the main theme of the project.	Various activity possibilities have been introduced to increase the usage time of visitors in the project area. These consist of a walking track, bicycle path, children playground, mini pier and viewing terraces. Thus, the needs of different visitors will be met.

Data Collection and Evaluation

The recreational areas in the southern part of the city, which is the subject of the study, were identified and archives belonging to Güneysu Municipality were utilized. Within the scope of the research, the relationship between the socio-demographic characteristics of recreational area visitors and gastronomic preferences has been examined. Land photographs and data collection forms were used to collect data for the gastronomic preferences of the visitors.

Prepared questionnaires and results from the tables were evaluated according to visitor preferences. In the

statistical evaluation of the data, Spearman coefficients (r) and importance scores were determined by performing a correlation analysis between the socio-demographic conditions of the visitors and the parameters regarding the recreational usage preferences of the visitors. SPSS (Statistical Package for Social Science) 16.01 package program was used for the statistical analyzes. In addition, some data obtained from the questionnaires were evaluated by the % analysis method.

Findings in the study include the assessment of the relationship between the socio-demographic characteristics of recreational visitors and their gastronomic preferences.

While evaluating the gastronomic preferences of recreational areas located in the Rize Güneysu province, pay attention to the proper distribution of socio-demographic structures of participants. The results of the correlation analysis made for this purpose are given in Table 1. According to this, 49% female and 51% male users participated in the survey.

In Table 1, significant correlations were found between age and 1c, 1d, 1e, 1f and 1g variables at 95% confidence level ($p < 0.05$) ($r = -0.267^{**}$, $r = 0.446^{**}$, $r = 0.430^{**}$, $r = 0.467^{**}$, $r = 0.612^{**}$). As the age of the visitors increases, the level of income increases ($r = 0.446^{**}$). They have a job ($r = 0.430^{**}$), they prefer marriage at a young age ($r = 0.467^{**}$) and they have more than one child ($r = 0.612^{**}$). In addition to this, it seems that young visitors want to complete their master's and doctoral studies ($r = -0.267^{**}$). It has also been observed that as the education levels of the visitors increase, the number of children decreases ($r = -0.219^{*}$), recreational area preferences are effective for gastronomic uses ($r = -0.245^{**}$), recreational area uses and preferences for breakfast (local and open buffet). Gastronomic preferences ($r = -0.217^{**}$) are selected and new accessibility is easy ($r = 0.290^{**}$) in these preferences. On the other hand, as the number of children increases ($r = 0.252^{*}$), they prefer to use recreational gastronomic sites for picnics and use it every week ($r = 0.221^{**}$) if possible. It is also seen that users with gastronomic preferences ($r = 0.679^{**}$) have chosen recreational areas for this purpose and try to use them at least once a week ($r = 0.220^{**}$). Finally, it is seen that the recreational area preferences are important for the individuals who are composed of gastronomic areas ($r = 0.248^{*}$) and they want to use these areas very frequently and also for visual landscaping and resting points ($r = 0.209^{*}$) in the newly designed areas.

Table 1. Relationship between socio-demographic characteristics of recreational users and gastronomic preferences.

	1b	1c	1d	1e	1f	1g	2a	2b	2c	2d	2e	2f	2g
1.Socio-demographic characteristics of users													
1a.Gender (1:Female,2:Male)	.215*	-.169	.033	.078	.015	.190	.032	-.010	.175	.225*	-.017	.051	-.116
1b.Age (1:16-25, 2:26-35, 3:36-45, 4:56-65, 5: 66-)		-.267**	.446**	.430**	-.467**	.612**	.075	-.003	.096	.038	.051	.002	-.167
1c.Educational Level (1:Primary education, 2:Secondary education, 3:University, 4:Master-Doctor degree)			.141	.035	.037	-.219*	-.005	-.245*	-.217*	-.047	-.149	-.049	.290**
1d.Income Level (1:500TL, 2:500-1000TL, 3:1000-1500TL, 4:1500-2000TL, 5: 2000TL more than.)						-.420**	.275**	.075	.031	-.127	-.150	.111	.166
1e.Job (1:Unemployed, student, housewife, 2:Retired, 3:Worker,civil servant, 4:Self employed)							-.532**	.082	.194	-.131	.046	-.101	-.033
1f.Marital Status (1:Married, 2:Single)								.087	-.031	.252*	-.111	-.112	.221*
1g. Number of children of married persons and age (1:1, 2:2, 3:3, 4:4, 5:5 more than)													
2a. Do you have gastronomic preferences for using an underwater landscape design? (1:Yes, 2:No)								.879**	-.023	-.220*	-.111	-.026	-.013
2b. Are the preferences of the recreational area effective in gastronomic field uses? (1:Yes, 2:No)									-.129	.248*	.051	.028	-.040
2c. If yes, what kind of gastronomic preference do you prefer? (1: Buffet breakfast, 2: Local breakfast spreader, 3: spreader breakfast non local, 4:Local food, 5:Picnic)											.188	.068	-.132
2d. How often do you use areas where you like gastronomic presentation quality? (1: Once a week, 2: Semimonthly, 3: Every month, 4:Rarely)												.083	-.003
2e. Is there any effect of weather when you choose these areas? (1:Yes, 2:No)													-.165
2f. What are the recreational activities for gastronomic preference? (1:Visual landscape (Landscape effect), 2:To rest, 3:walk, 4:Children's playground, 5: Use of sporting activities)													
2g. Which of the gastronomic areas do you prefer? (1: Four Seasons Fisherman, 2: Arapduzu Promenade Area, 3: Kibledagi Promenade Area, 4: Handüzü Plateau, 5: Potomya Reef Recreational Area)													

** Correlation importance level % 99
* Correlation importance level % 95

RESULTS and DISCUSSION

With the importance of environmental awareness, environmental values and environmental awareness concepts, expectation of tourism demands has started to increase. While the natural values that affect the demand of the target groups are being protected, the development and diversification of environmentally sensitive tourist products and values have begun to gain importance. Tourists who are conscious about their preferences attach importance to alternative natural destinations that are not affected by natural structure. Today, gastronomy is very important in tourism.

In gastronomic tourism, it is very important that destination points have tourist attraction. Especially with the developing and changing tourism concept, local cuisine and service forms that the destinations have got started to be influential on the selection decisions of the tourists. For this reason, destination image (climate, landscape, sea, geological formations, water resources, land structure, history, arts, entertainment, food culture, etc.) is very important [17].

At the decision-making stage, perceptions and behaviors for the destination point constitute the destination image of the consumer [18].

In this study, which examines the effect of recreational spaces on gastronomic areas, the usage times of urban areas with lower altitudes are lower and the usage times of rural areas with higher natural landscape features are higher than the ones with higher altitudes. The areas such as Ayder Plateau, Kalkandere and Zil Tower in Rize for the long term usage of visitors are located in Rize Castle, Dağmaran Restaurant. In addition, visitors want to spend time in areas that have recreational activities appropriate to their socio-psychological conditions while meeting

their gastronomic needs. In short, gastronomy is important not only in terms of food quality and presentation, but also in recreational facilities (sports, recreation, children's playground, etc.) shaped by gastronomic tourism in order to increase gastronomic tourism potential. As a result, having unique and attractive elements of the destination points will increase the potential of tourism.

The aim of this study is to make these regions important gastronomic tourist destinations at international level, emphasizing the use of gastronomic tourism as an effective tool in the development of the developing regions of Rize, and the maintenance and sustainability of local gastronomic cultures.

ACKNOWLEDGMENTS

Recep Tayyip Edoğan University Fine Arts, Design and Architecture Faculty of Landscape Architecture Students, PEM-III environmental design project competition in February 2017, we would like to thank Research Assistant Türker OĞUZTÜRK and students who participated in the contests with their projects; Havva USTAĞLU, Muhammet SARAL, Gökçe BAYRAKTAR, Elif DELİHASAN, Seray YILDIZ, Ahmed Nazmi BAL and Büşra SARGIN.

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