

Investigation of Local Cuisine Culture in Turkey by Regions and The Importance in Rural Tourism

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Abstract

All the civilizations and the community that have occurred since ancient times have made food according to their location and climate conditions and developed these dishes according to diversity offered by nature. In creating this food, immigration, war, religion and beliefs, climate and geography of the regions, variety of plant and animal species seemed to be the most important factors, wedding, border, the opening of trade routes also are emerging as factors affecting it. Thus formed the culinary cultures of regional and even local "cuisine" is remarkable that occurred then. Gastronomy is the harmony of science and art in food and drinking and its considered to be an effective way of country/region/local introductions. Today the most touristic countries feature their local cuisines besides the other opportunities as an important tool. But on the other hand, evaluation of the culinary culture in tourism can not be evaluated adequately. In this study; the local wide and well-established culinary culture is investigated according to regions of Turkey with their historical baseline and create the awareness of this wealth for rural tourism, the development of sustainable gastronomy.

Keywords: Local cuisine, rural tourism, sustainable gastronomy

INTRODUCTION

Among the service sectors, tourism sector is the most important sector that brings income to the world and increases the country's image. With the increasing image of tourism activities, the demand for country goods will increase in the international platform, thus contributing to the country's economy and prestige.

While tourism activities have been perceived only as a trio of "sea-sand-sun" in the past, they have gained a different dimension recently with searches for quieter places for individuals who want to escape from the crowd, stress and intensity of urban life. Tourists are now more experienced, selective and enjoyable, sensitive to ecological balance, paying attention to local values, preferring active trips [8].

At this point the concept of rural tourism emerges. Rural tourism, as it is in every sector, will have the necessary and sufficient appeal when it is supported by auxiliary products. In this context, gastronomy arising from the nutritional requirements that people need naturally is of importance [16]. Because as long as humanity exists, the food and beverage sector will continue its existence and it will be the most important pleasure, curiosity and excitement for many people.

Gastronomy can be defined as a scientific discipline shaped by scientific and artistic elements, including the study of all aspects of food and beverages starting from the historical development process to a detailed understanding, application, development and adaptation to today's conditions. Gastronomy tourism is defined as strategically effective activities that have a variety of activities, have significant contributions to the development and image of the local people and / or the area where the activity takes place, and play an important role in promoting the region and countries [4]. Gastronomy tourism is important in terms of many

destinations in Turkey and will lead to the branding of that destination and contribute to the economy of the country and region.

In this study, the regional culinary culture in Turkey is examined on the basis of regions and this element has been investigated in terms of rural tourism and its importance has been mentioned.

RURAL TOURISM

Rural tourism began in the 19th century with the return to nature in England and spread in the industrialized countries of Europe. Rural tourism can be described as a type of tourism that takes place in rural settlements with the participation of people in local activities, in order to spend the holidays in the natural environment and to be together with different local cultures [27]. In addition, Küçükaltan (1997) defines rural tourism as "the events and relations that arise from temporary accommodation by visiting the rural places, other places where people are permanently resident, by demanding the goods and services produced by agricultural producers in the appropriate places for the natural texture of the area, and by minimizing their desire to raise money in the region".

It is the purpose of rural tourism to stay in villages and farms, to taste agricultural products naturally grown in these settlements, to recognize the local culinary culture, to spend time in nature, to penetrate the daily life of people live in those villages, to learn local handicrafts and domestic works [21].

As seen in Figure 1, rural tourism components are rural areas, cultural heritage, rural life and rural activities. The nutritional element found in the rural life composition is the

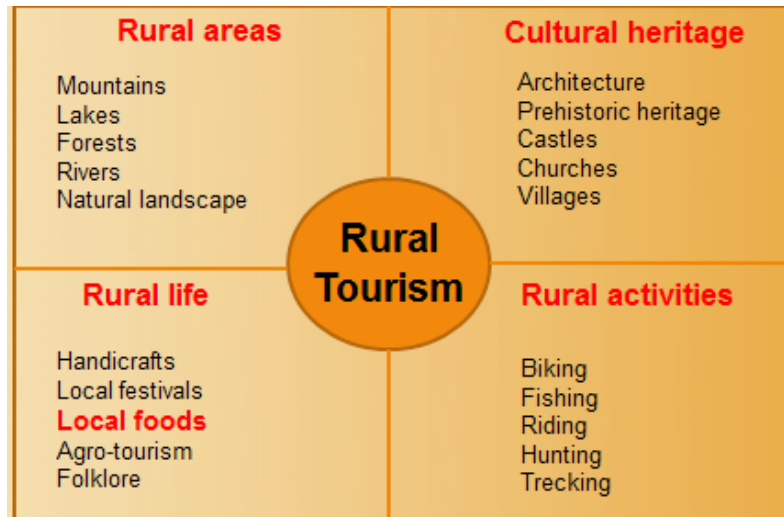


Figure 1. Rural tourism components

most important among the rural tourism components. The dietary habits of people living in rural areas and their cultures make local products a part of rural tourism [14].

When we examine the rural tourism components; we see that the gastronomy is under the sub-title of local food products. The development of rural tourism has also contributed to the increase in the interest of the local food as well as factors such as the development of the environment and healthy living awareness, the increase in the interest in organic food, and the increase in the level of education and culture.

In this sense, rural tourism and gastronomic interactions complement each other and the attractiveness of rural tourism destinations can be enhanced by including local food and beverage cultures.

GEOGRAPHICAL INDICATION

The removal of the identification of a food inventory of local food and to be protected by geographical indications is very important.

Geographical indications are marks indicating a product identified with a locality, area, region or country of origin with a distinctive character, reputation or other characteristics. It is divided into two as the protected designations of origin (PDO) and protected geographical indications (PGI). PDO indicates that if a product refers to a source originating from a designated locality, originating from the nature and human elements specific to that locality, and all production,

processing and other operations being performed in that locality. If the product is also originating from the locality but is identified with the locality for its distinctive characteristics, and if at least one of the production, processing and other operations is carried out in that locality, it shall indicate PGI.

To be a geographical indication of a product, there must be a relationship between the product, a specific geography, a distinctive sign of the feature, a specific characteristic feature of the product, and the geographical origin of the product's characteristic feature [13].

In the globalizing world, geographical indications are the most important means of promoting local products. Local products with geographical advantage are effective in attracting tourists. In addition, geographical indications offers several advantages such as protection, marketing, rural development, economic balancing and information. In addition, with the development of rural tourism it is also creates new business opportunities and enhances environmental awareness.

As a result of a research carried out by the Ankara Chamber of Commerce and the Ankara Patent Bureau, covering 81 provinces was produced and the result of having 2205 local foods and beverages in Turkey was obtained. At the basis of this regional diversity are factors such as geographical location, modes of production, historical development, economic and cultural relations, beliefs and ethnicity. In the same



Figure 2. Rural areas surveyed

way, it is possible to understand the traditions and habits and the way of preparing their own meals.

LOCAL CUISINE

One of the most important factors influencing the culinary culture is environment. The effects of culinary cultures and rural tourism on the basis of regions were examined. Locations studied in terms of rural tourism as a result of the literature search are indicated in the map in Figure 2 and these settlements are explained on the basis of regions.

Central Anatolia Region

The result of the literature search it was found researches about Beypazarı, Mustafapaşa and Gelveri.

Beypazarı is a very rich settlement in terms of natural values and historical feature. Registered historical houses, 150-year-old bazaar, İnözü Valley, Eğriova, Tekke and Benli Springs and fairy chimneys in the village of Dereli are important touristic places.

Beypazarı is also preferred for its gastronomic wealth such as *Beypazarı kuruşu*, *baklava*, *tarhana*, *yaprak sarması*, *güveç*, *cevizli sucuk*, *havuc lokumu*, *yalkı*, *bici*, *göce*, *perçem*, *yarımca*, *kartalaç*, *bazlama*, *oğmaç*, *tohma*, *şerit*, *uruş kapaması*, *ebesüt*, *höşmelim*. As a result of the studies carried out by the district municipality for the development of tourism, it has been determined that the production of local products has increased and the registration of local food products has been taken such as *Beypazarı kuruşu* has a GI (31.12.2009, PGI).

These local foods have become the most important attraction of tourism and it is determined 52% of the tourist income is due to gastronomic tourism [30]. In Beypazarı, the positive impact of local cuisine on rural tourism was determined and also with the patent applications sustainable gastronomy studies were initiated.

The Gelveri (Güzelyurt) village of Aksaray, which hosts many civilizations, has a rich culinary culture. In addition, thermal springs, Greek houses and stone houses located in the village increase potential importance in tourism. Some of the local foods formed by the combination of Greek and Turkish cultures are *Gelveri tavası*, *Gelveri ekmeği*, *Gelveri pekmezi*. According to the studies about Gelveri it was found out that there was no inventory and prescription studies with local foods were done [1,11].

Mustafapaşa town in Nevşehir has an advanced culinary culture due to the fact that ethnic cultures live together for many years. In the study of Ardıç (2015), *fasulnik*, *muhacir kapama*, *muhacir mantısı*, *koripopareni*, *Mart yumurtası*, *millecnik*, *nohutlu ekmekek* were introduced but there was no research on the use of these local delicacies by food and beverage sectors.

Marmara Region

The studies on Bigadiç, Gökçeada, Kırklareli and Şarköy samples were examined in terms of rural tourism contribution.

When examined in terms of gastronomic values, Balıkesir province stands out with its natural and organic product variety. The rich culinary culture that comes from the interactions of ethnic groups such as Lezgi, Georgi, Pomak and Circassians living in the area with local people attracts tourists. Bigadiç of Balıkesir province was the focus point especially due to the intense production of goat milk and cheese. Bigadiç güveci, helva are region's local flavors, however, no patent application has been made for these products. The absence of mechanization in the production of Bigadiç helvası gives this product a rural gastronomic product feature. According to Deveci et al. (2013), it has been proposed to

create trademark products for these local foods, to make the production stages of these products more open to visitors, to organize cultural inventories, and to organize local food contests.

Gökçeada is an important district in terms of sustainable gastronomy studies. Local product stores, festivals, traditional methods of production and organic farming were supported [33].

Kırklareli, on the migration path of animals has an important natural beauty and it was determined that the game animals were used in the cuisine. Hardaliye, wine, rakı, üzüm pekmezi, cheese, toğga, manca, kupriva are the essential names of some dishes [21,22].

According to the studies carried out by Çakır and Çakır (2012) there are different tourism categories (sea, nature, agriculture, culture) tourism in Şarköy district of Tekirdağ. The viticulture sector, which forms a large part of the economic resource in Tekirdağ, has a special position. At the time of vintage, the leading wine factories organize vintage cruises to Şarköy. In the province which is also developed in olive cultivation, they can be informed about olive cultivation by participating in olive harvest [6].

Aegean Region

Sandıklı district of Afyon province is more known with thermal tourism. Gastronomic tours are also included in the touristic activities that can be done when considering the rural tourism resources that the region has. Ölmez and Girgin (2015) suggested that the local food could be increased with the sightseeing and that the interest in the locality could be increased, but the rural cuisine related to these regional dishes in the district wasn't studied.

The most important source of livelihood in Ayvalık is olive, viticulture, fishing and tourism. Having a rich culinary culture as well as natural and historical beauties, Ayvalık has become a tourist attraction due to these features. The most important feature of Ayvalık cuisine is the use of olive oil, leaf mustard, sea beans, kidonya and papalin. Strategies and policies are being developed on the way to becoming a gastronomic city of Ayvalık with the project "A comparative analysis of Ayvalık-Midilli Kitchens" made in this district which is the olive capital of the Aegean [32].

Southeastern Anatolia Region

Çermik district of Diyarbakir is surrounded by natural beauties and cultural attractions, as well as regional dishes and regions that contribute to rural tourism. It is famous for the meats of the animals fed in the Çermik mountains and the dishes made with the hot peppercorn that grows only here. The names of the regional dishes have been determined but detailed studies have not been done yet [15].

It has been determined that Şanlıurfa cuisine is a contribution to tourism, but it is determined that the absence of food in the menus will reduce this effect and that the cuisine is under threat of globalization [10].

On 11.12.2015, 500 types of food are found in Gaziantep, which is included in the "Gastronomy" branch of the UNESCO Creative Cities Network as the 9th city in the world. Gaziantep, registered as World Gastronomic City, is obviously the rising star of gastronomic tourism with this new identity and title. The patented geographical indications are *Antep baklavası* (28.03.2005, PGI) and *Antep peanust* (18.09.1997, PDO).

Eastern Anatolia Region

According to a study conducted in the Ahlat rural area of Bitlis province, it is determined that there is a lot of interest in the local food but there are some problems due to the fact that the seasonal tourism time in the region is limited [18].

Van otlu peyniri is in the evaluation stage for geographical indication with reference number C2012/114. In the study of the preoccupation of local food in terms of tourism, the necessity of geographical marking was emphasized, Van was mentioned in detail about the protection of herb cheese and its construction stages [31].

In a research conducted in Kemaliye district of Erzurum province, it was determined that 37 kinds of naturally grown plants were consumed as food, and their names and prescriptions of local foods made with these plants are jam of mürver, kör dolma, beşateş [34].

In the study conducted in the province of Palandöken in Erzurum province, it has been determined that local food such as *cağ kebabı*, *kadayıf dolması*, *siron*, *tandır ketesi*, *civil cheese*, *dry cream* are included in all four local restaurants. In addition, products that have geographical indications; *Erzurum civil cheese* (17.12.2007, PGI), *Kadayıf dolması* (01.03.2010, PGI), *Oltu cağ kebabı* (14.05.2007, PGI). As a result of the study, it was reported that although food and beverage sector use local products in their menus, they often place more national and international dishes instead of local products, because of the problems with supply or cost concerns [20].

Blacksea Region

Due to the limited area of plains suitable for agriculture and the fact that the climate is not as generous as the Mediterranean, different agricultural products are produced, which causes the regional cuisine differentiation.

In the survey covering 30 villages of the Arhavi district of Artvin province, local culinary culture was not investigated while exploring riches in terms of rural tourism [2].

In the study conducted in Ayder region connected to Çamlıhemşin district of Rize province, tourism operators reported that they had local foods in their menus but that they had to be consumed on the day when the food was cooked and that profitability would decrease otherwise they would seek a sales guarantee for local products to take place in the menu [7].

In Mudurnu, which is connected to Bolu district, four different menus were presented and evaluated in order to make local foods take place in restaurant menus. However, no archive search for food was given [28].

Sinop is notable for its culinary culture based on seafood. Local gastronomic samples were given in the scope of gastronomy tourism. It has been found that the home-grown production of regional dishes and materials is ongoing and only sold in local village products markets such as Efelek village bazaar [12].

As a result of the research conducted in Uzungöl, the county of Trabzon, it has been determined that local food takes place in menus in 10 of 13 local restaurants. It has been reported that local products that are not specifically mentioned on the menu are not attracted to attention, so they have been experiencing difficulties in demanding [17].

Mediterranean Region

Organic gardens in the district of Burdur province, Ağlasun have been identified as leading rural tourism activities in the village of Yeşilbas in the cherry festival held every year since 2001. It has been determined that there are markets where ecological vegetables and fruits are sold in Bucak and areas where local food can be made in Çaltepe [23].

In the work done in Fethiye, gastronomic tourism has been mentioned as a sub-topic within the activities that can be done with the potential of tourism, and no detailed study has been done [29].

Cömert (2014) made a study of local foods from the Ha-

tay cuisine with prescriptions. *Antakya künefesi* (14.04.2006, PGI) has a geographical indication in Hatay. As a result of the study, it has been reported that increasing the brand value of local products and having restaurants in local cuisine products will have a positive effect on tourism activities.

A detailed inventory of tourism activities that can be done in the rural areas of Isparta province is presented in a list, which does not include local food but it is determined that the existence of cherry, apple and rose festivals [24, 25].

RESULTS AND DISCUSSION

Given the rural tourism activities in the world, it is seen that gastronomy is the most important tool in marketing this tourism. The branded food products of some regions have increased the image of the region, leading to an increase in tourist capacity and tourism activities. Geographical indications possess potential influence on the tourist appeal of culinary cultures of these regions such as Bordeaux wine and Roqueford cheese in France, Paella in Spain, and Parma Ham in Italy. These products make a great contribution to the region in terms of both economic sense and rural tourism.

Wine and cheese tours are organized in the Toscana region of Italy, and gastronomic tours are noted in Spain, Portugal, France and Ireland. In these tours, local cheese and olive oil producers and local markets are visited, cheese production applied with local producers and tourists, vintage and festival events are organized.

Similarly, the regulation of such activities in rural areas in Turkey is an important factor that affects rural tourism positively. In addition to this, markets such in rural areas, local cheese producers, vineyards, olive oil producers, food festivals, regional and original culinary cultures, richness of geographical and historical diversity promotes rural tourism activities in our country.

The preparation of books and documents that describe how to apply cuisines in a traditional looking at home, local recipes, and how geographical human interaction affects cooking cultures may be factors that enhance the role of culinary culture in rural tourism.

In a part of the restaurant kitchen, making and testing of local dishes will contribute to both a unique experience and the awareness of local dishes. Products made with local ingredients will also increase the demand for products produced in the region.

Although food and beverage sector uses local dishes and products on their menus, they give their weight to national or international products because of the difficulties in supply, or because of cost concerns, leading to the contribution of local food to rural tourism.

Tourism, which is becoming widespread in rural areas, may have undesirable side effects, such as the transformation of rural settlements into urban areas. Measures should be taken for the possibility of uncontrolled commercialization of original values such as gastronomy culture. At this point, importance is attached to the importance of geographical indications and the necessity of increasing the number of patents is gaining importance.

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