8th INTERNATIONAL GASTRONOMY TOURISM STUDIES CONGRESS

8. ULUSLARARASI GASTRONOMİ TURİZMİ ARAŞTIRMALARI KONGRESİ

BOOK OF ABSTRACTS
BİLDİRİ ÖZETLERİ KİTABI

IGTSC 2024

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17-20 OCTOBER 2024
KUŞADASI - TÜRKİYE

With Contributions of TUDAM

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Ankara, 2024

DETAY YAYINLARI : 1926

1. Baskı : Aralık 2024
ISBN : 978-625-5532-09-1
Yayıncı Sertifika No : 46573
Matbaa Sertifika No : 42488

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Dizgi : Detay Yayıncılık
Kapak Tasarım : Detay Yayıncılık
Baskı ve Cilt : Bizim Buro Basımevi
1. Sanayi Caddesi Sedef Sokak No: 6/1 İskitler-Ankara

Kütüphane Bilgi Kartı
Editörler: Osman Nuri Özdoğan, Mehmet Emre Güler, Tuğrul Ayyıldız, Erdem Baydeniz, Hüseyin Erhan Altun
8. Uluslararası Gastronomi Turizmi Araştırmaları Kongresi Bildiri Özetleri Kitabı, 1. Baskı
ISBN: 978-625-5532-09-1, 16 + 979 sayfa, kaynakça var, dizin yok

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GAME OF BANQUETS: ENHANCING PRACTICAL CULINARY EDUCATION THROUGH GAMIFIED LEARNING STRATEGIES

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INTRODUCTION

Vocational education is evolving, shifting from traditional models to innovative approaches that integrate core subjects with critical 21st-century themes (Fadel and Trilling, 2009). This transformation is particularly evident in gastronomy education, where competence is seen as a dynamic product of collective learning within educational and workplace environments (Sánchez-Jofras et al., 2019).

Various learning strategies have been implemented to foster critical thinking, creativity, and problem-solving skills among students. These include think-pair-share, dotmocracy, and personal reflection (Bishop-Williams and Bishop-Williams, 2020), Problem-Based Learning (PBL) (Kani Ülger et al., 2018), Design-Based Science (DBS) and Design-Based Learning (DBL) (David Fortus et al., 2004; Chandrasekaran et al., 2013; Puente et al., 2013), and Project- Based Learning (PBL) and Project-Oriented Design-Based Learning (PODBL) (Stephanie W. Bell and Bell, 2010; Chandrasekaran et al., 2013). Gamified pedagogy is another innovative method that enhances learning outcomes by allowing students to think from different perspectives, practice with different methods, and make mistakes without embarrassment (Han, 2015; Marchenko et al., 2023; Prosalova et al., 2022; Markopoulos et al., 2015). Despite these promising developments, more experimental and empirical studies are still scarce, especially within the context of gastronomy education (Markopoulos et al., 2015; Tripney et al., 2013).

The question of this research is "Can practical culinary courses be innovatively designed by using learning strategies and gamification to improve professional and social outcomes?". In order to answer this question, some step questions were utilized:

1. What are the strengths, weaknesses, opportunities, and threats associated with this design from both student and teacher perspectives?
2. Can a well-designed course significantly improve 21st-century skills among students?
3. How do students evaluate the project?

The hypotheses of this study posit that practical courses, when designed with real-life projects and gamification, will enhance students' learning experiences and overall satisfaction. The primary aim is to explore the applicability of innovative course designs in practical culinary education. By implementing a 12-week project-based approach with elements of Problem-Oriented Design-Based Learning (PODBL) and gamification, it is intended to comprehensively address the research questions. This study contributes valuable evidence to the literature on learning strategies, informs instructional practices, and sheds light on the

practical applicability of innovative designs in culinary education.

THEORETICAL BACKGROUND

In this section, hands-on-training courses in culinary education will be held as gamified designs enhancing the service quality of institutions.

2.1. Practical Courses in Culinary Education

Practical courses in culinary education hold immense significance for the development of culinary competence. These courses seamlessly blend practical experience with theoretical knowledge, fostering both practical and cognitive skills (Kolb and Kolb, 2005). By emphasizing a hands-on approach, culinary education promotes innovation, creativity, and continuous learning—aligning with the dynamic realities of the gastronomy industry. As future chefs engage in relevant situations, their competence evolves through integrated learning (Sánchez- Jofras et al., 2019).

Experiential learning lies at the heart of effective culinary education. It engages learners in a cyclical process that encompasses experiencing, reflecting, thinking, and acting. Through active engagement with their environment, learners construct knowledge by integrating new information with existing understanding. Practical application becomes a conduit for deeper comprehension (Alice Y. Kolb et al., 2005). Moreover, guidance of practice allows learners to gradually assume greater responsibility and tackle more demanding tasks as their skills evolve (Mikkonen et al., 2017).

In the modern educational landscape, the infusion of 21st-century skills into practical lessons represents a pivotal shift away from rote memorization. Culinary educators now embrace a dynamic, interdisciplinary approach (Fadel and Trilling, 2009). The effectiveness of lecturers hinges on their professional capabilities and the learning environment they create. These factors collectively contribute to overall teaching quality, impacting students' knowledge acquisition and learning experiences (Muhsin et al., 2019).

Reflection on practice has gradually transformed pedagogical perspectives—from teacher- centered to learner-centered. The testing and application of theoretical concepts in practical settings have led to a more nuanced and confident teacher identity. This comprehensive reflective process plays a pivotal role in advancing classroom practices and enhancing overall teaching efficacy (Kerwin-Boudreau and Butler-Kisber, 2016).

Despite these advancements, there is growing recognition of the need for problem-solving skills in culinary arts education. Employers express dissatisfaction with graduates' problem- solving abilities, highlighting a gap in the current curriculum that tends to prioritize technical skills (Techanamurthy et al., 2018). Work-Integrated Learning (WIL) strategies emerge as valuable contributors to students' skill development. These strategies enhance general academic performance, interdisciplinary thinking, motivation, communication, teamwork, leadership, and cooperation (Kay, 2019; Winberg et al., 2011).

In summary, practical courses in culinary education play a pivotal role in developing culinary competence, fostering 21st-century skills, enhancing problem-solving abilities, and preparing students for real-world challenges in the culinary field. The next section will delve into one such learning strategy within this context.

2.2. Project-oriented design-based learning

POPBL is a progressive educational approach that shifts from traditional teaching methods to student-centered and interdisciplinary initiatives. It transforms the teacher's role from merely transferring knowledge to facilitating students' learning journeys (Mikkonen et al., 2017; Chandrasekaran et al., 2013).

"*Project Oriented Learning (POL) is basically "learning by doing" whereby students will acquire knowledge while undertaking design project/s* (Awang, 2007, p. 292)". It is linked to deeper, more analytically complex understanding (Kolmos, 2003), including challenges (Long et al., 2017). Data analysis revealed four PBL principles: (a) adaptable knowledge and skills;

(b) proactive metacognitive thinking; (c) intrinsically motivated teamwork; and (d) real-world problem contexts (Chandrasekaran et al., 2013). Design-based learning (DBL) is a significant strategy within this framework, requiring students to apply their theoretical knowledge to develop an artifact or system to tackle a real-life problem. It develops students' metacognitive skills and enables them to see objects beyond their physical appearances (Azizan and Shamsi, 2022; (Puente et al., 2013; Puente et al., 2011). This approach enhances creativity and allows students to think outside the box, contributing to easy access to learning.

Project Oriented Design Based Learning, a form of DBL which is a pedagogy designing artifact contexts (Fortus et al., 2004), has been found to positively impact student content knowledge and the development of skills such as collaboration, critical thinking, creativity, innovation, and problem-solving, thus increasing their motivation and engagement (Arisoy et al., 2014).

The POPBL curriculum, adhering to Project-Based Learning (PBL) principles, aims to develop essential competencies such as problem-solving, project management, planning, and contextual analysis. This method makes education more engaging and relevant, preparing students to tackle real-world challenges effectively. It promotes lifelong learning and adaptability in changing environments (Chandrasekaran et al., 2013; Bell, 2010). Instructors play a crucial role in this process, navigating the boundaries between academic knowledge, educational practices, and professional application to enhance student learning and readiness for their future careers (Winberg et al., 2011). Regular communication, feedback, and critical discourse by instructors enhance student performance and retention (Kim and Kim, 2021).

In conclusion, these learning strategies provide a robust theoretical foundation emphasizing the importance of a practical, student-centered approach to learning in the field of gastronomy education.

2.3. Gamification in Practical Education

Gamification in education, as a potent tool, enhances learning experiences by utilizing game mechanics. It boosts motivation, facilitates knowledge acquisition, improves homework self- control, expands vocabulary, aids in overcoming language barriers, and fosters positive socialization in class settings. The application of gamification techniques has been observed to consistently elevate students' motivation. The range and adaptability of games and game technologies hinge solely on the teacher's proficiency in communication and information technologies (Kovalenko et al., 2022; Deutsch, 2014).

Simulation games, which simulate the handling and controlling of real-world objects, are used to train professionals of various technical fields and are quite fitting for technical education. The benefits of successfully gamifying the classroom environment may include students feeling that they own and control their learning, the infusion of fun and joy in the classroom, and the provision of different students with different avenues to knowledge (Markopoulos et al., 2015).

In this context, the main scene is action. The student or a group of students needs to perform a task to achieve the goal. This orients students to honest and fair assessment, feedback from the teacher, and achievement of a positive result (Prosalova et al., 2022). The teacher should carefully consider the procedure for using traditional and interactive teaching methods, as overuse of the latter can lead to a decrease in motivation (Marchenko et al., 2023).

Anderson's Interaction Equivalency Theorem suggests that learning effectiveness is achieved with high levels of student-content, student-teacher, or student-student interactions. Quality and quantity of interactions impact student satisfaction and learning outcomes in online courses (Turley and Graham, 2019).

In conclusion, the use of gamification emphasizes the importance of an engaging, student- centered approach to learning. The gamified and designed practical courses not only equips students with the necessary knowledge and skills to address real-world problems but also promotes lifelong learning and adaptability in changing environments.

METHODOLOGY

In this study, the innovative design of practical courses in culinary education was explored, aiming to enhance professional and social outcomes. The *research paradigm* aligns with a constructivist perspective, emphasizing the active role of learners in constructing knowledge through meaningful experiences (Mulisa, 2021; Mezmir, 2020; Kaushik and Walsh, 2019). As culinary education involves practical skills and real-world contexts, constructivism provides a suitable lens for understanding how students engage with course content, learning strategies, and gamified elements.

This study takes a *phenomenological approach*, focusing on the essence of lived experiences. Researchers explore how individuals make meaning of specific events or phenomena (Kegler et al., 2019). The applicability of the designed and gamified practical course for culinary education was analyzed by examining the perspectives of participants and the facilitator. Triangulating these multiple data sources enhances reliability and provides a holistic understanding (Green and Browne, 2005, p. 156-163).

To address the multifaceted nature of the research questions, a *mixed-methods approach* was employed. This allows triangulating data from various sources, combining qualitative insights with quantitative measurements (Gelo et al., 2008). Integrating both exploratory (thematic, content) and confirmatory (statistical) elements provides a holistic understanding of the impact of innovative course design on student learning and satisfaction. Triangulation enriches the research data, ensuring robust findings.

The researcher's dual experience both sectoral (6 years) and academic (12 years) in gastronomy allowed viewing the phenomena from both micro and macro perspectives. This comprehensive engagement with the data supported the investigation at every stage.

2.4. Research Design

Desing a practical course (Banquet Kitchen in this study) involves theory and practical ingredients, with the project-oriented and design-based learning (PODBL) strategies and menus as titles of the projects (student purposes). This course design was improved with the gamification by planning with physical facilities and rules and roles. The planning side of the project was completed with timing and assumed outcomes (project purposes). The data from both facilitator and the students were collected and analyzed via mixed methods. The design of the research is given in the Figure: 1.

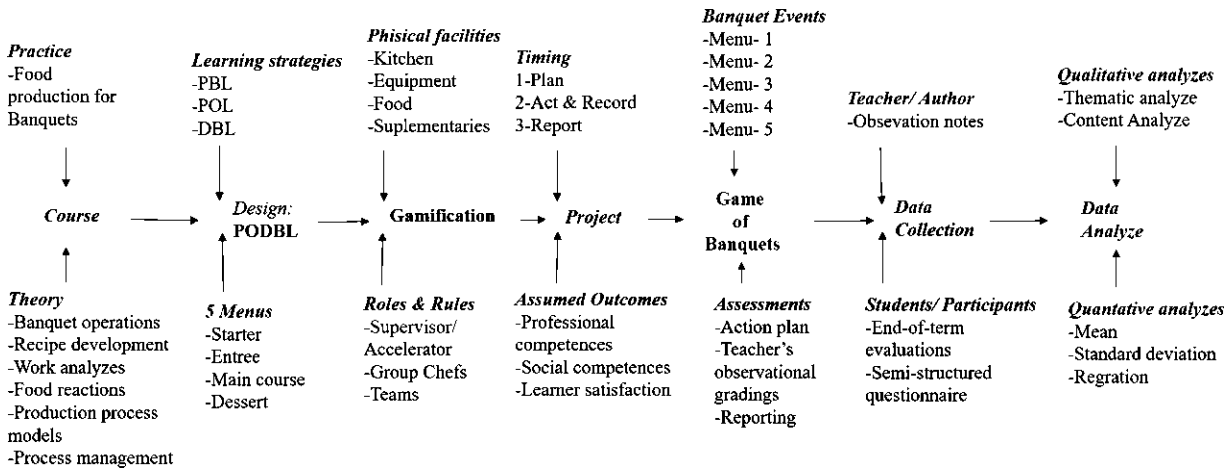

Figure 1: Research Design

3.2 The Project

The gamified project design methodology of the course model is grounded in key principles. It adopts a design-based research process involving five phases: problem identification, objective definition, design and development, demonstration and reflection, and communication and evaluation (Azizan and Shamsi, 2022). The process employs a spiral curriculum, introducing students to simpler tasks before moving on to more complex ones, reducing fear and increasing comfort with the process (Han, 2015). It also incorporates Design- Based Learning (DBL) principles, including project characteristics, the role of the teacher, assessment methods, and social context (Puente et al., 2013). The design also considers the role of the teacher as a leader in curriculum planning, peer mentoring, assessment design, and data analysis (Chandrasekaran et al., 2015). It employs the "Seven Step" method to help students analyze problems: 1. clarify the concepts; 2. define the problem; 3. analyze the problem; 4. find the explanation; 5. formulate the learning objective; 6. search for further information; and 7. report and test new information (Kolmos, 2003), and addresses relevant issues in object- oriented programming (OOP) through the use of active learning techniques and early introduction of the object-oriented paradigm (Gutierrez et al., 2022). Finally, the study uses a five-dimensional classification framework– requirements activity, problem class, outcome class, type of research, type of publication – to provide insights into the state-of-the-art and maturity of the research, and identifies research gaps to be addressed (Amna et al., 2022).

3.2.1. Course Design

In the implementation of the project, students will face the real-life challenges like cooperate communication, taking stock, operational work plan, marching action and last check for meals to present, and operational report.

It is expected that students will discover that planning is a critical first step, that if they can't make somebody do something (as a chef), they do that thing, that it is hard to synchronize and agree with people who don't engage and fulfill responsibilities/duties, and that communication, cooperation, synchronization, and empathy are the keys to group success.

Table 1: Course Design of the Practical Lesson

Stages	**Weeks**	**Steps**	**Scope / Inclusions / Requirements**	**Assumed Outcomes / Competences**
Planning	1	Banquet events	Development phases of banquet events Food production and service differences	-Realizing -Distinguishing
		The project	Introducing the learning strategy and previous experiences Sharing the plan for menus and timing Informing about the rules and roles of the game Casting (teams and groups)	-Engagement -Gathering -Organizing
	2	Recipe development	Introducing 15 example qualified sources (foreign language) Elaborating the items of five menus Discussions about the ingredients and procedure of the recipes	-Inquiring -Synthesizing -Vocational foreign language
	3	Production	Work analyzes (demand forms, delivery, storage, preparing, cooking, serving, hygiene) Food reactions and transformations Process modelling	-Analyzing -Mapping -Vocational Terminology

	4	Management	Resource and information management Risk and crisis management Human sources and relationship management Workload analyzes of events Documenting the process terminologically	-Overseeing -Allocating -Modelling
	5	Action Plan (Mid-term assessment)	Recipes and procedures of all items in each course of the menus. Production process models for each course Work-load and flow plans	-Prevision and prediction -Planning -Outlining and sketching
Acting (marching)	6-10	Menu- 1 Menu-2 Menu- 3 Menu- 4 Menu-5	Be a component of the production Managing the production (direct, supervise) Job follow-up Face the challenges Taking notes (recording) in writing and with visuals Handover the production area clean and tidy	-Organizing (self, team, group) -Peer to peer interaction -Communication -Reflection -Dotmocracy and negotiation -Respect for diversity -Team work -Real life experiences -Problem solving -Creativity -Recording
Documenting	11	Event report (End-term assessment)	Explaining the difference between action plan and the implementation experience Converting previous action plan to an experienced and completed event report	-Critical thinking -Concluding -Proofing, developing -Documenting (reporting)

The project also aims to develop students' social & emotional, physical & practical, and attitudes & values. Team members are responsible for each other about the jobs of duties. Teams in groups are responsible to the chef of the week. All group members have to be on the same way/willingness to serve the menu as planned. Taking a role and acting on behalf of a group will help to feel being connected to something/someone.

Students have to have opinions/foresees about each other about duty responsibility. So constant communication helps to see the going and take precautions on time. Observing the group members, empathy for their struggling and make contributions to them; are very crucial for fulfilling common purposes (presenting the best on time).

Students in a group, especially the chef team, have to cover or compensate for the other's mistakes or inability. Students have to prepare for an action with many qualifications/capabilities. Especially when there is an absence in the group, the present ones will have to undertake extra duties.

The project also aims to tackle challenges such as organizing with others for a common purpose, planning a banquet menu's production processes by searching, analyzing and synthesizing different sources mainly in English (foreign language) in order to determine his/her own way of doing, organizing, supporting, synchronizing and directing a group of people as a chef for the best timing and quality: being in charge, preparing a dish of the menu in accordance with chefs' (another ones') plan and wishes, and taking responsibility of both oneself and others' with the consequences.

3.2.2. The Menu

The menu has been prepared by the author, with the mission of reflecting varieties of ingredients, preparing and cooking techniques, basic products and presentations. By cycling, each group members experience each course of the menu like starter, entrée, main course and dessert in the scope of game mechanics.

Table 2: Menus in the Course Design

Week	**Starter**	**Entree**	**Main course**	**Dessert**
1	French onion soup	Baked eggs Florentine- Celeriac rémoulade- Tomato sauce	Lamb leg roast- Creamy parmesan polenta- Balsamic pan sauce- Mixed herbs bouquets- Creamy vinaigrette	Profiteroles (pate choux - chocolate sauce- crème anglaise)- Caramelized hazelnut brittle- Fruits
2	Fish soup	Skillet burrito bowls- Deviled eggs	Chicken saltimbocca- Black rice pilaf- Curried cauliflower rice- Vinaigrette	Matcha custard- Sable crumbs- Fruits
3	Broccoli soup	Seared scallops with squash puree and sage butter	Chinese braised beef - Bulgur with chickpeas, spinach, and za'atar- Sautéed mushrooms with sesame and ginger- Parsley tempura	Chocolate soufflé- Nut buttercream- Tuille- Fruits
4	Chicken liver mousse- Mustard sabayon- Red pepper pickle	Cheese soufflé- Garlic bread	Oven roasted salmon- Mashed potatoes- Emulsified seafood sabayon- Tartar sauce- Steamed vegetable garnish	Pithiviers (almond galette)- Tahini cream- Pomegranate sauce- Frangipane
5	Fish tartare- Pizza dough crackers	Arancini- Sweet and sour chutney	Pepper crusted fillet mignons- Basmati rice with saffron- Steamed eggplant with sesame, scallions, and chili oil- Mornay sauce- -Tuille	Poached pear- Sponge cake- Chocolate sauce- Hazelnut praline

3.2.3. Game mechanics

Game mechanics mainly consist of casting and rules and roles:

Casting: There are two sections in the course, and 20 students in each course. There are two groups in one section, consisting 5 teams, 10 students. Teams positioned under two groups randomly, for each section.

The sections have different course hours. The design of the course was applied comply the same for these sections.

Rules and Roles: Team members have right to choose each other, and this team stays the same during the course. They fulfil all the requirements of the course together and equally. Each team in the groups has cycling positions, means, teams have 1 chef and 4 member weeks.

For member weeks, their dishes in the menu changes like starter, entree, main course, dessert. Member teams are responsible to the chef team for their productions and presentations. The chef team is responsible from all the phases of gamified banquet events like; collecting recipes from member teams, preparing demand list with them, delivering the ingredients from supplier and store them till the lesson, organize member teams for the action, supervise them during the production, serving on time and in turn, and handing over the kitchen for the next courses. That team reports to the teacher about the problems they face and the irresponsibility of their group members.

The chef teams of the two groups in the section should coordinate and act simultaneously because of both common use equipment like oven, and declared serving time. These common obligations and timing trigger the rivalry by presenting many points to check the other and themselves.

Meal presentations of both groups are done at the same time and in a declared turn. As presented people, the teacher invites two panelists to give their consumer opinions about the courses, beside the technical evaluation of the teacher. The chef teams and the producer team of that course are also there with juries to explain the job, answer the questions, and take the evaluations.

The teacher presents theorical background for the action plan until the mid-term assessment. When it comes to kitchen production after that, he communicates mostly with the chef teams in order to assist them and accelerate the management process. Out of the dangerous and big cost issues, the chef teams are free for their management decisions. The teacher pretends to be passive by presenting freedom to chefs to operate the action and the group. Teacher is always around, shows some specific food fabrications by-doing, follow up the operational flow, answer the questions. During the production, visits all student stations. Even if he sees something wrong, he addresses remarks to only the chef teams. The teacher takes notes during the courses about key points or issues effecting production process and the difficulties the students have. These notes also include evaluations about students about their responsibility fulfilment, technical applications, interaction and coherence.

Teams can send the same homework for both the mid and end term assessments. In this condition, they have the same grade. But, if they wish, they can send separately, either.

3.2.4. Assessing

Evaluating occupational skills should involve a set of key principles designed to ensure the assessments are valid, reliable, and relevant. These principles can ensure comprehensiveness to measure the level of occupational competence of students (Munyofu, 2007). In the "Game of Banquets" project, the assessment technique is designed to be comprehensive and authentic, moving beyond traditional standardized testing to measure a wide range of skills and competencies developed through Project-Based Learning. This approach aligns with the goal of preparing students not only academically but also as productive, innovative members of society (Stephanie W. Bell and Bell, 2010). The assessment technique integrates a broad set of skills that prepare students for the realities of today's workforce and society (Elena Silva and Silva, 2009) like given in the Table: 1. It goes beyond tests and examinations, focusing on the preparation, acting and reporting knowledge and skills (Dzulkifli Awang and Awang, 2007). The assessment includes a mix of individual and team items, considering elements such as teamwork, problem-solving, creativity, and innovation as mentioned by Long et al. (2017).

The project incorporates a comprehensive assessment dimension that evaluates students' progress across three main parts: Action Plan 40%, Action performance 20%, and Reporting 40%.

1. *Action Plan Assessment*: For the mid-term assessment, students are evaluated for their ability to apply the concepts learned during these weeks. Their understanding of banquet event development, recipe creation, production processes, and effective management are also considered. They were

encouraged to demonstrate practical skills, critical thinking, and attention to detail. Additionally, they are supposed to reflect their ability to communicate using appropriate culinary terminology with the ways of tables or shapes. The mid-term assessment was in the form of written plans consisting the simulation and modelling of the production.

Criteria for Assessment:

- Ability to research and synthesize information from qualified sources.
- Elaboration on menu items and recipe procedures.
- Effective work analysis (demand, storage, preparation, hygiene, etc.).
- Understanding food reactions and transformations.
- Creating process models.
- Work-load and flow plans.

2. *Action Performance Assessment:* At this part of the project, the assessment is made via notes from teacher's observation. By incorporating observational assessment, students are encouraged to apply theoretical knowledge in practical contexts, fostering a holistic understanding of banquet kitchen operations. This aligns with the broader goal of vocational education: preparing students for real-world challenges and diverse professional environments. With the assessment criteria given below, students are evaluated on their planning, execution, and reflection skills, providing a holistic view of their performance and learning outcomes in the project.

Criteria for Assessment:

- Active participation: Is the student actively involved in the production process?
- Leadership and management: How effectively does the student manage the production area, supervise tasks, and address challenges?
- Attention to detail: Does the student follow hygiene protocols and ensure a clean and organized production area?
- Communication: How well does the student interact with peers and communicate instructions?
- Problem-solving: How does the student handle unexpected situations during production?
- Creativity: Does the student demonstrate innovative approaches to food preparation?
- Documentation: Is the student taking accurate notes (both written and visual) during the process?
- Respect for diversity: How does the student collaborate with diverse team members?

3. *Reporting Assessment:* In this final stage, students demonstrate their ability to document and reflect on the entire banquet kitchen project. The focus is on converting their initial action plan into a comprehensive event report. By completing this, students showcase their holistic understanding of the banquet kitchen project, bridging theory and practice. The event report serves as a valuable resource for future reference and continuous improvement in culinary education.

Criteria for Assessment:

- Reflective Practice: This assessment aligns with reflective practice principles. Students critically evaluate their actions, draw conclusions, and document their experiences.
- Integration of Theory and Practice: By comparing the action plan with actual implementation, students demonstrate their ability to apply theoretical knowledge in practical scenarios.
- Communication Skills: The event report requires clear communication, attention to detail, and effective documentation.

- Competence Development: Competences in critical thinking, synthesis, and professional reporting.

3.3. Data collection

All researchers, regardless of the approach, need to engage in similar data collection activities like interviews and observations, use recording protocols, and develop forms for storing data (Creswell, 2013, p. 145-178; Jamieson, 2016). In this study, the author involved in two data collection phases: observational notes taken during the project, and end-of-term evaluations of students. He wasn't involved the semi-structured questionnaire phase in order to avoid authority effect on students' replies.

3.3.1. The sampling and saturation

This project applied in the scope of a practical course named "Banquet Kitchen" in Gastronomy and Culinary Art Program in Eskişehir Osmangazi University, in Türkiye, in 2024. 40 students in their 6th term consist the population of this study. Students are informed about the scope and aim of the project at the beginning of that term. And the ethical considerations about their data sharing were announced before data collection phase.

In phenomenology inquiry, the focus is more on depth rather than breadth, and measured the mean sample size for that is 20 participants (Guetterman, 2015). According to Creswell (2013,

p. 145-178), selecting a sample intentionally that can provide the most insight into the research question, rather than aiming for a sample that can be generalized to the entire population. This includes determining the best strategy for purposeful sampling. In this study, participants are the students experienced a specialized design of well-known systematic learning strategies in the scope of a practical course. The size and the relation of sample increases the reliability and validity of data collected.

3.3.2. Teacher notes

Observation technique, reflects the need for in-depth exploration of individual experiences (Guetterman, 2015) and accelerates engaging with the group being studied. Field notes can be taken by researchers during fieldwork (Green and Browne, 2005, p. 33-46). During the project, both in the theory and the practice phases, the author took notes from his observations about strong, weak sides, and opportunities and the threats of the designed course. The notes are coded in statements from the experiences of students like challenges, difficulties, comfort and gains. Taking notes systematically provided following-up the process. These notes also provided "back and fort"s between data, as explained by Busetto et al. (2020) and McMillan (2009), allowing new insights to inform ongoing observational data collection and possibly the revision of the research process. Additionally, these notes were used for comparing the data collected from students via different techniques.

Observational considerations:

1. How did the students effectively benefit from the project?
2. What should be included in the project to accelerate?
3. What are the developable sides of the project in order to support the students' learning process?
4. What are unnecessarily challenging for the students in the project?

3.3.3. End-of-term evaluations of students

The data was collected from the students in two different ways. First is the "end-of-survey" written evaluations, like Turley and Graham (2019). Students received an online invitation message with the survey participation ethic form, like Edens (2011). General evaluations of the students about the course design were requested via a self-completed form. With this time- giving form, it was aimed to have more detailed, deliberate and exemplified evaluations. These general evaluations are analyzed as contents and in a SWOT themes.

The students were clearly informed that, this evaluation isn't included to the course grades. But anyhow their names were distinguishable for the author. In order to avoid from the authority effect, the third data collection via semi-structured questionnaire was applied by a different person out of the course.

3.3.4. Semi-Structured Questionnaire

The semi-structured questionnaire consists of four qualitative and ten quantitative questions. The qualitative questions aim to measure the multiple perspective evaluations in written with self-wording of the students. The SWOT (strong, weak, opportunities, threats) analyze is accepted for its multiple point of views. So, the qualitative open-ended questions ask for the evaluations of students from those points. The data collected with these questions would be analyzed within, and compered to the data come from the notes of the teacher, as a provision. This provision could help evaluating the design of the project.

Open-ended survey questions:

1. What were the difficulties/challenges you have faced during the project?
2. What were the weak sides of the project?
3. What were the strong sides of the project?
4. What were the opportunities of the project for the practical lessons?

The quantitative questions have been intentionally designed to align with the assumed outcomes within the context of the "Game of Banquets" project, given in the Table: . Each question has been intentionally crafted and dequantitated as much as possible to measure thematically. By quantitating, it was aimed not to bore the students, and give "in-time" reflections. The relations between assumed outcomes of the project and the quantitative questions (21. Century skills) are given in the Table: . The answers of these questions are scaled between 1-10. The 10-Likert is preferred to recall their academic performance grading. And now, they are grading about a teaching performance, indeed. The Likert could also provide a broader scale extend when analyzing. So, they are asked to grade the statements below:

"I felt engaged in the learning process with the 'Game of Banquets' project." This question directly probes students' level of engagement during the project. Engagement is a critical competence for active participation and effective learning. Students' positive feelings of involvement validate the project's success in fostering engagement.

"The project helped me improve my recipe development skills." Recipe development necessitates the ability to synthesize culinary knowledge. By assessing improvements in recipe development, the students' creative competences were indirectly measured.

"The project helped me improve my cooking techniques skills." Enhancing cooking techniques aligns with technical competence.

"The project helped me improve my presentation skills." This question evaluates students' professional creation and innovation abilities, emphasizing visualizing and implementing competences.

"The project helped me improve my management skills." Managing resources, time, and teams is essential in culinary projects. This question assesses students' growth in management competences, including leadership, resource allocation, collaboration, and cultural awareness.

"The project reflects the real-life elements of the culinary industry." The project's authenticity and alignment with industry practices contribute to students' exposure for adapting to real-world scenarios. This question validates the project's relevance and practical applicability.

"The project helped me improve my problem-solving skills." By assessing improvements in problem-solving skills, the students' critical thinking abilities were indirectly measured.

"The project helped me improve my communication skills." Clear communication, and dotmocracy are vital in culinary teamwork.

The last two questions are about the students' general evaluations about the project. *"The use of game elements enhanced my learning experience"* is used as one of the reference points about the satisfaction. This satisfaction is proved with the next question: *"I recommend this project for the next terms"*.

ETHICAL STATEMENTS:

1. The survey was anonymous, protecting the students' identities and encouraging honest responses.
2. Participation in the survey was voluntary. Students were not compelled to participate and their decision to participate or not did not affect their grades or participation in the curriculum.
3. Students were informed about the purpose of the survey and how the data collected would be used. They participated based on their own consent.
4. The semi-structured questionnaire was administered by a third party who was not part of the teaching team, ensuring impartiality in the data collection process.
5. The survey received ethics clearance from the Human Ethics Research Committee of Eskişehir Osmangazi University (E-64075176-050.04-240107141).

WIDESPREAD EFFECT AND LIMITATIONS

In the dynamic landscape of vocational education, a profound shift is underway—a departure from conventional models toward innovative approaches that seamlessly blend core subjects with critical 21st-century themes. This transformation is most pronounced in the realm of gastronomy education, where competence is no longer perceived as a static outcome but rather as a dynamic product of collective learning within both educational institutions and workplace environments.

Key Contributions and Implications:

1. *Reimagining Competence*: The study challenges the traditional notion of competence by emphasizing its dynamic nature. Rather than a fixed skill set, competence emerges from ongoing learning experiences, collaboration, and adaptability.
2. *Addressing Skill Gaps*: The research sheds light on a conspicuous gap within culinary arts education—specifically, the lack of robust problem-solving skills among graduates. By identifying this challenge, educators can proactively address it through innovative strategies.
3. *Pedagogical Innovations*: The study introduces a diverse array of learning strategies that aim to cultivate critical thinking, creativity, and problem-solving abilities. Notable approaches include Think-Pair-Share, Dotmocracy, Personal Reflection, Problem-Based Learning (PBL), Design-Based Science (DBS), and Project-Based Learning (PBL).
4. *Gamified Pedagogy*: Amidst these advancements, gamification emerges as a powerful tool. By allowing students to explore different perspectives, experiment, and learn without fear of embarrassment, gamified learning enhances overall outcomes.

5. *Empirical Gap*: Despite promising developments, empirical studies within gastronomy education remain scarce. The study highlights the need for rigorous research to validate innovative approaches and their impact.
6. "*Game of Banquets*": The practical course design, titled "Game of Banquets," integrates learning strategies and gamification. Its aim is to revolutionize culinary education by enhancing students' learning experiences and overall satisfaction.
7. *Research Questions*: The study seeks to answer critical questions related to course design, strengths, weaknesses, opportunities, threats, and the impact on 21st-century skills. By exploring these dimensions, educators can refine their practices.
8. *Applicability*: The primary goal is to explore the applicability of innovative course designs in practical culinary education. The 12-week project-based approach, combining elements of Problem-Oriented Design-Based Learning (PODBL) and gamification, promises comprehensive insights.

In summary, "Game of Banquets" not only contributes to culinary education but also serves as a model for rethinking competence, bridging skill gaps, and fostering adaptable learners in vocational contexts.

Limitations:

The sample of the research limited with the students of one institution. In order to generalize the results more broadly, more studies should be implemented from diverse regions.

Because the purpose of this study was taking the satisfactory evaluations about this project, the satisfaction values can not be generalized as culinary students' satisfaction from the practical courses.

5. ORIGINAL VALUE OF THE RESEARCH

- The study titled *"Game of Banquets: Enhancing Culinary Education Through Gamified Learning Strategies"* aims to revolutionize culinary education.
- By integrating learning strategies and gamification, it seeks to enhance students' learning experiences and overall satisfaction.
- The primary goal is to explore the applicability of innovative course designs in practical culinary education.

INNOVATIVE GASTRONOMIC IDEAS: USING MASTIC IN DISHES OF CHIOS ISLAND LOCAL RESTAURANTS

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INTRODUCTION

The mastic product, which meets the majority of production in the world and set its price in worldwide, grows in high quality on the Chios Island, to which gave its name, has been used in many different areas in the past and continues to be used in today as before and also in new industry areas. The environment influences not only agricultural production but also the harvesting, processing, preservation, and consumption patterns of food. It impacts food ingredients, cooking methods, techniques of food and drink preparation, recipes, and dining etiquette (Moira, Mylonopoulos and Kontoudaki, 2015: 137). Thanks to these environmental influences, the homeland of the Chios product consists of twenty-four villages located in the southern Catamorea region of Chios. These villages form the mastic region (Mastichochora, Mastihohonia), which is strengthened, hidden and interconnected by the sea in order to protect against dangers that may come from outside. The fact or belief that mastic can only be grown in South Chios has been a fundamental feature of spices since ancient times and is now legally codified (Freedman, 2011: 100). In addition to the use of mastic in many different areas, its use in gastronomy dates back to ancient times. Within the scope of this study, a general literature review is conducted regarding the use of the mastic product in the field of gastronomy. In addition, in this study, The investigation focuses on how mastic was historically unused in dishes but is now being innovatively incorporated, especially in Chios Island restaurants.

LITERATURE

An important advancement in the field of gastronomy is the creation of innovative and creative dishes. The competition among restaurant businesses to be recognized as 'innovators' motivates both chefs and establishments to incorporate scientific and artistic perspectives into their kitchens, aligning with global developments (Aksoy and Üner, 2016: 35). Innovative gastronomic values play a crucial role in preserving and sustaining a country's identity. They also facilitate cultural promotion through cuisine and draw the attention of other nations to the country's gastronomy (Yavuz, 2021). Looking at the mastic example, whose know-how of cultivating on the island of Chios inscribed in 2014 on the Representative List of the Intangible Cultural Heritage of Humanity (https://ich.unesco.org/en/RL/know-how-of-cultivating-mastic- on-the-island-of-chios-00993), The use of mastic in culinary practices can be noted as a factor in promoting the destination. In a study, participants indicated that innovative culinary trends could lead to positive developments in local culinary culture (Saçılık, 2020: 35). The use of local gastronomic products at a destination helps distinguish it, making it more competitive and strong against rival destinations. The representation of local dishes in restaurants plays an important role in tourism activities and the absence of these local dishes is seen as a significant failure (Nebioğlu, 2021: 1034). The use of mastic product in the field of gastronomy with innovative ideas can also contribute to the image of the destination. Chios Island, located in the

Aegean Region, holds unique significance due to its mastic. Over time, mastic has become a sought-after product throughout the Mediterranean, particularly in medicine-such as its use in traditional Greek medicine for over 2,500 years-as well as in perfumes and various flavoring applications. The high-quality mastic, which can only be produced on the island, has become an iconic product of Chios Island, emphasizing the island's uniqueness and contributing to its economy and interpratation of cultural heritage (Paraschos, Mitakou and Skaltsounis, 2012; Bakirtzis and Moniaros, 2019; Gkoltsiou, 2021). Considering the uses of mastic in the field of gastronomy, Apicius, an important gastronomic resource in ancient times, in his cookbook calls for mastic as an ingredient in two aromatic wines or cordials (Conditum paradoxum and Absinthium Romanum) (Freedman quated by Apicius, 2011: 101). Mastic is referenced in medieval cookbooks, although it wasn't a particularly common spice like pepper, cinnamon, or ginger. It is included in a list of twenty-one essential spices that a cook should have on hand in the Vatican manuscript of the Viandier, the most renowned cookbook of the Middle Ages. Some early printed editions of the Viandier list mastic as an ingredient in a mutton stew (herison de mouton) and a fish jelly. In the Classical era, there are few references to mastic as a culinary item. One account mentions that Emperor Constantine ordered mastic, along with cumin, cinnamon, and other spices, to be provided to bishops traveling to the Council of Arles in 314. Clearly intended for culinary purposes, these items follow a list of more essential provisions such as pork, lamb, bread, wine, and oil (Scully, 1988: 218). Mastic is still used as a flavouring for bread and pastries and as a spoon sweet in Greece. There are also mastic-flavoured liqueurs. There is an international chain of mastic boutiques called 'Mastiha Shops', while a new mastic cookbook gives both traditional and newly-invented recipes. The fact, or at least the accepted belief, that mastic can only be grown in southern Chios has been a basic attribute of the spice since ancient times and remains, as indicated above, legally codified today. In the modern era, mastic has been a versatile if rather special commodity. In addition to its culinary role in Greece, Turkey, and the Middle East (Freedman, 2011: 100-102). In Turkey it is popular in several desserts (notably the rice-pudding dish sakizli fırın sütlaç) and is one of the basic flavours for lokum (Turkish delight). It is a crucial ingredient in traditional Eastern Mediterranean icecream dish dondurma kaymaklı (Freedman, 2011: 100). Mastic is used as a flavouring for coffee in Arabia, a chewing gum in Greece (until replaced by global chewing gum in the 1960s) (Perikos, 1993: 25). In today's world, thanks to innovative gastronomic, Greek chefs began using mastic to light up their dishes, celebrating it as a uniquely Greek culinary product. Lefteris Lazarou has flavoured his signature fish soup with mastiha in Michelin-starred Varoulko in Pire in Greecea Greecea and he uses mastic jam in the dessert called Baba (https://www.varoulko.gr/menu/), Christoforos Peskias (of Balthasar) has used it in meat dishes, Stelios Parliaros uses it in chocolates and sweets at the Sweet Alchemy in Athens, and even acclaimed Spanish chef Andoni Aduriz has used it in one of his lamb creations at two Michelin-starred Mugaritz near San Sebastian. Furthermore, mastiha liqueur has been increasingly utilized as a creative ingredient in cocktails. There are several outstanding mastiha liqueurs available on the market, which have secured their spot on bar shelves not only in Greece but also worldwide. Greek bartenders, in particular, are increasingly appreciating its distinct aromas (https://www.discovergreece.com/travel-ideas/cover-story/greek-spirits- mastiha).

METHODOLOGY

This study aims to conduct a research on the use and evaluation of mastic in restaurants within the scope of innovative ideas in gastronomy on the island of Chios, which is the homeland of the mastic product. It is planned to use the interview technique, one of the qualitative research

methods, in the research. The research results will be based on the findings of the field study to be conducted on the different and creative using possibilities of mastic as a gastronomic product in dishes. Within the scope of the field study, interviews will be held with the chefs of restaurants located in the center of Chios Island, which mainly include local products in their menus. Purposive sampling method was used in the study. Research questions prepared in accordance with the qualitative research method will be asked to these restaurant chefs using a face-to-face interview technique through a semi-structured interview form. The main question of the research is as follows: "*Do the restaurants in the center of Chios, which serve local dishes, include the use of mastic product as a gastronomic product*?" The sub-questions generated depending on the main question of the research are as follows:

- What gastronomic products using mastic are available on Chios Island? Do you serve these products in your restaurant?
- Do you know about dishes in which mastic is used? (fish soup with mastiha, in some meat dishes, in chocolates and sweets, in lamb dishes)
- Do you know about the Greek chefs Lefteris Lazarus and Christoforos Peskias who created the New Greek cousine and Stelios Parliaros?
- Are there any dishes in your restaurant where you use mastic product?
- Would you consider making dishes using mastic in your restaurant?

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

In addition to being a basic product, food is also a social and cultural product (Pavlidis and Markantonatou, 2020). Gastronomic products play a crucial role in promoting the country. Therefore, understanding the uses of products well, conducting research, and applying innovative methods will help in identifying effective strategies for product utilization and promotion in the future years. As stated in the literature of the research, there are examples of innovative gastronomic applications (Lefteris Lazarou has flavoured his signature fish soup with mastiha in Michelin-starred Varoulko in Pire in Greecea and he uses mastic jam in the dessert called Baba (https://www.varoulko.gr/menu/), Christoforos Peskias (of Balthasar) has used it in meat dishes, Stelios Parliaros uses it in chocolates and sweets at the Sweet Alchemy in Athens, and even acclaimed Spanish chef Andoni Aduriz has used it in one of his lamb creations at two Michelin-starred Mugaritz near San Sebastian) of mastic around the world. Two of the chefs who created the New Greek cousine (Lefteris Lazarus and Christoforos Peskias) and Stelios Parliaros used mastic in their dishes that are called as innovative gastronomic ideas (https://www.greekgastronomyguide.gr/en/xristoforos-peskias-o- protoporos/). Innovative gastronomic ideas will help cultural heritage products to continue in a sustainable way, especially by investigating the motivation of Michelin-starred chefs of Greek origin to include such a local product in their menus and the technical tips in creating the product. The limitations of this research are that the data supporting the research cannot be obtained due to technical reasons by reaching the chefs who apply these examples and how they carry out this practice and how the customers who taste these dishes react to these innovative ideas.

UNIQUE VALUE OF THE RESEARCH

As detailed in the literature section of this study, the use of masti by Greek chefs, which can be shown as an innovative ideas, in their dishes is very important in terms of promoting a gastronomic cultural value of their own country by using different innovative methods and contributing to the sustainability of the product and culture. From this perspective, knowing whether the local restaurant chefs in Chios Island restaurants, the main production center of mastic, are aware of these innovative ideas and whether they tend to use these ideas is also

important for the sustainability of gastronomic inventories. The focus of this study on researching this subject highlights the unique value of this research. There is no study in the literature that evaluates the mastic product in terms of innovative ideas for its use in gastronomy. This study will both contribute to the literature in this respect and contribute to the awareness of local chefs in Chios on this subject. In this respect, the contribution and original value of the study will be revealed both in theory and practice.

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SUSTAINABLE GASTRONOMY: THE ROLE OF SMART FOOD WASTE SYSTEMS (SFWS) IN REDUCING FOOD WASTE

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INTRODUCTION

The global food service industry is increasingly under pressure to adopt sustainable practices due to rising environmental concerns and growing consumer demand for eco- friendly options. Food waste is a critical issue, with approximately 1.3 billion tons of food wasted globally each year, representing one-third of all food produced for human consumption (FAO, 2011). In the United States alone, food waste accounts for 30-40% of the food supply, translating to about 133 billion pounds and $161 billion worth of food in 2010 (USDA, 2020). This waste contributes significantly to greenhouse gas emissions, with food waste responsible for approximately 8% of global emissions (IPCC, 2019), and represents a substantial loss of resources such as water, energy, and labor.

Despite various efforts to mitigate food waste, the adoption of advanced technologies in the food service industry remains limited. Smart food waste systems (SFWS), incorporating AI-driven inventory management, IoT-enabled appliances, and waste tracking tools, offer innovative solutions to these challenges by optimizing food usage and reducing waste. However, there is a lack of comprehensive research on the practical applications of these technologies in professional kitchens and their impact on sustainability. This study aims to fill this gap by exploring how SFWS can contribute to sustainable gastronomy by reducing food waste and enhancing sustainability performance using the Unified Theory of Acceptance and Use of Technology (UTAUT) model and the Stimulus-Organism-Response (S-O-R) theory.

THEORETICAL FRAMEWORK

The UTAUT model, developed by Venkatesh et al. (2003), is a comprehensive framework used to understand technology acceptance and usage behavior. It includes four core constructs (Venkatesh et al., 2003): performance expectancy, effort expectancy, social influence, and facilitating conditions.

Performance Expectancy: The degree to which an individual believes that using the system will help attain gains in job performance.

Effort Expectancy: The degree of ease associated with the use of the system.

Social Influence: The degree to which an individual perceives that important others believe they should use the new system.

Facilitating Conditions: The degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system.

In this study, additional variables such as attitude toward SFWS, perceived investment value, and organizational support will be integrated to better capture the determinants of technology adoption in culinary settings.

Attitude toward Smart Food Waste Systems: The individual's overall affective and evaluative feelings toward using SFWS (Ajzen, 1991).

Perceived Investment Value: The perceived economic and operational value gained from investing in SFWS (Kleijnen, De Ruyter, & Wetzels, 2007).

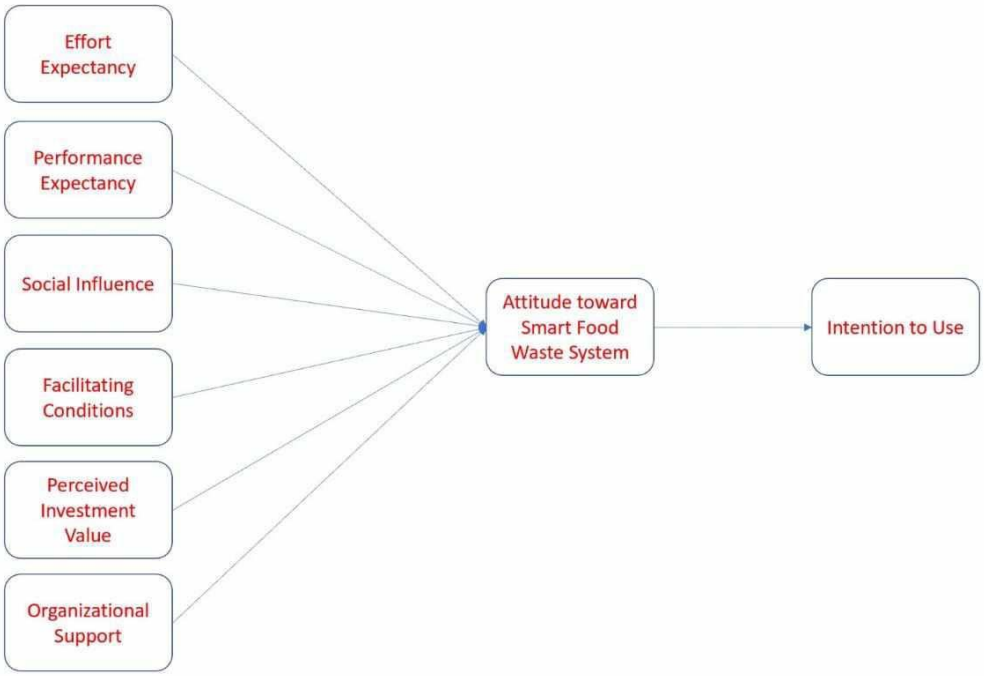
Organizational Support: The extent to which an organization provides resources, training, and encouragement for the use of SFWS (Bhattacherjee, 2001).

The S-O-R theory, proposed by Mehrabian and Russell (1974), explains the process by which environmental stimuli (S) influence an individual's internal states (O) and subsequent responses (R). In this context, SFWS (stimuli) affect kitchen employees' attitudes and perceptions (organism), leading to their behavioral intention to use the system and actual usage (response).

METHODOLOGY

This study will employ quantitative research design. The survey will measure variables related to the UTAUT model constructs, attitudes, perceived investment value, and organizational support. A total of 400 industrial kitchen employees will be targeted for this study. Participants will be recruited through online platforms. A stratified random sampling technique will be used to ensure a representative sample across different types of industrial kitchens, including restaurants, hotels, and catering services. The survey will be conducted online, ensuring ease of access and anonymity for participants. The collected data will be analyzed using Smart PLS (Partial Least Squares Structural Equation Modeling) to examine the relationships between the variables and validate the proposed research model. Smart PLS is chosen for its ability to handle complex models with multiple constructs and its suitability for exploratory research. The analysis will involve assessing the measurement model for reliability and validity, followed by testing the structural model to examine the hypothesized relationships. Descriptive statistics will be used to summarize the demographic characteristics of the sample and the distribution of responses for each survey item. Path analysis will be employed to assess the direct and indirect effects of the UTAUT constructs, attitudes, perceived investment value, and organizational support on the behavioral intention to use and actual usage of SFWS. Mediation analysis will also be conducted to explore the mediating roles of user satisfaction and organizational support in the relationships between the independent and dependent variables.

Figure 1. Proposed Model



EXPECTED OUTCOMES

The study is anticipated to demonstrate that the adoption of Smart Food Waste Systems (SFWS) significantly reduces food waste and enhances sustainability performance in the food service industry. Specifically, SFWS are expected to lead to a measurable decrease in food waste by improving inventory management, optimizing portion sizes, and enabling more accurate forecasting of food demand. The adoption of these systems is also projected to contribute to broader sustainability goals by reducing the environmental footprint of food service operations, including lower greenhouse gas emissions and reduced resource consumption. Additionally, it is anticipated that kitchen employees will develop positive attitudes toward SFWS, perceiving them as beneficial and easy to use, which will increase their behavioral intention to use these systems and actual usage rates. Organizations are expected to recognize the economic benefits of investing in SFWS, such as cost savings from reduced food waste and improved operational efficiency, supported by effective organizational support including training and resource allocation.

POTENTIAL IMPLICATIOS

The findings of this study will provide valuable insights for culinary professionals and policymakers on the benefits of integrating SFWS into their operations. Policymakers can develop guidelines and incentives to promote the adoption of SFWS, supporting sustainability initiatives at various levels. The study will identify best practices for implementing SFWS in professional kitchens, helping culinary establishments achieve significant reductions in food waste and improvements in sustainability performance. Establishing industry standards for the use of SFWS can encourage widespread adoption and ensure consistent performance across different food service operations. Furthermore, the findings can inform the design of educational programs and training modules for culinary professionals, emphasizing the importance of technology in sustainable food management. Increased transparency and communication about the use of SFWS can also enhance consumer trust and loyalty, as customers increasingly prioritize sustainability in their dining choices.

LIMITATIONS

Several limitations must be considered in this study. The reliance on self-reported data may introduce biases such as social desirability bias, where respondents might overstate their positive behaviors and attitudes toward SFWS. The cross-sectional design limits the ability to establish causal relationships between variables, necessitating longitudinal studies to track changes over time and confirm causal effects. The generalizability of the findings may be limited to the food service industry and may not apply to other sectors. Additionally, the effectiveness of SFWS may vary depending on the specific technologies and systems used, as well as the unique characteristics of different culinary operations. Some food service establishments, particularly smaller ones, may face resource constraints that limit their ability to invest in and implement SFWS effectively.

NOVELTY

This study will offer a novel contribution to the field of sustainable gastronomy by integrating the Unified Theory of Acceptance and Use of Technology (UTAUT) model and the Stimulus-Organism-Response (S-O-R) theory to examine the adoption of Smart Food Waste Systems (SFWS) in professional kitchens. Unlike previous research that has primarily focused on individual technologies or the environmental impacts of food waste, this study will provide a comprehensive analysis of multiple factors influencing the successful implementation of SFWS. By incorporating additional variables such as attitude toward SFWS, perceived investment value, and organizational support, the study will expand the traditional UTAUT model to better capture the complexities of technology adoption in the food service industry.

Furthermore, the application of Smart PLS for data analysis will enable a nuanced understanding of the relationships between variables and the mediating effects of user satisfaction and organizational support. This methodological approach not only will validate the theoretical model but also will offer practical insights for culinary professionals and policymakers on best practices for reducing food waste and enhancing sustainability performance. The findings of this study might have the potential to drive significant advancements in the adoption of innovative technologies in the gastronomy sector, promoting environmental stewardship and operational efficiency. This holistic approach might address a critical gap in literature and provides a robust foundation for future research on sustainable practices in culinary operations.

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SUSTAINABILITY IN THE FOOD AND BEVERAGE SECTOR AND ITS IMPACT ON FINANCIAL PERFORMANCE

Gözde TÜRKMEN MÜLDÜR

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INTRODUCTION

Food and beverage sector is a key driver of the Turkish economy. Its favorable geographical and climatic conditions enable the country to be amongst the world's top agricultural producing countries. The average annual growth rate of the Turkish agriculture sector in 2003 – 2022 is 2.5%. With over 50 000 businesses, which 500 of them are being funded by foreign enterprises, the industry generates 58.5 billion $ to the country's total GDP, which accounts for 6.5%. The agricultural GDP has increased by 141% between 2002 and 2022. The sector also offers more than 300 000 jobs equaling about 18% of the country's working population in 2022 (Presidency of the Republic of Türkiye Investment Office, 2022). With enormous economic impact, the food and beverage industry should own sustainability as a crucial strategy, to continue to contribute to Turkey's economic growth and to help the country remain competitive into the future. There are 3 pillars of sustainability: environmental, social and economic. While the environmental and social benefits of sustainable practices are undeniable, the economic implications remain a subject of ongoing debate. Some argue that sustainable practices can lead to increased costs, potentially negatively impacting profitability. However, others believe sustainability can translate to financial benefits through improved resource management, reduced waste, and enhanced brand reputation. This study aims to contribute to this conversation by analyzing the financial performance of companies that prioritize sustainability within the Turkish food and beverage sector.

LITERATURE

There is a vast body of research investigating the link between a company's commitment to sustainability practices and its financial performance. As far as the date goes back, Moskowitz (1972) analyzed 14 socially responsible firms' rate of return on their common stock. He concluded that the appreciation was around 7% percent, while major market indices such as the Dow-Jones Industrials had appreciated by much smaller amounts. Moskowitz interpreted these results as a support for the approach of value-creation. A contradictory view came around a few years later. Vance (1975) studied 50 firms, which were rated by businessmen and students on their perceived degree of social responsibility and observed a negative correlation between the ranks and the stock market performance of those firms for the previous year. This study has set the ground for the value destruction theory.

The debate is still on; a clear consensus on the relationship remains elusive. It is reasonable that such an extensive topic would lack an exact consensus, since there are a wide range of industries and business models in the economy. The diversity of industries and businesses highlights the need for further research to understand how the relationship between sustainability and financial performance manifests in different contexts. According to Alshehhi et al. (2018), only 3 of 132 articles until 2017 investigated sustainability and financial performance in the food and hospitality sector. After 2017, more research has been done on sustainability and financial performance in the food and hospitality

sector, but none of them are in Turkey, apart from the Lehenchuk et al. (2023) study, which used the Sustainability Reporting Disclosure Quality Index as a proxy for sustainability practices and researched the textile and leather sector along with the food and beverage. They ran regression models and found no relation on the subject. This study suggests that simply reporting on sustainability might not be enough to see a financial impact. It highlights the need to explore alternative proxies for sustainability commitments and their potential benefits. Another study that should be mentioned here is Uyar et al. (2020). They researched corporate social responsibility and financial performance relationship in the hospitality and tourism industry. Although social responsibility is only one dimension of sustainability, and it does not directly link sustainability to financial performance, it still provides valuable context about the social responsibility practices within the Turkish hospitality sector.

METHODOLOGY

This study will employ a comparative research design to analyze the potential link between sustainability practices and financial performance within the Turkish food and beverage sector. The sample of this study focuses on two distinct groups of companies listed on the Borsa Istanbul Stock Exchange (BIST). The first group of companies participate in the BIST Sustainability Index, the second group of companies is located in the BIST Food & Beverage Index. Sustainability index has been launched in 2014 to assess the companies based on international sustainability criteria and includes 80 companies. This index is a proxy for the sustainability practices of companies. According to Alshehhi et al. (2018), stock market indices, such as the widely used Sustainability Index, offer a suitable tool to measure sustainability performance of firms. They are widely used in studies. The food and beverage index was constructed in 1996. It has approximately 18 billion $ of market value, and it comprises 40 companies. Companies included in both indices will form the core group for focused comparison, and five of them are spotted in both indices. First step in the analysis is to study the financial performance of these five companies. Financial performance is proxied by return on equity (ROE) and market value (MV). These two financial performance indicators are analyzed to see if there is a structural break in the companies' data after the appearance on the sustainability index. Chow test will be employed since the exact timing of the break is known, which is the start date of the sustainability index. This test will enable us to determine if the model parameters significantly differ across the two periods. For the second effect, Mann-Whitney U test, which is a non-parametric t-test, is used to determine whether there is a significant performance increase for these five companies compared to the rest of the food and beverage sector companies not traded in the sustainability index.

THE WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

This study contributes to the ongoing conversation about the financial implications of sustainability in the food and beverage industry. By analyzing companies listed on a major Turkish stock exchange, it provides valuable insights for both Turkish and international stakeholders. Focusing on the BIST indices allows us to examine the financial impact of sustainability within a specific market. Turkey, a major player in the global food industry, provides a valuable case study for exploring the interplay between sustainability and financial performance. By analyzing companies listed on the BIST, this study offers insights relevant to both Turkish and international stakeholders within the food and beverage industry. The findings can inform strategic decision-making for companies considering adopting sustainable practices, investors seeking responsible investment opportunities, and policymakers crafting regulations to encourage environmental and social responsibility within the food sector.

The main limitation of the study is that it analyzes only the companies listed on the BIST. Private companies or smaller players in the food and beverage industry cannot be captured, potentially limiting the generalizability of the findings. Second, the specified econometric analysis only establishes a relation between being in the Sustainability Index and having higher profitability/market value. It does not definitively prove that sustainability practices cause better financial performance. However, while these limitations exist, the study offers a valuable starting point for understanding the potential financial benefits of sustainability in the Turkish food and beverage sector.

THE ORIGINALITY OF THE RESEARCH

While research on sustainability and financial performance exists, existing research is more general or focus on different industries or countries. However, this study focuses on the Turkish food and beverage industry. By comparing companies in both the Sustainability Index and the Food & Beverage Index, the potential impact of sustainability practices within this specific industry sector can be isolated. With this study, the expectation is to create awareness of the issue and pave the way for more robust studies in the future. Overall, the originality of this research lies in applying the concept of sustainability and financial performance to a specific market and industry, namely the Turkish Food & Beverage sector, and utilizing existing indices to create a unique sample group for comparison. It is highly believed this research will contribute to the ongoing conversation about sustainability in the food and beverage industry in developed countries by offering valuable insights relevant to a developing country's specific market and its unique dynamics.

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YAPAY ZEKA DESTEKLİ GASTRONOMİ TURİZMİ: TURİSTLERİN DAMAK TADINA GÖRE KİŞİSEL RESTORAN ÖNERİ SİSTEMLERİ

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GİRİŞ

Dünyada trend haline gelen ve popülerliği artan gastronomi turizmi, dijitalleşmenin artmasıyla birlikte önemli değişimler yaşamıştır (Polat, 2020:184). Çoğu zaman alternatifler arasında seçim yapmada zorluk yaşayan müşteriler, çevrimiçi platformlardaki yorumlara ve değerlendirmelere dikkat ederek karar vermektedirler. Ancak, bu analiz bile alışkanlıklarına göre karar vermede yanıltıcı olabilir. Bu noktada, yapay zekâ teknolojileri ve özellikle son yıllarda popüler hale gelen ChatGPT, gastronomi alanında da büyük yenilikler sunabilmektedir.

ChatGPT yapay zeka modeli baz alınarak insanların hayatlarını kolaylaştıracak yüzlerce uygulama geliştirilmiştir. Expedia ve Trip.com gibi seyahat sitelerine eklenen akıllı asistan ile hızlı bir şekilde rezervasyon yapılabilmektedir. Booking.com ise kişiselleştirilmiş öneriler ve 40'tan fazla dil ve lehçede makine çevirisi ile hizmet vermektedir. Ayrıca Booking Holding'in KAYAK platformu üzerinden de rezervasyonlara bağlı olarak seyahat seçenekleri sunabilmektedir. Türkiye'de ise 2023 yılında "ChatGPT Destekli Menü" projesi Yemek Sepeti tarafından hayata geçirilmek üzere geliştirilmeye başlanmıştır (Bölge, 2023).

Bu çalışmanın amacı, yapay zekâ teknolojilerini kullanarak müşterilerin damak tadına uygun restoran seçimleri yapmasını sağlamak ve böylece gezi süresince harcanan zamanı azaltmaktır. Böylece kullanıcılar seyahat planlamasını daha verimli hale getirip, gittikleri gastronomi şehrinde daha etkili zaman geçirip tatmin edici deneyimler yaşayabileceklerdir. Ayrıca yanlış restoran seçiminde yaşanacak müşteri memnuniyetsizliğini azaltarak, restoranların memnuniyet oranlarında artış sağlanacaktır.

LİTERATÜR

Kültürel bir değer taşıyan yöresel yemekler, sosyal ve kültürel bir sermayenin ifadesidir. Bu nedenle ziyaret edilen bölgenin mutfak kültürünün zengin olması, turistin ilgili bölgeyi tekrar ziyaret etmesinde büyük bir etkiye sahiptir (Zağralı ve Akbaba, 2015). Ancak çevrimiçi platformlarda ziyaret edilen destinasyonda diğer tüketicilerin yorumları, satın alma kararında önemli bir kaynak haline gelmiştir. Böylece ilgili lokasyonu ziyaret eden tüketiciler yanlış seçim yapma riskini azaltabilmektedir (Ünal, 2023).

İnternet ve sosyal medya kullanımının artmasıyla, turistlerin gidecekleri destinasyonlar hakkında bilgi edinmesi ve izlenimlerini şekillendirmesi kolaylaşmıştır. Özellikle gidilen yerle ilgili yapılan yorumlar, incelemeler seyahat seçiminde kritik bir öneme sahiptir (Akpur, 2023). Ziyaretçilerin

%80'i gitmeden önce internet üzerinden ortalama olarak 26 web sitesini ziyaret ederek doğru yer ve fiyat için minimum 2 saat vakit harcamaktadır (Eren ve Çelik, 2017). Son yıllarda yapay zekâ teknolojilerindeki gelişmeler turizm de dahil olmak üzere tüm sektörlerde önemli değişikliklere yol açmıştır. Yapay zekâ tabanlı robotlar aracılığıyla çevrimiçi kaynaklardan gelen veriler işlenerek kullanıcılarla daha verimli etkileşim kurulabilmektedir. Bu kapsamda, seyahat öncesi, sırasında ve sonrasında ChatGPT kullanılmaya başlamıştır (Karaca ve Önem, 2023).

YÖNTEM

Bu çalışma kapsamında durum çalışması kullanılacaktır. Durum çalışması, belirli bir zaman aralığında meydana gelen olaylar için çeşitli kaynaklar vasıtasıyla bilgi toplanarak olay temaları ortaya konan nitel bir yaklaşımdır (Dertli ve ark., 2024).

Bu çalışmanın veri toplama aşamasında çeşitli müşterilerin geri bildirimleri ve yemek tercihleri hakkında bilgi edinilecektir. Elde edilen veri setinde müşterilerin yemek tercihleri, restoran deneyimleri ve genel gastronomi tercihleri yer alacaktır. Elde edilen veriler ChatGPT modeline eğitim verisi olarak sunularak, kullanıcıların damak tadına uygun restoranların Bandırma ilçesinde önerilmesi sağlanacaktır. Modelin önereceği restoranlar, kullanıcıların memnuniyeti ve geri bildirimleri üzerinden değerlendirilip, modelin başarı oranı ve etkinliği analiz edilecektir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu araştırma yapay zeka destekli restoran öneri sistemlerinin gastronomi turizmindeki potansiyel etkilerini ve faydalarını ortaya koyarak, hem turistik destinasyonlar hem de yerel işletmeler için önemli bulgular sunmaktadır. Balıkesir ilinin Bandırma ve Erdek ilçelerinde gerçekleştirilen bu çalışma, bölgesel mutfakların tanıtımına katkı sağlarken, turistlerin seyahat deneyimlerini kişiselleştirme ve zenginleştirme konusunda değerli bilgiler sunmuştur. Yapay zeka sistemlerinin kullanımı sayesinde turistlerin damak tadına uygun restoranları bulması kolaylaşacak ve tercih edilen restoranda damak tadına uygun hizmet alındığı için müşteri memnuniyeti artacaktır. Ayrıca artan müşteri memnuniyetinin ekonomik açıdan da olumlu etkileri olacaktır. Rekabet avantajı elde etmek isteyen gastronomi turizm bölgeleri yapay zekayı stratejik bir araç olarak kullanabilecektir.

Bu araştırmanın bazı sınırlılıkları da bulunmaktadır. Öncelikle çalışma Balıkesir ilinin Bandırma ve Erdek ilçelerinde gerçekleştirileceği için sonuçların genelleştirilmesi sınırlı olabilir. Yapay zekanın etkinliği, kullanılan veri kaynaklarının çeşitliliği, kalitesi ve doğruluğuna bağlıdır. Sosyal medya ve çevrimiçi platformlardan elde edilen veriler, kullanıcı yorumlarının subjektifliği nedeniyle yanıltıcı olabilir. Daha geniş veri seti ile yapılacak çalışma, sistemin doğruluk oranını artırabilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu çalışmanın amacı, ChatGPT'nin bir asistan olarak gastronomi şehrinde kullanıcılara nasıl rehberlik ettiğini belirlemeye dayanmaktadır. Geleneksel rehberlik yöntemleri genel bilgiler ve sınırlı kişiselleştirme hizmeti sunarken, bu çalışma ile yapay zekâ destekli karar alma modelinin kullanıcıların bireysel yemek tercihleri ve alışkanlıklarına göre özelleştirilmiş öneriler sunma kapasitesi araştırılacaktır.

Geleneksel yöntemlerde, müşterilerin restoran ve yemek tercihlerini belirlemek ve onları memnun etmek, restorandaki çalışanların sezgisel ve tüketici hakkındaki sınırlı verilerine dayanmaktadır. Geniş veri setlerinin analiz edilmesi ve kullanıcı geri bildirimlerinin dikkate alınmasıyla kullanıcıların en uygun restoranı bulmaları ve daha iyi bir gastronomi deneyimi yaşamaları sağlanacaktır. Bu çalışma ayrıca rehberlik süreçlerindeki etkinliği ve doğruluğu test ederek kullanıcı memnuniyetini artırma potansiyelini de ortaya koyacaktır.

Ayrıca, kullanıcıların zamanı daha verimli kullanmaları sağlanarak yemek yeme için harcanan zaman kısaltılacak ve diğer etkinliklere daha fazla zaman ayırma fırsatı sunulacaktır. Bu yaklaşım,

gastronomi şehirlerinde seyahat edenlerin deneyimlerini iyileştirirken, restoranların hizmet kalitesi ve müşteri ilişkileri konusunda yeni stratejiler geliştirmelerinde yardımcı olacaktır.

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THE ROLE OF SILENT RESIGNATION IN THE RELATIONSHIP BETWEEN ROLE CONFLICT AND ORGANIZATIONAL CYNICISM: A STUDY ON RESTAURANT EMPLOYEES

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INTRODUCTION

The practices that businesses implement to achieve their goals are changing day by day due to the diversification of restaurant businesses, the expansion of their fields of activity and the increase in competition, (Turhan, 2020). In this context, the fact that restaurant businesses are labor-intensive by nature, in other words, the production of the service is based on people, brings human resources to the forefront. Restaurant workers are expected to perform intellectual, physical and emotional labor. Therefore, many factors are effective in enabling employees to demonstrate the good work performance expected from them. However, it is also valuable to identify some situations that may negatively affect employees. In this context, the role conflict experienced by employees who are faced with inconsistency or incompatibility in the demands and expectations of various parties in the workplace and who are forced to perform job duties that violate their personal standards or values can lead to the emergence of many negative factors. In return, employees may not be able to demonstrate the expected good work performance and may even develop a negative attitude towards the workplace. An employee who exhibits a silent resignation attitude due to the role conflict he/she experiences may continue to work, but may experience poor performance and lose interest in the job. This situation may also have a negative impact on other employees in the workplace. An employee who experiences role conflict and engages in silent resignation behavior may develop a negative attitude towards the company over time and may exhibit a belief that the workplace lacks integrity, negative feelings, and a tendency to behave in a derogatory and critical manner towards the company, consistent with these beliefs and feelings. Despite the existence of studies investigating the causes of organizational cynicism in the literature, the importance of the study is that a model has not been encountered in which "role conflict" has been directly examined with the concept of "organizational cynicism" and the mediating role of "silent resignation" in the effect of "role conflict" on "organizational cynicism" has been questioned. The aim of the study is to reveal whether silent resignation behavior plays a mediating role in the relationship between role conflict and organizational cynicism perceptions of restaurant employees.

LITERATURE

Role conflict is defined in terms of dimensions of fit-incompatibility in the requirements of an employee's role in an organization or workplace, where fit or incompatibility is evaluated concerning a set of standards or conditions that affect role performance (Rizzo et al., 1970). In other words, role conflict reflects a contradictory attitude among employees and organizational and job demands that create psychological pressure for employees (Mbata, 2022), and usually occurs when employees have difficulty conforming to one of two or more role assignments at the same time and conforming to the other (Katz and Kahn 1977). This conflict can occur due to ambiguous or conflicting role messages and can lead to role ambiguity and role stress, especially in service sector employees such as restaurant businesses with roles that cross boundaries (O'Brien and Cooper, 2022). Failure to prevent role conflict in a workplace can lead to low job satisfaction, psychological stress, burnout, decreased job performance, high absenteeism, and high turnover rates and desire

(Mbata, 2022). Role conflict can also be the reason why some employees resign silently in workplaces (Gün, 2024).

Silent resignation is briefly defined as employees not doing more than their duties require, remaining passive, and holding back (Gürer et al., 2024). Silent resignation is likely to occur due to the breakdown of the psychological contract between the employee and the employer (Karrani et al. 2023), and especially employees who are unhappy at work exhibit silent resignation behavior (Yılmaz and Akay, 2022). In addition, the reasons underlying the silent resignation behavior of employees are employers' failure to value their employees, failure to support their career development, failure to provide their autonomy, lack of communication, and the decrease in employees' trust in their workplace (Mahand and Caldwell, 2023). The negative feelings that employees have towards their organizations due to such reasons, such as anger, resentment, disappointment, and hopelessness, are called cynicism (Özler et al., 2010). Dean et al. (1998) defined organizational cynicism in its shortest form as "the negative attitude of an individual towards the organization in which he/she is employed" and conceptualized it in three dimensions: "cognitive", "emotional" and "behavioral".

Nowadays, especially in service sector businesses such as restaurants where competition is increasing day by day and customer satisfaction is gaining importance, employees who exhibit a cynical attitude can negatively affect customer satisfaction and cause significant damage to the business (Altınöz et al., 2011). In this context, as a result of the literature review conducted within the scope of the research, the main purpose of this study is to determine the role of silent resignation in the relationship between role conflict and organizational cynicism among restaurant employees. It is thought that the findings obtained in this study will be important in terms of providing strategic guidance to restaurant businesses operating in an intensely competitive environment.

METHODOLOGY

The population of the research consists of restaurant employees in Batman province. For this purpose, restaurant business managers operating in the central district of Batman were interviewed and approximately equal amounts of data were collected using the convenience sampling method from the employees of 14 businesses who volunteered to participate in the study. Data on face-to-face interactions were collected between February 2024 and May 2024. A quantitative methodology on cross-sectional data was used to test the research hypotheses.

PROCESS macro for SPSS and AMOS (24.0) were employed for data analysis. We used an 8- item scale which was modeled as the independent variable of the study developed by Rizzo et al. (1970), adapted by Chen et al. (2011) to measure role conflict. To measure the 3- dimensional, 13-item (emotional, cognitive, behavioral) organizational cynicism scale, which was modeled as the dependent variable of the study, develeoped Brandes et al. (1999) and adapted by Karacaoğlu and İnce (2012) was used. The quiet quitting scale, which is the mediator variable of the study, was adapted from Karrani (2023). Participants evaluated the appropriateness of the statements on a 5-point Likert scale. Scale items are given with the options 1: Strongly Disagree, 2: Disagree, 3: Neither Agree nor Disagree, 4: Agree, 5: Strongly Agree. The research was designed according to a two-stage approach (Anderson and Gerbing, 1988). A two-stage research design allows testing the significance of all model coefficients and checks the fit of the measurement model before structural fit. First, normality, multicollinearity and common method bias were checked in the developed research model and the goodness of fit values of the model were examined. The discriminant and convergent validity of the model was then confirmed, while internal consistency was demonstrated through integrated reliability assessments. Then, the research model was analyzed using the process macro application to determine the hypothesis results.

COMMON EFFECT AND LIMITATIONS OF THE RESEARCH

As a result of the analyses, it was found that the role conflict perceived by the employees positively and significantly affected all dimensions of organizational cynicism (cognitive, affective and

behavioral) and that silent resignation behavior played a mediating role in this relationship. In this study, the effect of role conflict on silent resignation and organizational cynicism was examined and restaurant businesses were selected as the application area. In this context, according to the results obtained, restaurant businesses should create a work environment that will match the employee's knowledge and experience, give them authority and responsibility for their self-realization, and position a correct superior-subordinate relationship in the relevant process in order to prevent employees from silently resigning, which reduces performance and efficiency, prevents the provision of quality service, and develop a cynical attitude towards the business. Thus, employees will not experience any conflict regarding their responsibilities in a holistic sense while performing their duties during the work process, and they can perform their duties fully by feeling that they belong to the organization rather than by exerting minimum effort.

This research was conducted with 312 employees working at all levels of restaurants operating in a province located in the Southeastern Anatolia region and the central district of this province. Due to the small sample size of the current study, the results cannot be generalized to all restaurant workers in Turkey. However, this study used cross-sectional data, which limits the causality inferences between the independent variable, dependent variable and mediator variable. For future research, a longitudinal approach can improve the ability to make causal statements. In addition, the model can be tested with different independent variables as determinants of the mediator and dependent variable within the scope of the research model.

ORIGINAL VALUE OF THE RESEARCH

The restaurant sector makes a significant contribution to the Batman economy and the increase in travel tours (package tours) or gastronomy tours coming to Batman in recent years draws attention to employee service behaviors, which is one of the most important issues that service providers, especially restaurant businesses, should focus on. In the fact that employee satisfaction forms the basis of customer satisfaction, it is important to determine the factors that will negatively affect employee service behaviors. In this study, understanding the variables of role conflict, organizational cynicism and silent resignation will provide great contributions to both theory and managerial practices in the restaurant sector. Referring to role conflict as a determinant of silent resignation behavior, which is a new concept in the literature, and determining how these two variables lead to organizational cynicism can provide original contributions to the model of this research, both in terms of the population of the study and its contribution to the relevant literature.

TURKISH CUISINE IN MUKBANG VIDEOS: NEW STEPS IN PROMOTION AND MARKETING

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INTRODUCTION

The media phenomenon of mukbang, originating around 2008 in South Korea, is formed by combining the Korean words for "eating" and "broadcast" (meokneun-bangsong) (Donnar, 2016). Mukbang, increasingly popular worldwide, can be summarized as a broadcaster consuming food with exaggerated appetite in front of a camera and sharing these sessions through various media channels. Generally, these broadcasts involve the consumption of high- calorie foods in large portions, with a preference for fast food items. Existing studies on the subject (Ash vd. 2022; Aucoin, 2019; Choe, 2019; Dam, 2019; Hong ve Park, 2017; Kırcaburun vd., 2020c; Margawati vd., 2020; Şenel, 2023; Zhong, 2020) primarily indicate that individuals, particularly those living alone and seeking to alleviate feelings of loneliness while eating, prefer watching these broadcasts. Additionally, reasons for watching mukbang videos include entertainment, satisfying cravings, a sense of companionship, finding the broadcaster appealing, socialization, and viewing it as a means to escape from problems (Anjani vd., 2020; Kırcaburun vd., 2020; Kırcaburun vd., 2020a; Pereira, 2019; Styawan ve Buwana, 2023).

As previously mentioned, mukbang videos often feature the consumption of fast food items. This study will analyze existing research on the mukbang phenomenon using a meta-synthesis approach, and interpret findings from the examination of Turkish dishes consumed in mukbang videos published on the YouTube platform.

LITERATURE

The mukbang phenomenon, rapidly spreading on various media platforms, particularly YouTube, and watched by millions, has been addressed in various studies. Mukbang videos, characterized by the consumption of high-calorie foods in large portions, have often been associated with eating disorders and health concerns. Studies (Ash vd., 2022; Aucoin, 2019; Kang vd., 2020b; Kırcaburun vd., 2020a Nam ve Jung, 2021; Park vd., 2024; Şenel, 2023; Yeon 2023; Yun vd., 2020) have shown that regular viewers of mukbang videos experience increased desire to eat while watching, engage in irregular and excessive eating, and may face issues such as obesity or excessive weight gain. Some viewers find the consumption of large quantities of food in these videos disgusting, while others experience a sense of satiety vicariously through the broadcaster's eating, leading to reduced appetite (Ash vd., 2022; Xu, 2019). Additionally, studies (Jeon vd., 2024; Nam ve Jung, 2021) indicate associations with increased stress levels, decreased sleep quality, decreased interest in healthy living, lack of exercise, and reduced consumption of fruits and vegetables.

Psychologically, mukbang has been observed to have both positive and negative effects. It has been noted (Kırcaburun vd., 2020; Kırcaburun vd .,2024; Margawati vd .,2020; Song vd., 2023; Şenel, 2023; Wang, 2020; Zhong, 2020) that the exaggerated swallowing and chewing sounds made by broadcasters during meals can have a calming effect on viewers, creating excitement through

anticipation of not eating immediately, and providing satisfaction through the broadcaster's information about the food being consumed, akin to a general media-induced happiness effect that can lead to addiction. Viewers influenced by the videos have reported comparing themselves to broadcasters, noting how excessive eating by very thin broadcasters affects their body image, triggers desires to be thin, and stimulates cravings for the food consumed by the broadcaster (Ash vd., 2022; Şenel, 2023; Wang, 2020). Some viewers watch mukbang videos because they find the broadcasters attractive (Pereira vd., 2019; Song, 2023).

Mukbang videos facilitate a form of social communication between broadcasters and viewers through comments on live broadcasts or videos (Choe, 2019; Dam, 2019; Hong ve Park, 2017; Song vd., 2023; Strand ve Gustafsson, 2020), particularly appealing to cultures where communal dining experiences are valued, allowing viewers to experience a sense of eating together (Aucoin, 2019; Choe, 2019; Hong ve Park, 2017).

Research has also explored the potential for product, restaurant, and destination marketing through mukbang videos. Viewers tend to trust information provided by mukbang broadcasters about the products they consume, influencing their intention to purchase those products (Babenskaite, 2019; Dam vd., 2023; Cho, 2020; Song, 2023; Şenel, 2023; Zhang ve Wang,

2023).

Due to its relatively recent emergence, the mukbang phenomenon continues to attract researchers' attention, who explore its various connections, including its negative impacts on health and psychology, as well as its widespread effects in providing comfort, happiness, and alleviating feelings of loneliness among viewers. Moreover, it has proven effective in product, restaurant, and destination marketing strategies.

METHODOLOGY

Content creators in mukbang videos, published on various social media platforms including YouTube, predominantly feature fast food products. To understand the reasons and implications of this trend, existing studies were reviewed through a literature search and analyzed using meta-synthesis. Subsequently, videos from the YouTube platform published between June 15, 2024, and June 18, 2024, using the keyword "mukbang" and featuring Turkish cuisine were identified. To narrow down the research scope and obtain more widespread results, filters were applied to sort the videos by view count, aiming to access the most-watched videos. This study included a total of fifteen YouTube videos: eight from foreign broadcasters representing various nationalities and seven from Turkish broadcasters. These videos were analyzed to determine the types of Turkish dishes consumed and evaluate the diversity of preferred Turkish dishes. Additionally, metrics such as views, comments, and likes on these videos featuring Turkish cuisine were examined. Comments from foreign users on videos by Turkish broadcasters were also analyzed.

Through these investigations, the study aims to determine the familiarity with Turkish cuisine, assess the contribution of Turkish mukbang broadcasters to promoting Turkish dishes, and explore the potential use of mukbang videos in promoting Turkish cuisine. Furthermore, findings from the literature review will be used to evaluate the presence and status of Turkish cuisine in mukbang videos on the YouTube platform. In this context, the study aims to draw conclusions such as promoting Turkish cuisine as an alternative to fast food consumption and enhancing the visibility of Turkish cuisine through mukbang. Ultimately, recommendations will be provided to content creators, food and beverage businesses, and stakeholders on utilizing this trend for promoting Turkish cuisine, restaurant, and destination advertisements.

WIDESPREAD IMPACTS AND LIMITATIONS OF THE STUDY

Based on the data to be gathered from this research, it is planned to emphasize the importance for Turkish mukbang content creators broadcasting on various media platforms to include Turkish cuisine in their videos. Studies show that information provided by mukbang content creators about

the food they consume is perceived as trustworthy by viewers. Accordingly, recommendations will be made for food and beverage businesses to advertise through broadcasters in mukbang videos, particularly on platforms like YouTube, which reach millions of viewers. Furthermore, it will be suggested that mukbang broadcasters could be invited to

specific destinations to promote local flavors through mukbang videos. Government ministries could also utilize this trend in promoting Turkish cuisine within the framework of country promotion campaigns. These recommendations are aimed at contributing to the field and industry.

Moreover, research indicates that the frequent consumption of fast food and packaged foods through this trend negatively impacts public health. It has been identified that consuming traditional Turkish dishes as an alternative to these high-calorie meals in broadcasts could potentially lead to widespread adoption among viewers, resulting in positive outcomes for their health and dietary habits.

One of the limitations of this study is its focus solely on fifteen videos published on the YouTube platform. It is suggested that a broader research approach could be undertaken by examining content from mukbang videos shared on other platforms such as AfreecaTV, TikTok, and others to achieve more comprehensive results.

ORIGINALITY OF THE STUDY

Upon reviewing previous studies on the mukbang phenomenon, no research specifically examining its relationship with local cuisine could be found. Similarly, there has been no previous study that concurrently addresses the use of mukbang videos in promoting local cuisine and its potential to improve health outcomes. This study aims to fill this gap by proposing the use of the mukbang trend to enhance the visibility of Turkish cuisine. It suggests that food and beverage businesses and tourism stakeholders could collaborate with mukbang content creators to advertise their offerings on this platform. Furthermore, the study explores potential outcomes such as directing mukbang viewers towards healthier choices compared to fast food and packaged foods, highlighting the health benefits of Turkish cuisine. These aspects constitute the original contribution of this study.

While existing research has established the mukbang trend's relevance to various fields including health and marketing, this study's approach is expected to contribute to the field and shed light on future research directions. Enhancing the international visibility and consumption of traditional Turkish dishes on global platforms is seen as a means to preserve Turkish culinary culture.

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BAR SANATKARLARININ GELECEĞİ: YAPAY ZEKÂ TEKNOLOJİLERİNİN BAR HİZMETLERİNDE KULLANIMI[1]

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GİRİŞ

Yapay zekâ son yıllarda birden fazla sektörde kullanılan bir teknolojidir. "Makineleri zekileştirme" amacı ile dijitalleşmeden faydalanan sistemler olarak ifade edilen yapay zekâ pazarlamadan eğitime birçok alanda kullanılmaktadır (Ercan, 2020: 399). Zaman, maliyet ve işgücünden tasarruf ile öne çıkan yapay zekâ uygulamalarının mal ve hizmet sektörlerinden kullanılması son zamanlarda sıkça mercek altına alınan bir konudur. Dolayısıyla öne çıkan alanlar dışında özellikle turizmin önemli paydaşları olan yiyecek içecek işletmelerinde yapay zekâ uygulamalarının güncel durumunu ortaya koymak önem arz eden bir konudur. Bu çalışma kapsamında yiyecek içecek sektörünün içecek ayağının temelini oluşturan bar hizmetlerinde yapay zekâ kullanımına ilişkin keşfedici bir çalışma gerçekleştirilmesi amaçlanmaktadır. Bu doğrultuda Türkiye'de "İncili Gastronomi Rehberi" listesinde değerlendirmeye giren İstanbul'daki fine dining restoranlardan seçilen katılımcılar ile bir örnek olay çalışması gerçekleştirilecektir. Yarı yapılandırılmış görüşme formu aracılığıyla gerçekleştirilecek çalışmadan elde edilen bulgular, tematik analize tabi tutularak sunulacaktır. Böylelikle hızla yükselen bir trend haline gelen yapay zekâ uygulamalarının en çok tercih edilen ve beğenilen başarılı restoranların bar hizmetleri departmanındaki güncel durumu araştırılmış ve geleceğe yönelik bir öngörüde bulunulması sağlanmış olacaktır.

LİTERATÜR

Yapay zekânın kökenleri M.S. 1. yüzyıla dek varan bir geçmişe sahiptir. Suyun kaldırma kuvveti ve hava basıncının kullanıldığı endüstri öncesi teknolojilerle otomatik makineler geliştirme girişimleri yapay zekanın ilk ilkel örnekleri olarak tanımlanmaktadır (Adalı, 2017: 10; Çerkez ve Kızıldemir, 2020: 1266). Günümüz teknolojisini kapsayacak şekilde yapay zekâ olgusunun kullanımı ise 1950'li yıllara dek uzanmaktadır. İlk olarak 1955 yılında John McCullach tarafından akıllı makineler yapma bilimi ve mühendisliği olarak tanımlanan yapay zekâ (McCarthy, 2004: 2), bilgisayar teknolojileri aracılığı ile insan zekâsını makinelerde uygulama olarak ifade edilebilmektedir (Tsaih ve Hsu, 2018: 127). Bu teknolojinin "Artificial Intelligence" yani "Yapay Zekâ" olarak kavramsallaştırılması ise 1956 yılında Dartmount Koleji'nde düzenlenen bir konferansta Claude Shannon ve Herbert Simon'un kavramı bu haliyle kullanması sayesinde olmuştur (Adalı, 2017: 12).

Yapay zekanın 21. Yüzyılda insan yaşamına nüfuz etmesiyle birlikte işlerini ve işletmelerini kalıcı ve başarılı kılmak isteyen tüm paydaşların bu teknolojinin kullanımını iş süreçlerine entegre etmeleri gerekmektedir (Coşkun ve Gülleroğlu, 2021: 948). Örneğin; pazarlama alanında müşterilerin istek ve taleplerini tahmin ederek ürün geliştirme ve kişiselleştirme süreçlerini kolaylaştırmak mümkündür (Ercan, 2020: 399). Ayrıca yiyecek içecek sektöründe yapay zekâ teknolojilerinin stok kontrolü, ürün kalitesine yönelik işlemlerin düzenlenmesi, tedarik zinciri süreçlerinin yönetilmesi, çalışan hijyeni ve operasyon alanlarının sanitasyonu, reçete geliştirme amacı ile tat ve koku reseptörlerinin manipüle edilmesi amacıyla kullanıldığı

[1] Bu çalışmanın gerçekleştirilmesi Antalya Belek Üniversitesi Bilimsel Araştırma ve Etik Kurulu tarafından oy birliği ile uygun görülmüştür.

bilinmektedir (Çerkez ve Kızıldemir, 2020: 1268-1269). Yapay zekanın yiyecek içecek sektöründe kullanımının örneklerinden en ileri ve kendi alanında ilk olan Vocktail uygulaması, tüketicilerin tat ve koku reseptörlerine elektrotlar aracılığıyla müdahale ederek kokteylleri simüle eden bir uygulama olarak geliştirilmiş ve Londra bir bar bu uygulamaya yönelik hizmet vermektedir (http-1). Sanal gerçeklik uygulamasının bir örneği olan Vocktail uygulaması, bar sektöründe yapay zekanın kullanım sınırlarının sonsuz olduğunun ilk göstergelerinden biridir. Öyle ki artırılmış gerçeklik uygulamalarının dünyanın birçok bölgesinde kokteyl sunumlarında kullanıldığı bilinmektedir (http-2). Bu sanal gerçeklik barlarından biri olan Londra'daki OTHERWORLD adlı barın 2023 yılında "Dünyanın en iyi kokteyli"ni sunmak amacıyla ünlü yapay zekâ teknolojilerinden biri olan ChatGPT ile iş birliği yaptığı bilinmektedir (http-3). Sanal gerçeklik, artırılmış gerçeklik ve yapay zekâ iş birlikleri ile geleneksel anlamdaki tüketici alışkanlıklarının değişmeye başladığını gözlemlemek mümkündür. Üstelik gündemde metaverse gibi uçsuz bucaksız sanal bir dünyanın varlığı ve geleceği tartışılırken yapay zekanın ürün ve hizmet sunumlarındaki güncel durumu tespit edilip adım adım yeni gelişmiş bu teknolojilere yönelmek faydalı olacaktır. Dolayısıyla hem ulusal hem de uluslararası çapta gelir getirici etkiye sahip yiyecek içecek işletmelerinin de bu değişime ayak uydurması gerekmektedir. Bu çalışma kapsamında bar sektöründe yapay zekâ kullanımının güncel durumu tespit edilmeye çalışılacaktır.

YÖNTEM

Yeni kavramlar ve olguların belirli bir kapsam çerçevesinde araştırılması söz konusu kavram ve olguların yaygınlaşması adına önem arz etmektedir. Yapay zekâ teknolojisi de görece kullanım alanlarını yeni yeni geliştirmeye başlamış ve yaygınlaşan bir teknolojidir. Dolayısıyla yapay zekâ olgusunun belirlenen kapsamdaki mevcut durumunu tespit etmek, kullanıcıların geleceğe yönelik çıkarımlarını keşfederek ortaya koymak önem arz etmektedir. Bu çalışma, yiyecek içecek sektöründe istihdam edilen miksologların yapay zekâ kullanımına ilişkin görüşlerini ortaya koymak amacı ile nitel yaklaşımla tasarlanmıştır. Yapay zekâ teknolojilerinin yiyecek içecek sektöründe kullanılmaya başlanması çok yeni ve kısıtlı bir uygulama alanına sahip olmasından dolayı bu çalışmada örnek olay deseni tercih edilmiştir. Örnek olay çalışması bir olgu ve/veya olayın "ne", "nasıl" ve "niçin" sorularına yanıt verecek bir biçimde araştırılmasını ifade eden nitel araştırma desenidir (Davey, 1991: 1). Keşfedici nitelikte tasarlanan bu durum çalışması yapay zekanın yiyecek içecek sektörünün kollarından biri olan bar sektöründeki durumunu ortaya koymayı amaçlamakta ve gelecekte yapılması planlanan geniş ölçekli çalışmalara zemin hazırlamayı amaçlamaktadır (Aytaçlı, 2012:4).

Katılımcılar en az bir yıldır yiyecek içecek sektöründe çalışan miksologlar olarak belirlenmiştir. Katılımcıların miksologlardan seçilmesinin birincil nedeni; bu rütbedeki çalışanların içecek hazırlama ve sunumu, bar stok kontrolü, alım satım takibi gibi görev ve sorumluluklarının yanı sıra yeni reçeteler geliştirmekten de sorumlu olmalarıdır. Bu doğrultuda Türkiye'de "İncili Gastronomi Rehberi" listesinde değerlendirmeye giren İstanbul'daki fine dining restoranlardan seçilen katılımcılar öncelikle amaçlı örnekleme yoluyla tespit edilmiş ve kar topu örnekleme yöntemi kullanılarak diğer katılımcılara ulaşılmıştır. Çevrimiçi ve yüz yüze gerçekleştirilen görüşmeler kayıt altına alınacak ve çalışma sonrasında en az beş yıl olmak kaydı ile arşivlenecektir. Yarı yapılandırılmış soru formu aracılığı ile elde edilen ham bulgular öncelikle deşifre edilecektir. Deşifre edilen metinler MAXQDA Nitel Çözümleme Programı aracılığı ile tematik analize tabi tutulacaktır. Tematik analiz, bulguların kategori ve temalara ayrıştırılarak ifade edilmesi olarak özetlenebilen bir nitel çözümleme sürecidir (Braun ve Clarke, 2006). Yapay zekanın mevcut durumu ve gelecekteki potansiyeli araştırıldığından bu çözümleme

yaklaşımı uygun görülmüştür. Çözümlenen veriler güncel durum ve geleceğe yönelik öngörüler olarak iki temada toplanmış, katılımcı görüşleri bu temalar altında kategorilendirilmiştir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Yapay zekâ, tarihi antik çağa kadar uzandığı iddia edilen ve günümüzde teknoloji ile girift bir hale gelmiş bir yapıdır. Yapay zekanın kullanım alanları ile ilgili gerçekleştirilen çalışmalar genellikle eğitim, hukuk ve benzeri alanlarda yoğunlaşmıştır. Alkollü ve alkolsüz içeceklerin reçetelerinin geliştirilmesi, içeceklerin hazırlanması, sunumu ve bar içerisinde görevli olan diğer çalışanların eğitiminden sorumlu olan miksologların yapay zekâ kullanımına ilişkin görüşlerini ortaya koymak:

- Bar içerisinde ürün çeşitliliğini artırmak
- Zaman ve maliyetlerden tasarruf sağlamak
- Sürdürülebilir bir menü planlaması ve üretim süreci geliştirmek
- Rekabet avantajı sağlamak
- Dijitalleşme ile birlikte 12. Kalkınma Planı'nda vurgulanan dijitalleşme avantajlarını yiyecek içecek sektöründe yaygınlaştırmak gibi birçok sonuca ulaşmayı sağlamaktadır.

Dolayısıyla yiyecek içecek sektöründe önemli bir yere sahip olan barlarda yapay zekâ kullanımına ilişkin güncel durumu keşfetmek önem arz etmektedir. Çalışmanın bu kapsamdaki sınırlılıkları araştırmacının farklı bir şehirde çalışıyor olmasından dolayı görüşmelerin bir kısmının çevrimiçi ortamda gerçekleştirilmesi sebebi ile araştırmacının bar alanını ve çalışanları gözlemlemesinin mümkün olmamasıdır. Bunun yanı sıra yapay zekâ kullanımına ilişkin bilgi ve becerinin her katılımcıda eşit olmaması sebebi ile ortaya çıkan tablonun kısıtlı bir alanı işaret ediyor olması da çalışmanın sınırlılıkları arasında yer almaktadır. Ayrıca yapay zekâ teknolojilerinin yiyecek içecek sektöründe kullanımının yeni olması da çalışmanın sınırlılıklarındandır. Dolayısıyla gelecek çalışmalar için yapay zekanın yiyecek içecek sektöründe mal ve hizmet üretimi, sunumu ve arka plan işlerinde kullanımına ilişkin çalışmaların yaygınlaşması bu bilincin gelişmesine de katkıda bulunacaktır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Yiyecek içecek endüstrisinde gittikçe artan uzmanlaşma, markalaşma ve bunun sonucu olarak rekabetin yükselmesi bar sektörünü özgün reçeteler geliştirmeye yönlendirmiştir. Ayrıca, içecek reçetelerinin yanı sıra moleküler gastronomi kullanılarak ürün geliştirme tekniklerinin kullanıldığı da bilinmektedir. Bar alanında gittikçe artan ve yenilikçiliği zorunlu hale getiren bu rekabet sonucunda "miksolog" olarak adlandırılan bartenderların sayısı gittikçe artmaktadır. Bu çalışmada, miksologların bar içerisinde ürün ve hizmet üretim süreçlerinde yapay zekâ kullanımı ve geleceğe yönelik görüşlerinin ortaya koyulması hedeflenmiştir. Özellikle turizm ve gastronomi alanında önem arz eden alkollü ve alkolsüz içeceklerin geliştirilmesi ve sunumlarının özgün hale getirilmesinden sorumlu olan miksologlar hakkında bu zamana dek gerçekleştirilen kısıtlı sayıdaki çalışmalarda yapay zekâ kullanımına ilişkin çalışmaların artması ve dolayısıyla sektörde yapay zekâ kullanımının teşvik edilmesi önem arz etmektedir. Rekabet ortamı, sürdürülebilirlik, zaman ve maliyet tasarrufu gibi konularda yapay zekâ kullanımının önemini vurgulamak bu çalışmanın özgün değerini ortaya koymaktadır. Bu doğrultuda sektörde aktif olarak istihdam edilen miksologların görüşlerinin yapay zekâ kullanımının bar içerisinde kullanımına ilişkin görüşleri yarı yapılandırılmış soru formu aracılığı ile toplanmıştır. Sektörel ve akademik olarak geleceğe yönelik keşfedici bir rehber niteliği taşıyan bu çalışma sonrasında yapay zekânın ürün ve hizmet üretim süreçlerinde kullanımının artması beklenmektedir.

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THE IMPACT OF WINE ON MENU PLANNING IN A LA CARTE RESTAURANTS

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INTRODUCTION

In restaurants, menus are among the primary reasons for customer preference. The quality of the dishes listed on the menu, the compatibility of beverages with the food, and the prices are crucial factors. Identifying the determining factors in menu planning in restaurants is part of the scope of this study. Another focal point of this study is the harmony between the foods listed on the menu and the beverages, which influences customer preferences. The main aim of this study is to determine the impact of wine on menu planning and menu pricing methods in restaurants. Additionally, identifying the factors that influence the decisions related to menus in restaurants is among the objectives of this study. To achieve the specified aims, research has been designed specifically for businesses offering a la carte services.

Determining the impact of wine when planning and pricing the items listed on the menu is one of the important aspects of this study.

LITERATURE

This study aims to determine the impact of wine on menu planning and menu pricing methods in restaurants. The role of wine in the planning and pricing processes of menu items in restaurants stands out as an important factor that affects customer preferences and business profitability. The goal of this study is to establish how menu planning and pricing methods should be implemented. It particularly aims to examine these factors in detail in restaurants offering a la carte services. The literature review on menu planning and pricing methods reveals various approaches and practices in this field. Historically, menu planning in restaurants is as old as human history itself, developed to meet the need for food consumption. With the establishment of civilizations, methods of food preparation and

presentation have also evolved. Wine culture holds a significant place in menu planning. The harmony between wine and food can enhance the customer experience and increase loyalty. Studies have examined the impact of local food and culinary culture on menu planning, highlighting the importance of wine pairing in enhancing gastronomic appeal. Menu pricing plays a critical role in managing the costs of restaurants.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

This research, by examining the impact of wine on menu planning, pricing, and analysis in a la carte restaurants, provides significant contributions to both academic and practical fields. Here are the widespread impacts of the research:

Academic Impact

Contribution to Literature:

- This study is one of the few that addresses the relationship between wine and menu planning. By filling this gap in the literature, it expands academic knowledge in the field of gastronomy and culinary arts.
- The research can serve as a foundation for future studies on wine selection and menu planning, encouraging theoretical and applied research in this area.

Methodological Contribution:

- The use of semi-structured interviews and content analysis techniques provides an example of how these methods can be applied in gastronomy research.
- The methodology of this research can serve as a guide for other researchers interested in similar topics.

Practical Impact

Guide for Restaurant Managers and Chefs:

- The research results provide practical recommendations for restaurant managers and chefs, demonstrating how the wine factor can be effectively utilized in menu planning and pricing processes.
- It offers insights into the criteria that restaurants should consider in wine selection to enhance customer satisfaction and gain a competitive advantage.

Education and Professional Development:

- This study serves as a valuable resource for students and professionals in the field of gastronomy and culinary arts. It can be incorporated into educational curricula, enabling students to gain knowledge about menu planning and wine pairing.
- The findings of this research can be used as educational material in professional development programs for chefs and restaurant managers.

Customer Satisfaction and Business Success

- By highlighting the positive effects of wine and food pairing on customer experience, the study encourages restaurants to improve the quality of their services.
- Correct wine selection on the menu can increase customer loyalty and raise repeat visit rates.
- Addressing the impact of wine pricing strategies on menu pricing enables restaurants to make more informed and strategic decisions to enhance profitability.
- Proper pricing strategies can improve restaurants' competitive strength, positively affecting their financial performance.

Development of Industry Standards

- This research can contribute to the establishment of industry standards and best practices regarding wine and menu planning in a la carte restaurants.
- Standardized procedures for wine selection and menu planning can be developed for restaurants to follow.

In conclusion, this research creates significant and widespread impacts both in the academic world and the restaurant industry. The in-depth information it provides on the relationship between wine and menu planning offers valuable contributions from both theoretical and practical perspectives.

Limitations

Like any research, this study has certain limitations that should be considered when generalizing and interpreting the results. Here are the limitations of the research:

1. **Sample Size:**
   - The research is based on semi-structured interviews conducted with a limited number of a la carte restaurants and their managers or chefs. The limited sample size makes it difficult to generalize the results to all a la carte restaurants.
2. **Geographical Limitations:**
   - The study focuses on a specific region (Istanbul). Different cultural and economic factors may be influential in restaurants in different geographical regions. Therefore, the validity of the research results may be limited in different areas.

3. **Qualitative Research Method:**
    - The research relies on qualitative data collection methods. Although qualitative research methods provide in-depth and detailed information, they are based on subjective interpretations and the personal views of the participants. This may limit the objectivity and generalizability of the results.
4. **Data Collection Tools:**
    - Semi-structured interview forms and content analysis techniques were used. These methods can vary depending on the participants' responses and the researcher's interpretations. The limitations of data collection tools may affect the precision of the results.
5. **Time Constraints:**
    - The research was conducted within a specific time frame. The menu planning and pricing strategies of restaurants may change over time. Therefore, the research findings may not reflect future changes.
6. **Cultural Factors:**
    - Wine consumption habits and food culture can vary from region to region and even from country to country. The focus on Istanbul may limit the direct applicability of the results to restaurants in other regions.
7. **Participant Diversity:**
    - The types and levels of restaurants participating in the research may vary. There may be differences in menu planning and wine selection approaches between luxury restaurants and mid-level restaurants. This diversity may limit the generalizability of the results to all types of restaurants.
8. **Economic Factors:**
    - Economic conditions and market dynamics can influence the menu planning and pricing strategies of restaurants. Economic changes during the research process may affect the interpretation of the results.

THE ORIGINAL VALUE OF THE RESEARCH

The original value of this research lies in its in-depth examination of the impact of wine on menu planning and pricing in a la carte restaurants. Despite the significant role of wine in gastronomy and culinary arts, it has not been studied in such detail, especially in the context of a la carte restaurants. This study fills a crucial gap in this area, providing valuable insights for restaurant operators, chefs, and gastronomy experts.

The scientific quality of the research stems from the rigor of its methodological approaches and the depth of its data analysis. The study employed semi-structured interviews and content analysis techniques, which together facilitated the rich acquisition of qualitative data. Open- ended questions posed to participants revealed their experiences and opinions in detail, enhancing the reliability of the results.

The distinctiveness and innovation of the research are evident in several key aspects:

1. Comprehensive Approach:

- The study examines both menu planning and pricing processes from a wine perspective, integrating these two critical management areas.

- Topics such as the determination of menu items, wine and food pairing, and pricing strategies are addressed with a holistic approach.

2. **Emphasis on Wine and Menu Harmony:**
   - The impact of food and wine pairing on customer satisfaction is examined in detail, highlighting the importance of this relationship in the success of the restaurant.
   - Emphasizing this harmony as a criterion to be considered in the menu planning process is an innovative aspect of the study.
3. **Practical Recommendations:**
   - The research findings offer practical recommendations for restaurant managers and chefs, demonstrating how the wine factor can be effectively utilized in menu design and pricing processes.

The research addresses several important gaps and provides solutions to specific problems:

1. **Lack of Knowledge:**
   - The insufficient exploration of the relationship between wine and menu planning is addressed, making a significant contribution to the literature.
   - The effects of wine use in a la carte restaurants have not been examined in such detail before.
2. **Lack of Practical Guidance:**
   - By providing practical guidance on wine selection and menu compatibility for restaurant operators and chefs, the study fills a knowledge gap in this area.
   - The research findings offer applied information that helps restaurants improve customer satisfaction and gain a competitive advantage.
3. **Pricing Strategies:**
   - The impact of wine prices on menu pricing is examined in the context of cost analysis and competitive pricing strategies, providing guiding information for more informed pricing by restaurants.

This research makes significant contributions to the literature by deeply examining the effects of wine on menu planning and pricing processes in a la carte restaurants. Highlighted by its scientific quality and comprehensive, rigorous methodology, the study offers practical and applied information for restaurant managers and chefs, filling knowledge gaps in the industry and developing new approaches.

İLK GASTRO TURİST: GELALI ARCHESTRATOS

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GİRİŞ

Günümüzde sıkça kullanılan bir kavram olan "gastronomi", ilk kez 1804 yılında Fransa'da Jacques Berchoux tarafından yazılan bir şiirin başlığında kullanılmıştır. O zamandan beri giderek artan bir öneme sahip olmasına rağmen, kavram üzerindeki tartışmalar da hiç bitmemiştir. Ancak kesin olan şey ise, kelimenin etimolojik kökenidir. "Gastronomi" antik Yunancada "mide" anlamına gelen *"gastros"* ile "yasa" anlamında kullanılan *"nomos"* kelimelerinin birleşmesinden oluşmaktadır. Etimolojik kökenden farklı olarak, gastronomi kavramının iki ana başlıkta tartışıldığı görülmektedir. Bunlardan ilki gastronominin seçkinlerin yiyecek ve içecekleriyle alakalı olduğunu savunurken, diğeri yiyecek ve içecek kültürüne dair her şey üzerine odaklanmaktadır (Karagiannis ve Metaxas, 2015). Tarih boyunca insanoğlu bulunduğu coğrafyada doğal olarak elde ettiği veya kendi yetiştirdiği ürünleri kullanarak çeşitli yöntemler geliştirmek suretiyle yemekler hazırlamış ve bunları farklı şekillerde tüketme yoluna gitmiştir. Dolayısıyla gastronomi sadece seçkinlerin değil her sınıftan insanın mutfak alışkanlıklarını kapsayan geniş bir alandır (Rebora, 2001). İlk başlarda sadece fizyolojik bir ihtiyacı giderme çabasından ibaret olan yemek yeme alışkanlığı, zamanla "diğerlerinin" bu aktiviteyi hangi ürünlerle nasıl yaptığını merak etmeye evrilmiş ve gastronomi turizminin temelleri de bu şekilde atılmıştır.

Eski çağlardan günümüze, seyyahların gittikleri yerlerde yeme-içme, konaklama, güvenlik gibi ihtiyaçlarını karşılayan farklı işlevlere sahip çeşitli mekanlar olmuştur (Mulcahy, 2021). Yaklaşık 4000 yıl önce Mezopotamya'nın büyük uygarlığı Asur'dan Anadolu'ya uzanan güzergah üzerinde yer alan Karumlar ile Wabartumlar (Günbattı, 2017), konaklama, yeme- içme, kişisel bakım ve alış veriş gibi birçok ticari, sosyal ve kültürel ilişkilerin yaşandığı mekanlara örnek olarak gösterilebilir (Gönül, 2023). Bu örnekler, günümüzde gastronomi turizmi olarak anılan kavramın kökeninin çok eski zamanlara kadar gittiğini göstermektedir.

Turistlerin farklı kültürleri, yeme-içme alışkanlıkları üzerinden öğrenmeye çalıştıkları gastronomi turizmi (Long, 2004), her ne kadar son yılların önemli bir trendi olarak görülse de yukarıda açıklandığı gibi aslında kökeni binlerce yıl öncesine kadar giden bir fenomendir. M.Ö. 4.yy.da yaşamış olan Gelalı Archestratos'un, diğer Antik Çağ seyyah/yazarlarından farklı olarak, yaptığı seyahatlerin önemli bir kısmı yeme-içme üzerinedir. Bu araştırma, gastronomi turizminin kökenine ve dahası Archestratos'un neden ilk gastro turist olarak kabul edilmesi gerektiği üzerine odaklanmaktadır.

LİTERATÜR

Bu araştırma, gastronomi turizminin kökeninin binlerce yıl öncesine dayanan bir geçmişi olduğunu ortaya koyarken, Antik Çağ yazarları arasında yer alan Gelalı Archestratos'un ise ilk gastro turist olduğunu iddia etmektedir. Alan yazında gastronomi turizminden farklı olarak, yeme-içmenin kültürel kökenleri üzerine Antik Çağ yazarlarının eserleri referans alınarak yapılan çeşitli çalışmalar göze çarpmaktadır. Bu alanda yapılan ve içeriğiyle ilgili literatürde önemli bir boşluğu dolduran Andrew Dalby'nin 2003 yılında yayınladığı "Food In The Ancient World From A to Z" isimli kitabında, Antik Çağ'ın yemek kültürü ortaya çıkartılmaya çalışılmıştır. İlgili alandaki en güncel ve kapsamlı yayınlardan bir tanesi de editörlüğünü Saurabh Kumar Dixit'in yaptığı ve 2021 yılında Routledge International Handbooks serisinin bir devamı niteliğinde olan "The Routledge Handbook of Gastronomic Tourism" isimli kitaptır. Bu yayında alanında uzman araştırmacılar gastronominin turizm disipliniyle olan ilişkisini ve bu turizm türünün kültürel gelişimi üzerine odaklanmışlardır. Branislav Rabotic'in 2014 yılında

2. Belgrad Uluslararası Turizm Konferansında sunmuş olduğu bildirisinde, "turizmin" tarihi geçmişinin çok eski zamanlara kadar dayandığını ve eski çağlardan itibaren insanların özel ilgilerine göre seyahat ettiklerini ve bunlardan bir tanesinin de yeme-içme olduğunu belirtmiştir. Akdeniz ülkelerindeki deniz ürünlerinin tarihi geçmişi ile günümüz mutfak kültürü üzerindeki etkilerini ortaya çıkartmayı amaçlayan Perez-Llorens ve arkadaşları (2021)'nın "Seafood in Mediterranean countries: A culinary journey through history" isimli makaleleri gastronomi tarihi açısından önemli veriler sunmaktadır. John Mulcahy'nin 2019 yılında yapmış olduğu "Historical Evolution of Gastronomic Tourism" isimli çalışması ise tamamen gastronomi turizminin tarihsel gelişimi üzerine odaklanmasından dolayı oldukça önemlidir. Ülkemizde de gastronominin tarihi üzerine yapılan önemli sayıda çalışma vardır. Bu çalışmalarda Antik Çağ yemek kültürü (Delemen, 2003; Tolga ve Yatkın, 2017; Güveloğlu, 2019), zeytin ve bal gibi ürünlerin geçmişteki kullanım alanları (Eskiyörük, 2016; Atabey, 2023) ve Antik Çağ mutfağında kullanılan malzemeler (Anabolu, 2003; Tekin, 2010; Arıhan, 2012; Gökbel ve Çılgınoğlu, 2022) gibi konulara değinilmiştir. Ancak ülkemizde tamamen gastronomi turizminin tarihsel süreci üzerine odaklanılan bir çalışmaya rastlanılmamıştır.

Araştırmanın ana kahramanı olan gezgin ve şair Archestratos üzerine yapılan çalışmalar, çoğunlukla şairin fragmanlarının çözümlenmesiyle elde edilen gastronomik unsurlar üzerinedir (Dalby, 1995; Olson ve Sens, 2000; Soarez, 2019; Gajer, 2020). Benzer şekilde ülkemizde de Güveloğlu (2023)'nun çalışması, şair gözünden Batı Anadolu'nun lezzet olgusunu açıklama amacını taşımaktadır. Ancak şu ana kadar yerli ve yabancı yayınların hiç birisinde Archestratos'un gastronomi amacıyla seyahat etmesinden ve bu özelliğiyle de ilk gastronomi turisti olabileceğinden bahsedilmemektedir.

YÖNTEM

Gastronomi turizminin tarihsel gelişimini Antik Çağ'ın önemli bir gezgin/şair gözünden anlamayı amaçlayan bu çalışma, Archestratos'un Akdeniz ve çevresindeki kıyı yerleşimlerinden en iyi deniz ürünleri ve şarabın bulunabileceği yerler hakkında bilgi veren ve *hexametron* ölçüsünde kaleme alınmış şiirine dayanmaktadır. Eserin tamamı günümüze kadar ulaşmamış olsa da şair ve eseri hakkındaki bilgilerin çoğunluğu, Athenaios'un Deipnosophistai (Bilgelerin Şöleni) adlı eseri sayesinde günümüze kadar ulaşan 62/63 fragmana dayanmaktadır. Süreç içinde araştırmacılar Archestratos'un eserini Hedypatheia (Lüks Yaşam Hakkında) ismini vermişlerdir (Dalby, 2003).

Araştırmanın veri toplama aşamasında ham verilere Athenaious'un *Deipnosophistai* adlı eserinden ulaşılmıştır. Araştırma konusuna bağlı olarak uygulanan içerik analiziyle seyahat amacı, yemek kültürü ve yiyecek içecekle ilgili öneriler belirlenmiş ve bulgular yorumlanmıştır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Araştırmanın temelinde günümüzün önemli bir turizm türü olan gastronomi turizminin kökeni bulunmaktadır. Uygarlık tarihi boyunca insanoğlunun sürekli hareket halinde bulunması aslında turizmin temellerini de çok eski zamanlarda aranması gerektiğini ortaya koymaktadır. Bu konuda

Antik Çağ yazarlarının eserleri önem arz etmektedir. Ancak Archestratos örneğinde olduğu gibi, kimi eserler günümüze sınırlı bir biçimde ulaşmıştır. Farklı yazarların eserleri sayesinde ise bazılarından haberdar olunmuştur.

Bu çalışmadaki en büyük sınırlılık da Archestratos'un eserinin tamamına ulaşılamamasıdır. Ancak yine de araştırma konusuna bağlı olarak elde edilen bulgulardan bir çıkarım yapmak da mümkün olmuştur. Çünkü Antik Çağ gezginleri sadece seyahat etmekle kalmamış, aynı zamanda gördüklerini, yedikleri, içtiklerini, konuştuklarını ve tavsiyelerini sürekli kayıt altına alarak eserlerinin tamamen veya kısmen günümüze kadar ulaşmasını sağlamışlardır. Çalışmanın diğer bir sınırlılığı ise ilgili alan yazında yapılan araştırmaların sayısının yeterli olmayışıdır. Bu sebeple araştırma sadece Athenaious'un *Deipnosophistai* adlı eseri üzerinden yürütülmüştür.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Gastronomi günümüzde sadece turizm alanında değil, ana akım medyanın da rolüyle birlikte popülerliğini her geçen gün arttıran önemli bir kavramdır. Bildikçe öğrenmek isteyen insanoğlu konu "yemek" olunca, sadece doymanın ötesine geçerek yediklerinin ve içtiklerinin geçmişini de merak eder olmuştur. Tarih, arkeoloji, mitoloji, sanat gibi disiplinler konuya farklı şekillerde yaklaşmış ve konuyu olabildiğince açıklamaya çalışmıştır. Konuyu daha iyi anlayabilmek için de "yemeğe" dair her şeyin başladığı zamanı belirlemeye çalışmak en büyük amaç olmuştur. Bu amaca ulaşmak için en eski yazılı kaynaklar çıkış noktasını anlamada önem arz etmektedir. Dolayısıyla antik kaynaklar, yazarlar, seyyahlar ve somut birtakım örnekler cevabı aranan sorulara çeşitli yanıtlar verebilmiştir. Bu noktada turizmin gastronomi ile olan ilişkisini belirleyebilmek için de farklı bir şey yapmaya gerek yoktur. Zira her ne kadar "modern anlamda turizm" diyerek zaman aralığı daraltılmış olsa da, bahsedilen kaynaklar iyi incelendiğinde günümüzdekine benzer turistik uygulamaların kökenini çok eski zamanlara kadar götürmek mümkündür.

Araştırma gastronomi turizminin kökeni üzerine yoğunlaşmaktadır. Bunu yaparken de Antik Çağ'ın önemli bir gezgini olan ve yeme-içme üzerine uzun seyahatler yapan şair Archestratos'un fragmanları dikkate alınmıştır. İlgili alan yazında gastronomi turizminin tarihsel geçmişi üzerine yapılan çok az sayıda çalışma olması, bu araştırmanın önemli bir boşluğu doldurabileceğini göstermektedir. Diğer taraftan çalışma ile, turizm alanında yapılan araştırmaların sadece yönetim, organizasyon, pazarlama, ürün geliştirme gibi konuların dışına çıkarak tarih, arkeoloji, mitoloji, sanat gibi farklı alanlarla daha fazla harmanlanabileceğini de göstermesi açısından önemli olduğu düşünülmektedir.

BASIC EXPECTATIONS FROM TOURIST GUIDES IN THE PUBLICITY OF LOCAL FOOD CULTURE IN UNESCO CREATIVE CITIES: AFYONKARAHİSAR EXAMPLE

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INTRODUCTION

Tourist guides are defined as people who help tourists with what they need during their visit in order to introduce cultural and natural beauties to tourists. In addition, tourist guides play a very important role in promoting the history of the destination by interacting intensively with tourists and in the development of the region by influencing the image of the destination (Şenel vd., 2022).

Tourist guides are defined as tourism ambassadors because they undertake the task of introducing countries to foreign guests. The main reason for this situation is that the people who directly deal with the expectations and wishes of tourists during their visits to destinations are undoubtedly tourist guides. Cultural and historical explanation to tourists is only one of the duties of tourist guides. In addition, tourist guides should also be well-equipped about the local food culture of the country and should explain the country's gastronomy to tourists and make them taste the places they visit. In this way, guests coming from abroad will be able to learn about the history of the country and local dishes, and the country will be promoted in a broader context (Keskin vd., 2020).

Tourist guides' competence in the country's local dishes and their promotional efforts also pave the way for cultural interaction. There are a considerable number of tourists who visit countries and regions to taste their gastronomic delicacies. Based on this, this study conducted in Afyonkarahisar province aimed to determine the role of tourist guides in the promotion of Afyonkarahisar local food culture.

LITERATURE

Tourist guides, in addition to conveying information about the history, culture, geographical features and political aspects of the regions they serve, also explain about the local dishes of the destination. The explanations given by tourist guides directly affect the way tourists who visit destinations learn new information about the region, the experiences they gain, and their thoughts on food and beverage. This challenging task undertaken by tourist guides appears as a position that can greatly affect tourists' satisfaction with the destination and even their perspective on the country. For this reason, it is very important for tourist guides to give an accurate explanation of both the history and local cuisine of the region to the tourists they accompany during the visit. In this context, since the explanations and tastings of local food reflect the culture and lifestyle of a country, at the end of their visit, tourists make positive evaluations about both the history and culinary culture of

the country and the level of repeat visits and the explanations and promotions made by tourist guides. There is a direct relationship between (Işık & Kılıçhan, 2022).

(Akay & Özsöğütçü, 2018) When we look at their article titled *"Turist Rehberlerinin Turlarda Gastronomiyi Kullanmaları Üzerine Bir Araştırma"* it has been concluded that tourist guides' gastronomy knowledge level and gastronomy tourism perception affect the recommendation intention among tourists. Another study conducted (Işık & Kılıçhan, 2022) *When the article titled "Turistlerin Turist Rehberlerinin Gastronomik Performanslarına Yönelik Algıları ve Yerel Yiyecek İçecek Tüketme Niyetleri Arasındaki İlişki: Kapadokya Örneği" it was determined that there is a positive and significant relationship between the gastronomic performances of tourist guides and tourists' intentions to consume local food and beverages.*

When the subject of this study is examined, both the relevant literature and the studies that have been conducted, it is seen that it is important and will contribute to the field. Since local food culture is important on the destination and the attitudes of tourist guides on this issue are directly related to the promotion of the country, it is thought that the role of tourist guides on local dishes should be investigated and efforts should be made to eliminate the deficiencies.

METHODOLOGY

n this research, which aims to determine the role of tourist guides in promoting the local food culture of Afyonkarahisar province, semi-structured interview technique, one of the qualitative data collection techniques, was preferred to obtain detailed data. It is envisaged that the role of tourist guides in promoting the local food culture will yield much more accurate data from local food and beverage business owners who live in the region and are a part of the local food culture. For this reason, the research population was determined as local food and beverage business owners operating in Afyonkarahisar. Within the scope of the research, interviews were held with 18 local food and beverage business owners operating in Afyonkarahisar province, and the relevant research data were collected by interviewing between 10 July and 13 July. The data obtained was analyzed in the MAXQDA 20 qualitative analysis program. As a result of comprehensive examinations carried out under five themes after descriptive analysis, it was determined that tourist guides in Afyonkarahisar province were not sufficient in promoting the local food culture and that they had a lack of knowledge about the local food culture. After the analysis, the five themes are; The work of different stakeholders, social media, visits of tourist groups, local dishes on the menus and expectations from the guides. Another important finding obtained in the research is that the tourist guides' level of willingness to learn the local culture of Afyonkarahisar is low.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

This study, which aims to determine the role of tourist guides in promoting the local food culture of Afyonkarahisar province, has various limitations, like other studies in the field of social sciences. Firstly, interviews were conducted only with local food and beverage business owners operating in Afyonkarahisar province, and the opinions of tourists participating in the tour in Afyonkarahisar province were not taken into consideration. In addition, research data was obtained only through qualitative research methods, and quantitative research techniques were not used. Therefore, in the future, more comprehensive research should be carried out by changing the method, population and sample, taking into account the results of the current study. In addition, this study, which aims to determine the role of tourist guides in the promotion of the local food culture of Afyonkarahisar province, makes this study important because it will constitute a resource for future studies and will be discussed in a broader framework together with these studies.

UNIQUE VALUE OF THE RESEARCH

This study, which aims to determine the role of tourist guides in promoting the local food culture of Afyonkarahisar province, has a unique quality in the context of its results. It is thought that

investigating the issue of Afyonkarahisar being a city of gastronomy and whether this feature of the relevant city is adequately explained and promoted by tourist guides will open a door to the development of Afyonkarahisar in the future. The deficiencies in the promotion of Afyonkarahisar, which is dominated by local food culture and is also a gastronomy city, by tourist guides will be corrected after the tourist guides give due importance, and explaining Afyonkarahisar to tourists with a more accurate presentation will contribute to the development of the city. In the research, it is thought that local food and beverage business owners who keep the local food culture alive in Afyonkarahisar province will contribute to the promotion of Afyonkarahisar province by including more local dishes in their menus. When the subject of this study is examined, both the relevant literature and the studies that have been conducted, it is seen that it is important and will contribute to the field.

AN EXAMINATION OF THE INCLUSION OF GEOGRAPHICALLY INDICATED GASTRONOMIC PRODUCTS SPECIFIC TO AYDIN PROVINCE IN HOTEL MENUS: THE CASE OF THE KUSADASI REGION

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INTRODUCTION

Geographical indications are legally registered products originating from a specific region and are intrinsically linked to the cultural heritage of that area. The utilization of local gastronomic products with geographical indications aids in promoting and branding destinations, thereby contributing to the growth of gastronomic tourism and the revitalization of the regional economy. In this context, the registration of local products with geographical indications represents an effective strategy for fostering trust among tourists, enhancing awareness of local products, strengthening the competitive position of destinations, and supporting the sustainability of gastronomic tourism.

Geographical indications play a crucial role in marketing strategies by raising product awareness, providing distinctiveness among products, indicating geographical origin, and guaranteeing the production method and quality (Boyraz, 2019). In the realm of gastronomic tourism, food is not merely an attraction for tourists; it can also serve as a primary factor in destination preference. Consequently, the registration of foods that reflect regional identity through geographical indications is essential for strengthening the gastronomic image of the destination (Yazıcıoğlu, Işın, & Yalçın, 2019).

Numerous factors influence tourists' decisions regarding accommodation, with food and beverage provisions occupying a significant position within this hierarchy of considerations. For tourists seeking to immerse themselves in the culinary traditions of their destination, food and beverage offerings assume even greater significance. Therefore, the promotion of local foods with geographical indications in marketing activities can instill confidence in tourists and serve as an effective and attractive factor in shaping destination preferences. In this context, the objective of this study is to examine the extent to which gastronomic products with geographical indications specific to Aydın province are included in hotel menus in the Kuşadası region.

LITERATURE

Geographically marked products are of significant cultural and economic importance. These products hold considerable cultural and commercial value due to their production in specific geographical regions, which imbue them with a distinct regional character. Geographical indications play a crucial role in protecting product quality and fostering consumer trust (Taşdan et al., 2014; Kantaroğlu & Demirbaş, 2018). According to Article 34 of the Industrial Property Law, dated January 10, 2017, and numbered 29944, a 'geographical indication' is defined as 'a sign indicating a product identified with a region, area, or country of origin in terms of distinctive quality, reputation, or other characteristics' (Industrial Property Law). In accordance with the 'Regulation on Geographical Indication and Traditional Product Name

Emblem,' published in the Official Gazette on December 29, 2017, and numbered 30285, registered geographical indications must utilize an emblem. This emblem must be displayed on the product or packaging, accompanied by the relevant geographical indication or traditional product name.

The Turkish Patent and Trademark Office (2022) states that geographical indications can be registered in two categories: designation of origin and geographical indication. Such registrations may apply to various product categories, including agriculture, foodstuffs, handicrafts, mining, and industrial products. A designation of origin indicates that all characteristics of a product result from human and natural elements in a specific geographical area. The production, processing, and other operations of the product must be carried out exclusively within that geographical area. Consequently, products registered as designations of origin exhibit a profound and enduring connection with their region of origin.

A geographical indication designates products identified with a particular region or locality in terms of quality and other characteristics. However, the use of this designation is permitted provided the production or harvesting of the product is sufficiently conducted within the geographical region (Turkish Patent and Trademark Office, 2022). In comparison to the designation of origin, the geographical indication designation allows for a more flexible connection with the region, permitting a broader application of the designation.

The 2023 report of the Turkish Patent Office indicates that a total of 1,442 products have been registered with geographical indications in Turkey. Of these, 208 registrations pertain to the Aegean Region, with 29 products specific to Aydın province, including 21 with geographical indications and 8 with origin indications. Examples of traditional foods with specific geographical or product origins in Aydın province include Aydın pumpkin dessert (geographical indication), Aydın chestnut (designation of origin), Aydın Memecik olive (designation of origin), Aydın Memecik olive oil (designation of origin), Aydın patchy yellow olive (designation of origin), and Aydın rounding (designation of origin). Other notable products include Aydın pine nuts (designation of origin), Aydın figs (designation of origin), Bozdoğan walnut sausage (designation of origin), Dalama tandoori (designation of origin), Dedebağ keskeği/Karacasu keskeği (designation of origin), Dikmen flower honey/Dikmen thyme honey (designation of origin), Germencik sour chicken (trade mark), Karacasu pita (trade mark), Kuyucak orange (name of origin), Nazilli snow halva (trade mark), Nazilli pita (trade mark), Olukbaşı oğlak çevirme kebab (trade mark), and Ortaklar çöp şiş (trade mark). Additionally, Sultanhisar strawberry (geographical indication), Söke pita (geographical indication), Söke tahini pita (geographical indication), Söke sweet yeast bread (geographical indication), Çine meatballs (geographical indication), and İncirliova camel sausage (geographical indication) are included.

Studies on geographically marked products reveal various contributions to regional economies and gastronomy tourism. For instance, Mercan and Üzülmez (2014) demonstrated the contribution of Çanakkale's products with geographical indications to the regional economy and tourism. Similarly, Hazarhun and Tepeci (2018) highlighted the positive impact of Manisa's geographically indicated products. Pamukçu et al. (2021) noted that products with geographical indications enhance gastronomy tourism development, while Çapar and Yenipınar (2016) found that local foods are attractive factors in destination selection. Kavas and Bucak (2023), in examining geographically marked meatballs from the Aegean region, concluded that registered meatballs insufficiently promoted the region.

Despite these findings, there is a paucity of comprehensive studies on gastronomic products with geographical indications specific to Aydın province, particularly regarding hotel menus. Addressing this gap, the present study aims to determine the extent to which hotels in the Kuşadası region incorporate geographically marked products into their menus.

METHOD

The population under investigation comprises five-star all-inclusive hotels located within the Kuşadası region. The objective of this research is to investigate the incorporation of geographically designated products unique to Aydın province into the open buffet and à la carte restaurant menus of these hotels. The sample group was selected using purposive sampling among chefs employed at five-star all-inclusive hotels in Kuşadası, as this method allows for a more comprehensive examination of information provided by individuals with specific qualifications. Given the preference for smaller sample sizes in qualitative research, the study plans to conduct interviews with 10 to 15 chefs. This approach is expected to yield comprehensive and representative insights into the utilization of geographically indicated (GI) products endemic to Aydın province in the restaurant menus of these hotels.

Data will be gathered through interviews, a qualitative research method. The data collected will be subjected to descriptive analysis, which is employed to ascertain responses to questions regarding the characteristics of a given phenomenon. In this research, descriptive analysis was selected to determine which geographically marked foods are used in the menus curated by the chefs.

A semi-structured interview form was prepared, and expert opinions were sought to refine this instrument. The interview questions are divided into two sections. The first section comprises ten questions about demographic information and the profile of guests. The second section consists of eleven questions regarding geographically marked products. The research questions posed in the second section are as follows:

- What do you know about the foods registered with geographical indications specific to Aydın province? Which geographically labelled products do you know?
- Which food products registered with geographical indications do you include in your menus (open buffet and à la carte)?
- What are the reasons for not including foods with geographical indications in your menus (à la carte and open buffet)?
- Do you include Aydın figs in your dessert or dinner menus? If yes, which ones? If not, why not?
- Which local foods do you serve in the open buffet and à la carte restaurants of your hotel? Which are specific to the Aydın region? If not, why did you not prefer them?
- What are your observations about the attitude of guests towards local foods?
- Which types of food do guests generally prefer in à la carte restaurants?
- Which dishes on the menu do guests inquire about? Which foods are they curious about?
- Do you receive special requests or feedback from guests about local or specialty dishes? What are they?
- How often do you serve local food in the buffets? Are there any special days or nights planned for this? What is your reason for this frequency?
- What kind of foods do you prefer to emphasize in the photographs of the buffet used in your hotel promotion, and why?
- Which local foods do you prefer to use in your promotions? Why? If not, why not?

The data collection process has commenced, but the interviews are not yet completed. Interviews are planned to be conducted with 10-15 hotels between June and August, by making appointments with the chefs. During the interviews, chefs are asked to sign a consent form, and their permission

is obtained to use a recording device to prevent data loss. Each interview lasts approximately 10 minutes.

COMMON EFFECT AND LIMITATIONS OF THE RESEARCH

The findings of this study reveal that the inclusion of gastronomic products with geographical indications specific to Aydın province in hotel menus will contribute to both hotel businesses and the regional economy, as well as enhance the image, promotion, and competitive advantage of the hotels. The presentation of geographically marked products in menus can increase the tourism potential of the region by highlighting Aydın's gastronomic richness. Additionally, the inclusion of local foods in hotel menus can enhance overall guest satisfaction by meeting tourists' desire to experience destination-specific flavors. Incorporating geographically marked products in hotel menus encourages sustainable tourism and contributes to the preservation of the region's cultural heritage.

This research aims to examine the inclusion of gastronomic products with geographical indications specific to Aydın province in the menus of five-star all-inclusive hotels in the Kuşadası region. However, the study has some limitations:

- Geographical Limitation: Since the research focuses solely on gastronomic products specific to Aydın province, the generalizability of the findings is limited. The situation in other regions may differ, and the results of this study may not be directly applicable to other regions.
- Time Limitation: The research was conducted within a specific time period. As tourism and gastronomy trends may change over time, the results may not be valid for future periods.
- Sample Size: The sample size of the research does not cover all hotels in Aydın province. This may limit the representativeness of the results, and studies conducted with a larger sample may yield different outcomes.
- Economic and Social Factors: The research may not fully account for the influence of economic and social factors. For instance, tourists' food preferences may change according to economic conditions or social trends.

ORIGINAL VALUE OF THE RESEARCH

This research provides several unique contributions by examining the inclusion of geographically indicated gastronomic products specific to Aydın province in the menus of five-star all-inclusive hotels in the Kuşadası region:

- Regional Gastronomy and Tourism Integration: The study offers valuable insights into the integration of regional gastronomy with tourism by analyzing the incorporation of Aydın's GI products into the menus of five-star all-inclusive hotels in Kuşadası. This analysis can contribute to the promotion of regional food culture and the development of tourism strategies, enhancing the overall synergy between regional gastronomy and tourism.
- The Role of Geographical Indications: The research elucidates the impact of geographical indications on marketing and guest attraction, highlighting the significance of GI products on hotel menus for tourists. This emphasizes the economic and cultural value of GI products, providing a clearer understanding of their role in enhancing hotel offerings and attracting visitors.
- Tourism Marketing: The study evaluates how the inclusion of local products in hotel menus affects marketing strategies, offering insights into the development of innovative marketing approaches within the hospitality sector. This perspective can help hotels refine their marketing strategies to better leverage local gastronomic assets.

- Economic Contribution of Local Products: The research generates crucial data for local producers and economic development by demonstrating how Aydın-specific gastronomic products can contribute to regional economic growth when featured in hotel menus. This finding underscores the potential economic benefits of incorporating local products into the hospitality sector.
- Literature Contribution: As one of the few studies in Turkey addressing the role of geographical indication products in the hospitality sector, this research fills a gap in the existing literature. It offers a novel perspective on the intersection of geographical indications and hospitality, contributing new knowledge to the academic field.

These unique contributions underscore the study's significant impact on both sectoral practices and academic literature, offering new insights and perspectives on the role of geographical indications in the hospitality industry.

MOTIVATIONS OF ASSOCIATE DEGREE STUDENTS STUDYING COOKERY TO TRANSFER TO UNDERGRADUATE EDUCATION WITH VERTICAL TRANSFER EXAMINATION

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INTRODUCTION

With the growing interest in gastronomy worldwide and in Turkey, the need and demand for gastronomic education are also increasing daily (Turan & Behremen, 2023). Since the 2000s, cooking and gastronomy training have been given at associate, undergraduate, and graduate levels in higher education institutions in Turkey. These trainings aim to protect the food culture and produce and present quality food; they aim to meet the need for well-equipped personnel with sufficient knowledge and experience in the food and beverage sector.

The primary purpose of the programmes that provide cooking education at the associate degree level in vocational schools is to provide a qualified workforce to the industry (Aksu & Bucak, 2012; Hacımustafaoğlu et al., 2018). In gastronomy and culinary arts departments that provide undergraduate education, the subject is approached from a scientific and philosophical perspective, aiming to provide a more comprehensive education (Öney, 2016). Nevertheless, the professional expectations of associate degree students may be higher than those of undergraduate students (Oğan, 2022). Because the short duration of the education process also accelerates the start of business life. On the other hand, cookery students may want to further their education by completing their bachelor's degree due to expectations such as more job opportunities for undergraduate graduates, more detailed and in-depth education in undergraduate education, a better future career, and gaining prestige and status. For this purpose, they can transfer to the Gastronomy and Culinary Arts undergraduate programme by taking the vertical transfer exam, which has been implemented since 2000 and allows transfer to undergraduate education (Student Selection and Placement Centre (ÖSYM), 2024a).

This study aims to determine the motivation of students studying cookery at the associate degree level in vocational schools of higher education institutions to transfer to 4-year gastronomy departments with the vertical transfer exam. It also aims to reveal the students' knowledge about the vertical transfer exam, their approach to the exam, and their perspectives. The findings aim to contribute to developing cooking and gastronomy education and guide students' education and career expectations.

LITERATURE

The main goal of vocational education is to increase individuals' skills and knowledge and to gain the intended competence. In addition, it aims to provide the necessary equipment for them to have a profession and to perform their profession successfully, to develop their intellectual, emotional, social, and physical abilities (Turan & Behremen, 2023).

Rapid developments in the gastronomy sector have led to an increase in the need for qualified labour. This labour-intensive sector and the need for trained personnel have made cooking and gastronomy education even more important. In Turkey, cookery education at the associate degree level is given in 2-year vocational schools of universities and at the undergraduate level in 4-year departments of various faculties.

In 1997, Abant Izzet Baysal University opened the Cookery Programme, the first program to provide education at the associate degree level for the first time in Turkey. Cookery programmes continued to be opened at Afyon Kocatepe University in 2001, Anadolu University in 2002, and Gaziantep University in 2003. In 2006, the cookery programme opened within Cappadocia Vocational School, the first programme to be opened within the scope of foundation universities (Görkem & Sevim, 2016).

Foundation universities initiated the first applications at the undergraduate level; in 2003, the Department of Gastronomy and Culinary Arts was opened under the Faculty of Fine Arts of Yeditepe University (Görkem & Sevim, 2016; Öney, 2016). In 2008, gastronomy education started at Izmir University of Economics and in 2009 at Okan University. Gazi University and Nevşehir University were the first state universities to open a gastronomy department in 2010 (Görkem & Sevim, 2016).

After the 2000s, cookery and gastronomy education gained significant momentum (Santich, 2004; Öney, 2016; Turan & Behremen, 2023), and the number and occupancy rates of programmes providing cookery and gastronomy education in universities increased rapidly in parallel with the growing interest of students in the field of gastronomy and the need for trained personnel and experts in the sector (Sarıışık & Özbay, 2015; Görkem & Sevim, 2016; Girgin & Demir, 2023). According to 2023 YÖK data, 64 state universities and 26 foundation universities in Turkey offer cookery education within vocational colleges (Higher Education Programme Atlas, 2024a). Gastronomy and culinary arts education is given in various faculties of 43 state universities and 27 foundation universities and colleges affiliated with 16 state universities and seven foundation universities (Higher Education Programme Atlas, 2024b, Higher Education Programme Atlas, 2024c). Universities' theoretical and applied gastronomy training aims to develop students' professional development and creativity. It includes detailed coding of the characteristics of the food, cooking with the proper methods, developing new techniques and recognising the equipment used in the kitchen, as well as artistic works such as tanning and food decoration (Sezen, 2018). The fact that gastronomy and culinary arts education includes artistic studies encourages the development of innovative thinking (Çarbuğa et al., 2018). In addition, the increasing number of innovative restaurants, the desire to experience different dishes, and the increase in the popularity of chefs thanks to television programmes, competitions and social media are among the reasons for the interest in gastronomy education (Turan & Behremen, 2024). Chef candidates with bachelor's degrees have more opportunities to work in managerial positions than associate degree graduates.

Since 2000, within the scope of the ‘Regulation on the Continuation of Graduates of Vocational Schools and Open Education Associate Degree Programmes to Undergraduate Education’, students who have graduated from associate degree programmes and who are eligible for graduation have been given the right to transfer to specific undergraduate programmes by vertical transfer exam (ÖSYM, 2024b). Associate degree graduates of the cookery programme can transfer to Gastronomy and Culinary Arts, Nutrition and Dietetics, Food and Beverage Management, Family and Consumer Sciences undergraduate programmes by vertical transfer exam (ÖSYM, 2024a). Vertical transfer exam is preferred for the possibility of finding more jobs, having a bachelor's degree and the desire to gain prestige. It is seen as a chance to transition to undergraduate education (Dündar & Bıçakçı, 2017).

METHOD

The study aims to determine the motivation of the students receiving cookery education at the associate degree level to transfer to 4-year undergraduate education and to evaluate their perspectives on the subject. It also aims to determine whether there is a relationship between the students' desire to complete a bachelor's degree and their socio-demographic characteristics. In this context, how students view the vertical transfer exam, how much information they have about it, and their desire to receive undergraduate education were investigated.

The study population consists of students enrolled in the second year of the cookery programme in the 2023-2024 academic year and who meet the criteria for taking the vertical transfer exam. The sample consists of 11 students who voluntarily participated in the study among the second-year students enrolled in the Istanbul Esenyurt University Vocational School Cookery Programme in the 2023-2024 academic year.

In the study, the qualitative research method was used, an interview technique was used, and a semi-structured interview questionnaire was used as a data collection tool. In the first part of the questionnaire, which was prepared by taking three different expert opinions and consists of 2 sections, the socio-demographic characteristics of the participants, such as age, gender and income level, were included. In the second part, the participants were asked nine open-ended questions to measure their knowledge level about the vertical transfer exam and determine their desire and motivation to complete their bachelor's degree. The interviews conducted between 01-10 July 2024 lasted 15-30 minutes, and content analysis and descriptive analysis methods were used to analyse the data obtained. In a descriptive study, the participants' answers were summarised and interpreted; MAXQDA software was used for content analysis.

IMPACT AND LIMITATIONS OF THE STUDY

This study was conducted to determine the motivation of cookery students to take the vertical transfer exam. The study's common effect was to reveal the students' purposes for taking the exam, their level of knowledge about it, and their expectations from undergraduate education. The study's main limitation is that it was conducted on a narrow sample due to limited time and financial possibilities. The high number of students who can take the vertical transfer exam will provide different results in future studies to be conducted on a larger sample. Another limitation is that the participants were evaluated according to their socio-demographic characteristics. In future studies, the participants' willingness and motivation to take the exam

can be associated with different variables.

Considering that cookery education is given in many state and foundation universities across Turkey, it would be helpful to expand the sample and evaluate the approaches of both state and foundation university students to the subject. In addition, conducting studies by provinces across Turkey will provide more detailed data and more efficient results.

ORIGINAL VALUE OF THE STUDY

The vertical transfer exam is critical for associate degree graduates to continue their education. In recent years, cookery programme graduates have also tended to take this exam. In this sense, it is important to have information about the conditions of taking the exam, the exam conditions and the departments to be transferred. Because having an awareness of this issue will give students an advantage, in this direction, it is thought that measuring the level of knowledge of students about the vertical transfer exam, evaluating their motivation to take the exam, and determining their perspectives and expectations of education will contribute to cooking and gastronomy education.

In the literature research on the subject, it was seen that there were studies on the vertical transfer exam; these studies were on issues such as the effects of the vertical transfer exam on vocational education, measuring students' knowledge and desire levels for the exam, and problems related to career development. Studies on students' perspectives on the vertical transfer exam have also been

conducted, but a study on cookery students has yet to be found. From this point of view, it is thought that this study, which aims to measure the level of knowledge of students about the exam, to determine their approaches to the exam, their motivation to take the exam and their expectations from undergraduate education, will contribute to the development and improvement of cooking and gastronomy education.

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USE OF LOCAL PRODUCTS AND FOODS IN THE MENUS OF MICHELIN STAR RESTAURANTS

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INTRODUCTION

Locality has become an increasingly important gastronomy trend in recent years, as opposed to globalism. This trend can be considered a form of local cultural capital to differentiate the products and culture of a particular place and strengthen the sense of branding in a globalized world. For example, Noma restaurant in Denmark, one of the world's leading Michelin-starred restaurants, emphasizes a set of principles such as locality, sustainability and respect for the natural world in the context of regional gastronomy and regional identity. However, many restaurants see themselves as a reflection of their geography and prefer to establish a strong bond with the local community and adopt a business model based on local products (Huang and Hall, 2023).

In the context of gastronomy tourism, restaurants play a critical role in preserving and promoting local values. The use of local foods in restaurant menus contributes significantly to making the gastronomic experience unforgettable. Because restaurants stand out as destination stakeholders that act as a bridge between producers and consumers (Tsai, 2016; Cohen and Avieli, 2004). In this context, restaurants contribute to the preservation of traditional culture and strengthening the regional economy by supporting locally based menu designs based on local people, places and practices (Zhang et al., 2019). The preservation and promotion of local foods and dishes contributes to the economic, cultural and environmental development of regions, where restaurants are a critical stakeholder of regional development (Hall and Gössling, 2013; Hall and Gössling, 2016).

This study is important in that it investigates the empirical reality of sustainable practices in Michelin star restaurants and how these practices contribute to locality from the restaurants' perspective. This study aims to examine the menus of Michelin star restaurants in detail in terms of local products and dishes. This review will cover elements such as the way local products and dishes are included and presented in the menus, the shaping of the menu design and the level of use of local ingredients.

LITERATURE

Menus are one of the most important elements of a restaurant's marketing mix. In this context, menus not only play a central role in the development of restaurant products, but also constitute the key to restaurant success (Lai et al., 2019; Bertan, 2020; Nemeschansky et al., 2020; Fusté-Forné and Noguer-Juncà, 2024). A growing trend in restaurants awarded a green star by the Michelin Guide is the development of green menus. Green menus encourage the use of local products that travel short distances from farm to table, emphasizing the protection and promotion of local primary sectors (Čaušević and Fusté-Forné, 2022). The menus of these restaurants reflect regional accents while preserving local characteristics and often make use of local and seasonal ingredients sourced from local producers (Lane, 2011).

Increasing McDonaldization in the restaurant industry supports the longing for the relocalization of culinary culture, feeding the need for a more distinct culinary culture and the revitalization of

local/regional food traditions (Lane, 2011). The most illuminating concept for the analysis of multi-star Michelin restaurants is localization. Glocalization assumes the mutual development of what is globally and locally meaningful and defines the practices and styles of top chefs (Robertson, 1995). In addition to the chefs' sympathies with the locals, the extraordinary and exotic desires of many guests and the demands of Michelin inspectors for innovative flavor combinations force chefs to bring together global and local elements (Tomlinson, 2003; Lane, 2011).

Noguer-Juncà and Fusté-Forné (2022) analyzed the culinary discourse of green-star Michelin restaurants based on content analysis of menus. While the analysis reveals the central role of local foods, the authors also report the close relationship between local and global products, between traditional and avant-garde cuisines, the fusion of ingredients from different cultures, as well as the application of culinary innovation to traditional recipes. However, overall, Michelin restaurants are effective in re-establishing the connection between seasonality, locality and cultural practices (Lane, 2011).

METHOD

The main purpose of this research is to deeply examine the emphasis on local cuisine in the menus of Michelin star restaurants in Turkey. In this context, the research focused on understanding the contributions of Michelin star restaurants to Turkish cuisine and local culture and evaluating the use of local products, which is important for sustainability. The Michelin Guide, which has become an iconic food guide over the years, is an international initiative that rewards restaurants with the Michelin Star, Bib Gourmand and Michelin Green Star. These three awards are evaluated within the framework of the criteria determined for them and given to the restaurants (guide.michelin.com, 2024). The fact that restaurants with Michelin Guide awards are known worldwide, offer quality products and services, support sustainable gastronomy, and include local products and dishes in their menus is important for both recognition, branding and sustainability, has been effective in shaping the current study within this framework.

The population of the research consists of the menus of restaurants registered on the official website of the Michelin Guide. When the official website of the Michelin Guide was examined in terms of Michelin star restaurants in Turkey, it was determined that a total of 12 restaurants in Istanbul, Izmir and Bodrum were listed with 1 or 2 Michelin stars (guide.michelin.com, 2024). The menus of these 12 Michelin star restaurants in Turkey, selected by purposeful sampling method, constitute the sample of the research. Purposive sampling method is one of the non-probability sampling methods, units representing the feature desired to obtain information are separated and the sample may consist of a small number of units (Yazıcıoğlu and Erdoğan, 2007: 82).

The restaurants that constitute the sample of the research will be contacted through their websites or other communication channels and the necessary information will be requested to access their menus. In this way, access to data suitable for the purposes of the research will be provided and the primary and secondary information sources necessary for analysis will be provided. Content analysis, one of the qualitative research methods, will be used to examine the local cuisine discourse in the menus of Michelin star restaurants in Turkey. Content analysis is a method generally used to analyze written and visual data (Özdemir, 2010).

Elements such as the way local products and dishes are included and presented in the menus examined within the scope of the research, the shaping of the menu design and the level of use of local ingredients will be evaluated in detail through content analysis. The selection of this sample aims to provide a balanced representation of the diversity of local products and dishes of Michelin star restaurants in Turkey, covering traditional and modern cuisines from different regions of the country.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

The widespread impact of this research is that Michelin star restaurants in Turkey promote sustainability in gastronomy tourism by emphasizing local culinary discourse and the use of local food. This study can provide support to local producers and local food suppliers by emphasizing the importance of local products and dishes in the menus of Michelin star restaurants. Additionally, this research can contribute to greater international recognition, branding and sustainability of Turkish cuisine. It is thought that this research will draw attention to the increase of sustainability and local awareness in gastronomy tourism in Turkey.

Limitations of this study may include the limited sample size and focusing only on the menus of Michelin star restaurants in Turkey. In addition, the lack of access to the menus of all restaurants due to accessibility problems can be stated as another limitation. In addition, it can be stated as a limitation that the research was conducted in a certain period of time and that the results may not fully reflect the general situation of gastronomy, which is a dynamic type of tourism that may change over time. Finally, it can be said that the research findings will be limited to one, two and green star restaurants registered in the Michelin Guide within the time period in which the research will be carried out.

UNIQUE VALUE OF THE RESEARCH

Recent research focusing on the relationships between food and tourism has drawn increasing attention to the role of luxury restaurants in the development of gastronomic tourism. However, the number of studies specifically examining the role of local food in luxury-oriented menus is still limited. In particular, local food design applied in the luxury gastronomy sector is important for the future of food tourism systems and their impact on local people, places and practices (Fusté-Forné and Noguer-Juncà, 2024).

It is anticipated that this research will contribute to understanding the role of local food in menu design in Michelin star restaurants within the scope of luxury gastronomy. Previous research has analyzed how local foods and beverages are presented in restaurant menus as a step towards sustainable gastronomic tourism (Čaušević and Fusté-Forné, 2022). Moreover, the results of previous studies show that these restaurants are driven more by global influences (Quan and Wang, 2004). In this context, while research in the literature generally analyzes the creative process of menu design (Aulet et al., 2016), they note that there is a lack of investigating the configuration of restaurant menus based on the role played by local foods. This is important for understanding the connections between restaurants and destinations through menu design and informing the positioning of an authentic food tourism attraction within the context of restaurant tourism.

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COĞRAFİ İŞARETLİ PİDELERİN REÇETE FARKLILIKLARININ DEĞERLENDİRİLMESİ: AYDIN İLİ ÖRNEĞİ

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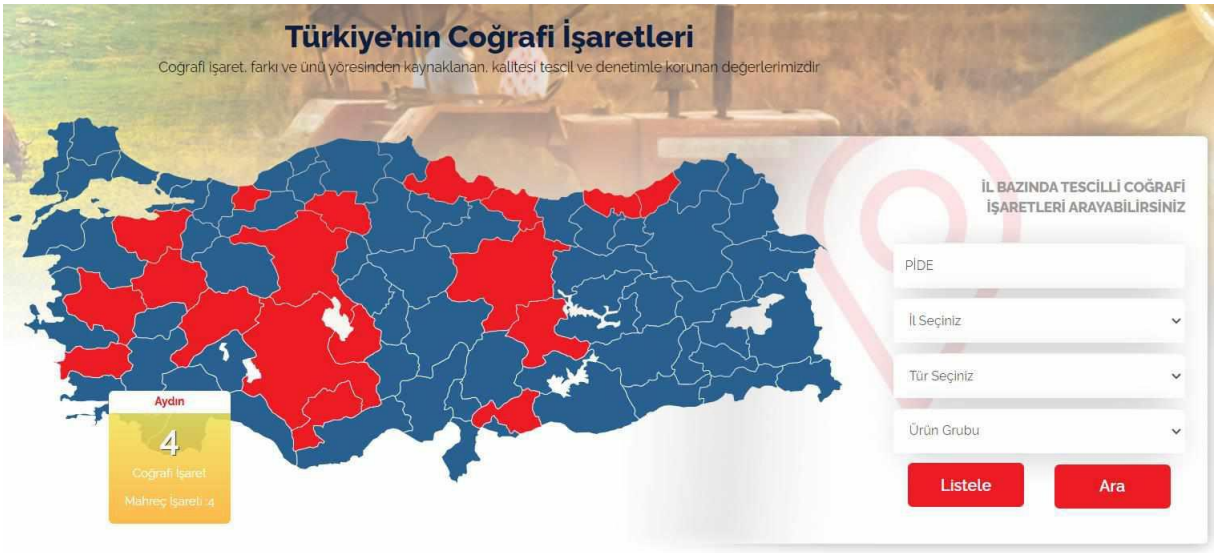
GİRİŞ

Seyahat eden insanlara yönelik destinasyon tanıtım/pazarlama çabaları bakımından gastronomik unsurların tescillenmesine daha fazla önem ve işletme menülerinde daha fazla yer verilmesi gerekmektedir (Işın ve Yalçın, 2020: 2515; Sarıipek ve Çevik, 2020: 4929). Aydın İli sadece deniz-güneş-kum üçlüsüne dayalı değil kültür turizmine konu olan değerleriyle de turist çekebilecek bir şehir olup (Gürcün, 2011) mutfağının gastronomi turizmi içindeki yeri konusunda pidelerin değerlendirilmesi önemli görülmektedir (Sezgin ve Tanrısevdi, 2021: 84).

Pide sözcüğü tarihsel olarak "Ramazan Pidesi" çağrışımı ve "İstanbul" bağlamında kullanıla gelse de (Yerasimos, 2019: 72) farklı un türlerinden yapılan ekmek tiplerinin etli pide biçiminde hazırlanmasına Selçuklular döneminden bu yana rastlanmaktadır (Şavkay, 2000: 15). Nesnel görünümü ve hazırlama yöntemi bakımından "Pita" ekmeğine benzerlik gösteren "Pide" Anadolu, Orta Doğu ve Güney Asya'da yüzyıllardır tüketilen geleneksel bir ekmek olmakla beraber; "hamurunun üzerine/içine konulan harca (garnitür) göre isim alan, geleneksel olarak odun ateşi/taş fırınlarda pişirilen ve kendine özel lokantalarda sunulabilen bir yemek" olarak tanımlanabilir (Görkem, 2019).

Görsel 1: Aydın İli Bazında Coğrafi İşaretli "PİDE" Sayısı



Kaynak: (TÜRKPATENT, 2024: Haziran Ayı Verileri)

Türk Patent ve Marka Kurumu verilerine dayanarak, "PİDE" ifadesiyle il bazında coğrafi işaret arandığında (Görsel 1); Türkiye genelindeki 27 (yirmi yedi) coğrafi işaret tescilli pidenin 4 (dört) tanesinin Aydın İli bazında bulunduğu görülmektedir. Öte yandan tarama başvuru süreci devam eden pidelere ilişkin detaylandırıldığında ilgili sayı 6 (altı) sayısına ulaşmaktadır (Tablo 1). İlgili gastronomik öğelerin diğer illere göre niceliksel çokluğuna rağmen literatürde coğrafi işaret adı özelinde yapılan çalışmaların görece azlığı göze çarpmaktadır (Tablo 2). Fakat kapsamlı bir kaynak taraması/literatür değerlendirmesi yapmadan ya da tek tek bu ürünleri denemeden/görmeden gastronomik/turistik yönlerinin değerlendirilmesi varılacak sonuçları gereksiz ve geliştirilecek önerileri yersiz kılabilir. Bu bağlamda coğrafi işaretli ürünlerin farklılıkları (ayırt edici özellikler) ile beraber benzerliklerinin (birbirini tekrar eden yönleri) de gözden kaçırılmaması gerektiği düşünülmektedir. Örneğin Söke Tahinli Pidesi ve Nazilli Pidesi'nin alt türü Tahinli Pide arasındaki farklılık/benzerlikler merak konusudur.

Bu araştırmanın amacı, Aydın İli bazındaki coğrafi işaret tescilli pidelerin gastronomik ve turistik yönlerinin değerlendirilmesine yönelik ürün tanımı/ayırt edici özelliklerinden yola çıkarak üretim metodu/reçete farklılıklarının belirlenmesidir.

Tablo 1: Aydın İli Bazında Coğrafi İşaretli Pidelerin Detaylı Listesi

Coğrafi İşaretin Adı	**Türü**	**Ürün Grubu**	**Tescil Tarihi**	**Başvuru Yapan/Tescil Ettiren**
Karacasu Pidesi	Mahreç İşareti	Fırıncılık ve pastacılık mamulleri, hamur işleri,	17.09.2020	Karacasu Esnaf ve Sanatkârlar Odası
Nazilli Pidesi			18.11.2020	Nazilli Ticaret Odası
Söke Pidesi			31.10.2022	Söke Ticaret Borsası
Söke Tahinli Pidesi			18.01.2024	Söke Ticaret Odası
Bozdoğan Pidesi			*Başvuru Sürecinde*	*Nazilli Ticaret Odası*
Yenipazar Pidesi				*Aydın Büyükşehir Belediyesi*

Kaynak: (TÜRKPATENT, 2024: Haziran Ayı Verileri)

LİTERATÜR

Araştırma fikrinin gelişmesi ile başlatılan bu kısım yönteme paralel olarak çalışmanın tamamlanması ile güncellenerek sunulacaktır. Muhtemel başlıklar aşağıdaki gibi olup Tablo 2 güncel kaynakların bir özeti olarak sunulmuştur.

Gastronomi Turizmi Kapsamında Coğrafi İşaret Kavramı ve Mahreç İşareti

Pide ve Pidecilik

Pide ile İlgili Çalışmalar

Tablo 2: Pide ile İlgili Çalışma Örnekleri

Konu/Kavram	**Kapsam/Yararlanılan Yönler**	**Kaynaklar**
Pide	Gastronomik ve Tarihsel Bakış	(Şavkay, 2000; Yerasimos, 2019)
Pide ve Pideci	Ansiklopedik Bilgi	(Görkem, 2019)
Aydın İli	Uluslararası ziyaretçilerin gastronomi davranışları ve beklentileri	(Sezgin ve Tanrısevdi, 2021)
Coğrafi İşaretler	Gastronomi Turizmi kapsamında önemi	(Işın ve Yalçın, 2020)
	Şehir Pazarlaması kapsamında önemi	(Sarıipek ve Çevik, 2020)
Bafra Pidesi	Coğrafi işaret adı özelinde yapılmış çalışmalar	(Canbolat, Keleş ve Akbaş, 2016)
Bozdoğan Pideleri		(Baysal, Kurnaz ve İşlek, 2018).
Espiye Pidesi		(Özdemir, 2020).
Ereğli Pidesi	Coğrafi işaret adı özelinde yapılmış çalışma	(Badem ve Kurt, 2021).

YÖNTEM

Amaç ve Önem

Araştırmanın amacı, Aydın İli bazındaki coğrafi işaret tescilli pidelerin ürün tanımı/ayırt edici özelliklerinden yola çıkarak üretim metodu/reçete farklılıklarının belirlenmesidir. Bu amaç doğrultusunda nitel yaklaşım benimsenecek ve buna bağlı veri toplama/analiz süreçleri takip edilecektir. İlgili ürünlerin gastronomik ve turistik yönlerinin değerlendirmesiyle elde edilecek çıktıların tüm paydaşlar için katkı sağlaması umulmaktadır.

Etik Yönler

Bu araştırmada kullanılan verilerin toplanabilmesi için gerekli olan etik kurul izin belgesi, "Muğla Sıtkı Koçman Üniversitesi Sosyal ve Beşeri Bilimler Araştırmaları Etik Kurulu'ndan xx tarihi ve xx protokol/karar sayı numarası ile alınmıştır." şeklinde belirtmek üzere alınacaktır. İlgili kurum tarafından uygulanabilirlik onayı alındıktan sonra yapılandırılacak görüşme soruları kapsamında veri toplama sürecine başlanacak ve "xx tarihleri arasında veri toplama süreci gerçekleştirilmiştir." ifadesi ile zaman kesiti belirtilecektir.

Araştırma Sorusu, Süreç ve Uygulama

Araştırma sürecinde "Aydın İli bazındaki coğrafi işaret tescilli pidelerin üretim metodu/reçete farklılıkları nelerdir ve ilgili ürünlerin gastronomik/turistik yönleri nasıl değerlendirilebilir?" sorusuna yanıt aranacaktır. Bu amaç doğrultusunda nitel yaklaşım benimsenecek ve buna bağlı veri toplama/analiz süreçleri takip edilecektir. Literatür ışığında birincil ve ikincil nitel veri toplama tekniklerinden (gözlem/alan notları/doküman analizleri/görüşmeler) yararlanılması planlanmıştır. Gözlem ve görüşmeler ilgili süreçlerine göre tasarlanarak gerçekleştirilecektir (Yüksel, A. ve Yüksel, F., 2004; Büyüköztürk vd., 2018: 145-174; Patton, 2018). Yaklaşım ve veri toplama tekniklerinin, amaca uygunluğu, seçilme nedenleri detaylı olarak yöntem kısmında belirtilecektir. İnternet kaynaklı veriler yazımın son aşamasında tekrar doğrulanacaktır.

Aydın İli bazındaki coğrafi işaret tescilli pidelerin ürün tanımı/ayırt edici özelliklerinden yola çıkarak üretim metodu/reçete farklılıklarının belirlenmesinde alanda (Aydın İli coğrafi sınırı, xx, 2024) gözlemler yapılacaktır. Pidecilik Anadolu'da yüzyıllar boyunca usta çırak yöntemiyle yaşatılmış bir meslektir (Görkem, 2019). Eğer bir ürünün reçete farklılıklarının belirlenmesi söz konusu ise tespit edilen ürünleri üretenlere ulaşılmaya çalışmak ve görüşme talebini karşılayanları katılımcı olarak çalışmaya dâhil etmek makul görünmektedir. Araştırmanın verilerinin elde edilmesi amacıyla, görüşme esnasında belirlenen sorulara bağlı olarak ek soruların da sorulmasına imkân sunan yarı-yapılandırılmış görüşme tekniğine bağlı kalınması planlanmıştır. Ürünlerin üretimini yapan işletmelere telefon, e-posta ve yüz yüze görüşme şeklinde ulaşım sağlanmaya çalışılacaktır. Katılımcılarla yapılan görüşmeler not tutulmak suretiyle kayıt altına alınacaktır. Yüz yüze görüşmelerde ve gözlemlerde karşı tarafın uygun görmesi durumunda (yüz hatları gizlenmek koşulu ile) foto çekimleri yapılacaktır. Bulguların daha sağlıklı yorumlanabilmesi için araştırmacılar tarafından verilerin ön okuması yapılarak kategoriler oluşturulacaktır. Ek olarak araştırmacıların bir kısmı (ikamet adresi çalışma alanı içinde bulunlar) imkânlar dâhilinde farklılıkları/benzerlikleri göz önüne alınan pide yeme deneyimlerini edinmeye ve görsel kayıtlar almaya çalışacaktır. Bu şeklide zengin bir veri seti ile doygun/inandırıcı sonuçlara ulaşılması planlanmıştır.

BULGULAR ve TARTIŞMA

Çalışma tamamlanınca yazılacaktır.

SONUÇ ve ÖNERİLER

Çalışma tamamlanınca yazılacaktır.

1.1. Kuramsal Çıkarımlar: "*Literatür ışığında benzerlik ve farklılık gösterenlerin neler*" olduğuna yönelik değerlendirmeler paylaşılacaktır.

1.2. Uygulamaya Dönük Çıkarımlar: "*Uygulamacılar için nelerin önerilebileceğine*" ilişkin değerlendirmeler paylaşılacaktır.

1.3. Akademik Öneriler: "*Bu çalışma sonrası aynı/benzer araştırma yapacaklara tavsiyelerin*" geliştirilmesine çalışılacaktır.

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DETERMINING THE REFLECTIONS OF DESSERT VIDEOS ON SOCIAL MEDIA ON THE BUSINESS AND CREATING MENU SCENARIOS

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INTRODUCTION

The food and beverage sector is experiencing significant growth, leading to an increase in the number of establishments. This rise in the number of businesses results in heightened competition. Consequently, businesses are leveraging social media effectively to increase popularity and profitability, renew marketing strategies, and boost potential customer engagement (Sarıtaş and Sormaz, 2020).

Recently, social media has become a prominent information source in many areas, including food, significantly impacting people's lives (García-León and Teichert, 2024). Nowadays, social media accounts are filled with various images and videos of desserts, meals, beverages, and venues. Sharing this content not only provides income for many individuals but has also turned into a profession. This situation can lead to trust issues and confusion among consumers regarding the information found on social media platforms (Simeone and Scarpato, 2020). On the other hand, chefs or business owners engage with these individuals to enhance their business growth and recognition through collaborations (Cevher, 2020). To make these collaborations effective, businesses strive to prepare impressive and showy presentation dishes that can capture their customers' attention.

It is not entirely known whether these videos have the same type of impact on different kinds of businesses or how they influence menu revisions. This situation constitutes the research problem. Accordingly, this study aims to examine the impact of dessert videos on social media on businesses and to create menu scenarios. The literature was reviewed using databases such as Web of Science, PubMed, Google Scholar, and ScienceDirect.

LITERATURE

Food and social media are significant components of popular culture, influencing people's eating habits and preferences through the beliefs, practices, and trends within this culture. Social media has become an indispensable part of daily life, providing consumers with information, communication, entertainment, and various other activities, particularly concerning food. The increasing interaction with shared food images and dining experiences on social media has led to shifts in societal eating habits (Rini et al., 2023). With the advancement of social media

technologies, consumers gain more information for food- related purposes, such as discovering new places, comparing food products, and evaluating restaurants. This process also influences decision-making processes, including preferences and purchases (İflazoğlu and Ünlüönen, 2020).

In the rapidly advancing digital age, social media has become a crucial tool in business marketing strategies. Specifically, videos shared on social media platforms stand out as powerful tools with the potential to impact consumer behavior and business performance (Pop et al., 2020). This has led to an increase in studies exploring the relationship between social media and consumer behavior. Numerous studies in the literature indicate a correlation between exposure to social media and the desire to consume excessive and high-calorie foods (Flippone et al., 2022; Quettina et al., 2022). Additionally, social media is noted to influence healthy eating behaviors, such as fruit and vegetable intake (Chung et al., 2021). Moreover, the visuals of businesses on social media have been shown to affect consumers' perceptions of business image (Lehtonen, 2020; Godey et al., 2016). Many studies also demonstrate that social media content influences consumers' purchasing decisions (Seçer and Boğa, 2017; Pop et al., 2020). While some studies show this influence to be positive, others indicate that the professionalization of social media can lead to a sense of distrust, resulting in negative impacts.

The importance of this research contain only in determining how dessert videos published on social media reflect on the menus of restaurant and café businesses but also in understanding their effects on consumer preferences at the business level. Identifying the different or similar impacts of social media on traditional and modern dessert businesses, and resolving this ambiguity, is crucial for businesses to develop more effective marketing strategies and ensure their sustainability. In this context, the findings of the research are expected to provide significant contributions to understanding the role of social media in the food and beverage sector and its impact on menu formation.

METHOD

The population of the research consists of the managers of dessert businesses in Istanbul. The sample includes managers from two businesses in Istanbul that have been selling the same type of desserts for at least 5 years and have more than 10,000 followers, and managers from two businesses that have been selling different types of desserts for at least 5 years and have more than 10,000 followers. It is planned to write scenarios using the semi-structured interview technique, one of the qualitative data collection methods. A scenario is described as a series of events based on assumptions, and the purpose of the scenario is to direct attention to causal processes and decisions. It is also known to be very useful in situations with a high degree of uncertainty (Seyitoğlu and Costa, 2022). The semi-structured interview technique is conducted to collect the same type of information from participants related to the topic being investigated. In the semi-structured interview technique, a form containing interview questions or topics is prepared beforehand to guide the interview. The form is created to encompass all possible responses. Questions on the form can be asked, and additional questions can be included depending on the flow of the interview. This method is preferred because it allows changes in the order and manner of questions, as well as the addition or removal of questions during the interview. In this aspect, it resembles a purposeful conversation. The interviews are planned to be conducted face-to-face. The semi- structured interview form is expected to consist of 11 questions. The semi-structured interview technique in the research consists of questions aimed at revealing whether dessert videos on social media have an impact on the businesses' menus. Questions include: "What parameters do you consider when creating/changing your menus? As a traditional/modern dessert shop, do you think the variety of your products has changed over time? If so, what are the reasons for this? As a traditional/modern dessert shop, do you think the presentation of your products has changed over time? If so, what are the reasons for this?" The data obtained from these interviews will be analyzed using the descriptive analysis method, and scenarios will be written accordingly.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

This research, which examines the impact of dessert videos on social media on businesses and the creation of menu scenarios, is expected to have significant effects in the fields of social media marketing and gastronomy. Firstly, by understanding how social media content influences consumer behavior, it is anticipated that the study will contribute to the development of menu plans for dessert businesses. However, the research has several limitations that need to be acknowledged:

- Firstly, since the study is limited to certain businesses in Istanbul, the generalizability of the results may be restricted.
- Differences in social media usage and customer responses among different businesses in the same city, as well as in different cities or countries, may be overlooked.
- Similarly, the fact that the research is conducted in 2024 and within specific months may present a limitation in terms of generalization.
- Additionally, the use of qualitative data collection methods may lead to subjective interpretations of the obtained data. The information gathered through the semi-structured interview method is based on the personal experiences and views of the participants, which may create some limitations in terms of data reliability, depending on the responses provided by the business managers.
- Finally, the ever-changing dynamics and algorithms of social media platforms should be considered, as they may affect the long-term validity of the research findings.

Despite these limitations, the research aims to provide valuable and applicable insights into dessert videos on social media and their impact on businesses.

ORIGINAL VALUE OF THE RESEARCH

The examination of the reflections of dessert videos on social media on businesses' menus constitutes the original value of the research due to the lack of prior comparative studies between different types of businesses in this regard, the sample selection aimed at the research objective, and the use of scenario planning through semi-structured interviews, a qualitative data collection method based on a series of events built on assumptions. Understanding the effects of dessert videos on consumer preferences is critically important for businesses to create more effective marketing strategies and ensure their sustainability. The findings and results to be obtained are expected to contribute to the discourse on the positive and negative reflections related to social media. This study aims to analyze how social media content can be integrated into marketing strategies in the gastronomy sector with concrete examples, while also offering innovative approaches to creating menu scenarios. The scenarios created are expected to allow businesses to quickly and effectively adapt to social media trends, thereby enhancing customer satisfaction, especially considering the rapid changes in consumer behaviors and preferences in the digital age.

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DEVELOPMENT OF THE DIGITAL MENU ATTITUDE SCALE: A STUDY ON VALIDITY AND RELIABILITY

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INTRODUCTION

Nowadays, food and beverage establishments are focusing on providing innovative and impressive experiences through technological services. For example, cleaning robots, as well as robots acting as chefs, waiters, bartenders, and baristas, are used to optimize operations and offer fast and impressive service to customers (Zhang et al., 2020). Additionally, technologies such as information kiosks, digital menus, and augmented reality applications are also employed to provide richer experiences for customers (Keşkekçi & Gençer, 2023; Şahin, 2019). Establishments seeking to break away from traditional service models create new generation dishes and presentations with three-dimensional (3D) printers, offering different tastes and designs (Li et al., 2020). Moreover, businesses aiming to offer unique experiences to their customers adopt advanced technology applications such as 3D virtual displays. Such technological innovations allow businesses to gain a competitive advantage and attract attention by exceeding customer expectations.

In the rapidly developing digital environment, the need for this research has arisen due to the outdated quantitative studies on digital menu usage and the predominance of qualitative methods in new studies. In this context, the purpose of the research is to develop a digital menu attitude scale to explain individuals' attitudes toward the use of digital menus.

LITERATURE

Food and beverage establishments focus on promoting their products with appealing visuals and texts to influence their customers and contribute to their decision-making processes. These menus are important communication tools that provide prior information about the dishes and facilitate customers' choices (Pavesic, 2005). These menus are often presented with interactive graphics on a large screen, aiming to simplify the ordering process for customers. Digital menus are becoming increasingly common in the food and beverage sector, especially in quick-service restaurants (Yim & Yoo, 2020). The turning point in this spread was the COVID-19 pandemic period, during which many countries transitioned to digital menu applications to minimize physical contact (Tan, 2021). This has increased the importance of digital menus. Some restaurants prefer a PDF (Portable Document Format) menu accessible via a QR code due to its quick and economical nature. However, in some cases, PDF menus may fall short of enhancing the dining experience. Therefore, web applications accessible via QR code are more popular. The design of food and beverage menus plays a critical role in shaping the first impressions of customers on the establishments. These menus are significant communication tools that reflect the restaurant's identity and influence customers' meal choices (Magnini & Kim, 2016). In this context, conducting an academic evaluation on the physical features and content arrangement of menus is important for restaurant management and marketing strategies. The physical features of menus cover a wide range, from the type of material used to the font size and color selection (Aslam, 2006). Firstly, the material of the menu cards reflects the quality and style of the experience offered by the restaurant. For example, thick leather-bound menus offer a luxurious and high-quality experience, while menus

printed on kraft paper promise a more intimate and relaxed atmosphere (Zhang & Li, 2012; Jastman et al., 2009).

When examining studies on this topic, Özgür-Göde (2023) and Avşar & Karakaş-Tandoğan (2022) discuss the advantages and disadvantages of digital and QR code menus. Digital menus offer advantages such as visual appeal, quick ordering, and hygiene, while they also have disadvantages like loading issues and usage difficulties for elderly users. It is predicted that digital menus will be preferred more if the issues are resolved.

Studies comparing digital and traditional menus by Erdem-Türk & Yılmaz (2023), Ercan & Yılmaz (2022), Hazarhun & Yılmaz (2020), Beldona et al. (2014), and Leung et al. (2009) have highlighted that digital menus have advantages like hygiene, low cost, quick access, and visual richness. However, it is noted that older age groups have difficulties adapting to technology and some customers prefer traditional menus. It has also been found that younger and more educated individuals are more open to digital menus, while older and less educated individuals prefer traditional menus. Digital menus positively impact customer experience, business image, and sales.

Studies by Amin et al. (2023) and Lessel et al. (2012), which propose prototype digital menus for future use, concluded that these menus would positively affect businesses' sales figures, increase customer loyalty to the establishment, and offer ease of use.

METHOD

The aim of this research is to develop a digital menu attitude scale to explain individuals' attitudes toward the use of digital menus. The scale development process is a systematic approach aimed at creating a valid and reliable tool to measure a concept or phenomenon. This process helps researchers understand and measure the different dimensions and components of a specific concept (DeVellis, 2022). In the scale development process, exploratory and descriptive research methods are used together (Kement et al., 2021). These methods are employed to establish the theoretical foundation of the scale, develop items, and test the validity and reliability of the scale (Altunışık, 2023).

The exploratory research method is used at the beginning of the scale development process to help researchers identify the concepts they want to measure and the sub-dimensions of these concepts. Literature reviews, expert opinions, focus group discussions, and in-depth interviews are used to create the conceptual framework of the scale and develop the item pool. The descriptive research method, on the other hand, is used in the validity and reliability analyses of the scale. Surveys conducted on large samples allow for statistical analyses of the scale. These analyses evaluate the construct validity, internal consistency, and overall functionality of the scale (Kement et al., 2021; Coşkun et al., 2019; Kurtuluş, 2010). The process followed in the research is shown in the table below.

1 Determination of the Concept/Phenomenon to be Measured

2 Creation of the Initial Item Pool

Exploratory research, content analysis

3 Consultation with Experts

Examination of face validity, content validity (correction of question phrasing

4 Administration of the Survey Form

Item analysis, construct validity (EFA), reliability coefficient, convergent validity, discriminant validity

The initial item pool was created as a result of the literature review. The study specifies which sources were used to include the 34 statements within the scope of scale development. Additionally, to expand the scope of the study and guide potential future research, the researcher also formulated statements. The initial item pool created was shared with relevant academics via Google Forms to gather expert opinions. Each statement was added to Google Forms, and a comment box was opened under each statement to allow for feedback. This approach ensured more effective use of time. Based on the feedback received, the final version of the scale will be prepared.

WIDER IMPACT AND LIMITATIONS OF THE RESEARCH

Developing a new digital menu attitude scale impacts the literature by providing a standardized measurement tool for future research on digital menus. Moreover, it offers a systematic perspective for studies on this subject and encourages more research in this area.

This scale can be used across different disciplines such as psychology, sociology, business, marketing, and gastronomy, aiding in the examination of the acceptance and effects of digital menus in these fields.

While this research offers various benefits to the literature, it also has certain limitations. The developed scale, while potentially valid for a specific culture or society, may not yield the same results in different cultural contexts. Validity and reliability studies in different cultures may be necessary. Additionally, the sample group used in the research might be limited in terms of generalizability, requiring testing in different demographic and geographic groups.

The methods and analyses used in the scale development process might have limitations. Especially, the results of factor analysis, validity, and reliability tests depend on the data and analysis techniques used. Furthermore, participants' responses might be influenced by social desirability bias or personal prejudices.

ORIGINAL VALUE OF THE RESEARCH

This research is pioneering in its subject as it is the first scale specifically developed to measure individuals' attitudes towards the use of digital menus. The literature review conducted did not find any prior studies on the development of a digital menu attitude scale. The digitalization process is rapidly advancing in the food and beverage sector, with digital menus becoming widespread. Understanding how digital menus are perceived and accepted by users is a current and significant issue. The COVID-19 pandemic, in particular, has increased the demand for contactless services and accelerated the adoption of digital menus. This scale will be a critical tool for analyzing user attitudes in the post-pandemic period as well. Restaurants and cafes can use this scale to understand the impact of digital menus on users, thereby improving their services and increasing customer satisfaction. Additionally, this scale provides a foundation for future research on digital menus, allowing for retesting across different demographic groups, cultural contexts, and technological changes.

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EXAMINATION OF THE SUSTAINABILITY ACTIVITIES OF GREEN RESTAURANTS IN THE MICHELIN GUIDE

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INTRODUCTION

In contemporary times, the interaction between the concept of sustainability and the food and beverage sector is rapidly evolving. The Michelin Guide, which has long held a significant place in the field of gastronomy, is recognized for evaluating restaurants and determining the best dining experiences. Recently, with increased global awareness and the more noticeable environmental problems, the Michelin Guide has started to emphasize sustainability. A major indicator of this is the inclusion of the Michelin Green Star category, which highlights restaurants that prioritize environmental sustainability and sustainable practices (TGA 2024; Kızılcık & Akyürek 2021: 1419).

Michelin Green Star restaurants not only promise impeccable dishes and service but also emphasize the importance of being responsible for environmental sustainability, supporting local and organic farming, and adopting waste management practices. These restaurants aim to offer guests an unforgettable experience while minimizing their environmental impact through innovative and effective methods (Öksüz 2023: 133; Michelin Guide 2024).

This study aims to examine in detail the sustainability activities of Green Star restaurants listed in the Michelin Guide. The focus is on the innovative approaches and practices of Michelin Green Star restaurants in İzmir (OD Urla, Vino Locale, and Hiç Lokanta). Additionally, the study evaluates the importance and position of sustainable gastronomy based on the successes achieved by these restaurants. By showcasing the paths to success in sustainability, the study seeks to inspire those in the food and beverage sector aiming to excel in this area. A review of the literature reveals a lack of comprehensive information on the diversity, effectiveness, and applicability of sustainability practices among Green Star restaurants listed in the Michelin Guide.

LITERATURE

Michelin Green Star

The history of the Michelin Guide dates back to the early 1900s. Initially created as a 400 page guide by André and Édouard Michelin, founders of the Michelin tire company, it has evolved beyond a mere advertising guide to become a widely recognized travel guide for travelers. In 1926, the Michelin brothers established an independent inspector team, leading to the introduction of the "Michelin Star" rating system. Over time, the guide included second and third stars, further refining the evaluation process for restaurants (Bilge et al., 2021: 123).

The Michelin Green Star is a newer category within the Michelin Guide. Establishments awarded the Green Star are those that consistently promote sustainability through tangible initiatives. The

Green Star can be awarded to any establishment recommended by the Michelin Guide, regardless of whether they hold other Michelin ratings (Michelin Guide 2024; Akay et al., 2023: 1185). Green Star restaurants focus on sourcing seasonal, locally-produced ingredients and emphasize waste and resource management. Each restaurant develops its own action plan based on its unique resources, showcasing their creativity and commitment to sustainability (Michelin Guide 2024; Kızılcık & Akyürek 2021: 1419).

Sustainability

Sustainability can be broadly defined as the efficient and effective use of resources to ensure their availability for future generations. This concept varies across different disciplines but generally includes three dimensions: economic, environmental, and socio-cultural (Paker 2018: 5). Sustainable practices aim to balance these dimensions, ensuring long-term viability and minimizing adverse impacts.

Economically, sustainability focuses on the stable production of goods and services, preserving sectoral balances and adhering to legal standards in agricultural and industrial activities (Özdemir 2009: 4). Environmentally, it seeks to minimize ecological disruption and address environmental issues brought about by technological and economic advancements (Tosun 2017: 171). Socio-culturally, sustainability involves preserving traditions, culture, and lifestyles for future generations (Dikmen & Toruk 2017: 12). All three dimensions must interact harmoniously to achieve true sustainability.

In the food and beverage sector, sustainability ensures food security and environmental protection. The "Sustainable Development Goals" highlight several areas focused on ecosystems and food, such as supporting sustainable agriculture, protecting water quality, reducing food waste, and maintaining biodiversity (Ministry of Environment, Urbanization, and Climate Change 2011; Sustainable Food System Guide 2020).

In previous studies related to the topic and objectives of this research, various works have been reviewed and evaluated. Akay, Yılmaz, and Çiçek (2023), in their article "Evaluation of the Applicability of Michelin Green Star Criteria by Chain Businesses: The Case of Istanbul," examined the perspectives created by the Michelin Guide, which listed Istanbul as its 38th destination, on chain food and beverage businesses operating in various locations in Turkey. The study concluded that participants were not sufficiently informed about the Michelin Green Star but were aware of the sector's shift towards sustainability and took steps to raise awareness and encourage tangible actions to support this transformation. In line with this study, the current research aims to present the current state and actions regarding sustainability in the sector through data. Additionally, due to the differences in the population and sample, it is anticipated that new findings and perspectives will be provided, filling the gap in the literature.

In the article "Sustainability and Innovative Approaches in the Food and Beverage Sector" by Taş and Olum (2020), a detailed literature review introduces internet-supported innovative equipment and smartphone applications that can be used in the food and beverage sector. Green restaurant practices, possibilities of using waste as biofuel, food banks, digital kitchen tools, and three-dimensional food printers are examined in this context. Based on the compiled information, it is foreseen that significant long-term gains can be achieved through the reduction of waste and the conscious use of resources in the food and beverage sector. The study suggests that the widespread adoption of sustainable systems and practices can improve the current situation and make the future more promising. In the context of this study, the innovative sustainability-focused activities of Michelin Green Star restaurants will be researched to present the current situation and contribute to the literature. The fact that there has been no similar study focusing specifically on Michelin Green Star restaurants and sustainability in the literature further emphasizes the potential contribution of this research to the academic field.

Another study by Huang, Hall, and Chen (2023), titled "Sustainability Features of Michelin Green Star Restaurants," examines the sustainability features and practices of Michelin Green Star restaurants. The study evaluates strategies developed by restaurants in areas such as working with local producers, energy efficiency, and waste management, using content analysis of their websites. The results of this study, which reviewed 355 Michelin Green Star restaurants, indicate that while there is an emphasis on local and organic food on the websites, sustainability actions in the processing and presentation stages are less highlighted. It is suggested that the perception of sustainability should be felt in the dishes presented to guests. The study's limitation is noted as the fact that not all Michelin Green Star restaurants have official websites, and it is recommended that future studies apply survey or interview techniques. In this study, a different research technique (face-to-face interviews) has been chosen compared to the study by Huang, Hall, and Chen (2023), and the sample has been limited to the province of İzmir. Thus, it is anticipated that the results obtained can be examined in more detail, reinforcing the findings of the previous study and filling gaps in the literature.

METHODOLOGY

The research focuses on Michelin Green Star restaurants in İzmir. The purposive sampling method was employed, targeting only "Green Star" establishments to ensure relevance to the study's focus on sustainability. The objective is to detail the sustainability activities of these restaurants and provide valuable insights for the sector, consumers, and academia.

Data collection involved semi-structured interviews with restaurant chefs from OD Urla, Vino Locale, and Hiç Lokanta between March 1 and March 31, 2024. The interviews were recorded and supplemented with notes when necessary.

Research Questions;

1. Can you tell us about yourself and your expertise in gastronomy?
2. What does the Michelin Guide and the Green Star mean to you?
3. Can you discuss the activities that led to your Green Star award?
4. What are the advantages or disadvantages of the practices you have implemented in the context of the Green Star?
5. How does your waste management system operate?
6. How do you determine your material purchases and what criteria do you follow?
7. What information or training do you provide to your staff to prevent food waste?
8. How do you consider waste management in your menu planning?
9. In which areas do you consume the most energy and water?
10. What do you think about the concept of green buildings?
11. What do you consider when planning the environment and furnishings of your restaurant?
12. What sets your restaurant apart from others?
13. What does the concept of sustainability mean to you?
14. What sustainability activities are carried out in your establishment?
15. What criteria do you consider when selecting suppliers in line with your sustainability policies?
16. Is there anything else you would like to add?

Interviews were conducted with the chefs of the Michelin Green Star restaurants "OD Urla, Vino Locale, Hiç Lokanta" located in İzmir. A qualitative research method, specifically the "face-to-face, semi-structured interview technique," was applied. Questions were posed to the participants, and the answers given were compiled and analyzed using the content analysis method in the findings section to draw conclusions.

WIDER IMPACT AND LIMITATIONS OF THE RESEARCH

This study aims to examine the sustainability activities of Michelin Green Star restaurants, thereby promoting sustainability awareness and having significant impacts in the world of gastronomy. For the sector, it is expected that restaurant operators and chefs will gain insights into successful practices and methods in the field of sustainability. From the consumer perspective, it is anticipated that they will be informed about sustainable restaurants and be encouraged to prefer businesses that have environmental responsibility. Academically, it is thought that the study will provide data for future training and research on sustainability and environmental management. In terms of policy, the research is expected to contribute by showcasing exemplary activities for institutions, potentially leading to the development of new standards and incentives.

However, the research has certain limitations. The focus on Michelin Green Star restaurants in İzmir may reflect regional differences in sustainability practices. This could affect the diversity and comparability of the sustainability practices observed. Additionally, there may be limitations in data sharing concerning the internal processes and practices of the restaurants. Given these limitations, the research findings should be carefully evaluated and should guide future studies.

UNIQUE VALUE OF THE RESEARCH

The concept of sustainability encompasses various fields, including agricultural practices, energy consumption, waste management, and social responsibility projects. Thus, a detailed investigation into which sustainability criteria Michelin Green Star restaurants meet and how they implement these criteria is necessary. This study is expected to support the sector's perspective on sustainability and accelerate the transformation towards sustainability. Additionally, it is anticipated to guide and motivate restaurants striving to earn the Michelin Green Star. Conducted within the context of İzmir, the study is expected to provide unique examples of how the concept of sustainability is perceived and implemented regionally.

Given the limited number of studies focused specifically on the activities of Michelin Green Star restaurants, this research aims to fill the gap in the literature and contribute unique value to the academic field. It is thought that policies could be developed based on the study's data, and the effects on society could be examined to propose innovative practices. By providing a rich source of data with concrete examples and applications, the study's unique value will be enhanced by highlighting differences and similarities when compared to global sustainability.

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SAKARYA İLİ COĞRAFİ İŞARETLİ ÜRÜNLERİN YÖRE HALKI TARAFINDAN KULLANIM ALANLARI: ADAPAZARI BEYAZ KESTANE KABAĞI ÖRNEĞİ

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GİRİŞ

Coğrafi işaret kavramı kısaca yerel ürünlerin gelecek nesillere bozulmadan korunması ve aktarılması için alınmış yasal tedbirler olarak ifade edilebilir. Coğrafi işaret kapsamına giren ürünler en az bir özelliği ile bir bölgeye, şehre, kasabaya veya köye bağlı olan ürünlerdir (Şahin, 2013: s.23). Türkiye coğrafi işaret potansiyeli oldukça yüksek bir ülkedir. Yalnızca gıda ürünü olarak bakıldığında 2024 yılı itibariyle Türkiye'de toplam 1.267 adet tescillenmiş, yaklaşık 642 adet de tescillenmeyi bekleyen ürün bulunmaktadır (Yaşar Üniversitesi Haber Portalı, 2024). Tescillenmiş bu gıda ürünlerinden 16 tanesi Sakarya iline aittir (Türk Patent ve Marka Kurumu, 2024).

Sakarya'nın meşhur yemekleri denilince akla ilk gelen ürünlerden biri bal kabağı tatlısıdır. Bu tatlının kendisi 2021, yapımında kullanılan Adapazarı Beyaz Kestane Kabağı ise 2020 yılında Türk Patent ve Marka kurumu tarafından tescillenerek koruma altına alınmıştır (Türk Patent ve Marka Kurumu, 2024). Bu kabak türü Sakarya'da yöre halkı için önemli geçim kaynaklarından bir tanesidir. Çiftçiler tarafından yetiştirilip toplanan Adapazarı Beyaz Kestane Kabağı birçok ürün yapımında kullanılmaktadır. Her ilin kendine özgü bir ürünü vardır ve bu hediyeliklerine de yansır. Sakarya'da ise bu ürün bal kabağıdır. Hediye götürülmek istenen gıda ürünü arandığında birçoğunun içinde bal kabağı olduğu görülmektedir. Lokum, reçel, cezerye, marmelat, kabak döneri, kabak tatlısı, kabaklava (kabaklı baklava) gibi birçok farklı ürün Sakarya'da bal kabağı ile yapılan ürünlerdir.

Bal kabağı tatlı bir ürün olarak bilinse de Sakarya halkı bu kabağı börek ve çorba gibi ürünlerde de kullanmaktadır. Bunların dışında yöre halkı bu ürünü çoğunlukla tatlı olarak tüketmekte ve bu kabak türünün reçelini de yapmaktadır.

Araştırmanın amacı coğrafi işaret tescili almış Adapazarı Beyaz Kestane Kabağının yöre halkı tarafından aktif olarak ne sıklıkla kullanıldığını ve nasıl kullanılıp tüketildiğini tespit etmektir. Bu amaç doğrultusunda "Adapazarı Beyaz Kestane Kabağının Sakarya ili yöre halkı tarafından hangi

alanlarda kullanıldığı ve coğrafi işaretli bu ürünün yerel ekonomi ve kültürüne etkisi nedir?" problem sorusuna da yanıt aranmıştır.

LİTERATÜR

Araştırma için Coğrafi İşaret, Sakarya İli ve Adapazarı Beyaz Kestane Kabağı anahtar kelimeleri ile alan yazın taraması yapılmıştır. Yapılan tarama sonucunda bu çalışmanın asıl konusu olan Adapazarı Beyaz Kestane Kabağı ile ilgili doğrudan bir çalışma bulunamamış, Sakarya ili coğrafi işaret tescilli ürünler ilgili genel bir çalışmaya rastlanmıştır.

Türk Patent ve Marka Kurumu'na göre coğrafi işaret kavramı yöresel bir ürünü ifade etmektedir. Bu işaret, ürünün belirli özellikleri, niteliği ve ünü bakımından kökeninin bulunduğu yere veya ülkeye özdeşleşmiş olduğunu göstermektedir (akt. Yalçın, 2019: s.5). Coğrafi işaretin Menşe adı ve Mahreç işareti olarak iki türü bulunmaktadır. Yalçın (2019) ve Oraman (2015)'nın yaptığı çalışmalarda İşaretli ürün olabilmesi için doğal ürünler, tarım ürünleri, madenler, el sanatları ve ürünleri ya da sanayi ürünleri gibi kategorilerden birinde yer alması gerekmekte olduğu belirtilmiştir. Coğrafi işaret için sahip olunması gereken unsurlar bulunmaktadır. Bunlar ürün ismi ve ünü, belirli bir coğrafi alan, ürünün belirli özellikleri ve özgünlüğü, coğrafi kökeninde üretilen özel bir ürün olmasıdır (Oraman, 2015: s.77).

Savaşkan ve Kıngır'ın (2020) yaptığı Sakarya İli Gastronomik Unsurlarının Coğrafi İşaret Kapsamında Değerlendirilmesi adlı çalışmasında coğrafi işaretli ürünlerin gastronomi turizmindeki öneminden yola çıkarak Sakarya ili değerlendirilmiştir. Araştırma kapsamında alan yazın taraması yapılarak ürünler belirlenmiş ve değerlendirilmiştir. Yapılan bu çalışmaya göre Sakarya iline ait 3 adet tescilli ürün ve 3 adet tescil başvurusu yapılmış ürün bulunduğu gözlemlenmiştir. Bunlar Sakarya ilinin 2020 yılındaki verilerine göre; tescil almış durumda olanlar Adapazarı Dartılı Keşkek, Adapazarı Islama Köftesi ve Sakarya Süpürgesi ürünleridir. Adapazarı Beyaz Kestane Kabağı, Geyve Ayvası ve Söğütlü Pancar Pekmezli Lokumu ise tescil başvurusu yapılmış durumda olan gastronomik ürünleridir. Çalışmanın kabul tarihinden biraz önce Adapazarı Beyaz Kestane Kabağı tescillenmiştir.

Usta ve Şengül'ün (2022) yaptığı Türkiye'deki Coğrafi İşaretli Yiyecek İçecek Ürünlerinin Analizi araştırmasında Türkiye'de coğrafi işarete sahip olan ürünler tespit edilerek incelenmiştir. Yapılan içerik analizinde 823 adet gastronomi ürünü bulunmuştur. Çalışmada gastronomi ürünleri yemek kategorilerine göre 15 sınıfa ayrılmıştır. Elde edilen bulgulara göre 69 ürün ile Gaziantep ili birinci sırada yer alırken, Konya ili 43 ürün ile ikinci ve Şanlıurfa ili 32 ürün ile üçüncü sırada yer almaktadır. Sakarya ili 2022 yılında yapılan bu çalışmaya göre 10 ürün ile 31. Sırada yer almaktadır.

YÖNTEM

Bu araştırmanın temel amacı, Sakarya ilinde coğrafi işaret tescili almış Adapazarı Beyaz Kestane Kabağının yöre halkı tarafından hangi alanlarda nasıl ve ne sıklıkla kullanıldığını ortaya koymaktır. Bu kapsamda yapılan literatür taramasında Sakarya ilinin sahip olduğu coğrafi işaretli ürün olan Adapazarı Beyaz Kestane Kabağının, yöre halkı tarafından kullanım alanları ve sıklığını konu alan herhangi bir çalışmaya ulaşılamamıştır. Bu bakımdan yapılan bu araştırma, Adapazarı Beyaz Kestane Kabağının Sakarya ili çerçevesinde tanıtılması ve bölgeye sağlanacak ekonomik katkısı açısından önem arz etmektedir. Araştırma nitel desende tasarlanmış olup veri toplama yöntemi olarak yarı yapılandırılmış görüşme tekniği kullanılmıştır. Veriler, genellikle yarı yapılandırılmış soru formları aracılığıyla gerçekleştirilen görüşme tekniği kullanılarak toplanmaktadır. Bu yöntem, güvenli ve rahat bir ortamda uygulanır ve tekniğin güvenilirliği, katılımcıların ifadelerinin doğrulanması ile sağlanır. Kaydedilen görüşmelerden elde edilen veriler, titizlikle analiz edilip yorumlanarak araştırmanın nihai sonuçlarına ulaşılmaktadır. Araştırmanın evrenini ise, Sakarya ilinde ikamet eden yerel halk oluşturmaktadır. Katılımcıların belirlenmesinde olasılığa dayalı olmayan örneklem çeşitlerinden amaçlı örnekleme yöntemi kullanılmıştır. Bu kapsamda araştırmanın örneklemini Sakarya ilinin Serdivan ve Akyazı ilçelerinde ikamet eden 5 katılımcı oluşturmaktadır.

Adapazarı Beyaz Kestane Kabağının destinasyon tanıtımında ki etkisini belirleyebilmek adına öncelikle derinlemesine bir literatür araştırması gerçekleştirilmiştir. Görüşme formu hazırlanırken, anlaşılması kolay, açık uçlu ve odaklı, katılımcıları yönlendirmekten kaçınma gibi hususlara dikkat edilmiştir. Yarı yapılandırılmış görüşme verileri, 12.06.2024-21.06.2024 tarihleri arasında toplanmış olup katılımcılara 3 tanesi demografik özelliklerine yönelik olmak üzere toplamda 8 tane açık uçlu soru yöneltilmiştir. Görüşme formu araştırmanın örneklemini oluşturan 5 katılımcıya uygulanmış ve her katılımcıya aynı sorular aynı sıralama ile sunulmuştur. Görüşmeler kapsamında elde edilen verilerin birbirini tekrar etmesi nedeniyle görüşme sayısı yeterli görülmüştür. Görüşmeler 25- 35 dakika arasındaki bir zaman diliminde gerçekleşmiştir. Katılımcılara yapılan görüşmelerin tamamı katılımcıların izinleri doğrultusunda ses kayıt cihazı aracılığıyla kaydedilmiştir. Daha sonra ses kayıt cihazına alınan görüşmeler bilgisayar aracılığı ile yazıya dökülerek analiz yapmaya hazır hale getirilmiştir. Kişisel verilerin korunması adına katılımcıların kişisel bilgilerine yer verilmemiştir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Yapılan alan yazın taraması sonucunda Sakarya iline ait coğrafi işaretli ürünler hakkında yeterli çalışma yapılmadığı saptanmıştır. Bu doğrultuda coğrafi işaret tescili almış olan Adapazarı Beyaz Kestane Kabağı Sakarya iline ait coğrafi işaretli ürünler arasından seçilerek bu ürünün tanıtılması ve yöre halkı tarafından nasıl kullanıldığının tespit edilmesi amaçlanmıştır. Yapılan bu çalışma Sakarya ili ile ilgili alan yazındaki eksikliğin giderilmesine katkı sağlayacağı gibi aynı zamanda Sakarya ilinin gastronomi turizmine ve yöre halkının ekonomik anlamda kalkınmasına da katkı sağlayacağı düşünülmektedir.

Bu araştırma; zaman, maliyet ve ulaşım gibi kısıtlılıklardan dolayı Sakarya ilinde yaşamakta olan yerli halkla yapılan yarı yapılandırılmış görüşme formuyla elde edilen veriler doğrultusunda gerçekleştirilmiştir. Araştırmanın sınırlılıkları şu şekildedir:

- Araştırmanın örneklemi Sakarya'nın Akyazı ve Serdivan ilçelerinde yaşayan beş katılımcı ile sınırlandırılmıştır.
- Araştırma verilerinin toplanması 12.06.2024-21.06.2024 tarihleri arasında yapılan yarı yapılandırılmış görüşme formuna verilen cevaplar ile sınırlandırılmıştır.
- Araştırmanın amaçları kapsamında belirlenen araştırma soruları ile sınırlıdır.
- Araştırmanın temel konusu olan Adapazarı Beyaz Kestane Kabağı araştırmanın sınırlılıklarındandır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu çalışma, Sakarya iline özgü coğrafi işaretli ürünlerden biri olan Adapazarı Beyaz Kestane Kabağının yöre halkı tarafından kullanım alanlarını araştırmayı amaçlamaktadır. Daha önce bu konuda yapılmış kapsamlı bir araştırmanın bulunmaması, çalışmanın yenilikçi ve özgün bir değer taşımasını sağlamaktadır. Coğrafi işaretli olan söz konusu ürünün, Sakarya ekonomisine önemli katkılar sunacağı düşünülmektedir. Bu bağlamda, yerel halkın bu ürünü kullanımı ve tanıtımı, ürünün pazar değerini arttırarak üreticilere ek gelir kapısı açabilecektir. Yöre halkı, Adapazarı Beyaz Kestane Kabağını çeşitli şekillerde değerlendirmektedir. Geleneksel yemek tariflerinde, tatlılarda ve hatta hediyelik eşya üretiminde bu ürün kullanılabilmektedir. Böylece, yerel mutfak kültürü korunurken, gastronomi turizmi de desteklenmiş olacaktır. Coğrafi işaretli ürünlerin tanıtımı, bölgenin markalaşmasına katkı sağlayarak, turistlerin ilgisini çekebilir ve bölgeye olan ziyaretçi akışını artırabilir. Bu da yerel ekonomiyi canlandırırken, turizmden elde edilen gelirlerin artmasına ve yerel istihdama katkı sağlayacaktır. Çalışmanın sonucunda, Adapazarı Beyaz Kestane Kabağının yöre halkı tarafından kullanım alanlarının belirlenmesi, ürünün ekonomik ve kültürel değerini ortaya koyacaktır. Ayrıca, çalışma, diğer coğrafi işaretli ürünlerin benzer şekilde değerlendirilmesine yönelik bir model oluşturabilecektir. Bu sayede, yerel ürünlerin sürdürülebilir kalkınmaya katkıları daha iyi anlaşılabilir ve teşvik edilebilir olacaktır.

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AKDENİZ TİPİ BESLENMENİN GASTRODİPLOMASİ KAPSAMINDA SÜRDÜRÜLEBİLİRLİĞİ VE İNCELENMESİ

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GİRİŞ

Küreselleşen dünyada, kültürel mirasın korunması ve sürdürülebilirliğinin sağlanması büyük önem taşımaktadır. Bu bağlamda, UNESCO'nun Somut Olmayan Kültürel Miras Listesi'ne 2010 yılında eklenen Akdeniz Diyeti, yalnızca bir beslenme modeli olmanın ötesinde, toplumların kimliğini ve kültürel çeşitliliğini yansıtan bir yaşam tarzı olarak dikkat çekmektedir. Akdeniz Diyeti, yedi ülkenin (İspanya, İtalya, Yunanistan, Fas, Hırvatistan, Kıbrıs ve Portekiz) mutfaklarını ve kültürel pratiklerini kapsamakta olup, bu ülkeler arasında kültürel ve politik bir dayanışma ve birlik sağlamaktadır (UNESCO,2013).

Günümüzde sürdürülebilir beslenme modelleri, artan çevresel sorunlar ve toplum sağlığı üzerindeki etkileri nedeniyle giderek daha fazla önem kazanmaktadır. Akdeniz Diyeti, sağlıklı ve dengeli beslenme ilkelerini benimseyerek, sürdürülebilir tarım uygulamaları ve yerel gıda sistemlerini desteklemektedir. Bu diyet, taze sebzeler, meyveler, tahıllar, zeytinyağı, balık ve sınırlı miktarda et ve süt ürünleri gibi gıdaları içermekte olup, düşük karbon ayak izi ile çevresel sürdürülebilirliğe katkıda bulunmaktadır. Akdeniz Diyeti, 2012 yılında FAO tarafından dünyanın en sürdürülebilir diyetlerinden biri olarak sınıflandırılmıştır (Burlingame vd., 2012). Bu çifte tanınma sayesinde, yeşil ekonomiler ve kitle turizminden veya büyük ölçekli tarımdan uzak olan birçok bölgenin gelişimi için giderek daha fazla önem kazanan bu mirasa yeni bir yaklaşım oluşmuştur (Moro, 2016). Hem UNESCO tarafından SOKÜM'e dahil edilen hem de en sürdürülebilir diyetler listesinde üst sıralarda yer alan Akdeniz Diyetininin, dosyasında adı geçen ülkeler için yumuşak güç bakımından stratejik bir üstünlük sağladığı aşikardır. 2010 yılında UNESCO tarafından Somut Olmayan Kültürel Miras Listesine eklenen Akdeniz Diyetinin sürdürülebilir beslenme modelleri kapsamında incelenmesi ve gastrodiplomasi boyutuyla ele alınması amacıyla hazırlanan çalışmanın ana problemi SOKÜM'e dahil edilen Akdeniz Diyeti ve dosyada adı geçen ülkelerin arasında yer almayan Türk Mutfağının dosyaya dahil edilebilmesi için uygunluğunun değerlendirilmesi olarak belirlenmiştir.

Bu çalışmanın amacı, UNESCO tarafından tanınan Akdeniz Diyeti'nin sürdürülebilirlik ve gastrodiplomasi bakımından sağlayacağı avantajların değerlendirilmesi, Türk Mutfağı'nın Akdeniz Diyeti dosyasına dahil edilmesinin uygunluğunun değerlendirmesi ve bu bağlamda yapılması gereken çalışmalar için öneriler hazırlayarak sunmaktır. Bu amaç doğrultusunda, konu ile ilgili uzmanlık alanına sahip akademisyenler ve kamu kurumlarında görev yapan profesyonellerle yarı yapılandırılmış anket formu aracılığıyla görüşmeler gerçekleştirilmiş ve elde edilen veriler ışığında değerlendirmeler yapılmıştır.

LİTERATÜR

Akdeniz Diyeti (Keys vd., 1986) tanımlanmasından bu yana Sağlıklı Bir Diyet olarak kabul edilmektedir. Aynı zamanda, bu diyet, epidemiyolojik, klinik, beslenme ve fizyolojik alanlarda sayısız araştırmanın konusu olmuştur. Benedict (1934), Akdeniz Tipi Beslenmeyi kültürel bir desen olarak tanımlamaktadır. Bu tanım, kurumlar, fikirler ve geleneklerin birbirine bağlılığının bir kültürü oluşturduğu bir bütünlüğü ifade etmektedir. Akdeniz Tipi Beslenme, yaşam tarzı anlamında, birkaç kurumun, fikrin ve geleneğin etkileşiminin sonucudur; bu kurumlar, fikirler ve gelenekler, belirli bir coğrafi alanda yüzyıllar boyunca iş birliği yapmışlardır. Bu; tarım, beslenme, ziyafet ve ibadet etme, mallar üretme ve tanrılara tapma şeklidir.

2013 yılında Hollanda'da Van Dooren ve diğerleri tarafından yürütülen bir çalışma, Akdeniz diyetinin sağlık skorunun diğer tüm diyetlerden daha yüksek olduğunu ortaya koymuştur (Akay ve Demir, 2020).

2008'de Avrupa için FAO Bölgesel Konferansı'na katılan delegeler Akdeniz diyetini biyoçeşitlilik açısından zengin ve beslenme açısından sağlıklı olarak vurgulayarak önemli açıklamalarda bulunmuşlardır. Akdeniz diyetinin teşviki, Akdeniz bölgesinde tarımın sürdürülebilir gelişimine olumlu bir rol oynayabilecek olmasının önemi ve artan küresel gıda üretimi hedefinin, biyoçeşitlilik, ekosistemler, geleneksel gıdalar ve geleneksel tarımsal uygulamaları koruma ihtiyacıyla dengelenmesi gerektiği yönünde belirtide bulunmuşlardır (East, 2009).

Sürdürülebilirlik kavramı, varlığını sürdürme, gelecek nesillere aktarabilme ve uzun vadeli devamlılığı ifade eder. Gıda ve Tarım Örgütü (FAO) ile Birleşmiş Milletler Çevre Programı (UNEP), gıda israfını azaltma, herkesin güvenilir gıdaya erişimini sağlama, yoksulluğun azaltılması ve gelecek kuşaklara yaşanabilir bir dünya bırakılması amacıyla Sürdürülebilir Beslenme ve Gıda Güvenliği kampanyasını başlatmıştır. Sürdürülebilir beslenmenin ana ilkesi, yeterli ve dengeli beslenmeyi sağlamaktır. Bu ilke, mevsiminde taze sebzeler ve meyveler tüketmek, bitkisel kaynaklı proteinlere ağırlık vermek gibi prensipleri içermektedir (Tokay vd., 2022).

2015 yılında Milano Expo'sunda düzenlenen bir konferansta, Akdeniz diyetinin sürdürülebilirlik üzerindeki faydaları ele alınmıştır. Bu konferansta, Akdeniz diyetinin dört önemli özelliği vurgulanmıştır. İlk olarak, çeşitli kronik ve kardiyovasküler hastalıkların önlenmesinde, halk sağlığı maliyetlerinin azaltılmasında ve refahın artırılmasında önemli bir rol oynaması belirtilmiştir. İkinci olarak, Akdeniz diyetinin düşük çevresel etkilere sahip olması ve biyo-çeşitlilik açısından zengin olması üzerinde durulmuştur. Üçüncü olarak, bu diyetin yerel ekonomik getirilere katkı sağlaması ve gıda israfının önlenmesinde önemli bir rol oynaması vurgulanmıştır. Son olarak, Akdeniz diyetinin insanlar arasındaki sosyal ilişkileri arttırdığına dikkat çekilmiştir (Dernini vd., 2017).

UNESCO'nun 2010 yılında Akdeniz Diyetini İnsanlığın Somut Olmayan Kültürel Mirası olarak tanıması, bu politik, kültürel ve sosyal süreçle ilgili olan ancak aynı zamanda bu süreçten etkilenen UNESCO toplulukları arasında çok güçlü bir sosyal etki yaratmaktadır. Bu topluluklar arasında İtalya'daki Cilento, Yunanistan'daki Koroni/Coroni, Kıbrıs'taki Agros, Hırvatistan'daki Brač ve Hvar, İspanya'daki Soria, Fas'taki Chefchaouen ve Portekiz'deki Tavira gibi yerler bulunmaktadır. Ayrıca, 2012'de Akdeniz Diyeti (AD), FAO tarafından gezegendeki en sürdürülebilir diyetler grubuna dahil edilmiştir (Burlingame & Dernini, 2012).

YÖNTEM

Çalışma kapsamında bu alanda araştırmaları bulunan akademisyen ve kamu kurumu çalışanlarıyla nitel araştırma yöntemlerinden yarı yapılaştırılmış anket formu aracılığıyla görüşmeler yapılmıştır. Araştırma sorularının belirlenmesinde literatürde ağırlık verilen konular rol almıştır. Katılımcılar kartopu örneklemi ile belirlenmiştir.

Görüşme soruları incelenen alan yazında değinilen konulardan yola çıkılarak oluşturulmuştur. Katılımcılar arasında Akdeniz Tipi Beslenme ve Gastrodiplomasi alanında çalışmaları bulunan akademisyenler ve kamu kurumu çalışanları yer almaktadır.

Nitel araştırma, "fenomenlerin doğası, farklı tezahürleri, ortaya çıktıkları bağlam veya algılanabilecek bakış açıları"nın incelenmesi olarak tanımlanır; ancak "onların kapsamı, sıklığı ve neden-sonuç zinciri içindeki yeri" gibi objektif olarak belirlenmiş verilere dayanmaz. Bu resmi tanım, genellikle sayılar yerine kelimeler şeklinde verileri içeren araştırmaları kapsadığı daha pragmatik bir kural ile tamamlanabilir (Punch, 2013).

Hijmans ve Kuyper, nitel görüşmeleri "gayri resmi bir karaktere sahip bir alışveriş, bir hedefe yönelik bir konuşma" olarak tanımlamaktadır (Hijmans ve Kuyper, 2007). Görüşmeler, bir kişinin öznel deneyimleri, görüşleri ve motivasyonları hakkında içgörü elde etmek için gerçekler ya da davranışlar yerine kullanılır (Hak, 2007). Görüşmeler, yapılandırılmış (yani bir anket), açık (örneğin, serbest konuşma veya otobiyografik görüşmeler) veya yarı yapılandırılmış olmalarına göre ayırt edilebilirler. Yarı yapılandırılmış görüşmeler, açık uçlu sorular ve geniş ilgi alanlarının, bazen alt soruların da dahil olduğu bir görüşme kılavuzunun (veya konu kılavuzu/listesi) kullanılması ile karakterize edilir (Busetto, vd., 2020).

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Çalışmanın literatüre katkısı, Akdeniz Diyeti'nin gastrodiplomasi ve sürdürülebilirlik bağlamında daha geniş bir perspektifle ele alınmasına olanak tanımaktadır. Ayrıca, Türkiye'nin kültürel zenginliklerinin ve mutfak mirasının uluslararası platformlarda daha etkin bir şekilde tanıtılmasına yönelik stratejiler geliştirilmesine katkı sağlaması hedeflenmektedir. Bu araştırma kapsamında incelenen literatürde, 'Akdeniz Diyeti' ve 'Akdeniz Tipi Beslenme' kavramlarının aynı anlamda ve bir arada kullanıldığı görülmüştür. Bu sebeple, çalışmada UNESCO tarafından tanındığı adıyla 'Akdeniz Diyeti' ve literatürde var olduğu şekliyle 'Akdeniz Tipi Beslenme' kavramları bir arada kullanılmıştır. Çalışma sonucunda, Türk Mutfağı'nın Akdeniz Diyeti'ne uyumunun belirlenmesi ve Türkiye'nin SOKÜM dosyasına eklenmesi önerisi, Türkiye'nin uluslararası gastrodiplomasi imajını güçlendirecektir. Ayrıca, bu çalışmanın sağladığı veriler, Türkiye'nin uluslararası platformda yeni ve etkili gastrodiplomasi stratejileri geliştirmesine katkıda bulunacaktır.

Araştırma Ege Bölgesi odaklı olup, görüşme yapılan katılımcıların büyük çoğunluğu Ege Bölgesi'ne ait yemek ve mutfak alışkanlıklarını değerlendirmiştir. Bu nedenle, Türkiye'nin diğer bölgelerinin mutfakları ve gastronomik alışkanlıkları bu çalışmada Akdeniz Diyeti kapsamında ele alınmamıştır. Bu durum, çalışmanın coğrafi sınırlılığını oluşturmaktadır ve sonuçların genel olarak Türkiye'nin tamamına genellenebilirliği konusunda sınırlamalar getirmektedir. Bu eksiklik, gelecekteki araştırmalarda Türkiye'nin diğer bölgelerinin mutfaklarının da Akdeniz Diyeti bağlamında incelenmesiyle giderilebilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

UNESCO tarafından onaylanan dosyada adı geçen yedi ülke için bu tanıtım, sadece mutfak kültürlerinin tanıtımını değil, aynı zamanda kültürel ve politik dayanışma ve birliği sağlamayı hedeflemektedir. Bu çalışmanın amacı, Somut Olmayan Kültürel Miras (SOKÜM)'a dahil edilen Akdeniz Diyeti ve dosyada adı geçen ülkeler arasında yer almayan Türk Mutfağı'nın uygunluğunu ölçerek, Türk Mutfağı'nın bu dosyaya dahil edilmesini sağlamaktır. Araştırma, UNESCO tarafından SOKÜM'e dahil edilen Akdeniz Diyeti dosyasında Türkiye'nin de yer almasını hedeflemektedir ve elde edilecek veriler doğrultusunda Türkiye'nin bu dosyaya dahil edilmesi önemli bir adım olacaktır. Çalışma sonucunda elde edilen veriler ve öneriler, Türkiye'nin Akdeniz Diyeti dosyasına dahil edilmesine yönelik yapılacak çalışmalarda yol gösterici olacaktır. Literatür incelendiğinde, Türkiye'nin gastrodiplomasi alanında geliştirmesi gereken stratejilerde eksiklikler olduğu görülmüştür. Çalışma sonucunda, Türk Mutfağı'nın Akdeniz Diyeti'ne uygunluğunun belirlenmesi ve SOKÜM dosyasına Türkiye'nin eklenmesi önerisi, Türkiye'nin uluslararası gastrodiplomasi imajını olumlu yönde etkileyecektir. Ayrıca, bu çalışmanın verileri ışığında yapılacak diğer

çalışmalar, Türkiye'nin uluslararası platformda yeni gastrodiplomasi stratejileri geliştirmesine olanak sağlayacaktır.

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SMART AGRICULTURE APPLICATIONS AND THE RELATIONSHIP WITH SUSTAINABLE GASTRONOMY: A CONCEPTUAL STUDY

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INTRODUCTION

Sustainability principles in gastronomy promote sustainable agriculture and food systems, bolster local economies, and preserve cultural heritage. By supporting local producers, it stimulates regional development and enhances food security. Simultaneously, it contributes to the efficient use of natural resources and environmental-friendly agricultural practices, thereby conserving ecosystems. The integration of sustainable gastronomy and smart farming technologies can ensure more sustainable, efficient, and equitable agricultural practices in the future.

Climate change is one of the greatest challenges faced by countries worldwide, leading to environmental and social issues (Dönmez et al., 2012; Yılmaz and Isinkaralar, 2021). The reduction of agricultural lands each day exacerbates food insecurity, leading to hunger, poverty, and deaths. As the global population continues to rise, issues such as desertification and the depletion of fertile agricultural lands and forests emerge. Consequently, the destructive impacts of water scarcity pose a serious threat to the environment and human health (Çılgınoğlu et al., 2022).

The use of technology in agricultural production enhances productivity, product quality, and enables economic and sustainable agriculture. This approach increases producer incomes with minimal input use, reduces costs, and ensures the conservation of natural resources and the environment (Özgüven et al., 2020).

Sustainable gastronomy aims to promote healthy nutrition within communities under the principles of sustainability, facilitating economic and social development (Kurnaz, 2017). This study examines the impact of digital agricultural technologies on sustainable gastronomy and explores the relationship between these two fields. It addresses the transformation brought about by technological advancements in agriculture and their implications for food production and consumption habits, proposing recommendations for a sustainable future. Additionally, it discusses how the principles of sustainable gastronomy and smart farming practices can collaboratively contribute to the economic development of local communities, environmental sustainability, and the preservation of cultural values.

LITERATURE

Smart Farming

Digitalization in agriculture optimizes resource management throughout the system, making it personalized, real-time, and traceable. This enhances economic benefits through increased productivity, cost efficiency, and market opportunities; social and cultural benefits through

enhanced communication and inclusivity; and environmental benefits through optimized resource use to adapt to climate change (Trendov et al., 2019).

From an environmental sustainability perspective, the primary critique of industrial agriculture and the existing system is the disregard for the true costs of production. Current economic models treat human health and ecological impacts as externalities. The perspective of sustainable development suggests measures to hold producers economically accountable for the environmental and health impacts they cause (Hall and Wilson, 2009).

Despommier (2011) argues in his study that the depletion of resources, dwindling fertile lands, disappearing food security, deforestation, and water scarcity pose significant global challenges. He emphasizes that controlled environment agriculture is the sole solution to halt these trends. Technological applications in agriculture such as IoT, M2M, precision farming, and autonomous vehicle systems are innovative fields gaining significant global attention.

Autonomous harvesters reduce harvest losses, ensure precise application of fertilizers and pesticides where needed, and optimize irrigation scheduling based on plant phenology and soil moisture, thereby reducing agricultural losses and enhancing efficiency through ICT applications. The implementation of IoT in agriculture is projected to increase food production by 70% by 2050. These new technologies can also mitigate environmental impacts caused by intensive and erroneous agricultural practices, in addition to global warming and climate change effects (Aydın, 2022).

Sustainable Gastronomy

To sustain sustainable gastronomy, the preservation of fundamental ecological processes, vegetation cover, and ensuring the continuity of biological diversity without harm to flora and fauna are essential (Yılmaz and Akman, 2018).

The use of agricultural pesticides, chemical fertilizers for crop production, hormones, antibiotics to increase animal productivity, and control diseases not only pollute soil and water but also pose risks to human health. To mitigate the harm caused by chemicals due to industrialization to soil, water and human health, increased production of organic agricultural products is essential (Yıldız and Yılmaz, 2020).

The increase in population, global warming, and the depletion of resources put pressure on agricultural land and food production (Özturk et al., 2018). To minimize all these problems, the maximization of production per unit of food area should be ensured and it should be as efficient and non-polluting as possible (Wildeman, 2020).

In his research, Kozai (2018) particularly highlights the relentless food demand for the vast human population and the current land that needs to produce such large quantities of food as major challenges. Among the other impacts of the increasing population are accelerated climate change due to greenhouse gas emissions, reduction in natural land, and biological diversity, as well as increased urban or agricultural land use. Kozai addresses these issues in a triad of "food scarcity and/or unstable supply, resource scarcity, and environmental degradation" (Kozai, 2018).

Supporting local product suppliers to preserve and sustain products is crucial, and distributing these products to consumers by selling and marketing them holds significant importance (Başat et al., 2017).

METHOD

Concerns about the sustainability of traditional agricultural methods include their depletion of natural resources and increasing vulnerability to the impacts of climate change (Musakwa et al., 2021). Within the context of Sustainable Development Goals, digital agriculture has the potential to provide economic benefits through increased agricultural productivity, cost efficiency, and market opportunities; social and cultural benefits through enhanced communication and inclusivity; and environmental benefits through optimized resource use and adaptation to climate change (Trendov et al., 2019).

This research is conceptually designed to examine the relationship between smart farming and sustainable gastronomy. In this context, intersections between smart farming practices and sustainable gastronomy have been identified and their relationship explored. The aim of the research is to highlight the potential impacts and contributions of smart farming practices on sustainable gastronomy and examine the relationship between these concepts.

This study utilized document analysis, a qualitative research method, to determine the relationship between smart farming applications and sustainable gastronomy. Document analysis involves examining written materials and is described as one of the qualitative research designs (Yıldırım and Şimşek, 2013).

Document analysis, also known as documentary research, involves gathering and examining existing records and documents to obtain data. It includes finding, reading, note taking, and evaluating sources for a specific purpose (Karasar, 2005). In essence, document analysis involves collecting and examining various writings, documents, productions, or remnants created by other individuals or organizations about the research topic (Seyidoğlu, 2016). Document analysis is one of the most valuable sources of information for qualitative researchers (Hoepfl, 1997). By examining documents, detailed information about the phenomenon under study can be obtained (Travers, 2001). The reason for selecting document analysis as the method in this study on smart farming applications and sustainable gastronomy is its ability to create a broad sample, similar to survey research. Researchers can take advantage of the abundance and density of existing written and visual materials available today (Bailey, 1994). In this regard, national and international documents on relevant topics were scanned and categorized to create a document pool ready for analysis.

This study employed a 4-stage document analysis (Merriam, 2009). Initially, relevant documents were accessed and their authenticity verified. The researcher systematically categorized the obtained documents and conducted content analysis of the data. During the data collection process, relevant literature on smart farming and sustainable gastronomy in Turkey and globally was reviewed. Searches were conducted in various academic databases using keywords such as "digital agriculture," "sustainable gastronomy," "IoT (Internet of Things)," "precision agriculture," "environmental sustainability," "big data," "mobile applications," and "artificial intelligence in agriculture." Through these searches using relevant keywords, 45 studies were identified. Using the document analysis method, this study attempted to identify the relationship between smart farming applications and sustainable gastronomy based on the data obtained from research in these two fields. Within this framework, the relationship between smart farming technologies and sustainable gastronomy was examined in detail, and efforts were made to explain the relationship between these fields.

WIDESPREAD IMPACTS AND LIMITATIONS OF THE STUDY

This research can contribute to the development of innovation and sustainability strategies in the agriculture and food sectors by highlighting the potential effects of smart agricultural technologies on sustainable gastronomy. The potential to increase efficiency and reduce environmental impacts through smart farming technologies can merge with sustainable gastronomy, promoting more environmentally friendly and economically viable food production processes. These findings may lead to reshaping agricultural and food policies, supporting local producers, and adopting new approaches for environmental sustainability.

Limitations of the Study

This research has several limitations. Firstly, the data obtained through document analysis are limited to existing literature and do not rely on data from practical applications. Additionally, the rapidly evolving literature on smart agricultural technologies and sustainable gastronomy topics could limit the validity of the findings over time. These limitations may reduce the generalizability

of the findings and necessitate the use of more comprehensive data collection methods for future research. The identification of the relationship between smart farming applications and sustainable gastronomy demonstrates their potential contributions to local community economic development, environmental sustainability, and cultural preservation. However, the reliance on document analysis in this study underscores the necessity for validation in practical applications.

ORIGINAL VALUE OF THE RESEARCH

The primary goal of interdisciplinary gastronomy is to create sustainable gastronomy that combines traditional principles of sustainable development. Sustainable gastronomy, within the framework of sustainability principles, not only preserves public health but also positively influences economic and social development (Scarpato, 2000).

Smart agriculture offers an innovative solution by moving away from traditional approaches characterized by strong polarization and market segmentation, thus paving the way towards a sustainable future in the agriculture and food sector. This approach enhances the efficiency of crop and livestock systems through diversification of technologies and agricultural practices, while strengthening interaction and collaboration among all stakeholders in the sector (Sachs, 2015).

The research aims to fill gaps in the current literature and identify the relationships between smart agriculture and sustainable gastronomy. Thus, it can provide guidance for strategic planning towards a sustainable future. In literature reviews, there has been a gap in exploring the common themes between smart agriculture and sustainable gastronomy topics. This research aims to contribute to the relationship between smart agriculture applications and sustainable gastronomy by scanning and identifying common points in the relevant literature.

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ALGILANAN YENİLİK ÇERÇEVESİNDE HİZMET SEKTÖRÜNDE ROBOT KULLANIMINA YÖNELİK TUTUMLARIN MÜŞTERİ MEMNUNİYETİ, TEKRAR ZİYARET VE TAVSİYE ÜZERİNDEKİ ETKİSİ

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GİRİŞ

Giderek daha teknolojik hale gelen iş hayatında, yapay zeka, bulut bilişim, blok zinciri ve robotik teknolojiler gibi yenilikler sektörleri ve tüketici tutumlarını yeniden şekillendirmeye başlamıştır. Bu yeniliklerin öne çıktığı bir alan, özellikle turizm ve misafirperverlik olmak üzere hizmet sektörüdür. Günümüzde geleneksel olarak insanlar tarafından gerçekleştirilen görevleri yerine getirmek üzere hizmet robotları tasarlanmaya ve kullanılmaya başlanmıştır. Hizmet sektöründe robotların kullanılmaya başlaması ise hizmet pazarlamasının dinamiklerini yeniden şekillendirmeye başlamıştır.

Robotların hizmet sektörüne entegrasyonu, müşterilerin tutumlarını da etkilemektedir. Hizmet sektöründe robotların benimsenmesi, müşteri memnuniyeti, tekrar ziyaret niyeti ve tavsiyeler üzerindeki etkilerinin anlaşılmasına yönelik önemli bir ilgi uyandırmaktadır. Yeniliklere açık olan tüketiciler bu tarz yeniliklere de daha kolay adapte olmaktadır. Buradan yola çıkılarak çalışmanın konusu, yiyecek-içeçek hizmetlerinde robotların kullanımı olarak belirlenmiştir. Bu konu çerçevesinde çalışmanın amacı, algılanan yenilik çerçevesinde hizmet sektöründe robot kullanımına yönelik tutumların müşteri memnuniyeti, tekrar ziyaret etme niyeti ve tavsiye üzerindeki etkisini irdelemek olarak belirlenmiştir.

LİTERATÜR

Son dönemlerde turizm ve gastronomi alanlarında daha sık kullanılmaya başlanan hizmet robotları işletmeler ve tüketiciler açısından farklı deneyimlerin yaşanmasını sağlamaktadır.

Hizmet Robotları

Hizmet robotlarının ortaya çıkışı hizmet sektöründe müşteri etkileşimlerini ve operasyonel verimliliği değiştirecek yeni bir dönemi başlatmıştır (Çallı, 2021). Otonom veya yarı otonom makineler olarak tanımlanabilecek hizmet robotları, müşteri hizmetlerinden ve bilgi sağlamadan envanter yönetimine ve teslimata kadar çok çeşitli görevleri yerine getirmek üzere tasarlanmıştır. Hatta günümüzde yiyecek-içecek sektöründe hizmet veren restoranlar, karşılama, servis, boş tabakları toplama gibi hizmetler için robotları kullanmaya başlamıştır (Zhong vd., 2020). Hizmet robotlarının önceki versiyonları olarak görülebilecek kioskların yiyecek-içecek işletmelerinde kullanımı; hız, bilgi kalitesi, güvenilirlik, kolaylık ve kullanışlılık alanlarında işletmelere önemli etkiler sağlamaktadır (Lee ve Oh, 2022). Henüz nispeten yeni bir alan olmasına rağmen, hizmet robotlarının benimsenmesi turizm, misafirperverlik, perakende, sağlık ve bankacılık dahil olmak üzere çeşitli sektörlerde hızlanmaya başlamıştır.

Yapay zeka, makine öğrenimi ve robotik teknolojilerdeki gelişmeler, müşterilerle doğal ve sezgisel bir şekilde etkileşim kurabilen sofistike robotların yaratılmasını giderek daha mümkün hale getirmektedir (Çerkez ve Kızıldemir, 2020). İş gücü maliyetlerinin düşmesi, iyileştirilmiş servis tutarlılığı ve üretkenliğin artması gibi unsurlar da işletmelerin hizmet robotlarının potansiyelini keşfetmesini tetiklemektedir.

Hizmet robotları işletmelere çeşitli avantajlar sunmaktadır (Kurçer ve Civelek, 2023). Bu avantajlar, süreçlerin daha verimli hale gelmesi, hizmet kalitesinin daha standart hale gelmesi, maliyet avantajı sağlaması, fiziki temas gerektirmemesi olarak sıralanabilir. Bu avantajlara rağmen, robotlar insan dokunuşundan ve kişiselleştirilmiş etkileşimlerden yoksundur. Tüketiciler, karmaşık hizmetler için robotlara güvenme konusunda şüpheci olabilir. Çalışanların iş kaybı konusunda endişeleri ortaya çıkabilir. Robotların insanlara benzerliklerinin artması robotların kabulünü etkilemektedir (Lu vd., 2020; Meidute-Kavaliauskiene vd., 2021).

Müşterilerin hizmet robotlarına ilişkin algıları karmaşık ve çok yönlüdür. Literatürde yapılan çalışmalara bakıldığında, tüketicilerin hizmet robotlarını genellikle yenilikçi ve ilgi çekici olarak algıladıkları ve bu durumun verilen hizmet ile ilgili deneyimlerini iyileştirebileceği ifade edilmektedir (Kim vd., 2016). Şef robotların pişirdiği yemekleri yenilikçi bir deneyim olarak ifade eden tüketiciler, robotik bir restoranı ziyaret etmek isteyeceklerini belirtmişlerdir (Fusté-Forné, 2021). Hizmet robotları uygun ve verimli bir hizmet sunarak müşteri memnuniyetinin artmasına yol açmaktadır (Belanche vd., 2020).

Öte yandan tüm tüketicilerin robotlarla etkileşime girmek konusunda istekli olmadığı görülmektedir. Kimi tüketiciler, gizlilik ve güvenlik konusunda endişe beslerken, bazı tüketiciler sadece insanlar ile etkileşimi tercih edebilmektedir. Dahası servis robotlarıyla ilgili yaşanabilecek teknik aksaklıklar veya iletişim kesintileri gibi olumsuz deneyimler memnuniyetsizliğe yol açabilmekte ve marka itibarına zarar verebilmektedir.

Algılanan Yenilik ve Tüketici Tepkileri

Algılanan yenilik, tüketicilerin hizmet sunumunda yeni teknolojileri veya yöntemleri ne ölçüde tanıdığını ve takdir ettiğini ifade etmektedir. Hizmet pazarlaması bağlamında, yenilik müşteri deneyimlerini geliştirmek, hizmet tekliflerini farklılaştırmak ve rekabet avantajı elde etmek için çok önemlidir (Berry, Carbone ve Haeckel, 2002). Hizmet sektöründe robotların kullanılması, hizmetlerin verimliliğini, doğruluğunu ve kişiselleştirilmesini iyileştirmeyi amaçlayan bu tür yeniliklere bir örnektir.

Hizmet robotlarının benimsenmesinde, robotun işlevselliği, görünümü ve etkileşim tarzı önemlidir. Literatürde, algılanan yeniliğin müşteri memnuniyetini ve davranışsal niyetleri olumlu yönde etkilediği ifade edilmektedir. Kim vd. (2016), tarafından yapılan çalışmada, hizmet robotlarını yenilikçi olarak algılayan otel misafirlerinin memnuniyetlerinin ve oteli tekrar ziyaret etme niyetlerinin arttığı sonucuna ulaşılmıştır.

Algılanan yenilik, tüketicilerin hizmet robotlarına verdiği tepkileri anlamada önemli bir kavramdır. Robotun yeniliği, kullanışlılığı ve genel değer önerisi hakkındaki tüketici değerlendirmesini ifade

etmektedir. Tüketiciler bir hizmet robotunu yenilikçi olarak algıladıklarında, hizmet karşılaşmasına karşı olumlu tutumlar ve davranışlar sergileme olasılıkları yükselmektedir (Lin ve Mattila, 2015).

Müşteri Memnuniyeti

Müşteri memnuniyeti, hizmet başarısının kritik bir belirleyicisidir. Hizmet sunumundaki robotlar, tutarlı ve yüksek kaliteli hizmet sağlayarak memnuniyeti artırabilir. Robotla etkileşim kurmanın yeniliği unutulmaz ve keyifli bir deneyim yaratabilir. Parasuraman, Zeithaml ve Berry'ye (1988) göre güvenilirlik, yanıt verme ve empati gibi hizmet kalitesi boyutları müşteri memnuniyetini önemli ölçüde etkilemektedir. Robotlar, yorgunluk veya insan hatası olmadan hassas ve zamanında hizmetler sunarak bu boyutlarda üstünlük sağlayabilir. Robotlarla ilişkilendirilen yenilik ve teknolojik gelişmişlik, algılanan hizmet kalitesini artırarak olumlu bir izlenim yaratabilmektedir (Huang ve Rust, 2018).

Ancak, robotların müşteri memnuniyeti üzerindeki etkisi, bağlama ve müşteri beklentilerine göre değişebilir. Örneğin, insan etkileşiminin değerli olduğu yüksek temaslı hizmetlerde, robotların varlığı kişiselleştirilmiş deneyimi olumsuz etkileyebilmektedir (Wirtz vd., 2018).

Tekrar Ziyaret Niyeti

Tekrar ziyaret niyeti, müşterilerin aynı hizmet sağlayıcıya geri dönme olasılığını ifade etmektedir. Robotların benimsenmesi, genel hizmet deneyimini iyileştirerek tekrar ziyaret niyetlerini olumlu yönde etkileyebilir. Robot kullanımını yenilikçi ve faydalı olarak algılayan tüketicilerin, hizmet sağlayıcıya karşı olumlu bir tutum geliştirme olasılığı daha yüksektir ve bu da daha yüksek tekrar ziyaret etme niyeti sağlamaktadır. Robot destekli hizmetlerin verimliliği ve yeniliği, unutulmaz bir deneyim yaratabilmekte ve tüketicilerin aynı hizmet sağlayıcıyı tekrar ziyaret etmesini teşvik edebilmektedir (Lee ve Lambert, 2019).

Robotların tekrar ziyaret etme niyetlerini yönlendirmedeki etkinliği, tüketici kabulü ve algılanan değere bağlıdır. Tüketiciler robotları hizmet kalitesini düşüren bir maliyet düşürücü etken olarak algıladığında tekrar ziyaret etme niyetleri düşebilir. Bu nedenle, hizmet sağlayıcılar robotların hizmet deneyimini tehlikeye atmak yerine geliştirmesini sağlamalıdır (Kuo ve diğerleri, 2017).

Hizmet robotları ile tekrar ziyaret niyeti arasındaki ilişki karmaşıktır ve müşteri beklentilerine bağlıdır. Hizmet robotlarıyla yaşanan olumlu deneyimler olumlu ağızdan ağıza öneriler üretebilir ve tekrar ziyaret olasılığını artırabilir. Tersine, olumsuz karşılaşmalar müşterileri geri dönmekten caydırabilir ve olumsuz tanıtımlara yol açabilir. Ek olarak, memnun müşterilerin hizmeti başkalarına tavsiye etme olasılığı daha yüksektir ve bu da olumlu ağızdan ağıza iletişim yaratmaktadır (van Doorn vd., 2017).

Tavsiye Davranışı

Tavsiye davranışı veya kulaktan kulağa iletişim, müşteri edinimi ve elde tutmanın güçlü bir itici gücüdür. Memnun tüketicilerin bir hizmet sağlayıcıyı başkalarına tavsiye etme olasılığı daha yüksektir. Robot kullanımıyla ilişkili algılanan yenilik, müşterilerin hizmeti tavsiye etme eğilimini artırabilir. Verimlilik, yenilik ve güvenilirlik ile karakterize edilen robotlarla ilgili olumlu deneyimler, olumlu ağızdan ağıza iletişim (WOM) yaratabilir (Meuter vd., 2000).

Robotların yeniliği, müşterilerin sosyal ağlarında benzersiz ve yenilikçi deneyimler paylaşmaya meyilli olması nedeniyle sosyal medya paylaşımını tetikleyebilir (Kim, Magnini ve Singal, 2011).

Hizmet robotunun türü, insan-robot etkileşiminin seviyesi, müşteri demografisi ve kültürel faktörlerin tümü müşteri algılarını ve davranışlarını etkileyebilir. Örneğin, literatürde yapılan çalışmalarda teknolojiye aşina olan ve robotlara karşı olumlu tutumlara sahip tüketicilerin hizmet robotlarını benimseme ve olumlu sonuçlar deneyimleme olasılığının daha yüksek olduğunu ifade edilmektedir (Belanche vd., 2020). Yine yapılan çalışmalarda daha genç nesillerin ve teknolojiye

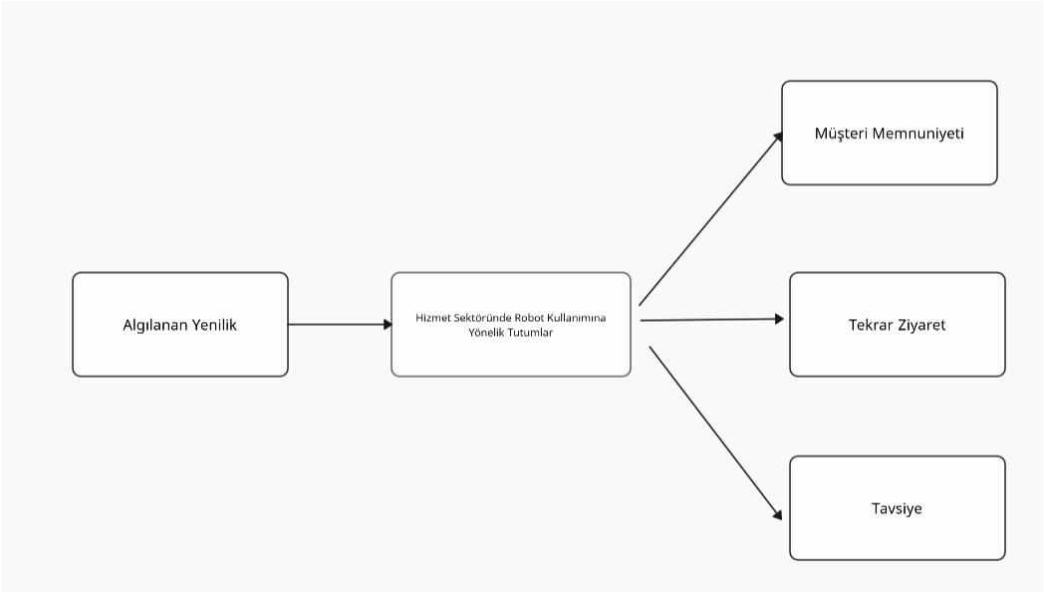
daha yatkın bireylerin hizmet robotlarına daha açık olma eğiliminde olduğunu görülmektedir (Dabholkar vd., 2020).

YÖNTEM

Çalışmada nicel araştırma yöntemlerinden betimsel model çerçevesinde hareket edilmektedir. Veri toplamak için anket yöntemi kullanılmıştır. Hazırlanan anket demografik ifadeler ile birlikte beş bölümden oluşmaktadır. Veri toplamak üzere hazırlanan anket çevrimiçi kanallar aracılığı ile dağıtılmıştır. Ankette yer alan ifadeler; Han ve Ryu (2009) Artuğer (2015), Hosany vd. (2015) ve Hwang vd. (2020) ölçeklerinden uyarlanmıştır.

Örnekleme yöntemi olarak kolayda örnekleme yöntemi seçilmiştir. Çalışmanın anakütlesi dışarıda yeme içme hizmeti alan tüketicilerden oluşmaktadır. Bu doğrultuda çalışmanın örneklem büyüklüğü anakütle bilinmiyorken kullanılan örneklem büyüklüğü hesaplama yöntemine göre belirlenmiştir. Elde edilen veriler istatistik paket programı ile analiz edilmiştir. Çalışmanın modeli aşağıdaki gibidir;

Şekil 1: Araştırma Modeli



Kaynak: (Yazarlar tarafından oluşturulmuştur).

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Çalışmanın yaygın etkileri sektörel ve akademik açıdan değerlendirilebilir. Sektörel olarak değerlendirildiğinde, çalışma sonuçlarının yeme-içme sektöründe faaliyet gösteren işletmelere yol göstermesi amaçlanmıştır.

İşletmeler, müşteri memnuniyetini artırmak, tekrarlanan işleri yönlendirmek ve olumlu tavsiyeler geliştirmek için hizmet robotlarından yararlanabilirler.

Robotların hizmet sektörüne entegrasyonu, algılanan yenilik çerçevesi aracılığıyla müşteri memnuniyetini, tekrar ziyaret niyetlerini ve tavsiye davranışlarını artırmak için önemli bir potansiyele sahiptir.

Hizmet robotları uygun bir süreç tasarımı ile müşteri memnuniyetini, tekrar ziyaret niyetini ve tavsiye davranışını etkilemektedir dolayısıyla işletmeler, algılanan değer ve yeniliğe vurgu yapan bir pazarlama stratejisi ile avantaj elde edebilir.

Akademik açıdan değerlendirildiğinde ise konunun henüz yeni araştırılmaya başlanan bir konu olması, çalışmanın bu alanda ilerlemek isteyen akademisyenlere bir örnek teşkil etmesidir.

Çalışmanın en önemli sınırlılıkları zaman ve örneklem büyüklüğü olarak değerlendirilebilir. İleriki çalışmalar daha büyük örneklemler ile ve daha farklı değişkenler çalışmaya dahil edilerek gerçekleştirilebilir.

Mevcut çalışmalar hizmet robotu olgusunun çeşitli yönlerini irdelemiş olsa da, araştırılması gereken bir çok soru olduğu ifade edilebilir. Hizmet robotlarının müşteri sadakati üzerindeki uzun vadeli etkilerini araştırmak için uzunlamasına çalışmalara ihtiyaç vardır. Çeşitli hizmet ortamlarında insan ve robot etkileşimi arasındaki optimum denge de daha fazla araştırmayı gerektirmektedir. Dahası, kültürler arası çalışmalar algılanan inovasyon ve kültürel faktörlerin müşterilerin hizmet robotlarına verdiği tepkileri şekillendirmek için nasıl etkileşime girdiğine ışık tutabilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Literatürde yapılan çalışmalar incelendiğinde kavramsal çerçevede yer alan değişkenlerin bir arada araştırıldığı çalışma sayısının oldukça az olduğu görülmektedir. Ayrıca, konunun henüz yeni araştırılmaya başlaması ile birlikte gerçekleştirilen çalışmaların bir kısmı ikincil verilerden yararlanılarak gerçekleştirilmiştir. Buradan yola çıkıldığında, çalışmanın literatüre katkı sağlayacağı düşünülmektedir.

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GİRİŞ

Endüstri 4.0, sanayi devrimlerinin dördüncü aşamasını temsil eden bir kavramdır. Endüstri 4.0, dijitalleşme ve otomasyon teknolojilerinin birleşimiyle, üretim ve hizmet sektörlerinde köklü değişiklikler meydana getirmiştir (Özsoylu, 2017). Restoran endüstrisi de bu değişimden önemli ölçüde etkilenmiştir. Nesnelerin interneti (IoT), sanal gerçeklik (VR) yapay zeka (AI), büyük veri (Big Data), robotik ve siber-fiziksel sistemler gibi teknolojiler, restoranların operasyonlarını daha verimli, esnek ve müşteri odaklı hale getirmiştir (Davutoğlu ve Yıldız, 2020). Dijital bilgileri ve görselleri, gerçek dünya ile harmanlayarak kullanıcıların çevrelerini interaktif bir şekilde deneyimlemelerini sağlayan Artırılmış gerçeklik (AR) teknolojisi ise (İçten ve Bal, 2017) restoran endüstrisine müşteri deneyimini zenginleştirme ve operasyonel verimliliği artırma potansiyeli sunmuştur. AR teknolojisi, restoran menülerini daha etkileşimli ve bilgilendirici hale getirirken, müşterilere restoranın mutfağını sanal olarak gezme imkânı sunarak şeffaflığı artırmaktadır (Ramadhani, 2023). Ayrıca restoran personelinin eğitimi ve işletme yönetimi için de kullanılabilen AR teknolojisinin, sektördeki en büyük kullanım alanının restoran deneyimini eğlenceli ve etkileşimli hale getirerek müşterilere daha zengin ve kişiselleştirilmiş bir deneyim sunması olduğu dikkat çekmektedir (Kumlu ve ark. 2022). Özellikle deneyim yaşama amacıyla müşteriler tarafından bu restoranlar tercih edilse de, müşterilerin yiyecek-içecek işletmelerini tercih etme sebepleri değişkenlik gösterebilmektedir. Bu bağlamda yiyecek-içecek sektörü açısından müşteri tercihlerini ve davranışlarını anlamak için önemli bir araç haline gelen Planlı Davranış Teorisi (Yay ve Çalışkan, 2016)'nin, artırılmış gerçeklik teknolojilerini kullanan restoranları ziyaret eden müşterilerin tercih sebeplerinin anlaşılmasına yardımcı olacağı düşünülmektedir.

LİTERATÜR

1985 yılında sosyal psikolog Icek Ajzen tarafından geliştirilen Planlı Davranış Teorisi (Theory of Planned Behavior/ TPB), bireylerin belirli bir davranışı gerçekleştirme niyetlerinin, bu davranışı gerçekleştirme konusundaki tutum, öznel norm ve algılanan davranış kontrolü tarafından belirlendiğini öne sürerek bireylerin davranışlarını anlamak ve tahmin etmek için kullanılmaktadır (Turan, 2011). Teorinin bileşenleri, bireylerin davranışlarını neyin motive ettiğini ve hangi engellerin davranış değişikliğini zorlaştırdığını anlamak için kullanılabilmektedir (Conner, 2020). Bundan dolayı Planlı Davranış Teorisi, sağlık, eğitim, pazarlama gibi birçok farklı alanda bireylerin davranışlarını anlamak ve değiştirmek için uygulanabilmektedir (Ajzen,2020). Bu yönüyle teorinin, karmaşık davranışların ve sosyal etkileşimin yoğun olduğu yiyecek içecek sektöründe de kullanılarak pazarlama stratejilerinin geliştirilmesinin veya etkinliğinin artırılmasının hedeflendiği görülmektedir (Shah Alam ve Mohamed Sayuti, 2011).

Planlı Davranış Teorisi'nin üç bileni yiyecek içecek sektörü açısından incelendiğinde,

- Tutumlar (Attitudes): Yiyecek içecek ürünlerinin lezzet, deneyim, fiyat ve sağlık üzerindeki etkisine bağlı olarak müşterilerin bu yiyecek ve içecek ürünlerine yönelik tutumları değişkenlik göstermektedir.
- Öznel Normlar (Subjective Norms): Müşterilerin yiyecek ve içecek tercihleri, sosyal çevrelerinin etkisiyle şekillenmektedir. Aile, arkadaşlar ve sosyal medya fenomenleri gibi referans gruplarının tavsiyeleri, müşterilerin sosyal çevrelerinden destek aldıklarını görerek satın alma kararları veya belirli bir ürünü tercih etmeleri üzerinde etkili olmaktadır.
- Algılanan Davranış Kontrolü (Perceived Behavioral Control): Müşterilerin belirli yiyecek ve içecek ürünlerini satın alabilme veya tüketebilme yetenekleri, ürün fiyatı, hizmet kalitesi, restoranın konumu, menü tasarım ve içeriği gibi faktörlere bağlı olarak değişebilmektedir (Karaman, 2020).

Artırılmış gerçeklik teknolojilerini kullanan restoranların en temel hedefi müşteri memnuniyetinin, rekabet avantajının ve pazarlama değerinin artırılmasıdır (Kovtun ve Yanenko, 2024). Bu amaçla müşterilere artırılmış menü deneyimi, mekân tasarımı, eğlence ve bilgi verme gibi alanlarda içerikler sunulmaktadır. AR menüleri, yemeklerin 3D görselleri ve hazırlık aşamaları gibi detaylı bilgiler sunarak müşterilerin daha bilinçli ve memnun edici seçimler yapmasını sağlamaktadır. AR ile sanal turlar hazırlanması, müşterilerin mekân ve restoran atmosferi hakkında daha iyi bir fikir edinmelerine yardımcı olurken, genel deneyimlerini de olumlu yönde etkilemektedir. AR oyunları ve etkileşimli içerikler, bekleme süresini eğlenceli hale getirerek müşteri memnuniyetini artırmaktadır. Ayrıca, AR içerikleri ile yemeklerin hazırlanma süreçlerinin gösterilmesi, müşterilerin yemek kalitesine olan güvenini artırmakta ve restoranın şeffaflığına katkı sağlamaktadır. Tüm bunlar restoranların marka değerini artırmakta ve sosyal medyada daha fazla ilgi görmelerini sağlamaktadır (Fritz ve ark., 2023).

Planlı Davranış teorisi bakımından incelendiğinde yiyecek içecek işletmelerinde artırılmış gerçeklik teknolojisini kullanılması, müşterilerin restoran hakkında olumlu tutumlar geliştirmesine yardımcı olarak, müşterilerin restoranı tercih etme niyetinin artırılması yönünde etkili olabilmektedir . Diğer yandan AR teknolojisinin sunduğu yenilikler, müşterilerin sosyal çevrelerinde paylaşacakları pozitif deneyimler yaratarak öznel normlara uygun davranışlar sergilemelerine teşvik etmektedir. Özellikle müşterilerin, sosyal medyada AR deneyimlerini paylaşmaları, sosyal çevrenin beklentilerinin karşılama isteğinin tatmin edilmesini sağlamaktadır. Ayrıca AR menülerin kullanımı ve sanal turlar, müşterilerin yemekler ve restoran hakkında bilgiye kolayca erişmesini sağlamaktadır. Bu durum, müşterilerin bilinçli kararlar vermesine ve yemek seçimini daha kontrollü bir şekilde yapmasına olanak tanımaktadır. Müşterilerin yemekler ve restoran hakkında detaylı bilgiye erişebilmesi, algılanan davranış kontrolünü artırmaktadır (Huang ve ark., 2022). Kısacası AR teknolojisinin restoranlarda kullanılması, müşterilerin restoranı tercih etme davranışsal niyeti üzerinde olumlu etkiye neden olabilmektedir.

Ulusal ve uluslararası literatür incelendiğinde yapılan AR teknolojisi kullanan restoranlar üzerinde çalışmaların çoğunlukla alanyazın incelemesi olduğu (Lasek ve ark., 2016; Özgüneş ve Bozok, 2017; Cankül ve ark., 2018; Nayyar ve ark., 2018; Yun ve Khoo-Lattimore, 2019; Wei, 2019; Demirezen, 2019; Tan ve Netessine, 2020; Kabadayı, 2020) ve bu çalışmalarda artırılmış gerçeklik teknolojisi kullanan restoranlar ve bu restoranların geleceği ile ilgili araştırmaların yapıldığı görülmektedir. Diğer çalışmalar incelendiğinde ise ağırlıklı olarak AR menüler üzerinde yoğunlaştığı görülmektedir. Gözlem ve anket tekniklerinden yararlanılan bu çalışmalarda AR menülerin sıfır atığa katkısı, müşterinin satın alma davranışı, müşteri sadakati, ağızdan ağıza pazarlama ve müşteriler tarafından algılanan deneyim değeri incelenmektedir (Karabıyık Yerden ve ark., 2020; Balasubramanian ve Konar, 2022; Amin ve ark., 2023; Seetharam ve ark., 2023; Azam ve ark., 2023; İşçi ve Orman, 2023). Ayrıca anket, örnek vaka incelemesi ve görüşme teknikleri aracılığıyla AR teknolojisini kullanan restoranlara karşı müşteri tutumunun satın alma davranışına etkisi, algılanan müşteri deneyimi ve algılanan hizmet kalitesinin incelendiği çalışmaların yapıldığı görülmüştür (Batat, 2021; Kumlu ve ark., 2022; Karimun ve ark. 2023).

YÖNTEM

Araştırmada nicel araştırma yöntemlerinden anket tekniği kullanılmıştır. Anketin oluşturulmasında Batıbeki ve Taşpınar (2021)'ın çalışmasında yer alan anketten yararlanılmış; "davranışa yönelik tutum", "öznel norm", "davranışsal niyet", "algılanan davranışsal kontrol" boyutlarında 17 soruluk anket, artırılmış gerçeklik teknolojilerini kullanan restoranlar için uygun hale getirilmiştir. Anket ilk olarak 50 kişilik pilot teste tabi tutularak güvenirliliği analiz edilmiştir. Cronbach's Alpha değeri 0,903 ile yüksek güvenirlikte tespit edilmiştir. Anketin güvenirliğinin analiz edilmesinden sonra anket iki bölüm olacak şekilde çevrimiçi forma dönüştürülmüştür. İlk bölümde katılımcıların demografik özelliklerine; ikinci bölümde ise sorulara yer verilmiştir. Anketin, pilot test dahil uygulanması aşamasında ise İstanbul ilinde hizmet veren ve artırılmış gerçeklik teknolojilerini kullanan restoranlar ile iletişime geçilmiştir. Restoran yöneticileri ile yapılan görüşmede, kendilerini ziyaret eden müşterilerinden çevrimiçi anketi doldurmalarını rica etmeleri istenmiştir. Müşterilerin çevrimiçi ankete ulaşması adına, masalara anket karekodunun bulunduğu kağıtlar bırakılmıştır. Kolayda örnekleme yönteminin kullanıldığı çalışmanın verilerinin 01.06.2024/ 30.08.2024 tarihleri arasında toplanması planlanmıştır. Elde edilen veriler SPSS (26.0) programında analiz edilecektir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Artırılmış gerçeklik teknolojisinin kullanıldığı restoranları ziyaret eden müşterilerin tercih sebeplerinin planlı davranış teorisi açısından incelemeyi hedefleyen çalışmanın, artırılmış gerçeklik (AR) teknolojilerini içeren restoranları ziyaret eden müşterilerin tercih ve davranışlarını ortaya koyması, çalışmanın en önemli yaygın etkisi olarak değerlendirilmektedir. Elde edilen sonuçların, artırılmış gerçeklik teknolojisi kullanan restoranların pazarlama stratejilerini geliştirmelerine önemli katkı sağlayabileceği düşünülmektedir. Bununla birlikte artırılmış gerçeklik teknolojisinin müşteri tercihlerine olan etkisinin anlaşılması, halihazırda teknolojiyi kullanan restoran işletmecilerinin ve yöneticilerinin teknolojiyi daha verimli ve etkili bir şekilde kullanmalarına yardımcı olurken; teknolojinin kullanılmadığı restoranlar için de referans değeri taşıyabileceği ön görülmektedir. Ayrıca çalışmanın bütününün, sektörün genelinde teknolojik entegrasyon ve müşteri deneyimi konularında yenilikçi yaklaşımlar geliştirilmesine katkıda bulunabileceği düşünülmektedir.

Gerçekleştirilen çalışma örnekleminin yalnızca İstanbul ili ile sınırlı tutulması bu çalışmanın kısıtını oluşturmaktadır. Ayrıca çalışmaya katılan işletmelerin artırılmış gerçeklik teknolojisini farklı şekillerde kullanması (eğlence, menü vb.) da planlı davranış teorisi çerçevesinde en çok hangi kullanım yönteminin, müşteri tercihinde etkili olduğunu ortaya koyma noktasında çalışmanın bir diğer sınırlılığı olarak değerlendirilmektedir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Ulusal ve uluslararası literatürde yapılan incelemelerde, artırılmış gerçeklik teknolojisinin (AR) yiyecek içecek sektöründe kullanımına dair odaklanılan noktaların genel itibariyle müşteri deneyimi ve satın alma davranışı ile sınırlı kaldığı görülmektedir. Gerçekleştirilen bu çalışma, önceki araştırmalardan farklı olarak müşterilerin, artırılmış gerçeklik teknolojisi kullanan restoranları tercihlerinin temel nedenlerini, Planlı Davranış Teorisi kapsamında derinlemesine bir şekilde analiz ederek daha geniş bir perspektiften değerlendirmeyi hedeflemektedir. Planlı Davranış Teorisi aracılığıyla müşterilerin restoran seçiminde artırılmış gerçeklik teknolojisinin etkin rolünün ortaya koyulması; ayrıca artırılmış gerçeklik teknolojilerinin restoranlarda kullanımının müşteri algı ve beklentilerini nasıl etkilediğinin açıklığa kavuşturulması, işletmelerin stratejik planlar geliştirmesine ya da var olan stratejik planlarına inovatif bir yaklaşım entegre etmelerine kaynaklık edebilir. Buradan hareketle bu çalışma hem akademik literatür hem de yiyecek içecek endüstrisi açısından artırılmış gerçeklik teknolojisinin, müşteri tercihleri üzerindeki etkilerini daha detaylı ve farklı açılardan anlamak adına önemli bir katkı sunduğu düşünülmektedir. Ayrıca çalışmanın özgün değeri olarak nitelendirilen bu katkıların gelecekteki araştırmalar için değerli bir rehber niteliği taşıyacağı düşünülmektedir.

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ALTERNATIVE SEAFOOD: SEA CUCUMBER AND SEA URCHIN

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INTRODUCTION

Gastronomic elements play an important role in tourists destination choice. Tourism businesses have recently been diversifying their products in order to attract tourists who care about naturalness and originality and therefore turn to alternative tourism. An example of these product diversification efforts is "tourism routes". The importance of gastronomy tours and flavor routes for tourism is clearly seen in the literature (Koçhan vd., 2019). Turkish cuisine has an important place among world cuisines with its rich and diverse food culture. Turkey, which is surrounded by seas on three sides due to its geographical location, also has a very rich potential in terms of seafood. However, although it is a Mediterranean country, it does not adequately reflect this potential in terms of seafood diversity and consumption.

In recent years, there has been a growing interest in incorporating alternative seafood into cuisine. Seafood, especially sea cucumber and sea urchin, are used in different ways in world cuisines and attract attention with their high nutritional values. The widespread use of these seafood can significantly contribute to enriching the local culinary culture and increasing tourist interest in the region. Diversifying such seafood within the scope of gastronomy tourism and serving it in local restaurants can both revitalize the local economy and increase Turkey's gastronomic appeal internationally. The main purpose of this research is to investigate the perceptions of cooks regarding the sensory properties, production and use of sea urchins and sea cucumbers, and to examine what needs to be done to reach a wider usage volume of these seafood in restaurants and kitchens. It is thought that the results of the research will reveal what needs to be done to popularize alternative seafood products, which have not yet been fully discovered in Turkey and have a niche market.

LITERATURE

Türkiye, which is surrounded by seas on three sides due to its geographical location, has a very rich potential in terms of seafood. However, although it is a Mediterranean country, it does not adequately reflect this potential in terms of seafood diversity and consumption. While the annual per capita consumption of aquatic products in Turkey in 2020 is 6.7 kg, the world average is 22 kg (Tuğba et al., 2023). Although Turkey is among the leading countries in the cultivation, hunting and export of alternative seafood, studies evaluating these products from a gastronomic perspective are not found enough in the literature.

Lourenço et al. in Portugal, sea urchin (Paracentrotus lividus) is not a well-known and consumed product, it has been revealed that when it is included in menus, it is preferred by consumers in restaurants and perceived as a seafood product of high value (Lourenço et al., 2021). This study shows that chefs who are aware of the gastronomic potential of sea urchin can attract consumer interest if they include this product in their menus.

Baião et al. argued that sea urchin eggs should be produced in sustainable culture systems to meet the increasing interest of consumers as a gourmet seafood product with its marine aroma, smell and health benefits (Baião et al., 2021). This highlights how sea urchin is valued gastronomically and the importance of its sustainable production.

Mezali and Belkacem realized that sea cucumbers (Holothuroidea) are a product that is not widely known and consumed by the local people in Algeria, and they integrated these seafood into local dishes and organized a tasting survey. As a result of the research, it was determined that most of the participants who tasted sea cucumber in local dishes for the first time found this product extremely delicious and were willing to consume it again (Mezali & Belkacem , 2022). This study shows that sea cucumber can gain consumer appreciation with the right presentation and recipes.

Interest in sea cucumber fishing in Turkey started in 1996. There has been a significant increase in Turkey's sea cucumber production since 2011, and it still continues to be an important source of income for the local people. Artisanal fishermen, processors, middlemen or local traders along the Aegean coastline are largely dependent on sea cucumber fishing. Commercial sea cucumber species in Turkey are not consumed domestically; All sea cucumbers harvested in Turkey are exported to international seafood markets (Aydın, 2017; Dereli and Aydın, 2021). Since there is no consumption habit of sea cucumber in Turkey, there is no supply (Aydın, 2008). As a result, almost all of the collected product is exported abroad.

Although Türkiye has a rich potential in terms of seafood, this potential cannot be adequately utilized. More studies are needed, especially on the production, hunting and gastronomic use of alternative seafood products such as sea urchin and sea cucumber. Considering the nutritional values of these products and their positive effects on human health in our country, it is important to present them as alternative seafood to our society and to encourage their consumption by including them in restaurant menus and supermarket shelves. This research aims to evaluate the sensory properties of sea urchin and sea cucumber from the eyes of experienced chefs and to determine the gastronomic potential of these products. The findings obtained as a result of the chefs' tasting and evaluation of these products will help determine the necessary strategies for the more widespread use of sea urchin and sea cucumber. In this context, Ultra Fast Profiling (Ultra Flash Profiling) and Projection Mapping (Projective Mapping) methods will be applied, and the data obtained by these methods will be analyzed to reveal the sensory profiles and gastronomic potentials of alternative seafood.

This study can be considered as a step to introduce the benefits and sensory pleasure of these products to wider audiences in Turkey, where sea urchin and sea cucumber are in a niche market. In addition, it is thought that it will make significant contributions to eliminating existing prejudices and doubts about these alternative seafood products and will contribute to the literature on the gastronomic evaluation and dissemination of alternative seafood products in Turkey.

METHOD

In this research, focus group interview and individual interview, which are qualitative research methods, were used. Considering the exploratory nature of the subject, a face-to-face semi-structured interview technique was preferred in order to obtain in-depth explanations about the chefs' views, perspectives and motivations on the properties of sea urchin and sea cucumber and their culinary practices.

The criterion for selecting participants is that they are experienced people who are responsible for the entire restaurant and kitchen on how to create and design potential new dishes and menus made from alternative seafood. Based on these criteria, 8 experienced chefs were selected. The population of the research is experienced chefs in Turkey. The study population is restaurant chefs and experienced academicians in the Aegean region who have knowledge and experience in the use of alternative seafood. The sample consists of 8 experienced chefs and academicians who were selected from this universe by deliberate sampling method, one of the non-random sampling methods. Semi-structured interview guide and sensory evaluation forms were used as data collection tools. The interview guide was developed taking into account three dimensions: selection criteria, culinary practices and consumer perception regarding sea urchin and sea cucumber. The interview questions are open- ended and were prepared to examine chefs' perceptions and experiences of these products in depth. One-on-one face-to-face semi-structured interviews were conducted with each chef. During the interviews, in-depth information was

obtained about the chefs' opinions about sea urchin and sea cucumber, culinary applications of these products and consumer perceptions. Chefs were made to taste sea urchin and sea cucumber and evaluated the sensory properties of these products. Evaluations were performed using Ultra Fast Profiling (UFP) and Projection Mapping (PM) methods. Ultra-Fast Profiling allows participants to quickly and practically evaluate specific sensory properties of products. Chefs scored the sensory properties of sea urchin and sea cucumber such as taste, smell, texture and general appreciation out of 10. Projection Mapping allows participants to place products on a plane according to their sensory similarities and provides sensory analysis of products (Albert et al., 2011).

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

This research was conducted to investigate the perceptions of cooks regarding the sensory properties, production and use of sea urchins and sea cucumbers, and to examine what needs to be done to reach a wider usage volume of these seafood in restaurants and kitchens . The broad implications of the research can be summarized as follows:

Chefs' perceptions about the taste and sensory properties of sea urchin and sea cucumber may allow these products to be used more widely in Turkish and world cuisines. It is thought that this study may inspire chefs and restaurants to develop new and creative recipes. By providing chefs and gastronomy students with information about the sensory properties of these seafood, the research can increase awareness of the use of these products and encourage their inclusion in culinary education programs. Expanding the use of alternative seafood such as sea urchin and sea cucumber and responsible hunting can make a positive contribution to the marine ecosystem by reducing the hunting pressure on other marine species endangered as a result of overfishing . The research could contribute to the local fishing economy by revealing the commercial potential of these seafood. Promoting sea urchin and sea cucumber cultivation can help local fishermen and farm producers create new sources of income. Despite the impressive results of the research, it also has some limitations:

The research was conducted with the participation of only 8 experienced chefs and academicians. This may provide a limited data set from which to generalize results. Studies with a larger group of participants may increase the accuracy of the results. Methods such as Ultra Fast Profiling (UFP) and Projection Mapping (PM), although fast and practical, may cause some detailed sensory information to be missed. Supporting it with more comprehensive sensory analysis techniques may increase the accuracy of the findings. The study was conducted in a specific geographical region and cultural context. Similar studies conducted in different regions and cultures may provide a more comprehensive perspective on the sensory properties of sea urchins and sea cucumbers. Chefs' evaluations based on their personal preferences and experiences can make it difficult to obtain objective results. In order to minimize such biases, it may be beneficial to work with chefs with various levels of education and experience and to expand the sample and work with a larger number of chefs and academics. The freshness, quality and preparation of the sea urchins and sea cucumbers used for tasting may affect the results of the sensory analysis. Such variables should be kept under control by using standardized preparation methods. In conclusion, although this research has taken an important step in revealing the gastronomic potential of sea urchin and sea cucumber, it is of great importance to be aware of the limitations mentioned above and to address these limitations in future research.

ORIGINAL VALUE OF THE RESEARCH

This research is an innovative study that examines the gastronomic potential of alternative seafood such as sea urchin and sea cucumber and aims to promote the use of these products in Turkish cuisine. Ultra-Fast Profiling (UFP) and Projection Mapping (PM) methods used in the research enable a rapid and comprehensive evaluation of the sensory properties of sea urchin and sea cucumber. These methods determine the sensory profiles of products and provide detailed analyzes based on chefs' perceptions. The research aims to reveal the gastronomic potential of these products by focusing on sea urchin and sea cucumber, which are not used enough in Turkish cuisine and are relatively little known. Thus, it is aimed to go beyond the use of traditional seafood and increase culinary diversity and contribute to the development of gastronomy tourism. This research has the potential to strengthen the place of sea urchin and sea cucumber in Turkish cuisine and increase gastronomic diversity. It is thought that it will make significant contributions to the field of seafood and gastronomy with its scientific quality, innovative approach and effort to eliminate the deficiencies in the existing literature.

As a result, it is thought that this research will make innovative and valuable contributions to both the scientific literature and Turkish cuisine by evaluating the gastronomic potential and sensory properties of sea urchin and sea cucumber from the eyes of experienced chefs. It is considered that the findings of the research will be a guide and a resource for subsequent studies to determine the steps required to popularize alternative seafood and find a wider use in kitchens.

CHUI JHAL, THE MAJOR ATTRACTION OF GASTRONOMIC TOURISM IN BANGLADESH

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Chui Jhal (*Piper chaba* Trel. & Yunck.) is a spicy creeper plant introduced by the Portuguese in the 15th century, which is now available in South and Southeast Asia. It is recognized for its wonderful taste in food and its contribution to curing diseases. Containing 7.7% aromatic oil, it is widely used in cooking vegetables, beef, meat, and chickpeas for aromatic taste and delicacy in the southwestern part of Bangladesh. Furthermore, it is used in the preparation of various street foods including cooking and battering. As a result, along with the world's largest mangrove forest and the UNESCO World Heritage Sundarbans, Chui Jhal's various recipes have now been considered a special attraction for all types of domestic and foreign tourists. Not only that, Chuijhal is very useful as a protection against diseases such as chronic cough, asthma, shortness of breath, diarrhea, etc. for incoming tourists. Studies show that 13.15% piperine of Chuijhal root helps to enhance nutrient absorption, stabilize blood sugar levels, combat cancer cell growth, decrease inflammation, and boost brain function. Simultaneously, the traditional knowledge and practices of the local people have elevated 'Chuijhal-based Food Tourism' to a veritable folk art. Experts say that there is no niche product in tourism. All tourism products from any tested experiences are experiential products. Local people can make a huge contribution to tourism culture by innovating food, and wellness products. The change brought about by the brackish water-poor people of the Khulna region perfecting their taste has given rise to new possibilities in the tourism of this area. So, the Chuijhal plant has opened up new horizons in gastronomic tourism in Bangladesh.

Keywords: Chuijhal; spicy creeper; gastronomic tourism; aromatic taste; piperine.

SENTIMENT ANALYSIS OF REVIEWS FOR MICHELIN STARRED RESTAURANTS IN TURKEY

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INTRODUCTION

Nowadays, almost all restaurants are present on different online review platforms. Online review platforms are recognised as a source of the information that helps consumers make choices (Hossain et al., 2020; Obiedat, 2022). These platforms represent the digital version of traditional communication. While traditional communication is limited to the immediate neighbourhood, online reviews allow users to have worldwide reach (Nakayama and Wan, 2019). Therefore, checking reviews before visiting restaurants has become a habit for locals and tourists (Hossain et al., 2020; Obiedat, 2022). In addition, people tend to give positive or negative feedback through reviews after using a product or experiencing a service. It has been found that the positive reviews a restaurant receives can impact the greater recognition and success by gaining more consumers, either online or physically (Nakayama & Wan, 2019). On the other hand, negative reviews cause the restaurant to lose credibility and reduce its revenue (Hossain et al., 2020; Obiedat, 2022). Therefore, users' reviews can directly affect the success of restaurant businesses (Sharif, Hoque, & Hossain, 2019).

Consumer reviews and opinions provide insight into the quality of the restaurant. Therefore, business owners are required to analyze consumers' emotions so that they can meet consumers' expectations and provide personalised services (Hossain et al., 2020; Obiedat, 2022). Sentiment analysis is opinion mining based on natural language processing in the area of text analysis and computational techniques (Yu et al., 2017). The main objective is to classify consumers' attitudes towards a product or service in texts as positive, negative or neutral classes (Harfoushi, Hasan, & Obiedat, 2018). The aim of this study is to provide in-depth information about the performance of Michelin-starred restaurants in Turkey by analysing their Google reviews with sentiment analysis. At the same time, it is aimed to contribute to a better understanding of restaurant reviews and to develop strategies for restaurants to increase consumer satisfaction.

LITERATURE

Kaviya et al. (2017) applied sentiment analysis to restaurant reviews using Yelp dataset and developed a scoring system. The studied dataset includes 100,324 review texts and 2000 restaurants in various categories. A dictionary was created for positive and negative words. In addition, they developed the system in such a way that emotion words expressed in capital letters contribute more to the scoring system. As a result, thanks to the scoring system, it was determined that four main items, namely food, atmosphere, service and price, play a critical role for restaurant scores in food and beverage establishments.

Hemalatha and Ramathmika (2019) applied various machine learning techniques to restaurant reviews on food, service, price and atmosphere using Yelp dataset. In total, 5 machine learning methods were applied on 16,000 review texts that were previously classified as positive and negative. As a result of the application results, acceptable accuracy values were determined. Doan and Kalita (2016) applied sentiment analysis to restaurant review texts with incremental random forest algorithm. Thus, they aimed to avoid the need to continuously train a model for sentiment analysis. By comparing more than one method, they stated that the Incremental Random Forest approach they developed obtained similar results with other methods.

In their study, Lak and Turetken (2014) selected three products, three hotels and three doctors from Amazon product reviews, TripAdvisor and RateMDs platforms and collected reviews from each of them. These collected reviews were sentiment analysed with Lexalytics application. As a result of their research, they concluded that sentiment analysis is weak in detecting extreme examples and that the scoring system should continue to be used by users. They also emphasised that this situation may change if sentiment analysis is more sensitive to the overall meaning of the sentence.

METHODOLOGY

The population is the large group from which the research findings are generalised and from which the research sample is selected (Gürbüz & Şahin, 2014). The population of the study consists of Michelin-starred restaurant reviews. The sample is a small set that is systematically selected among the units in a given population and is accepted to represent the population (Gürbüz & Şahin, 2014). The sample of the study consists of the reviews of Michelin starred restaurants in Turkey. Purposive sampling technique, one of the non-probability sampling techniques, was used in sample selection. Purposive sampling is a sampling technique in which subjects with certain characteristics that the researcher thinks are appropriate for the research problem are selected based on his/her personal observations (Gürbüz & Şahin, 2014). Purposive sampling allows in-depth research by selecting information-rich comments depending on the purpose of the study (Büyüköztürk et al., 2015).

While creating the data set, customer reviews of 12 Michelin starred restaurants were extracted from Google maps using the scrape method. In total, 8472 reviews in Google maps application were included in the study. The included reviews were subjected to the cleaning process. The remaining comments were used for sentiment analysis. In the comments obtained, the restaurant overall score, comment score, language, time of the comment, comment text, service score, food score, atmosphere score and other service-related data (e.g. parking, meal, price per person, travel group) were collected as separate fields.

Sentiment analysis was applied to the comments as a method. Sentiment analysis is defined as the automatic detection of positive and negative emotions in texts by artificial intelligence methods (Yi et al., 2003). Although it was first mentioned as a term by Yi et al. in 2003, similar studies have been found in the past but not mentioned as a term. Subsequently, this method has been used in many articles. There are more than one method of sentiment analysis. Among these, the most common application method is deep learning. Another method is machine learning. In machine learning, many algorithms such as random forest, svm, naive bayes, etc. have been applied (Medhat et al., 2014). In this study, deep learning method was used.

IMPACTS AND LIMITATIONS OF THE RESEARCH

The research provides important information about the performance of Michelin-starred restaurants in Turkey by analysing their Google reviews in depth through sentiment analysis. The findings enable business managers to identify consumers' satisfaction and expectations and to improve service quality by customising consumer experiences. Thus, they can gain competitive advantage with other restaurants. On the other hand, the study sets an example for other business types in terms of developing marketing and competition strategies. The findings may help restaurants to reach a larger number of consumers nationally and internationally and thus increase their positive impact on the food and beverage industry.

The study has some limitations. Firstly, the selection of Michelin-starred restaurants as the restaurant type affects the generalisability of the results of the study to other business types. Secondly, in this study, data were collected only from Google reviews and reviews on other online review platforms (e.g. TripAdvisor) were not included in the study. Another limitation is that consumers' reviews are subjective and based on their own perspectives. This may affect the generalisability of personal comments. As a result, in future studies, the issue can be addressed from different perspectives by using different data sets and methodologies.

ORIGINAL VALUE OF THE RESEARCH

The research is one of the few studies in the national and international literature in terms of analysing consumer reviews of Michelin-starred restaurants in Turkey through sentiment analysis. Therefore, it is thought that this study will guide the related literature and future researchers. In addition, the research offers practical implications for the food and beverage industry. The method used to obtain the findings is sentiment analysis. With the sentiment analysis method, positive, negative and neutral emotions and attitudes in consumers' comments are determined. The findings obtained enable in-depth analyses of the positive and negative aspects of restaurants, consumer satisfaction and expectations, and provide information that will enable the development of strategies to improve service quality. On the other hand, the selection of Michelin starred restaurants in terms of restaurant types includes a certain standard and this aspect distinguishes the research from other restaurant reviews. Michelin is an international star system awarded to restaurants with certain criteria. Therefore, it expresses a certain standard of quality in the food and beverage industry. As a result, the research is an original study that provides practical outputs for both academia and the food and beverage industry.

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DESTINATION PLATE: PLACE IDENTITY AND GASTRONOMIC LANDSCAPE

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INTRODUCTION

It is expected that individuals, particularly since the mid-20th century (Crutzen & Stoermer, 2000), would tend to see the world as a human creation, within the scope of the cultural environment. In this context, the image of humans as social and relational beings, who have found existence through interaction with the physical and socio-cultural environment (Macionis & Plummer, 2012, p. 869; Sullivan, 1937, p. 849; Kurt, 2008, p. 8), and as "a product of the world" as described by Adler (2002), becomes prominent, thus altering their perspective on the world. When referring to the "world," it is more likely to evoke thoughts of all objects infiltrating daily life through technological development (Hughes, 2004), and the large material cultural structures predominantly situated on the Earth's crust such as cities and countries (Schneider, Friedl & Potere, 2009), rather than its core and mantle layers (Garnero, 2004).

This inclination is not only abstract but also supported by the fact that more than half of the world's population resides in cities (United Nations Human Settlements Programme, 2022), which on one hand signifies the physical increase of urban areas on a global scale (Angel et al., 2011; Seto, Güneralp & Hutyrac, 2012), and on the other hand brings forth the concept of deterritorialization (Ritzer, 2011; Bakhshi, 2024). The widespread deterritorialization in countries and their cities, which are categorically destinations, is significant as the destination is fundamental to the tourism experience (Murphy, Pritchard & Smith, 2000), necessitating discussions within the framework of homogenization, Disneyization (Bryman, 1999), and McDisneyization (Ritzer & Liska, 2004; Erdoğan, 2022).

Concepts such as deterritorialization, homogenization, and McDisneyization, when considered in relation to tourism experiences and tourism in general, naturally highlight the place identity within a sociological framework. Therefore, this study aims to explain the relationship between the gastronomic landscape, an important component of a destination, and the space identity through a semi-structured literature review, within the context of the tourism experience.

LITERATURE

Place identity is a sociological concept emphasizing the role of the physical and socio- cultural environment in shaping human identity (Proshansky, Fabian, & Kaminoff, 1983). Technological advancements and urbanization have shifted the focus towards material cultural structures like cities (Smith, 2018). Over half of the global population living in urban areas highlights this trend (UN-Habitat, 2022). This urbanization brings forth deterritorialization, where traditional boundaries blur, affecting cultural distinctiveness (Tomlinson, 1999).

Deterritorialization, homogenization, and McDisneyization are critical in understanding modern tourism experiences. These processes can dilute unique place identities by standardizing and commodifying destinations (Ritzer, 2010).

Gastronomy significantly influences the cultural identity of a destination. Murphy, Pritchard, and Smith (2000) assert that destinations are central to tourism experiences, closely tied to place identity. Deterritorialization, driven by global cultural flows, leads to hybridized food cultures, impacting local culinary practices (Appadurai, 1996).

Homogenization in tourism, exemplified by Disneyization, results in predictable and uniform experiences, eroding unique cultural traits (Bryman, 2004). McDisneyization extends this to

various sectors, leading to commodified experiences (Ritzer, 2010). These processes challenge the authenticity of the gastronomic landscape.

The interplay between place identity and gastronomy is crucial for preserving the uniqueness of destinations. Local cuisine offers a tangible connection to a destination's culture, essential for maintaining authenticity amidst global trends (Long, 2010). Social interactions and cultural environments shape individual and collective identities, reinforcing the significance of gastronomy in tourism (Cohen & Avieli, 2004). Therefore, protecting gastronomic diversity is key to sustaining the cultural richness of tourist destinations. Future research should explore innovative strategies to promote local culinary traditions within the framework of place identity and gastronomic landscape relation together with tourist experience.

METHOD

This study employs a semi-literature review methodology to explore the relationship between gastronomic landscapes and place identity within the tourism context. The semi- literature review approach allows for a nuanced examination of existing scholarly work while incorporating selective insights from relevant sources to address specific research questions.

Firstly, the review process involves identifying and synthesizing key theoretical and empirical literature on deterritorialization, homogenization, McDisneyization, and their implications for tourism experiences and place identity.

To maintain focus and relevance, the selection criteria prioritize sources that explicitly address the intersection of gastronomic landscapes and place identity. Each source is assessed for its contribution to understanding how gastronomic practices influence and reflect place identity within tourist destinations.

The semi-literature review process is structured in phases: initial identification of core themes and concepts, followed by a detailed analysis of selected literature. This includes evaluating how concepts like deterritorialization and McDisneyization impact the perception of gastronomic landscapes and their role in shaping place identity. The review also explores how these themes are reflected in the tourism experience, particularly in urban and globalized settings.

Finally, the synthesis of findings from the reviewed literature aims to construct a comprehensive framework that links gastronomic landscapes with place identity. This framework will inform the discussion on how tourism experiences are influenced by these factors and contribute to the broader discourse on cultural and spatial dynamics within the tourism industry.

BROADER EFFECT AND LIMITATIONS OF THE STUDY

This study underscores the critical role of gastronomy in preserving place identity within the tourism industry. By highlighting how local cuisine offers a tangible connection to a destination's culture, the research advocates for the protection and promotion of gastronomic diversity. This perspective encourages stakeholders, including policymakers and tourism operators, to integrate local culinary practices into their tourism strategies, fostering a more authentic and enriching experience for visitors. Additionally, the study contributes to academic discourse by linking sociological concepts like deterritorialization, homogenization, and McDisneyization with tourism and gastronomy, paving the way for further interdisciplinary research.

The study primarily relies on existing literature, which may not encompass all aspects of the dynamic relationship between place identity and gastronomy. The conceptual framework and literature review are based on theoretical insights rather than empirical data, which could limit the practical applicability of the findings. Moreover, the focus on global trends might overlook regional variations and unique local contexts that could significantly influence the gastronomic landscape. Future research should include empirical studies and consider diverse geographic areas to provide a more comprehensive understanding of the topic.

ORIGINAL VALUE OF THE STUDY

The original value of this study lies in its innovative integration of place identity theory with the gastronomic landscape within the context of tourism. By examining how local cuisine contributes to maintaining the authenticity and uniqueness of tourist destinations amidst global homogenizing trends, the research offers a fresh perspective on the role of gastronomy in cultural preservation. It highlights the impact of global phenomena such as deterritorialization and McDisneyization on local food cultures and their implications for tourism experiences. This approach not only enriches the theoretical understanding of place identity but also provides practical insights for tourism practitioners and policymakers. By advocating for the protection of gastronomic diversity, the study emphasizes the importance of preserving local culinary traditions as a means of sustaining cultural richness. This focus on gastronomy as a critical component of place identity offers a valuable framework for future research and practical applications, contributing significantly to both academic discourse and the practice of tourism management.

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A QUALITATIVE STUDY ON THE RECRUITMENT PROCESS OF CUISINE CHEFS IN HOTEL BUSINESSES

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INTRODUCTION

Tourism is a sector that makes significant contributions to economic growth and development on a global scale. Hotel management, which is the building block of this sector, is a field of tourism activity that provides services to meet the accommodation needs of guests and manages various facilities to ensure guest satisfaction. Hotel management is one of the most important factors that determine the tourism potential of a country. A successful hotel management increases customer loyalty by ensuring guest satisfaction and strengthens the tourism attractiveness of the destination (Durna & Babür, 2011: 77-92).

The food and beverage department, which is an important part of hotel management, is responsible for meeting the gastronomic needs of the guests. The food served in a hotel greatly affects the guests' stay experience. Delicious meals, carefully prepared menus and various options can enable guests to stay at the hotel longer and visit again (Çevik & Saçılık, 2011: 512).

The food and beverage department is a key factor that determines the quality of food and beverage services offered by the hotel. The kitchen section chefs and their team work to please and satisfy the guests by preparing meals of high standards. In addition, complying with hygiene standards and using safe food preparation methods are also an important part of the duties of the kitchen department (Açıkgöz, 2020: 32-33).

The kitchen department is of vital importance for the development of tourism and the success of hotel management (Çakır, 2010: 1-11). Hotels that meet guests' expectations by offering excellent meals gain a competitive advantage in the tourism industry and make their destinations more attractive. For this reason, the importance given to the kitchen department within the food and beverage department in hotel management is necessary for successful management of the sector and achieving sustainable growth (Durna & Babür, 2011: 88).

Food and beverage services and kitchen section chefs in hotels are critical elements that expand the scope of guests, strengthen their image and provide competitive advantage. With increasing competition in the hotel industry, the recruitment of qualified chefs and the effective management of the kitchen are becoming increasingly important.

The recruitment processes of kitchen department chefs, who play an important role in hotel management, present a number of difficulties for hotel management. These include uncertainties about which qualifications and competencies will be given priority, how the technical and

institutional fit of the candidates will be evaluated, and the difficulties encountered in these processes. Researching this problem provides important clues for improving the recruitment processes of kitchen section chefs, which is of great importance for the effective management of hotel kitchens and increasing customer satisfaction.

LITERATURE

The hotel kitchen is the center of the hotel's food and beverage services. This department must work effectively and efficiently to ensure customer satisfaction, protect the hotel's reputation and achieve financial targets. Hotel cuisine should be compatible with the hotel's general strategy and service quality (Davras & Davras, 2018: 453-458).

Chefs not only manage the hotel's kitchen operations, but are also responsible for meeting guests' nutritional needs. Not only do they offer the best of traditional and international cuisine, they also take into account special dietary needs. Special dietary requirements such as vegan, vegetarian or gluten-free test the creativity and flexibility of chefs (Hazarhun & Koçak, 2019: 1558-1565).

According to research, it has been revealed that one of the important determinants of success in hotel management is kitchen quality (Keskin, 2013: 80). Therefore, hotel operators are aware that the presence of experienced and talented chefs in the kitchen department is critical for customer satisfaction and business performance.

Culinary tourism and gastronomy experiences are becoming more and more decisive in hotel accommodations (Çavuşoğlu & Çavuşoğlu, 2018: 348-356). This situation increases the demand of hotel operators for chefs who can skillfully manage the kitchen and serve delicious meals. At the same time, the talents and leadership skills of the kitchen section chefs are important elements that shape the reputation of the hotel (Özdemir & Altiner, 2019: 9-10).

In the process of recruiting kitchen section chefs, effective strategies must be used to select the right candidate. Candidates' experience, creativity and leadership abilities should be taken into account. Additionally, interviews and evaluation techniques during the recruitment process are important tools to evaluate the suitability of candidates (Akbaba & Günlü, 2011).

In a study conducted in 1996, a general research was conducted on finding and selecting personnel in hotel businesses (Topatan, 1996). In an article published in 2016, the personnel selection process in three-star tourism establishments in Marmaris and its surroundings was examined. In the study, which aims to determine the attitudes of managers in this process, it was concluded that managers make personnel selection in direct proportion to their education levels, and it was determined that managers with low education levels attach importance to experience rather than education. (Örücü, 2016). In a study conducted in food and beverage businesses in Sakarya in 2007, a research was conducted on the factors affecting the employment of qualified workers, and this study was generally based on the term qualified personnel and focused on the factors affecting personnel selection (Yavuz, 2007). Again, in a study conducted in hotel businesses in Bursa in 2010, research was conducted on personnel selection (Gümüş et al., 2010). In an article published in 2011, in a study conducted on five- star hotels, when the practices of finding, selecting and training personnel were examined, it was concluded that there was a lack of harmony between their perspectives and the Strategic Human Resources Management Approach, and it was observed that there were contradictions within their approaches (Akbaba & Günlü, 2011).). In another study conducted in 2018, a study was conducted on the problems related to finding, selecting and placing personnel in tourism enterprises (PeliT & Ak, 2018). In 2021, a study was conducted on which general personnel selection criteria of hotels in Ordu province are important, and organizational commitment and discipline came in the first two places (Akyurt, 2021). Since the process of finding and selecting qualified chefs for the kitchen department, which is of great importance for hotels, has not been investigated before, it is envisaged that our research will shed light on future research on kitchen staff in hotels and bring a different perspective to strategic hotel management practices.

METHOD

In line with the exploratory purpose of this research, semi-structured interview technique, one of the qualitative research methods, will be used as the data collection method. The research population is five-star hotel establishments in Kuşadası. The research sample will be determined from among the Food and Beverage Department managers who are directly related to the subject within this universe and who agree to participate in the research.

The data of this study will be collected through one-on-one interviews with relevant managers in July and August 2024. Before the interviews begin, detailed information will be given to the managers about the purpose and scope of the research, and the interviews will begin after their approval is obtained. Each meeting will last approximately 40 to 60 minutes and will be recorded in writing after receiving the verbal approval of the managers. During the interviews, participants will be asked open-ended questions about the recruitment processes of kitchen section chefs and detailed answers will be received.

The collected data will be analyzed using QDA Miner, a software designed for the analysis of qualitative data, after reprocessing on the computer. In this study, where the content analysis method is adopted, the answers to the interview questions will be entered into the QDA Miner program and codes and categories will be created using an inductive approach. The coding process will enable the data to be systematically examined and key themes identified. During this process, researchers will carefully analyze the content of the data and attempt to establish meaningful connections between the findings.

As a result, relevant demographic, frequency, participant and word analyzes will be conducted using the codes and categories obtained in the QDA Miner qualitative data analysis program. The visual outputs of these analyzes will be presented in the findings section of the study and the obtained data will be supported with graphs and tables. This method aims to achieve the goals of the research and find answers to the determined interview questions.

Demographic Questions:

Gender, age, education level, profession, institution, work experience

Interview Questions:

1. What are the basic qualifications and competencies you look for in kitchen section chefs?
2. What experience and/or education is prioritized in the recruitment of kitchen section chefs?
3. How do you evaluate the technical skills of candidates?
4. How do you evaluate the candidates' ability to adapt to the culinary culture?
5. What are the biggest challenges you face in recruiting head chefs?
6. What are the most important factors for a successful recruitment process?
7. What resources do you use to find a chef de cuisine?
8. What are the difficulties you experienced in the recruitment process specifically in Kuşadası?

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

Making the recruitment processes of kitchen section chefs more efficient will enable hotel businesses to employ more competent personnel. This can help businesses attract more customers by improving service quality and therefore increase their revenue. At the same time, identifying and solving difficulties encountered in the recruitment process can contribute to overall economic growth by increasing the efficiency of businesses. In terms of social well- being, better recruitment processes increase employee well-being and peace in the workplace by increasing employee

suitability and satisfaction. This contributes to social stability and welfare by increasing employment and increasing job satisfaction. In terms of scientific knowledge, this study fills the gaps in the literature on the recruitment processes of kitchen section chefs, guides future studies and reveals new research areas.

The data obtained makes significant contributions to the scientific literature and increases knowledge in relevant fields. The results of this research allow restaurant and hotel operators to employ more efficient and competent employees by improving their recruitment processes. Human resources professionals can optimize their recruitment processes using the findings of the research. Academics and researchers can conduct more in-depth research based on the results of the study. Chefs and their candidates can better demonstrate their talents and gain opportunities to advance their careers thanks to more fair and transparent recruitment processes. This research can produce results that can benefit a wide range of people by making significant contributions to the national economy, social welfare and scientific knowledge.

The limitations of this study include that it was conducted only in Kuşadası due to

geographical limitations and the generalizability of the findings is limited.

ORIGINAL VALUE OF THE RESEARCH

It has been seen in the literature that general research has been conducted on personnel recruitment and selection. Due to increasing competition in hotel management, it is becoming increasingly important to recruit appropriately qualified chefs and manage the kitchen effectively.

The recruitment processes of kitchen department chefs, who play an important role in hotel management, present a number of difficulties for hotel management. These include uncertainties about which qualifications and competencies will be prioritized, how the technical and institutional fit of the candidates will be evaluated, and the difficulties encountered in these processes. Researching this problem aims to provide important clues for improving the recruitment processes of kitchen section chefs, which are critical for the effective management of hotel kitchens and increasing customer satisfaction. For this reason, this study aimed to investigate how the recruitment process of kitchen section chefs, which has never been researched before, is carried out and to determine what difficulties are encountered.

The results in this study; As the first study on the subject, it is thought that it will guide future research and reveal areas that can be investigated and constitutes the originality of the study.

EVALUATION OF THE PREFERENCES OF THE CUSTOMERS VISITING RESTAURANTS USING AR TECHNOLOGIES IN THE CONTEXT OF THE THEORY OF PLANNED BEHAVIOR

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INTRODUCTION

Industry 4.0 is a concept that represents the fourth stage of industrial revolutions. Industry 4.0 has brought about radical changes in the production and service sectors with the combination of digitalization and automation technologies (Özsoylu, 2017). The restaurant industry has also been significantly affected by this change. Technologies such as the internet of things (IoT), virtual reality (VR), artificial intelligence (AI), big data, robotics and cyber-physical systems have made the operations of restaurants more efficient, flexible and customer-oriented (Davutoğlu and Yıldız, 2020).). Augmented reality (AR) technology, which allows users to experience their environment interactively by blending digital information and visuals with the real world (İçten and Bal, 2017), has offered the restaurant industry the potential to enrich customer experience and increase operational efficiency. While AR technology makes restaurant menus more interactive and informative, it increases transparency by offering customers the opportunity to virtually tour the restaurant's kitchen (Ramadhani, 2023). It is also noteworthy that the biggest use of AR technology in the industry, which can also be used for training restaurant staff and business management, is to provide customers with a richer and more personalized experience by making the restaurant experience fun and interactive (Kumlu et al. 2022). Although these restaurants are preferred by customers especially for the purpose of having an experience, the reasons why customers prefer food and beverage establishments may vary. In this context, it is thought that the Theory of Planned Behavior (Yay and Çalışkan, 2016), which has become an important tool for understanding customer preferences and behaviors in the food and beverage industry, will help understand the reasons for the preferences of customers visiting restaurants using augmented reality technologies.

LITERATURE

The Theory of Planned Behavior (TPB), developed by social psychologist Icek Ajzen in 1985, posits that individuals' intentions to perform a specific behavior are determined by their attitudes towards the behavior, subjective norms, and perceived behavioral control (Turan, 2011). This theory is used to understand and predict individuals' behaviors. The components of the theory can be utilized to understand what motivates individuals' behaviors and what barriers make behavior change difficult (Conner, 2020). Therefore, the Theory of Planned Behavior can be applied in various fields such as health, education, and marketing to understand and change individuals' behaviors (Ajzen, 2020). This aspect of the theory is seen as being used to develop or enhance marketing strategies in the food and beverage industry, where complex behaviors and intense social interactions are prevalent (Shah Alam and Mohamed Sayuti, 2011).

When examining the three components of the Theory of Planned Behavior in the context of the food and beverage industry:

- Attitudes:Customers' attitudes towards food and beverage products vary depending on the taste, experience, price, and health impact of these products.

- Subjective Norms:Customers' food and beverage choices are shaped by their social environment. Recommendations from reference groups such as family, friends, and social media influencers influence customers' purchasing decisions or preferences by showing that they receive support from their social circles.
- Perceived Behavioral Control: Customers' abilities to purchase or consume certain food and beverage products vary based on factors such as product price, service quality, restaurant location, and menu design and content (Karaman, 2020).

The primary goal of restaurants using augmented reality (AR) technologies is to increase customer satisfaction, competitive advantage, and marketing value (Kovtun and Yanenko, 2024). To this end, they offer content in areas such as augmented menu experiences, venue design, entertainment, and information provision. AR menus provide detailed information such as 3D visuals and preparation stages of dishes, allowing customers to make more informed and satisfying choices. Virtual tours created with AR help customers get a better idea of the venue and restaurant atmosphere, positively affecting their overall experience. AR games and interactive content make the waiting time enjoyable, increasing customer satisfaction. Additionally, showing the preparation processes of dishes with AR content increases customers' trust in food quality and contributes to the restaurant's transparency. All these aspects enhance the restaurant's brand value and increase its visibility on social media (Fritz et al., 2023).

From the perspective of the Theory of Planned Behavior, the use of augmented reality technology in food and beverage establishments can help customers develop positive attitudes towards the restaurant, thus increasing their intention to choose the restaurant. On the other hand, the innovations offered by AR technology create positive experiences that customers share with their social circles, encouraging behavior that aligns with subjective norms. Especially the sharing of AR experiences on social media satisfies the desire to meet social expectations. Furthermore, the use of AR menus and virtual tours allows customers easy access to information about dishes and the restaurant. This situation enables customers to make more informed decisions and choose meals more consciously. Access to detailed information about dishes and the restaurant increases perceived behavioral control (Huang et al., 2022). In short, the use of AR technology in restaurants can positively affect customers' behavioral intentions to choose the restaurant.

A review of national and international literature shows that most studies on restaurants using AR technology are literature reviews (Lasek et al., 2016; Özgüneş and Bozok, 2017; Cankül et al., 2018; Nayyar et al., 2018; Yun and Khoo-Lattimore, 2019; Wei, 2019; Demirezen, 2019; Tan and Netessine, 2020; Kabadayı, 2020), and these studies focus on the future of restaurants using AR technology. Other studies mostly concentrate on AR menus. These studies, which use observation and survey techniques, examine the contribution of AR menus to zero waste, purchasing behavior, customer loyalty, word-of-mouth marketing, and perceived experience value (Karabıyık Yerden et al., 2020; Balasubramanian and Konar, 2022; Amin et al., 2023; Seetharam et al., 2023; Azam et al., 2023; İşçi and Orman, 2023). Additionally, studies have been conducted examining the effect of customer attitudes towards restaurants using AR technology on purchasing behavior, perceived customer experience, and perceived service quality through surveys, case studies, and interview techniques (Batat, 2021; Kumlu et al., 2022; Karimun et al., 2023).

METHOD

In this research, the survey technique, one of the quantitative research methods, was used. The survey was created using the survey from the study by Batıbeki and Taşpınar (2021); a 17-question survey in the dimensions of "attitude towards behavior," "subjective norm," "behavioral intention," and "perceived behavioral control" was adapted for restaurants using augmented reality technologies. The survey was first subjected to a 50-person pilot test to analyze its reliability. The Cronbach's Alpha value was determined to be 0.903, indicating high reliability. After analyzing the reliability of the survey, it was converted into an online form consisting of two sections. The first section included demographic characteristics of the participants, and the second section included the questions. During the survey's application stage, including the pilot test, restaurants using augmented reality

technologies in Istanbul were contacted. During the meetings with restaurant managers, they were asked to request their visiting customers to fill out the online survey. Papers with the survey QR code were placed on the tables to facilitate customer access to the online survey. The study, using the convenience sampling method, planned to collect data between 01.06.2024 and 30.08.2024. The obtained data will be analyzed using the SPSS (26.0) program.

IMPACT AND LIMITATIONS OF THE STUDY

The most significant impact of the study, which aims to examine the reasons why customers visit restaurants using augmented reality technology from the perspective of the Theory of Planned Behavior, is considered to be the revelation of preferences and behaviors of customers visiting such restaurants. The results obtained are thought to contribute significantly to the development of marketing strategies for restaurants using augmented reality technology. Furthermore, understanding the impact of augmented reality technology on customer preferences can help current restaurant operators and managers using the technology to use it more efficiently and effectively, and can also serve as a reference for restaurants not yet using the technology. Moreover, the study as a whole is believed to contribute to the development of innovative approaches in technological integration and customer experience across the industry.

The limitation of this study is that the sample is limited to Istanbul. Additionally, the different ways in which participating businesses use augmented reality technology (e.g., entertainment, menus) are considered another limitation of the study in determining which usage method is most effective in influencing customer preference within the framework of the Theory of Planned Behavior.

ORIGINAL VALUE OF THE STUDY

An examination of national and international literature reveals that the focal points of studies on the use of augmented reality technology (AR) in the food and beverage sector are generally limited to customer experience and purchasing behavior. This study aims to evaluate more comprehensively, unlike previous research, the fundamental reasons behind customers' preferences for restaurants using augmented reality technology within the scope of the Theory of Planned Behavior. Revealing the effective role of augmented reality technology in restaurant selection through the Theory of Planned Behavior and clarifying how the use of augmented reality technologies in restaurants affects customer perceptions and expectations can provide a source for businesses to develop strategic plans or integrate an innovative approach into existing strategic plans. From this perspective, this study is considered to provide a significant contribution to both academic literature and the food and beverage industry in understanding the effects of augmented reality technology on customer preferences in more detail and from different angles. Additionally, these contributions, considered the original value of the study, are thought to serve as a valuable guide for future research.

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INTRINSIC MOTIVATORS SHAPING ETHNIC RESTAURANT PREFERENCE: THE CASE OF ISTANBUL

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Abstract

Ethnic restaurants are food and beverage establishments that reflect the atmosphere and traditional style of a particular ethnic group by serving the dishes of that culture. These restaurants serve traditional dishes of a particular ethnic origin while taking care to preserve the original flavours and presentation of these dishes. They are also characterised by dishes from various countries or cultures, as well as decoration, music and other elements specific to that culture. Thus, ethnic-themed restaurants are not always about belonging to a new and unusual culture. It is also associated with elements of belonging to another culture. For individuals who do not belong to that culture, it is thought that the preference to experience another culture authentically does not always occur as a result of the desire for 'novelty', but also the 'nostalgia' factor may be the motivator of this preference. Therefore, in this study, 'individual innovativeness tendency' and 'individual nostalgia tendency' are discussed as intrinsic motivators in the preference for ethnic restaurant theme.

It is possible to evaluate intrinsic motivations and motives in consumption preferences through individual tendencies. Motives generally refer to the basic motivations that direct one's feelings, thoughts and behaviours. Individual tendencies, on the other hand, are explained as a person's tendency to exhibit certain behaviours by nature. Intrinsic motives generally constitute the source of individual dispositions. Therefore, there is a relationship between the two concepts. However, it is not easy to measure intrinsic motives directly. It is seen that psychological tests, questionnaires, observations, interviews and other research methods are used to evaluate motives that are generally unconscious or related to complex psychological processes. On the other hand, individual dispositions are generally seen as more observable and measurable behavioural patterns. For example, observable tendencies such as a person constantly repeating a certain behaviour or making the same kind of decisions on a certain issue can give clues about the motives that lead this person to behaviour (Kukar-Kinney, Ridgway & Monroe, 2009; Baer, Sessions, Welsh & Matta, 2022).

In Aksatan's (2016) study, data obtained from observations and in-depth interviews in ethnic-themed restaurants in Izmir and Istanbul were used. In the study, interviews with both customers and restaurant managers were conducted to reveal the existing perception differences. According to the data obtained, the reasons why customers prefer ethnic-themed restaurants are listed as filling their stomachs, socialising, seeking experience, seeking novelty, nostalgia and curiosity. Based on Aksatan's (2016) study, the starting point and rationale of this research were determined. When the literature is analysed, it is observed that the reasons for preferring ethnic restaurants are generally external factors. However, in Aksatan's model, novelty and nostalgia seeking were common reasons for consumers' preference. Therefore, it is thought that evaluating these pursuits

through individual tendencies will provide important data in terms of understanding the intrinsic motivators of ethnic restaurant preference in Istanbul.

To measure innovativeness tendency, the questionnaire was developed by H. Thomas Hurt, Katherine Joseph and Chester. D. Cook in 1977, Kılıçer and Odabaşı (2010) adapted the Individual Innovativeness Scale, whose validity and reliability are accepted, into Turkish. The study observed that the Turkish form of the Individual Innovativeness Scale (IIS) exhibited a four-factor structure. These factors were named 'Resistance to change', 'Idea leadership', 'Openness to experience' and 'Risk- taking' in the literature context and the items' characteristics. To measure nostalgia tendency, the Nostalgia Tendency Scale developed by Havlena and Holak (2000) and adapted into Turkish by Altuğ and Özhan (2017) was used. The dimensions of the scale consist of five factors: personal nostalgia, reminiscence, longing for the past, animated nostalgia and escape.

In this study, for the evaluation of ethnic restaurant preference, the ethnic restaurant preference questionnaire in Koçbek's (2005) study, which was compiled according to the characteristics of ethnic restaurants using Jaksa Kivela's article published in 1999, was used. In this scale, the factors that are effective in ethnic restaurant preference are Expectations from food, expectations from service, atmosphere and facilities. In the study, ethnic restaurant preference was designed as the dependent variable, while innovativeness tendency and nostalgia tendency were designed as independent variables. The hypotheses constructed on the sub- dimensions of the scales and the demographic characteristics of the participants were tested with the relevant statistical analysis methods. The concepts and literature findings related to the variables are given under the conceptual framework heading.

Since the sample size was 417, the Shapiro-Wilk sigma value was analysed. As a result of the analysis, it was seen that the sigma value was below 0.05. For this reason, it was understood that the data were not normally distributed. In the analyses to be performed for hypothesis tests; Mann-Whitney U for the differences between two groups (gender), Kruskal-Wallis for the differences between more than two groups (age, income, education), Tamhane's T2 for determining which groups are different, Spearman correlation for correlation test.

As a result of the analysis of the data, it is seen that expectations from ethnic characteristics differ only according to age (sig. ,004). There is a statistically significant difference between 18-25 age group and 46-55 age group and between 26- 35 age group and 46-55 age group. There is a significant difference only between monthly income and expectations from staff skills (sig. ,001). It is understood that there is a statistically significant difference between those whose monthly income is 35001-45000 and those whose monthly income is 55001 and above in terms of expectations from personnel skills.

There is a statistically significant, low level, positive relationship between expectations from ethnic characteristics and innovation tendency ($r = 0.300$, $p < 0.05$), a statistically significant, low level, positive relationship between staff skills and innovation tendency ($r = 0.290$, $p < 0.05$), a statistically significant, low-level, positive relationship between staff courtesy and innovativeness ($r = 0.243$, $p < 0.05$), a statistically significant, low-level, positive relationship between restaurant amenities and innovativeness ($r = 0.359$, $p < 0.05$), a statistically significant, very low level positive relationship between expectations during the meal and innovativeness ($r = 0.182$, $p < 0.05$), a statistically significant, very low level positive relationship between technical expectations and innovativeness ($r = 0.190$, $p < 0.05$), there is a statistically significant, very low, positive relationship between cleaning expectations and innovation tendency ($r = 0.113$, $p < 0.05$), and there is a statistically significant, very low, positive relationship between expectations regarding continuity of service quality and innovation tendency ($r = 0.184$, $p < 0.05$). Only, there is no statistically significant relationship between expectations from food and innovativeness tendency ($r = 0.048$, $p < 0.05$).

There is a low, positive and statistically significant relationship between nostalgia tendency and expectations from ethnic characteristics ($r = 0.331$, $p < 0.05$), a very low, positive and statistically significant relationship between nostalgia tendency and expectations from staff skills ($r = 0.154$,

$p < 0.05$), a very low, positive and statistically significant relationship between nostalgia tendency and expectation of staff courtesy ($r = 0.167$, $p < 0.05$), a very low, positive and statistically significant relationship between nostalgia tendency and expectation of facilities ($r = 0.132$, $p < 0.05$), a very low, positive and statistically significant relationship between nostalgia tendency and expectations during meals ($r = 0.128$, $p < 0.05$), a very low, positive and statistically significant relationship between nostalgia tendency and technical expectations ($r = 0.130$, $p < 0.05$), a very low, positive and statistically significant relationship between nostalgia tendency and cleaning expectations ($r = 0.178$, $p < 0.05$), and a very low, positive and statistically significant relationship between nostalgia tendency and expectations regarding the continuity of service quality ($r = 0.190$, $p < 0.05$). Only, it was concluded that there was no statistically significant relationship between nostalgia tendency and expectations from food ($r = 0.013$, $p < 0.05$).

There was a low, positive and statistically significant relationship between the risk-taking level of the participants and their expectations from the ethnic characteristics of the restaurant ($r = 0.321$, $p < 0.05$). There was a very low, positive and statistically significant relationship between the participants' level of revitalised nostalgia and their expectations from the ethnic characteristics of the restaurant ($r = 0.145$, $p < 0.05$). When the correlation values of both analyses are examined, it is seen that the risk-taking factor is more highly correlated with the expectation of ethnic characteristics.

As a result, it is seen that both tendencies affect ethnic restaurant preferences, but the innovativeness tendency is more prominent in some dimensions. These findings suggest that it is important for ethnic restaurant operators to take these two tendencies into consideration when determining marketing strategies for their target groups.

Keywords: Ethnic Restaurant, Innovativeness, Nostalgia, Tendency, Preference

TÜRK MUTFAK KÜLTÜRÜNDE GELENEKSEL TARHANANIN KULLANIM ALANLARI

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GİRİŞ

Tarhana, Türk mutfak kültürünün Orta Asya Döneminden itibaren üretimi gerçekleşen ve günümüze değin varlığı çeşitlenerek sürdürülen geleneksel bir üründür (Belge, 2018: 122; Çakıroğlu, 2007: 351; Özdemir ve diğerleri, 2007: 107; Temiz, 2011). Bölgesel açıdan değerlendirildiğinde; Türkiye'deki tüm bölgelerin kendine özgü en az bir çeşit tarhanası bulunmaktadır. Bölgedeki yöreler baz alındığında ise bir bölgeye bağlı birden fazla yörede tarhana çeşidinin bulunduğu hatta tek bir yöreye özgü farklı tarhanaların mevcut olduğu da bilinmektedir (Türkiye Kültür Portalı (TKP), https://www.kulturportali.gov.tr/portal/yoresel- tarhana-corbalari). Bu etkenler, tarhananın tek başına bir ürün olarak Türk mutfak kültürünün zenginliğini, yaratıcılığını ve verimliliğini temsil edebilecek düzeye sahip önemli bir gıda olduğunu göstermektedir. Kültürel öneminin yanında; besin değerinin yüksek olması ve işlevselliği kanıtlanmış bileşenlere sahip gıdaları içermesiyle de sağlık ve beslenme konularında rağbet gören bir ürün olarak öne çıkmaktadır (Dağlıoğlu, 2000: 85; Ibanoglu and Ainsworth, 2004, 273; Yıldırım ve Güzeler, 2017: 2; Kökten ve diğerleri, 2019: 126; Dadalı ve Elmacı, 2021: 1632). Tarhananın sahip olduğu bu özellikler, ürün hakkında bilimsel araştırmalara odaklanılmasına ve tarhanadan yeni ürünlerin geliştirilmesine yönelik çalışmalara öncülük etmiştir. Bu çalışma, tarhananın yaygın olarak çorba formunda üretilmesi ve günlük beslenme düzeninde sık yer almaması problemlerinden yola çıkarak gastronomik bağlamda tarhananın Türk mutfak kültüründeki yerini, kullanım çeşitliliğini ve potansiyelini ortaya koymayı amaçlamaktadır.

LİTERATÜR

Kültürel etkileşimlere sebep olan birçok etkenle birlikte (savaş, göç, ticari ilişkiler, keşifler, vb.) farklı medeniyetlerde ortak değerler ve benzer kültürel unsurlar oluşmaktadır. Mutfak kültürleri arasında yaşanan etkileşimler neticesinde de farklı toplumlara ait benzer ürünlerin ve üretimlerin olduğuna rastlanmak mümkündür. İlk olarak Orta Asya'da yapılmaya başlanan ve zaman içerisinde çeşitlenerek yayılan tarhana da pek çok kültüre sirayet etmiştir (Akbaş ve Coşkun, 2006: 704). Günümüzde hâlâ yapımı devam eden tarhana benzeri ürünler arasında; kishk (Orta Doğu ülkeleri), kushuk (Irak ve İran), trahana (Yunanistan), tarhonya (Makedonya) ve talkunya (Finlandiya) isimleriyle bilinen ürünler örnek gösterilebilir (Lazos ve diğerleri, 1993: 45; Tamime ve O'connor, 1995: 110; Levent ve Adıgüzel, 2019: 176).

Bu çalışmanın kapsamını sadece Türk mutfak kültüründe yer alan tarhanalar ve tarhanadan yapılan ürünler oluşturmaktadır. Çalışmanın amacı ve kapsamı doğrultusunda literatür incelemesi yapılarak tarhananın; Türk mutfak kültüründeki güncel yerinin, kullanım alanlarının ve potansiyel kullanım olanaklarının belirlenmesi sağlanacaktır. Böylece, zengin bir kültürel değere sahip olan

tarhananın mutfaktaki yerinin ve payının arttırılması hususunda farkındalık oluşturulması açısından çalışma önem taşımaktadır.

Tarhana ile ilgili literatür taraması yapıldığında, farklı sebze, baharat, bakliyat ve tohumlarla zenginleştirilen veya glütensiz un kullanılarak üretilen tarhanalar üzerine yapılan çalışmaların yoğunlukta olduğu gözlenmiştir. Tarhana kullanılarak üretilen ve farklı tüketim seçeneği sunan çalışmaların sayısı ise sınırlıdır. Bu çalışmalar arasında;

Bilgiçli ve Türker (2004) yaptıkları çalışmada, geleneksel kraker üretiminde un yerine belirli oranlarda tarhana tozu ve yağ ilavesi kullanarak ürettikleri yeni ürünün fiziksel ve duyusal yönden özelliklerini belirlenmişlerdir. Çalışmanın sonucunda duyusal açıdan en beğenilen ürünün, %75 tarhana tozu ve %20 yağ kullanılarak üretilen kraker olduğu saptanmıştır.

Coşkun (2014), tarhana tarihini ve çeşitlerini konu edindiği çalışmasında tarhana çeşitleri arasında Çanakkale/ Gelibolu' ya özgü süt tarhanasına yer vermiştir. Bu tarhananın yapımına değindikten sonra tarhananın genelde sarmalar ve dolmalarda, pilavlarda ve fırın mantısı yapımında kullanıldığını aktarmıştır. Kullanım alanı ve tüketim şekli bakımında süt tarhanası diğer tarhanalardan farklılık göstermektedir.

Yıldırım ve Güzeler (2016), Kahramanmaraş iline özgü olan tarhana cipsini konu edindikleri çalışmada; tarhana cipsinin üretiminde kullanılan malzemeleri ve üretim basamaklarını, tarhananın besin değerini ve ürünün tüketici açısından önemini ele almışlardır. Çalışma sonucunda, tarhananın cips formundaki üretimi ile hem endüstriyel alanda diğer ürünlere alternatif olabileceği hem de tüketici için besleyici bir ara öğün oluşturabileceğine kanaat getirilmiştir.

Pereira ve diğerleri (2019), gıda güveliği konusundaki tehditlerin her geçen gün artması sorunundan yola çıkarak sürdürülebilir sistemlerin aktif bir biçimde kullanılmasına dikkat çekmektedirler. Konu kapsamında aşçıların ve şeflerin; sağlıklı, lezzetli ve geleneksel yemekler hakkındaki bilgi birikimleriyle gıda sistemlerinde yenileşme sürecine katkı sağlayabilecekleri üzerinde durulmuştur.

Demirci (2022) çalışmasında, buğday ruşeymi ve tarhana katkısıyla gevrek üretimi gerçekleştirmeyi amaçlamıştır. Yapılan çalışmanın duyusal analiz sonucunda; %10 tarhana ile %5 ve %10 buğday ruşeymi katkılı kombinasyonların gevrek yapımı için ürüne uygun duyusal özellikler kazandırdığı kaydedilmiştir.

Lisciani ve diğerleri (2024) yaptıkları çalışmada sürdürülebilir diyetlerde baklagil ve fasulyenin kullanımı üzerine bir araştırma yapmışlardır. Hem sağlık açısından hem de süt, yumurta gibi ürünlerin ikamesi olarak kullanım olanağı sunmasından ötürü özellikle baklagillerin sürdürülebilir diyet için önemli besinler olduğu vurgulanmıştır. Sonuç olarak baklagillerin sürdürülebilir diyet için oluşturulacak yeni tariflerde işlevsel bir ürün olarak kullanılabileceği aktarılmıştır.

Şahin ve Hendek Ertop (2023) siyez ve buğday unu kullanarak ürettikleri tarhanaları çörek yapımına belirli oranlarda ilave ederek yeni bir ürün denemesi gerçekleştirmişlerdir. Üretilen çöreklerin duyusal analiz sonuçları incelendiğinde; %20 oranından fazla tarhana ilavesinin çöreklerin duyusal özelliklerinde düşüş yaşanmasına sebep olduğu tespit edilmiştir.

Göğüş Bağış ve Gün (2023) yaptıkları çalışmada, belirli oranlarda (%0, %2,5, %5, %7, 25) endüstriyel maya kullanarak tarhana malzemeleri ile ekmek üretimi gerçekleştirmişlerdir. Yaptıkları ekmek örneklerinin duyusal analiz sonuçlarında en yüksek maya kullanılan örneğin duyusal açıdan en beğenilen örnek olduğu ve maya ilaveli diğer örneklerin de kabul edilebilir

sonuçlar verdiğini kaydetmişlerdir. Maya kullanılmadan tarhana malzemeleriyle üretilen ekmek ise duyusal açıdan kabul edilemez bulunmuştur.

Gün, Öncü Glaue ve Akcan'ın (2023) çalışmasında ise tarhana üretim basamakları uygulanarak ve 3 gün doğal fermantasyon sürecine tabi tutularak üretilen tarhana hamurunun pişirilmesiyle ekmek üretimi gerçekleştirilmiştir. Örneklerden biri glutensiz un kullanılarak diğer ikisi ise farklı miktarda (350 g ve 500 g) buğday unu kullanılarak üretilmiştir. 20 paneliste uygulanan duyusal değerlendirme formunun sonuçlarında; en beğenilen ekmek örneği 350 g buğday unu kullanılarak üretilen tarhana ekmeği olmuştur. 500 g buğday unu ile üretilen tarhana ekmeğinin duyusal özellikleri de kabul edilebilir nitelikte bulunurken glutensiz un kullanılarak üretilen ekmeğin duyusal açıdan geliştirilmesi gerektiğine karar verilmiştir.

Tarhana kullanılarak üretilen farklı ürünlerin duyusal yönden kabul gören örneklerinin bulunduğu yapılan çalışmalarla ispatlanmıştır. Dolayısıyla tarhananın mutfakta çorba haricinde kullanılabileceği pek çok alanın olduğu da çalışmaların sonuçlarıyla desteklenmektedir.

YÖNTEM: Çalışma amacı gereği alanyazın taraması olarak hazırlanacaktır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Çalışma, köklü bir tarihe sahip olan ve günümüzde yapımı hem geleneksel hem de endüstriyel olarak devam eden tarhananın Türk mutfak kültüründeki yerini ve potansiyel kullanım olanaklarını ortaya koyacaktır. Tarhananın yapımında farklı ürünlerin kullanılmasının yanı sıra tarhana kullanılarak mutfakta yeni ürünlerin geliştirilmesi hem ürün hem üretici hem de tüketici açısından üç boyutlu etkiye sahiptir. Çalışmanın ürüne katkısı değerlendirildiğinde; geniş bir coğrafyada, birden fazla çeşidiyle genelde çorba yapılması amacıyla üretilen ve yaygın olarak çorba şeklinde tüketilen tarhananın farklı bir ürün olarak üretilmesi, ürünün mutfaktaki payını artırarak yiyecek içecek işletmelerinde daha fazla rağbet görmesini sağlayacaktır. Böylece mutfakta yöresel ürünlerin değerlendirilmesi açısından tarhananın yelpazesi genişleyecektir. Aynı zamanda ürün günümüzdeki gastronomi uygulamalarına uyarlanarak, çağdaşlaştırılıp işletmelerin menülerinde daha fazla yer edinebilecektir. Üretici boyutuyla ele alındığında ise; kırsal kesimlerde geleneksel yöntemlerle tarhana üretimi yapan üreticiler, tarhananın mutfaktaki kullanım alanının genişlemesiyle birlikte talebe göre arzını artıracaktır. Böylece hem kırsal bölgedeki ekonomik hareketlilik canlanacak hem de üreticiler ürünlerinden daha fazla kazanç elde edebileceklerdir. Bu durum ülke ekonomisinin de dolaylı yoldan dengelenmesine yardımcı olacaktır. Tüketici açısından yaygın etkisi düşünüldüğünde; tarhanadan çeşitli ürünlerin üretilmesiyle birlikte tüketicinin ürünü tüketme seçeneği artacaktır. Böylece tarhanayı çorba olarak tüketmeyi sevmeyen kişiler için yeni alternatifler geliştirilmiş olacak ve tüketicilerin günlük beslenmelerine tarhanayı dahil etme imkanları artacaktır.

Çalışma Türkiye'de üretilen tarhana çeşitleriyle sınırlandırılarak sadece Türk mutfak kültüründe tarhananın yerini ve potansiyel konumunu ele alacaktır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu çalışma, tarhananın mevcut kullanım durumunu ve potansiyel kullanım olanaklarını ortaya koyarak ürünün mutfakta ve işletme menülerinde yeterli düzeyde yer almaması hakkında farkındalık oluşturmaktadır. Şimdiye kadar tarhana üzerine yapılan derleme çalışmalarda genellikle; tarhana çeşitleri, yapım teknikleri, ürün özellikleri ve üretim aşamaları ele alınmıştır. Dolayısıyla bu çalışma, önceki çalışmaların amaçlarından farklılık göstermektedir. Ayrıca

çalışmanın amacı doğrultusunda oluşturulmak istenen farkındalıkla birlikte ürün üzerine yeni çalışmaların yapılmasına ışık tutulacaktır. Gıda inovasyonu üzerine yapılan çalışmalarda, hem sağlıklı ve güvenilir gıdaya ulaşma hem de çevre açısından sürdürülebilirliği sağlama amaçlarıyla geleneksel gıdaların tekrardan reçetelendirilmesi üzerinde durulmuştur (Örneğin; Durazzo, 2019; Gere ve diğ., 2019; Galanakis, 2019; Guiné ve diğ., 2021). Bu çalışmada da geleneksel bir gıda olan tarhananın Türk mutfağındaki güncel kullanım durumu ve tarhanadan yeni ürün geliştirme üzerine yapılan özgün çalışmalar incelenecek ve gastronomi alanında ürünün katma değerini yükseltebilecek yaratıcı fikirlerin geliştirilmesine öncülük edilecektir. Bu doğrultuda ürüne farklı bakış açılarıyla yaklaşılarak hem bilimsel hem de kültürel yönden tarhana üzerine daha fazla çalışmanın yapılması adına araştırmacıları teşvik edici nitelikte bir çalışma olacaktır. Daha önce tarhana üzerine böyle bir çalışmanın yapılmamış olması literatürdeki eksikliğin giderilmesi için önem arz etmektedir. Ayrıca tarhananın potansiyelini ortaya çıkarması ve gastronomi kapsamında geleneksel bir ürünün modern uygulamalarla entegre edilmesinin önünü açması açısından özgün bir çalışma olacağı düşünülmektedir. Bununla birlikte geleneksel bir ürün olarak tarhanayı konu edinen bu çalışma, diğer geleneksel ürünlerin modern mutfak uygulamalarına uyarlanması üzerine yapılacak olan çalışmalara örnek olacaktır.

GASTRONOMİ TURİZMİ VE SÜRDÜRÜLEBİLİRLİK: YEŞİL RESTORANLAR

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GİRİŞ

Gastronomi turizmi, son yıllarda küresel turizm endüstrisinin hızla büyüyen alanlarından biri haline gelmiştir. İnsanlar, seyahat ederken sadece yeni yerler görmekle kalmıyor, aynı zamanda o yerlerin kültürel ve gastronomik zenginliklerini de deneyimlemek istemektedirler. Bu bağlamda, gastronomi turizmi, yerel mutfakların tanıtılması, gastronomik etkinliklerin düzenlenmesi ve gastronomi merkezli turların düzenlenmesi gibi faaliyetlerle önemli bir ekonomik değer yaratmaktadır (Küçükkömürler vd., 2018). Ancak, artan turizm faaliyetleri, çevresel sürdürülebilirlik konusunda önemli sorunları da beraberinde getirmektedir. Özellikle restoranlar, gıda israfı, enerji tüketimi ve atık yönetimi gibi konularda çevresel etkiler yaratmaktadır. Bu noktada, "yeşil restoranlar" kavramı, sürdürülebilirlik ilkeleri doğrultusunda çevresel etkileri minimize etmeyi amaçlayan bir çözüm olarak karşımıza çıkmaktadır (Özdemir ve Altıner, 2019).

Yeşil restoranlar, enerji verimliliği, su tasarrufu, atık azaltımı ve yerel, organik gıda kullanımı gibi sürdürülebilir uygulamaları benimseyerek hem çevresel hem de ekonomik açıdan olumlu sonuçlar elde etmektedir. Bu tür uygulamalar, sadece çevreye duyarlı bir işletme modeli oluşturmakla kalmayıp, aynı zamanda gastronomi turistleri için de çekici bir unsur haline gelmektedir. Günümüzde, birçok turist, seyahat ederken sürdürülebilirlik ilkelerine uygun restoranları tercih etmekte ve bu restoranların sunduğu deneyimleri ön planda tutmaktadır (Chaturvedi vd., 2024; Keşkekci ve Gençer, 2023).

Bu çalışma, gastronomi turizmi bağlamında yeşil restoranların rolünü ve önemini incelemeyi amaçlamaktadır. İlk olarak, gastronomi turizminin genel bir değerlendirmesi yapılmış, ardından yeşil restoranların sürdürülebilirlik açısından sağladığı katkılar ele alınmıştır. Ayrıca, yeşil restoranların gastronomi turistleri üzerindeki etkileri ve bu tür restoranların tercih edilme nedenleri de analiz edilmiştir.

LİTERATÜR

Gastronomi turizmi, kültürel turizmin bir alt dalı olarak kabul edilmektedir ve bu bağlamda birçok kuramsal yaklaşımla ilişkilendirilebilir. Bu çalışmada, gastronomi turizmi ve yeşil restoranlar konusunu ele alırken sürdürülebilirlik teorileri, gastronomi turizmi teorileri ve tüketici davranışı teorileri temel alınmıştır (Liberato vd., 2020).

Sürdürülebilirlik, ekonomik, çevresel ve sosyal boyutları kapsayan bir kavramdır ve bu çalışma, özellikle doğal kaynakların korunması ve gelecek nesillerin ihtiyaçlarını karşılayabilme kapasitesinin sürdürülmesi anlamına gelen çevresel sürdürülebilirlik üzerine odaklanmıştır. Sürdürülebilir turizm ve yeşil turizm kavramları, bu bağlamda önem kazanmaktadır. Yeşil restoranlar, sürdürülebilirlik teorisinin ilkelerini benimseyerek, enerji verimliliği, su tasarrufu, atık yönetimi ve yerel ürün kullanımı gibi uygulamalarla çevresel etkileri azaltmayı hedeflemektedir (Gedik, 2020).

Gastronomi turizmi, turistlerin seyahat ederken gastronomik deneyimler yaşama isteği üzerine kuruludur. Bu teori, yerel mutfakların, yiyecek ve içeceklerin, gastronomik etkinliklerin ve yemek kültürünün turizmdeki rolünü incelemektedir. Gastronomi turizmi, destinasyonların kültürel kimliğini ve ekonomik kalkınmasını destekler. Yeşil restoranlar, bu teorinin bir uzantısı olarak, turistlere hem yerel hem de sürdürülebilir gastronomik deneyimler sunar (Küçükkömürler vd., 2018). Tüketici davranışı teorisi, bireylerin mal ve hizmet satın alma kararlarını ve bu süreçteki motivasyonlarını inceleyen bir disiplindir. Bu teori, turistlerin seyahat ederken sürdürülebilir seçenekleri tercih etme eğilimlerini anlamak için kullanılabilir. Yeşil restoranların popülaritesi, tüketicilerin çevre bilincinin artması ve sürdürülebilirlik konusundaki farkındalıklarının yükselmesi ile açıklanabilir. Tüketici davranışı teorisi, turistlerin yeşil restoranları tercih etme nedenlerini ve bu tercihlerin arkasındaki psikolojik ve sosyolojik faktörleri analiz etmek için kullanılır (Ahmmadi vd., 2021).

Yeşil restoranlar, sürdürülebilirlik ilkelerini benimseyen ve uygulayan işletmelerdir. Bu restoranlar, enerji verimliliği, su tasarrufu, atık azaltımı ve yerel, organik gıda kullanımı gibi çevre dostu uygulamalarla çalışır. Yeşil restoranların başarısı, sürdürülebilir uygulamaların ekonomik ve çevresel avantajlarını göstermektedir. Bu çalışma, yeşil restoranların gastronomi turizmi içerisindeki yerini ve önemini vurgularken, sürdürülebilirlik teorisinin bu bağlamda nasıl uygulandığını açıklamaktadır (Yazıcıoğlu ve Aydın, 2018).

Bu kuramsal çerçeve, gastronomi turizmi ve yeşil restoranlar konusundaki temel kavramları ve teorileri açıklamayı amaçlamaktadır. Bu çerçeve doğrultusunda, çalışmanın ilerleyen bölümlerinde gastronomi turizmi ve yeşil restoranların sürdürülebilirlik açısından sağladığı katkılar detaylı bir şekilde incelenecektir.

YÖNTEM

Araştırma, dünya çapındaki yeşil restoran örneklerini incelemeyi hedeflemektedir. Bu çalışmanın amacı doğrultusunda şu sorulara yanıt aranmıştır:

1) Yeşil restoranların sürdürülebilirlik uygulamaları, gastronomi turistlerinin restoran tercihlerini nasıl etkilemektedir?
2) Gastronomi turizmi bağlamında yeşil restoranların çevresel ve ekonomik sürdürülebilirlik açısından sağladığı katkılar nelerdir?

Belirlenen araştırma sorularına derinlemesine cevap aramak amacıyla nitel araştırma yöntemi kullanılmıştır. Uzuner (1999), araştırma sorularını yanıtlarken tümevarım veya tümdengelim yöntemlerinin seçilmesinin önemine dikkat çekmektedir. Bu çalışmada, daha önce önerilen modellerin incelenmesi ve elde edilen verilerin yorumlanması amaçlandığından tümdengelim yöntemi tercih edilmiştir. Gastronomi turizmi ve yeşil restoranlar konularında nitel araştırma yönteminin uygun olduğu düşünülmektedir.

Araştırmada nitel araştırma yöntemlerinden biri olan doküman incelemesi kullanılmıştır. Bu yöntem, gastronomi turizmi, yeşil restoranlar ve sürdürülebilirlik konularının ele alındığı kitaplar, makaleler, akademik çalışmalar, haber siteleri ve tanıtım broşürlerinin sistematik olarak incelenmesini kapsamaktadır. Bowen (2009) doküman analizini, basılı ve/veya elektronik materyallerin gözden geçirilmesi veya değerlendirilmesi için kullanılan sistematik bir prosedür olarak tanımlamaktadır. Bu nedenle, doküman incelemesi yöntemi kullanılarak yapılan araştırmada etik kurul iznine ihtiyaç duyulmamıştır.

Ayrıca, literatür taraması yöntemi, araştırma sonuçlarının farklı kaynaklarda yer alan sonuçlarla karşılaştırılmasına ve elde edilen bulgularla temel kavramlar hakkında detaylı bilgi sağlanmasına olanak tanımaktadır. Sürdürülebilirlik kapsamında yeşil restoran uygulamalarının mevcut durumunu belirlemek amacıyla yapılan literatür taraması, araştırmanın konusuna uygun diğer çalışmalarla desteklenmiş ve elde edilen bilgiler bir araya getirilerek yorumlanmıştır (Keşkekci ve Gençer, 2023).

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu araştırma, gastronomi turizmi ve sürdürülebilirlik kavramları arasındaki ilişkiyi inceleyerek önemli bulgular sunmaktadır. Yeşil restoranların gastronomi turistleri üzerindeki etkisini ve bu restoranların çevresel ve ekonomik sürdürülebilirlik açısından sağladığı katkıları analiz etmek suretiyle, turizm endüstrisine ve restoran işletmelerine değerli bilgiler sağlamaktadır. Bu çalışma, yeşil restoranların sürdürülebilir turizm uygulamalarına nasıl katkı sağladığını ortaya koyarak, turizm destinasyonlarının sürdürülebilirlik politikalarına yol gösterici olabilir. Gastronomi turistlerinin sürdürülebilirlik ilkelerine uygun restoranları tercih etme eğilimleri hakkında elde edilen bilgiler, restoran işletmelerinin pazarlama stratejilerini ve müşteri hizmetlerini geliştirmelerine yardımcı olabilir. Çalışma, turizm ve otelcilik alanında eğitim gören öğrenciler ve profesyoneller için önemli bir referans kaynağı olabilir. Yeşil restoranların önemini vurgulayarak, sektördeki sürdürülebilirlik bilincini artırabilir. Ayrıca, araştırma sonuçları, hükümetler ve yerel yönetimler için sürdürülebilir turizm politikaları geliştirme sürecinde rehberlik edebilir. Yeşil restoranların desteklenmesi ve teşvik edilmesi için uygun regülasyonların oluşturulmasına katkı sağlayabilir.

Her araştırma gibi bu çalışmanın da belirli sınırlılıkları bulunmaktadır. Bu sınırlılıklar, elde edilen bulguların genellenebilirliği ve uygulanabilirliği açısından dikkatle değerlendirilmelidir. Araştırma, büyük ölçüde doküman incelemesine dayanmaktadır. Bu nedenle, incelenen kaynakların güncelliği ve güvenilirliği, elde edilen sonuçları etkileyebilir. Ayrıca, literatürde yer almayan veya sınırlı sayıda bulunan kaynaklar nedeniyle bazı konularda eksiklikler olabilir. Araştırma, dünya çapındaki yeşil restoran örneklerini incelemeyi hedeflese de, erişilebilen ve incelenen örneklerin coğrafi dağılımı sınırlı olabilir. Bu durum, elde edilen bulguların tüm dünya genelinde geçerli olmasını zorlaştırabilir. Nitel araştırma yöntemi kullanılarak yapılan bu çalışmada, elde edilen bulguların yoruma dayalı olması, objektiflik konusunda sınırlılıklar oluşturabilir. Nitel verilerin subjektif yorumlara açık olması, sonuçların genellenebilirliğini kısıtlayabilir. Araştırma, çeşitli kültürel ve dilsel bağlamlarda gerçekleştirilen çalışmalardan elde edilen verileri içermektedir. Bu durum, farklı kültürlerde yeşil restoranların algılanış biçimi ve sürdürülebilirlik uygulamalarının farklılık göstermesi nedeniyle sonuçların genellenmesini zorlaştırabilir. Turizm ve sürdürülebilirlik alanında hızlı değişen trendler ve uygulamalar göz önüne alındığında, araştırmanın bulgularının güncelliğini koruması için periyodik olarak yenilenmesi gerekmektedir.

Bu sınırlılıklar dikkate alınarak, gelecekte yapılacak araştırmaların bu alanlarda daha kapsamlı ve güncel verilerle desteklenmesi önemlidir. Böylece, gastronomi turizmi ve sürdürülebilirlik konusundaki bilgi birikimi daha da genişletilebilir ve derinleştirilebilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu çalışmanın özgün değeri, gastronomi turizmi ve sürdürülebilirlik kavramları arasındaki ilişkiyi derinlemesine inceleyerek, yeşil restoranların hem çevresel hem de ekonomik sürdürülebilirlik açısından sağladığı katkıları ortaya koymasıdır. Araştırma, gastronomi turistlerinin yeşil restoranları tercih etme nedenlerini ve bu tercihlerin arkasındaki motivasyonları analiz ederek, sürdürülebilir turizm uygulamalarına yönelik yeni perspektifler sunmaktadır. Yeşil restoranların, sürdürülebilirlik ilkelerine uygun şekilde faaliyet göstererek nasıl bir turizm değeri yarattığı ve tüketici davranışları üzerindeki etkileri bu çalışma kapsamında detaylı bir şekilde ele alınmaktadır.

Çalışma, mevcut literatürde sınırlı sayıda bulunan yeşil restoranlar ve gastronomi turizmi konusundaki bilgileri derleyerek, bu alanda önemli bir boşluğu doldurmayı amaçlamaktadır. Özellikle doküman incelemesi yöntemiyle dünya çapındaki yeşil restoran örneklerini inceleyerek, elde edilen verilerle hem akademik literatüre katkı sağlamakta hem de turizm endüstrisi ve restoran işletmeleri için pratik öneriler sunmaktadır. Bu bağlamda, yeşil restoranların sürdürülebilirlik açısından benimsemeleri gereken stratejiler ve uygulamalar üzerine somut veriler sunarak, sektördeki aktörlerin sürdürülebilirlik bilincini artırmayı hedeflemektedir.

Ayrıca, çalışmanın bir diğer özgün katkısı, gastronomi turizmi öğrencileri ve profesyonelleri için önemli bir referans kaynağı olmasıdır. Yeşil restoranların sürdürülebilir turizm uygulamalarına sağladığı katkılar ve gastronomi turistlerinin bu restoranlara yönelik tercihleri hakkında sağlanan bilgiler, eğitim ve farkındalık artırma amaçlı kullanılabilir. Bu sayede, geleceğin turizm profesyonellerinin sürdürülebilirlik konusundaki bilgi birikimi ve duyarlılığı artırılabilir.

Sonuç olarak, bu çalışma, gastronomi turizmi ve sürdürülebilirlik konularını bir arada ele alarak, yeşil restoranların turizm endüstrisi içindeki yerini ve önemini vurgulamaktadır. Çalışmanın bulguları, sürdürülebilir turizm politikalarının geliştirilmesi ve yeşil restoranların teşvik edilmesi için yol gösterici nitelikte olup, sektördeki uygulayıcılara ve politika yapıcılara değerli bilgiler sunmaktadır.

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GASTROVANDALISM TREND OR DESTRUCTION?

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INTRODUCTION

In this study, the newly introduced concept of "gastrovandalism" will be used to describe intentional harm, destruction, or disrespect towards food and beverage culture or gastronomic values. The concept of gastrovandalism encompasses actions such as "the deterioration of gastronomic heritage and traditions, the destruction of valuable recipes, or their deliberate poor presentation." This phenomenon can be observed both individually and collectively, driven by various motivations.

The research variables include the causes, effects, and prevalence of gastrovandalism. The study will particularly focus on the protection of gastronomic values and the social, cultural, and economic impacts of intentional harm to these values. Additionally, the role and influence of social media platforms, especially Instagram, in the spread of this phenomenon will be explored.

To investigate the concept of gastrovandalism, this study will analyze large-scale, excessive consumption videos on social media. Specifically, popular food accounts on Instagram will be examined to assess the impact of such content on viewers and its reflections in society. This method offers a comprehensive approach to understanding the visibility and prevalence of gastrovandalism on social media platforms.

The primary problem of this study is to understand how gastronomic values are destroyed through social media and the impact of this destruction on society. The aim of the research is to understand the dynamics of gastrovandalism spreading through social media platforms, identify the motivations behind this phenomenon, and reveal its effects on the field of gastronomy.

LITERATURE

Although the concept of gastrovandalism has not been directly addressed in the literature, related concepts and theoretical frameworks have been reviewed through literature research. Studies on the protection of gastronomic values and cultural heritage emphasize the importance of this issue. Particularly, the inclusion of gastronomic elements in UNESCO's List of Intangible Cultural Heritage demonstrates that the protection of these values is an internationally recognized priority (UNESCO, 2003).

Additionally, theories such as Creative Destruction Theory (Schumpeter, 1942) and Planned Obsolescence (Bulow, 1986) can help understand the economic and social dynamics underlying gastrovandalism. Creative Destruction Theory posits that innovations come at the expense of destroying old economic structures, while Planned Obsolescence suggests that products are deliberately designed to have a short lifespan. In this context, gastrovandalism is expected to explain how gastronomic innovations and changes can destroy traditional values.

Literature on other forms of vandalism, such as cultural vandalism and artistic vandalism, will also be useful in understanding the concept of gastrovandalism. Cultural vandalism refers to intentional harm to cultural heritage (Merryman, 1986), while artistic vandalism involves deliberate damage to art pieces (Hearn, 2013). These forms of vandalism indicate that gastrovandalism can similarly target cultural and artistic values.

METHOD

This research will use a qualitative analysis method to examine the phenomenon of gastrovandalism. The focus will be on large-scale and excessive consumption videos shared on Instagram. These videos typically feature the rapid and ostentatious consumption or waste of large amounts of food. Such videos provide significant data to understand how gastrovandalism spreads through visual and social media.

During the data collection process, videos shared by popular food accounts and content creators on Instagram will be systematically reviewed. The selection of these videos will be based on metrics such as hashtag analyses and view counts. Videos with the highest engagement and view counts will be prioritized. In the data collection phase, the content of the videos, viewer comments, and the timing of the posts will be considered.

The collected data will be analyzed using the qualitative data analysis software MAXQDA. MAXQDA is an effective tool for coding and thematic analysis of qualitative data. During the analysis process, the content of the videos will be coded under specific themes and categories. For example, main themes such as food waste, excessive consumption, and the deterioration of traditional recipes will be identified and the videos will be classified accordingly.

In addition, viewer comments will be analyzed to examine their reactions to content involving gastrovandalism and the social perception of such videos. Comments are an important data source for understanding how viewers perceive these videos and their attitudes towards gastrovandalism. This analysis will reveal how gastrovandalism spreads through social media and its impact on society.

This method offers a comprehensive approach to understanding the visibility and prevalence of gastrovandalism on social media platforms. Moreover, the qualitative analysis of social media data will provide an in-depth understanding of the gastrovandalism phenomenon, contributing significantly to the literature in this field.

BROAD IMPACT AND LIMITATIONS OF THE RESEARCH

The broad impact of this research will be the introduction of the concept of gastrovandalism to the literature and the comprehensive examination of this phenomenon. This study will provide a new perspective in the field of gastronomy, raising awareness about the protection of gastronomic values and the threats posed to these values. Additionally, it will provide important information for policymakers, cultural heritage experts, and gastronomy professionals, contributing to the development of strategies to combat such vandalism.

The limitations of the research include the fact that gastrovandalism is a concept introduced in this study, and therefore, there are no direct references in the literature. Additionally, potential participation issues and the challenges of analyzing subjective opinions during the data collection process are among the research's limitations. To overcome these limitations, it is important to conduct extensive literature reviews and ensure diversity in data collection methods.

ORIGINAL VALUE OF THE RESEARCH

This research introduces the concept of gastrovandalism to the literature, providing a significant innovation in the fields of gastronomy and cultural heritage studies. By defining gastrovandalism as the intentional harm to gastronomic values, the study examines the social, cultural, and

economic impacts of such actions in detail. The original value of the research lies in identifying the scope and dynamics of this new concept, laying the groundwork for future studies in this area.

Furthermore, understanding the motivations underlying gastrovandalism will provide important insights into the protection of gastronomic values and the mitigation of threats to these values. This study will contribute to the fields of gastronomy and cultural heritage both academically and practically, supporting the development of policies and strategies in these areas.

THE IMPACT OF SOCIAL MEDIA ON CONSUMERS' FOOD AND RESTAURANT PREFERENCES

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INTRODUCTION

With the widespread use of digital transformation and the internet today, social media platforms have become an integral part of people's daily lives. Social media allows consumers to acquire information about products and services and share their own experiences (Bilgili & Erdem, 2020). As the number of users on social media platforms increases, their use in marketing strategies has also grown (Lee & Jun, 2019). Studies indicate that social media users make decisions based on other consumers' comments and posts, play a significant role in discovering new recipes, and influence food and restaurant preferences (Kim & Ko, 2012; Bilgihan et al., 2014; Smith, 2018). Restaurants and food and beverage businesses use social media to increase brand awareness, strengthen customer loyalty, and reach new customers. Consumers, on the other hand, determine their food and beverage preferences based on the content they see on social media (Leung et al., 2013), and make purchasing decisions accordingly (Zeng & Gerritsen, 2014). This study aims to examine the impact of social media on consumers' food and restaurant preferences, revealing how social media users guide their food and restaurant choices and the role of social media in this process.

LITERATURE

Advancements in information and communication technologies, especially Web 3.0 and 4.0 technologies, and the development of online social networks, have turned the internet into a revolutionary technology that bridges consumers and businesses (Zeng & Gerritsen, 2014; Kotler & Armstrong, 2017; Bazi et al., 2023). The rapid rise of communication technologies and the increasing use of social media demonstrate that social media has become an essential part of consumers' lives (Berezan et al., 2020; Graciyal & Viswam, 2021). Social media is defined as electronic communication forms where information, ideas, messages, images, and videos created by users are shared with large audiences (Kucharczuk et al., 2022). Social media enables individuals, communities, or organizations to interact online, share information, collaborate, and discuss (Dedeoğlu et al., 2020; Kietzmann et al., 2011). Some users use social media platforms to share recipes, some to expand food choices and obtain new recipes, and others to showcase the food they eat (Simeone & Scarpato, 2020). Food images on social media platforms can increase the consumption of these foods (Hawkins et al., 2021). These platforms also serve a guiding function regarding food choices (Simeone & Scarpato, 2020). Social media platforms are used effectively by restaurant businesses for the communication and promotion of new or existing products and services (Zhang et al., 2010; Park et al., 2021). Studies have found that social media significantly influences consumers' restaurant preferences (Lima et al., 2019; Ramos et al., 2020; Kumar et al., 2020; Tan & Chen, 2022). Social media use plays a crucial role in restaurant selection, with shared content on social media guiding consumer behavior (Yarış & Aykol, 2021). It has also been determined that social media positively impacts the financial performance of restaurants; social media reviews can affect restaurants' financial performance at the corporate

level (Fernández-Miguélez et al., 2020). It has been found that the content shared by consumers on social networks and the feedback they receive on these networks are decisive in their restaurant preferences (Tiwari & Richards, 2016). In conclusion, social media has a strong influence on consumers' food and restaurant preferences, driven by various factors.

METHOD

The aim of this research is to understand how social media usage reflects on food and beverage preferences and the impact of these preferences on businesses. The research population consists of students from the Faculty of Tourism, Gastronomy, and Culinary Arts at Alanya Alaaddin Keykubat University. A causal research design was used to determine the cause-effect relationships between variables (Sekaran, 2003, p. 126). The sample was determined using a convenience sampling method, including a total of 201 participants. This method involves selecting a sample group that the researcher can easily reach within a certain timeframe and that voluntarily participates (Simeone & Scarpato, 2020). Of the participants, 53.7% are female and 46.3% are male, all of whom are undergraduate students in gastronomy and culinary arts. This demographic distribution ensures that the results of the study are valid for a young and educated consumer group.

The research is based on quantitative research methods. Quantitative research aims to examine phenomena through the collection and analysis of numerical data. The data collection process was conducted between April and May 2023. A survey form was used as the data collection tool. Surveys consist of predetermined question structures used to collect information about participants' behaviors, beliefs, or attitudes on a specific topic (Büyüköztürk et al., 2014, p. 124). Surveys were delivered to participants via online platforms, and the data collection process was completed in this way. Using online platforms as the data collection tool allowed for quick and cost-effective access to a wide range of participants (Büyüköztürk et al., 2014, p. 124). The surveys included questions about participants' social media usage habits, the types of content they most follow on social media, how social media influences their food and beverage preferences, and their food and beverage shares on social media. The survey was categorized into four scales consisting of 16 items: specific social media use for food decisions (YK), before choosing a food and beverage establishment (ONCE), while at the food and beverage establishment (ESN), and after choosing a food and beverage establishment (SON). These scales were designed to understand how participants' social media use reflects on their food and beverage preferences at various stages. Survey data were analyzed using a statistical analysis program frequently used in social sciences. Frequency and percentage distributions, independent sample t-test, Mann-Whitney U test, ANOVA, and correlation analyses were used in the data analysis.

RESEARCH IMPACT AND LIMITATIONS

This research provides significant contributions to both the academic field and the industry by revealing the impact of social media on the food and beverage sector and the reflections of these impacts on student preferences. The findings on social media usage and how this usage guides food and beverage preferences among gastronomy and culinary arts students offer opportunities for businesses to review and develop their marketing strategies. The widespread impact of the research is to enhance the understanding of the importance of social media in the food and beverage sector. Businesses can optimize their products and services by closely monitoring consumer expectations and trends through social media shares and interactions. Social media provides businesses with the opportunity to observe real-time feedback and demands from customers, enabling them to make faster and more effective decisions. This can increase customer satisfaction and help build a loyal customer base. Moreover, the research results serve as a reference for similar future studies. The results provide valuable information that can be used in sectoral reports and business strategy development. Future research can examine the impact of social media on consumer behavior in different cultural and geographical regions. Research conducted in different regions can reveal regional differences in the impact of social media on

food and beverage preferences. Additionally, by focusing on the different features of social media platforms and user interactions, detailed examinations can be made of which platforms and content types influence consumer preferences the most. This allows businesses to develop more suitable strategies for their target audiences. Finally, future studies can also evaluate the long-term outcomes of social media effects. For example, the long-term effects of social media campaigns and influencer marketing on consumer loyalty and brand attachment can be investigated. Such studies can help businesses plan their social media strategies more consciously and effectively.

ORIGINALITY OF THE RESEARCH

This research contributes to the literature by understanding the impact of social media on the food and beverage sector and examining how these effects shape students' consumption preferences. It can also help businesses increase their competitive advantage in the industry by offering concrete suggestions for developing their social media strategies. By utilizing the research findings, businesses can develop more effective marketing strategies on social media platforms. Understanding the impact of social media on consumer preferences and producing content accordingly can guide campaign planning and increase customer engagement. This offers businesses the opportunity to enhance their competitive advantage in the industry. The research findings allow businesses to closely follow consumer expectations and trends. Social media shares and interactions provide businesses with valuable information on understanding customers' needs and desires. Based on this information, businesses can adapt their products and services to meet consumer expectations, increasing customer satisfaction. Additionally, the research results serve as a reference for similar future studies. They can be particularly guiding for research examining the impact of social media on consumer behavior in different cultural and geographical regions. Detailed examinations of the different features of social media platforms and user interactions can also form the basis for future studies. In conclusion, this research provides an important resource for understanding the role of social media in the food and beverage sector and its impact on consumer preferences. It helps businesses develop their social media strategies while making valuable contributions to the academic literature.

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CULINARY CULTURE OF UYGHUR TURKS LIVING IN ANKARA

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INTRODUCTION

Culture means all of the material and spiritual values in a society, as well as a whole formed by inventions and traditions together. The concept that includes various foods and their cooking methods, kitchen equipment, table setting, rules of behavior that should be applied before, during and after meals is called food culture. The name of Uyghur Turks was first mentioned in Chinese sources and literally means "attacking like a hawk, helping each other". Uyghur Turks, who have established various states from the past to the present, came under the auspices of the People's Republic of China in 1944. After this date, while some of the people continued to live under the yoke of China, some of them migrated to various countries, especially Turkey. Ankara is also a city preferred by Uyghur Turks. With the migration of Uyghur Turks to Ankara, various interactions have been experienced in Uyghur cuisine culture as in many areas. However, there is a limited number of studies in the literature on the culinary culture of Uyghur Turks living in Ankara, which constitutes the problem of this research. The aim of the research is to create an inventory of the dishes that Uyghur Turks living in Ankara continue to cook, to collect information about Uyghur culinary culture and food rituals followed on special occasions such as weddings, military passage, holidays, deaths, and to record these data in order to contribute to the sustainability of Uyghur culinary culture.

LITERATURE

The name "Uyghur" was first found in Chinese annals. In Turkish sources, the word "Uyghur" first appears in the Bilge Kagan inscription. Although there are various opinions about the meaning and etymology of the word "Uyghur"; it is stated that it derives from the words "to obey, to stick, to attack and follow quickly like a hawk, to help each other" and is used in the meaning of "self-sufficient". Uyghur Turks, who fought for independence, migrated from their homeland to countries such as Uzbekistan, Saudi Arabia, Turkey, Germany, Canada, Kazakhstan, Kyrgyzstan, the USA, the Netherlands, Norway and the UK for various reasons. It is seen that various dishes made from wheat have an important place in the daily diet of Uyghurs. Nan (bread), samsa (stuffed pastry baked in the oven), çöçüre (soup with dumplings), ügre (soup with noodle pasta), suyukaş (soup with pasta), pitir manti and toksun soman (fried pasta) are some examples. In addition to wheat, rice is also consumed and Uyghur pilaf cooked with mutton, onion, spices and carrots is a common dish. When we look at meat consumption, it is known that small ruminant animals such as ram, lamb and mutton are mostly preferred, but horse, sheep, goat, cattle, camel, chicken, duck and goose meat are also consumed. In terms of fruit and vegetable consumption, apples, figs, apricots, watermelon and apples are the most frequently consumed fruits, while green peppers,

onions, potatoes and Chinese cabbage are the most consumed vegetables. Salty milk teas (atkan chai), red tea, green tea (kok chai), black tea (sin chai) and kawa, a carbonated drink with honey, are the most popular beverages, while black pepper, red pepper and cumin are spices frequently used in meals. For dessert, maroji, a dessert with ice cream, matang, a cake with nuts and fruit, or kharsen meghiz, a fried dough with raisins and nuts, are consumed. In their daily lives, Uyghurs eat 3 meals: morning, noon and evening. Since it is the first meal of the day, foods with high nutritional value are preferred for breakfast, filling foods for lunch and light foods for dinner. The meals at lunch and dinner start with tea and bread, followed by vegetable dishes, milk and foods made from cream and dessert. Uyghur Turks celebrate religious holidays such as Ramadan and Eid al-Adha and national holidays such as Nowruz. Apart from holidays, special occasions such as birth, funerals and weddings are also important for Uyghurs and various foods are consumed at these times. Using a semi- structured interview form with Uyghur Turks living in Ankara, data will be collected and an inventory will be created about culinary culture, number and content of meals, raw materials and equipment used in meals, food rituals practiced on special occasions such as weddings, holidays, births, deaths, beliefs about food and eating manners. This inventory to be created is very important in the transfer of Uyghur culinary culture from generation to generation.

METHOD

The study is a qualitative research and the research design was determined as culture analysis. The aim of culture analysis is to describe and explain the culture of an individual or group and how it explains behaviors. The population of the study consists of Uyghur Turks in Turkey and the sample includes Uyghur Turks living in Ankara. The data of the study will be collected between July-September 2024. Interviews will begin after obtaining "Ethics Committee Approval" from Başkent University Ethics Committee. For the targeted sample, the participants of the study will be determined by snowball sampling technique by interviewing the presidents of the Uyghur Research Institute and the International Uyghur Culture, Education and Solidarity Association in Ankara. The snowball sampling technique is based on asking the person who is thought to have the most information in the universe about the existence of participants who match the study sample and obtaining a sample as a result of the continuation of this cycle. Interviews will be conducted with the consent of the participants. In order to ensure the validity and reliability of the research, the interviews will be recorded in audio and written form. A semi-structured interview form will be applied to the participants during the interviews. The semi-structured interview form will include questions to determine demographic characteristics and culinary culture and will be created by taking expert opinion. The individuals with whom the interviews were conducted will be named as "P1, P2, P3..." in the study. Content analysis will be used to analyze the data. Content analysis is the transformation of similar data into a form that readers can understand by bringing them together within the framework of certain concepts.

WIDESPREAD IMPACT AND LIMITATIONS OF THE STUDY

Due to the fertility of the land they lived in, Uyghurs grew various fruits, vegetables and grains and engaged in animal husbandry. The intensive agriculture and animal husbandry was reflected in their food culture, and a rich variety of dishes emerged. In addition to the foods consumed by Uyghur Turks in their daily lives, foods consumed on special occasions such as birth, holidays, weddings and death, food rituals and eating manners applied on these special days can be counted among other elements that enrich Uyghur culinary culture. However, this rich culinary culture is not well known by the younger generation due to both migration and China's assimilation policy. With this study, information about Uyghur culinary culture, equipment and raw materials used, eating manners, food / dishes consumed in daily life and special occasions will be recorded and this information will contribute to the sustainability of Uyghur culinary culture by transferring this information from generation to generation. The limitations of the study are that the time required for the completion of the study is limited and the interviewees are limited to Uyghur Turks living in Ankara.

ORIGINAL VALUE OF THE RESEARCH

Along with the developing living conditions, the changing way of life has started to change the eating habits and food culture. Uyghur cuisine, which started to change as a result of migration to various countries and China's assimilation policy, is one of these. Culinary culture, which is the expression of a cultural identity, is a living cultural heritage that can be passed down from generation to generation. Cultural heritage is defined as all kinds of artifacts made by people acquired from past generations and intended to be left to future generations, or all the values specific to a society. As a result of the literature review, it was seen that there are a limited number of studies on Uyghur Turkish cuisine, and no study on the culinary culture of Uyghur Turks living in Ankara was found. With this study, it is planned to contribute to this missing area in the literature.

DEPREMİN ANTAKYA MUTFAĞINDAKİ YEREL YEMEK ÜRETİM SÜREÇLERİNE ETKİSİ VE BEKLENEN ETKİLER

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GİRİŞ

Doğal afetler, yeryüzünün doğal süreçlerinin neden olduğu aşırı ve ani olaylardır. Bu olaylar can, mal ve ekonomik kayıpların yanı sıra çevreye önemli ölçüde zarar verebilir ve genellikle insanların acı çekmesine yol açabilir. Doğal afetlerin farklı türleri bulunmaktadır. Bunlar meteorolojik, jeolojik, hidrolojik ve biyolojik kaynaklı afetler şeklinde sınıflandırılmaktadır (AFAD, 2023). Meteorolojik afetler; atmosferik süreçlerin neden olduğu kasırgalar, hortumlar, siklonlar, kar fırtınaları ve iklimden kaynaklı kuraklıkları içerir. Jeolojik afetler; yer kabuğundaki hareket ve faaliyetlerden kaynaklanan depremler, volkanik patlamalar, toprak kaymaları ve tsunamiler bu kategoriye girer. Hidrolojik afetler; suyun bolluğu veya kıtlığından kaynaklanan seller ve çığlar, hidrolojik afetlere örnektir. Biyolojik afetler ise epidemi ve pandemi gibi bölgesel veya küresel çaptaki salgın hastalıklar ve böcek istilaları gibi biyolojik tehlikelerden kaynaklanır. Doğal afetlere neden olan çeşitli faktörler bulunmaktadır; deprem ve volkanik patlamalardan dolayı yerkabuğunda bulunan plakaların hareketleri, kuraklık veya kasırga gibi aşırı hava olaylarından kaynaklı iklim faktörleri ile insan faaliyetlerinden kaynaklı ormansızlaşma, iklim değişikliği ve kentleşme doğal afetlerin sıklığını ve yoğunluğunu artırabilir. Doğal afetler yaşandığı bölgede çevreye zarar vermesinin yanı sıra yaşam alanlarını da tahrip etmektedir.

Doğal afetlerin, toplumsal yaşam üzerinde bozulmalara neden olan çeşitli etkileri bulunmaktadır. Bunlardan en önemlisi can kaybıdır (Anasız, 2023:109). Depremlerde binaların çökmesinin doğrudan etkisi olabileceği gibi kuraklığın neden olduğu gıda kıtlığı ve beslenme yetersizliği dolaylı olarak etkiler. Maddi hasarın meydana geldiği evlerin ve işyerlerinin yıkılması, alt yapı ve tarım arazilerinin bozulması ekonomik kayıplara yol açabilir (AMNH, 2014: 3). Doğal yaşam alanları tahrip edilebilir veya değiştirilebilir, bu da biyoçeşitlilik ve ekosistem döngülerinin kaybına yol açabilecek çevresel bozulmalardır. Doğal afetler aynı zamanda insanların yaşam şekillerini bozarak yerinden edilmelerine, geçim kaynaklarının kaybına ve sosyal huzursuzluğa yol açarak sosyal bozulmaya neden olabilir.

Doğal afetlerin yerel mutfak üzerinde de derin etkileri olabilmekte, malzemelerin bulunabilirliğinden pişirme tekniklerine ve kültürel yemek geleneklerine kadar her şeyi etkileyebilmektedir. Örneğin, tarımsal bölgeler sel, kuraklık veya fırtınalar nedeniyle mahsul kaybına uğrayabilir (Ergünay, 2009:2) ve bu da yerel yemeklerde kullanılan temel malzemelerde kıtlığa yol açabilir (Aldemir, 2023:697). Depremlere veya toprak kaymalarına eğilimli bölgelerde, ulaşım ve altyapıdaki aksaklıklar gıda malzemelerinin dağıtımını engelleyebilir ve malzemelerin çeşitliliğini ve bulunabilirliğini etkileyebilir. Doğal afetler, yüzünden insanların yaşadıkları yerden başka bir yere göç etmek zorunda kalmasıyla yerlerinden edilmesi (Karabulut ve Bekler,

2019:372), kültürel mirasın ve kültürlerarası iletişimin kaybedilmesi, mutfak bilgisinin ve geleneksel pişirme yöntemlerinin aktarımını etkileyerek (Akmeşe, 2023:200) yerel yemeklerin lezzetini ve özgünlüğünü potansiyel olarak değiştirebilir.

Antakya, başlangıcı tarihin derinliklerine dayalı birçok medeniyete ev sahipliği yapan kadim bir kent olarak (Gündüz ve Reyhanoğlu, 2018:857) zengin ve köklü bir mutfak geçmişine sahiptir. Akadlar, Hurriler, Persler, Mısırlar, Roma İmparatorluğu, Bizans İmparatorluğu, Haçlılar, Memluklar ve Osmanlı İmparatorluğu bu topraklarda yaşamış, bu şehri etkilemiş ve kendisinden etkilenmişlerdir. Bu nedenle Antakya tarihi ve kültürel anlamda çok zengin bir birikime sahiptir (Şahin, 2012: 7). Aynı şekilde mutfağında da geçmişte yaşayan bütün medeniyetlerin izlerine rastlamak mümkündür (Kıran ve Kızılırmak, 2019: 75). Antakya'nın sahip olduğu bu mutfağın zenginlikleri, kültürel doku ve kültürlerarası izlerin yanı sıra tarih boyunca birçok depreme maruz kalmıştır.

6 Şubat 2023 tarihinde saat 04:17'de Antakya ve çevre illerde 7.7 ve aynı gün saat 13:24'te 7.6 şiddetinde art arda meydana gelen depremler bölgede olağanüstü bir duruma neden olarak geniş çaplı hasar ve yıkımlara yol açmıştır (UNICEF, 2023:1). Büyüklüğü 7.7 olan ilk deprem kenti ve çevresini sarsarak bölge insanları arasında paniğe yol açmış, binalarda ve altyapıda yapısal hasara neden olmuştur. Birçok ev ve işyeri yıkılmış ya da oturulamaz hale gelmiş ve on binlerce insan hayatını kaybetmiştir (Dündar, 2023:263). Asrın felaketi (Gök, 2023:8) olarak nitelendirilen depremden önemli ölçüde etkilenen Antakya (Köksal, 2023:99), 32 bine varan can kayıplarının yanında, sahip olduğu tarihi dokusu ve kültürel mirası ile büyük yara almış ve kent kimliğini tanımlayan özellikler neredeyse yok olmuştur (Aktemur ve Ünlükaplan, 2023:235). Başta Antakya olmak üzere Hatay genelinde 215.255 konut ağır hasarlı ve acil yıkılması gereken, 25957 orta hasarlı ve 189.317 az hasarlı konut ile tüm deprem bölgesinde 11 ilde meydana gelen zararın en büyük kısmını oluşturmuştur (T.C. Cumhurbaşkanlığı Strateji ve Bütçe Başkanlığı, 2023:36). Depremden canlı olarak kurtulabilen insanlar ise, çadırlara veya acil durum barınakları olan konteyner kentlere sığınmak zorunda kalmıştır. Deprem afet bölgesinde elektrik, su, telefon ve internet gibi kamu hizmetlerinde de önemli aksamalara yol açarak depremden etkilenen bölge insanının karşılaştığı zorlukları daha da artırmıştır. Sadece iki hafta sonra, 20 Şubat 2023'te 20:04'te Antakya bu kez, merkez üssü Defne ilçesi olan 6.4 büyüklüğünde bir başka güçlü depremle sarsılmıştır. Bu üçüncü deprem, önceki iki depremin sarsıntılarının yarattığı yıkımı daha da artırarak binalara ve altyapıya daha fazla zarar vermiş ve bölgedeki insani krizi derinleştirmiştir (UNICEF, 2023:2). Devam eden artçı sarsıntılar ve yıkımın büyüklüğü nedeniyle kurtarma ve yardım çalışmaları sekteye uğrarken, ülkenin ve dünyanın dört bir yanından (UNICEF, 2023:19) acil müdahale ekipleri enkaz altında kalanları aramak ve yaralılara tıbbi yardım sağlamak için çalışmalar yapmışlardır.

Antakya'yı 6 Şubat 2023 ve 20 Şubat 2023 tarihlerinde vuran depremler, geleneksel gıda üretim ve tüketim kalıplarını da bozarak yerel mutfak üzerinde de önemli bir etkiye sahip olmuştur. Depremlerin yol açtığı yıkım, tarım alanları, çiftlikler ve narenciye bahçeleri de dahil olmak üzere Amik ovasının bereketli toprakları üzerinde geniş çaplı hasara neden olmuş ve Antakya mutfağının can damarı sayılan geleneksel ve yerel gıda malzemelerinin üretim ve tedariğinin durmasına yol açmıştır. Zeytin, narenciye ve sebze gibi temel ürünler özellikle etkilenmiş ve geleneksel yemekler için gerekli olan taze ürünlerin mevcudiyetinin ve çeşitliliğinin etkilenmesine neden olmuştur. Bölge insanının şehirden göç ederek yaşadıkları yeri terk etmesi ve ulaşım ile altyapının kesintiye uğraması, gıda malzemelerinin dağıtımını ve pazarlara erişimini engellemiştir. Gıda tedarik zincirindeki bu aksaklık, bölge sakinlerinin malzeme temininde ve yemek hazırlamada zorluklarla karşılaşması nedeniyle beslenme alışkanlıklarında ve mutfak uygulamalarında değişikliklere yol açmıştır. Ayrıca, evlerin ve işyerlerinin kaybedilmesi çiftçiler, restoran işletmecileri, aşçılar, fırıncılar, kasap, balıkçılar ve zanaatkârlar gibi yerel gıda üreticilerini yerinden etmiş ve binlerce yıllık bir mirasa ev sahipliği yapan Antakya'nın gastronomik kimliğinin ayrılmaz bir parçası olan ustaların ve yerel kaynaklı malzemelerin ulaşılabilirliğini derinden etkilemiştir.

Deprem, yerel malzemelerin üzerindeki etkisi dışında, tarım alanlarına ve yaşam alanlarına zarar vermiş, Antakya Mutfağındaki yemeklerin temel bileşenlerini ve üretim yerlerini olumsuz yönde etkilemiştir. Bu etkilerin, ilerleyen süreçte mutfağa olan yansıması buna ek olarak, depremin

geleneksel üretim tekniklerine ve tedarik zincirlerine olan etkisi göz önüne alındığında, yerel yemeklerin tat ve aromasında değişiklikler yaşanabilir. Mevcut durumda belirgin olmayan bu etkilerin, önümüzdeki yıllarda daha belirgin hale gelmesi beklenmektedir.

Depremin başta üreticilerin kaybı, işyerlerinin yıkılması, yaşanan göçler ve tarım arazilerine verdiği zararın yanı sıra, yerel malzeme temininde ve üretiminde sorunlara yol açabileceği düşünülmektedir. Ayrıca, tedarik zincirlerindeki kesintiler ve üretim tekniklerindeki değişiklikler, Antakya mutfağındaki yerel yemeklerin tat ve aromasında farklılıklara neden olabilir. Depremlerin yarattığı zorluklara rağmen, Antakya'nın kadim mutfak mirasının dayanıklılığının afet sonrasında da ne durumda olduğu önemlidir. Bu kapsamda, bu çalışmanın amacı 6 Şubat 2023 ve 20 Şubat 2023 tarihleri arasında Antakya ve çevresinde yaşanan depremlerin Antakya mutfağındaki yerel yemeklerin üretim süreçlerine olan etkileri incelenmektedir. Araştırmadan elde edilecek bulguların deprem gibi doğal afetlere yönelik yerel mutfak kültürünün korunması ve sürdürülebilirliği için alınacak önlemleri belirlemeye katkıda bulunacağı düşünülmektedir. Nitekim, zengin tarihi ve kültürel mirasıyla bilinen önemli bir gastronomi geleneğine sahip olan Antakya mutfağının eşsiz gıda mirasını canlandırma ve sürdürme çabaları, gelecekteki zorluklar karşısında kimliğini ve direncini korumada oldukça önemli olacaktır.

YÖNTEM

Bu araştırmada nitel araştırma desenlerinden fenomenoloji yaklaşımı ve içerik analizi kullanılmıştır. Nitel araştırma, sosyal bilimlerde kullanılan, katılımcıların yanıtlarına dayalı olarak derinlemesine ve daha fazla araştırma ve sorgulama yapılmasına olanak tanıyan bir yöntemdir. Nitel araştırma yöntemi; araştırmaya katılan kişilerin bakış açısını öne çıkartan, araştırmacının keşfetmesini ve yorumlamasını öngören, anlam ve anlamaya yönelik bir süreci izleyen, gözlem, görüşme ve doküman analizi gibi nitel veri toplama teknikleri kullanılarak yapılan bir yöntemdir (Yalçın, 2022:215). Verileri derinlemesine araştırarak açık uçlu ve karşılıklı iletişimle elde etmeye odaklanan bu araştırma yönteminin beş farklı deseni bulunmaktadır. Bunlardan biri de fenomenoloji desenidir. Fenomenolojide amaç, belli bir olguyu (fenomeni) derinlemesine yaşayan kişilerin deneyimlerinin özünü anlamaktır (Creswell, 2017, s. 14). Araştırmacı, fenomenolojik çalışmada insanların belirli bir duruma veya olaya karşı verdiği çeşitli tepkileri veya algıları araştırır.

Verilerin analizi için, betimsel içerik analizi kullanılmıştır. Araştırmanın çalışma grubunu, 6 Şubat 2023 ve 20 Şubat 2023 depremlerini yaşamış Antakyalılar, depremi yaşamayan fakat Antakyalı olan veya hayatının bir döneminde Antakya’da yaşayan farklı kültürlere mensup araştırmacı, turizmci, yiyecek içecek işletmecisi, acentacı, yemek yazarı, gastronomi tarihçisi, gazeteci, öğretmen, iş insanı, milletvekili, kanaat önderi, aşçı, gıda mühendisi, turist rehberi ve gıda üreticileri olmak üzere toplam katılımcı sayısı 60 kişidir. Cinsiyetlerine göre katılımcılar 16 kadın ve 44 erkekten oluşurken görüşmeler katılımcılarla yüz yüze yapılmıştır. Örnekleme yöntemi olarak kartopu örnekleme uygulanmıştır. Görüşmeye katılanlara yarı yapılandırılmış sorular sorulmuş olup elde edilen bulgular içerik analizi ile analiz edilerek sonuçlar ortaya konmuştur.

BULGULAR

Depremin yerel yemeklerin üretim süreçlerine etkileri ile ilgili içerik analizi bulguları sonucu

Tablo: 1’de gösterilmiştir.

Tablo 1. Depremin Antakya Mutfağındaki Yerel Yemeklerin Üretim Süreci Etkilerine İlişkin İçerik Analizi Bulguları

Kategori	**Kod**	**Kod Frekans**	**Kod %**	**Kategori Frekans**	**Kategori %**

Olumsuz Etkiler	Yerel mutfak üzerindeki etkiler	54	16,1	259	77,3
	Yerel Malzeme tedariği	50	14,9		
	Fiziksel koşulların uygun olmayışı	49	14,6		
	Günlük yaşama etkiler	42	12,5		
	Demografik yapının değişmesi	22	6,6		
	Tat ve aroma	19	5,7		
	Motivasyon	12	3,6		
	Ekonomi ile ilgili etkiler	6	1,8		
	İnsani değerlere olumsuz etkiler	5	1,5		
Olumlu Etkiler	Moral ve Motivasyon	11	3,3	32	9,6
	Dayanışma	9	2,7		
	Lezzetle ilgili	5	1,5		
	Üretimle ilgili	5	1,5		
	Ekonomi ile ilgili	2	,6		
Etki Yok	Herhangi bir etkisinin olmaması	44	13,1	44	13,1
Toplam		335	100,0	335	100,0

Depremin Antakya mutfağındaki yerel yemeklerin üretim süreçlerine etkileri incelendiğinde 3 farklı görüş öne çıkmıştır: Bu görüşler; olumlu, olumsuz ve etki yok olarak adlandırılmıştır. Katılımcıların bazıları (n:10) depremin genel yaşam üzerindeki olumsuz etkilerine rağmen Antakya mutfağında üretimi durdurmadığını belirtirken büyük çoğunluğu depremin Antakya mutfağı üzerinde olumsuz etkileri olduğunu belirtmişlerdir. Depremin olumsuz etkilerinin olduğunu belirten katılımcılardan bazıları üretimin durmadığını, durmayacağını ve devam edeceğini belirtirken, diğer katılımcılar, üretimin durduğunu ve gelecekte bunun olumsuz etkilerinin de devam edeceğini belirtmişlerdir.

Depremin Antakya mutfağı üzerindeki olumsuz etkilerine ilişkin katılımcı görüşleri ayrıntılı bir biçimde incelendiğinde, bu görüşlerin 8 alt temada toplandığı görülmüştür. Bu alt temalar: Yerel mutfak üzerindeki etkiler, yerel malzeme tedariği, fiziksel koşulların uygun olmayışı, günlük yaşama etkiler, motivasyon, demografik yapının değişmesi, tat ve aroma ve ekonomi ile ilgili etkiler olarak isimlendirilmiştir. Alt temaların frekansları incelendiğinde, katılımcıların en çok yerel mutfak üzerindeki etkilere (n:54) odaklandıkları görülmüştür. Bu kapsamda bir katılımcının (K8) görüşleri aşağıda verilmiştir:

"*Şimdi depremden sonra ben biraz şey yaptım, üzüntüden dolayı herhalde mutfağın kaybolduğuna inandım. Mutfak kayboldu, bizim mutfağımız kayboldu. Tabi bunu böyle söylerken mutfağımız kayboldu dedim ama sağ olsun çok kıymetli gastronomiyle çalışan insanlarımız buraya akın etti. Benim o korkularımı yenmek için geçen 12 Haziran'da Londra'da büyük bir toplantı düzenlediler. Dünyanın en büyük gurmeleri yemek yazarları falan. Ben de davetliydim ama dedim ki benim moralim çok bozuk, hakikaten gidemem. Şey yaptılar: video çekip gönderdiler. Şunu demek istiyorum. Şimdi bizim Antakya Mutfağında yeni yazıp bitirdiğim kitapta 606 tane yemek var.*

Bunların nereden geldiği falan onların da takipçileri, dip notları var. 606 yemeğin belki de yarısını insanlarımız artık tadamayacak. Çünkü onları yapan anneler öldü. Zaten dünyada mutfakların ölümü böyle olur. Yani ya afettir, ya savaştır, ya göç. 3 tane şey mutfağı öldürmek için en önemli etken bunlar. Çünkü elde yazılı kaynak yok. Yazılı kaynak olsa da onun yapımı farklı bir şey yani istediğin zaman istediğiniz kadar okuyun. Bir annenizin yaptığı yemeğe erişemezsiniz. İstediğiniz kadar deneyin. Alın deneyin. Çünkü şöyle: yazılmamış tarifleri toplarken hiç karışmazdım. Hep tarifi yazdırırdı kadınlar, ben sadece dinler, yazardım, 60-70 yaşında insanlar bunlar. Yaz, bende yazardım.

Zaten çok bildiğimden değil. Sonra baktım dedim ki teyze dedim, salça yazdırdın salça koydun tarifte yok, artık oğlum onu sen bilecen. Yok dedim ben bilmem. Sen bilecen dedi. Şimdi buna benzer ufak nüanslar yani sizin kesinlikle bilmeniz gerekenler var. Şimdi kesinlikle bilmezseniz o tarifi istediğiniz kadar alın ne kadar koyacağınızı bilmezseniz, şimdi bazen gramaj yazıyorlar ya, gramajla da olmuyor ki yani baharatta bilhassa.."

Katılımcıların depremin Antakya mutfağındaki olumsuz etkilerine yönelik en fazla görüş bildirdikleri bir diğer kategorinin yerel malzeme tedariğindeki olumsuz etkiler olduğu görülmektedir (n:50). Katılımcılar bu kapsamda "malzeme tedariğinde sıkıntılar, malzeme bulunmayışından kaynaklı üreticilerin mağdur olması, ürün stoklarının enkaz altında kalması, depremden sonra bazı yerel malzemelere ulaşmakta güçlükler, doğa dengesinin bozulması ve bunların sebze/meyveye yansıması, başka şehirlerden malzeme tedariği, deprem sürecinde yerel malzeme bulmada güçlükler, taze ürün bulmada güçlükler" gibi çeşitli etki alanlarına vurguda bulunmuşlardır. Bu kapsamda bir katılımcının (K10) görüşleri şöyledir:

"İlk aylarda malzeme tedarik edemedik, bulamadık. 1-2 ay sonra her şeyi tedarik etmeye başladık. Birebir aynı tadı yakalayamadık ilk zamanlar. Baharat eksiğimiz vardı. baharatçılarımızın dükkanları yıkıldı. İstanbul'dan, Mersin'den baharatlarımızı tedarik ettik. Bulamadığımız baharatlar oldu, ister istemez eksiklikler oldu."

Katılımcıların en sık tekrar ettikleri bir diğer tema fiziksel koşulların uygun olmayışı temasıdır (n:49). Katılımcılar bunu "Hijyen, fiziksel koşulların uygun olmayışının üretimi durdurması (moloz), yerel fırınların yıkılması, ürünlerin olduğu depoların çökmesi, yerel yemeklerin zahmetli olmasından konteyner ve çadırlarda üretilmesinin mümkün olmaması, çoğu baharatçıların dükkanlarının yıkılması, depremin ürün tedarik zincirindeki lojistik ağları yıkması, marka işletmelerin yıkılması, işyerlerinin yıkılması, bazı restoranların kapanması, bazı çiftçilerin depremden sonra su sıkıntısı olmasından ekim yapamaması, enkaz kaldırma çalışmalarından yayılan tozun doğal ürünlerin tadına ve olgunlaşma süresine zarar vermesi" olarak farklı şekillerde belirtmişlerdir. Bu doğrultuda bir katılımcının (K51)görüşleri aşağıda verilmiştir:

"Bu sene doğru düzgün salça yapılamadı. Çünkü her yerde enkaz kaldırma çalışmaları hala devam ediyor. Şehir toz içinde. Enkaz kaldırma çalışmaları kontrolsüz ve doğaya ve insanlara ve tüm canlılara zarar verecek şekilde ve hiçbir önlem alınmadan yapılıyor. Bu yüzden yerel üretici ve köylüler salça, nar ekşisi, vb. ürünlere asbest karışması korkusuyla, insanların zarar görmemesi için henüz bu ürünlerin yapımına başlayamadılar. Kısacası deprem yerel yiyeceklerimizin ve yemeklerimizin üretiminin her aşamasını etkilemiştir. Gelecekte nasıl olur, süreç gösterecektir."

Demografik yapının değişmesi de katılımcıların ileri sürdükleri bir diğer temadır (n:22). Bu kapsamda katılımcılar "Göç ve demografik yapının değişimi, göç ve depremden kaynaklı yerel mutfakta üretim kaybı, kadınların ölümüyle mutfağın kaybolma riski, bazı işletmecilerin farklı şehirlere göç ederek üretimi orada devam ettirmesi, göç ve demografik değişikliklerin etkisi, göç ve kayıplardan dolayı işgücünde azalma, göç ve kayıpların olması, yoğun göçün üretime zarar vermesi" gibi konulara odaklanmışlardır. Bu kapsamda bir katılımcının (K1) görüşleri şöyledir:

"..Şehrin çok önemli bir bölümü yok olduğu için insanlar burayı terk etmiştir ve bunun oradaki gastronomik kültüre olumsuz etkisi olmuştur. Önümüzdeki yıllarda demografi ile ilgili değişimler gastronomi kültürüne yansıyacaktır."

Katılımcıların ileri sürdükleri temalardan bir diğeri tat ve aromadır (n:19). Katılımcılar bu kapsamda "Tedarik edilen malzemenin yerel malzemeyle aynı tadı vermemesi, eksik olan malzemenin yerel yemeklerin tadını etkilemesi, tattaki bozulmaları halkın anlayışla karşılaması, tat ve damağın bozulması, tadı, aroması ve besin değeri düşük yemekler, yerel tatlara karşı özlem, işletmeler arasında belirgin tat farkları, tadın nesilden nesile değişmesi, taş fırınların yıkılmasıyla tatta değişiklikler, bulunamayan yerel malzemenin tadı ve aromayı etkilemesi, yediğinden zevk alamama, lezzet ve üretimde sıkıntılar, demografik değişikliklerden kaynaklı tat ve aromada değişiklikler" olarak görüşlerini belirtmişlerdir. Bu doğrultuda bir katılımcının (K55)görüşleri aşağıda verilmiştir:

"…Ben her 4-6 ayda erzak getirirdim Antakya'dan. Geçen bir arkadaşımla yazıştık: dedim bize şunlardan lazım, 6 çeşit istedim, adam dedi ki abi bu 4'ü yok, bu 2'si var. Yani bende burukluk içerisinde kaldım, canım sıkıldı ben de vazgeçtim. Bu bulamadığım erzaklar, malzemeler benim yaptığımız yemeklerin tadını aromasını etkileyecek ister istemez."

Katılımcıların vurguladıkları alt temalardan biri de depremin motivasyon üzerindeki olumsuz etkileridir (n:12). Bu kapsamda katılımcılar "Yerel yemek üretimine insanların motive olamaması, kayıplardan kaynaklı motivasyon eksikliği, çiftçinin moral ve motivasyon kaybı, moral ve motivasyonun tat ve aromaya olumsuz etkisi" gibi çeşitli etki alanlarına vurguda bulunmuşlardır. Bu kapsamda bir katılımcının (K33) görüşleri şöyledir:

"İnsanların psikolojisi çöktü. Yani hemen şimdi haydi dışarı çıkalım bir çiğ köfte yoğurt yiyelim diyemiyoruz ki karnımızı nasıl doyarsa öyle doysun diyoruz artık. Bu sürece kadar öyle dedik. Yediğimiz yemeğin bile tadı yok bu durumda. Toparlanır mıyız toparlanacağız inşallah. Kaybedilen canlar hep acıtacak ama sonuçta ayakta duracağız, küllerimizden yeniden yeşereceğiz diye ümit ediyoruz."

Katılımcıların belirttikleri temalardan biri de ekonomi ile ilgili etkilerdir(n:6) Bu kapsamda katılımcılar " Depremden dolayı gıda pazarlarının kurulamaması, çiftçinin ekonomik sıkıntılar yaşaması, üretimin durmasının pek çok şehri etkilemesi, sınırlı çeşitte üretimden dolayı katlanılan maliyetin artması, ucuz yemeklerin tercih edilmesi, şeflerin başka şehirlerde üretim yapabilmek için ekonomik olanaklar araması, köylülerin üretim yapmamasının şehirdeki tüketimi etkilemesi" şeklinde görüşlerini belirtmişlerdir. Fırsatçılıkla fiyatların fahiş artışı ile işinin ehli olmayan pek çok işletmenin açılmasını ise insani değerlere depremin olumsuz etkileri şeklinde belirtmişlerdir (n:5).

Araştırmanın ikinci ana teması, depremin Antakya mutfağı üzerindeki olumlu etkileri olarak adlandırılmıştır. Bu kapsamda "moral ve motivasyonla ilgili olumlu etkiler, dayanışma, lezzetle ilgili, üretim ve ekonomi ile ilgili olumlu anlamda etkiler olmak üzere 5 alt tema belirlenmiştir. Katılımcılarla yapılan görüşmelerde, yemek daha çok kültürle ilişkilendirildiği için deprem fiziksel olarak insanları etkilese de kültürel olarak etkilemeyecek görüşü hakimdir.

Yerel işletmelerin halkın yemek ihtiyacını karşılaması, depremin sarsıcı etkilerini yemek yaparak atlatmaya çalışma, depreme rağmen başka şehirlerden yerel malzeme talebinin devam etmesi, başka şehirlerde Antakya mutfağına ilgi gösterilmeye devam edilmesi, depreme rağmen üretimin bazı işletmelerde devam etmesi, bazı işletmecilerin farklı şehirlere göç ederek üretimi orada devam ettirmesi, ustaların yemek yaparak hayata tutunması, bazı yerlerde halkın yararına ekmek fiyatlarında indirim, depremde bazı belediye işletmelerinin üretimi üstlenmesi, deprem sürecinde bazı işletmelerin halk için sığınak olması, yemeklerin deprem sürecinde işbirliği ve dayanışmayla hep beraber gönüllü yapılması, yemek yapmayı bilenle bilmeyenin birlikte yemek yapması, depremin sarsıcı etkilerini yemek yaparak atlatmaya çalışma, zarar gören işletmelerin kulübeler yaparak veya konteynarlarda, çadırlarda üretime devam etmesi, göç edenlerin gittikleri yerde üretim yapması ve mutfağı tanıtması, yerel yemeklerin yenmesinin moral motivasyonu arttırması, malzeme bulmada üreticilerin dayanışması, işletmelerin şehir dışında açılması, şehir dışında yerel malzemeyle yerel yemeklerin yapılması, kimi işletmelerin şube sayısının artması, üretim ve talebin artması katılımcıların belirttiği olumlu etkilerdir. Bu kapsamda bir katılımcının (K49) görüşleri şöyledir:

"Biz depremden sonra 2. hafta hemen burayı kiraladık. Biz çok sıkıntı yaşamadık. En büyük sıkıntı sağlam bina bulmaktı çünkü çoğu yıkılmış ya da hasar görmüştü. Malzeme bulma konusunda güçlük yaşamadık. Çünkü depolarda birikmiş stoklamış olduğumuz malzememiz vardı onları kullandık, hala da onları kullanıyoruz. Depremden sonra şube sayımız arttı. 8 tane şubemiz var hepsinde bu stoklarla çalışıyoruz."

Araştırmanın son ana teması depremin Antakya mutfağı üzerinde etki yok olarak belirlenmiştir. Bu kapsamda katılımcılar "yerel yemeklerin üretiminde sıkıntıların yaşanmadığı, Yerel üretimin devam etmesi, tat ve aromada bir sıkıntı olmaması, depremin Antakya Mutfağı üzerinde herhangi bir etkisinin olmaması, yerel malzemelere ulaşımın devam etmesi, yerel yemeklerin üretiminin devam etmesi, hrisi, kağıt kebabı ve künefe gibi geleneksel yemeklerin halka dağıtılması, lokantacıların üretime devam etmesi, depremin yemek üretimine doğrudan olumsuz bir etkisinin olmaması, başka hayati sorunlara karşın yerel yemeklere ulaşımda rahatlık, ustaların aynı lezzete pişirmeye devam etmesi, tat ve aromaya depremin bir etkisinin olmaması, yerel malzeme bulmada sıkıntıların olmaması, aynı ürünü birçok yerli üreticiden tedarik imkanı, köylerde üretimin devam etmesi, doğanın depremden etkilenmemesi ve birçok tohumun yeşermesiyle üretimin kendiliğinden devam etmesi katılımcıların belirttiği depremin Antakya mutfağındaki yerel yemek üretim sürecine bir etkisinin olmadığı" şeklinde görüş bildirmişleridir. Bu ana temaya ilişkin bir katılımcının (K5)görüşleri şöyledir:

"Depremin Antakya mutfağındaki yerel yemeklerin üretim süreçlerine bir etkisi olmadı, sonuçta deprem toplumsal hafızadan silmedi. Neticede yerel yemekler hala yapılıyor. Depremin olduğu günlerde bile yine buradaki soğuk mezeler, o geleneksel yemekler, yapıldı. Halka dağıtıldı. Yani bu depremin hiçbir olumsuzluğu olmadı yemekler konusunda tabiî ki yemek çeşitliliği deseni konusunda. Deprem olsa bile hala bu gelenek sürüyor. Her şekilde sürüyor. Lokantacılar bir şekilde prefabrik lokantalar açtılar. Ve çok kısa bir süre sonra açtılar. Yani olduğu gibi bütün zenginlik yani bilinen lokantalar da faaliyetlerini sürdürüyorlar başka mekanlarda."

Katılımcıların verdiği cevapların oluşturduğu tablodan ortaya çıkan durum "asrın felaketi" olarak tanımlanan 6 Şubat 2023 ve 20 Şubat 2023 depremlerinin Antakya mutfağına olan geniş ve çeşitli etkileri olduğunu göstermektedir. Olumsuz etkilerin yanı sıra, olumlu etkilerin ve etkinin olmadığı durumların da dikkate alınması, bir doğal afet olarak depremin karmaşıklığını ve toplum üzerindeki çeşitli etkilerini vurgulamaktadır.

SONUÇ, TARTIŞMA VE ÖNERİLER

Depremin Antakya mutfağı üzerindeki etkilerini ortaya koymayı amaçlayan bu çalışmada depremin Antakya'da temel barınma sorunu başta olmak üzere konut ve işyeri yıkımının mutfağa büyük oranda zarar verdiği katılımcılarla yapılan görüşmelerden anlaşılmaktadır. Katılımcıların depremin yerel mutfak üzerine belirttikleri etkilerden en büyük sorunların başında marka olan restoranların yıkılması, yerel mutfağın can damarı sokak arası pişirim yapan taş fırınların, baharatçıların ve kasapların yok olması, birçok ürünün stoklandığı depoların çökmesi ve enkaz altında kalması, molozların kaldırılmasından yayılan tozların halihazırda üretimi engellemesi, zahmetli ve ağırlıklı olarak evde yapılan yemekleri çadır ve konteyner kentlerde yapmaya elverişli hijyenik ortamın sağlanamaması şeklinde sıralamışlardır.

Katılımcıların hayatta kalabilmek, temiz, hijyen yaşamak ve yemek yapmak için depremin ilk gününden beri en temel ihtiyaç maddesi olan suya ulaşmada zorluklar yaşadıklarını belirttikleri ortaya çıkmıştır. Katılımcıların belirttiği önemli bir problem yerel gıdaya ulaşımda yaşanan güçlüklerdir. Bir Antakyalı nereye giderse gitsin mutlaka yerel malzemelerini beraberinde götürür. Antakya yemeklerini bu yerel malzemelerle yapar. Aksi taktirde asla aynı tad ve lezzetin yakalanamayacağını özellikle belirtmektedirler. Bu malzemelerin başında zeytinyağı, nar ekşisi baharatlar, tuzlu yoğurt, sürk, Altınözü biberi, zahter, peynir, et, çifte kavrulmuş kahvesi en önemlilerinden bazılarıdır (Beylunioğlu, 2023:14). Bu malzemeler şehirden bizzat Antakyalılar

tarafından alınır veya akrabalarından temin edilerek başka şehirlere veya ülkelere beraberinde götürülür.

Depremin Antakya'da yarattığı psikolojik travmanın mutfağa ve günlük hayata yansıması şehirden göç edenler ve kalanlar şeklinde iki farklı durumu ortaya koymuştur. Göç, bireylerin kendini güvende hissetme ve daha iyi sosyal, ekonomik şartlara sahip olma ihtiyacı gibi temel motivasyonlara dayalı gerçekleşir (Şeker, 2023:182). Şehirden göç eden katılımcılarla yapılan görüşmelerde göç kararının geçici olduğunu, restoran faaliyetlerini burada devam ettirmek, çocuklarına daha iyi eğitim şartları sunmak için bölgeyi terk ettiklerini Antakya'daki sosyal çevreleriyle hala görüştüklerini belirtmişlerdir. Şehirden göç edenlerin bir gün tekrar yeniden şehre döneceklerine inandıklarını şehirde kalan bazı katılımcılar (n:8) belirtmişlerdir.

Deprem nedeniyle Antakya'dan göç edenlerin geri dönüşünün Antakya mutfağı ve yöresel yemeklerin üretim süreçleri üzerinde önemli bir etkisi olması muhtemeldir. Geleneksel mutfağın yeniden canlanması, yerel gıda pazarlarının yeniden kurulmasıyla yerel malzemelere olan talebin artması ve böylece köylülerin verimli topraklarını düzenli olarak ekip biçmesi, ürünlerini pazara getirmeleri ile bu döngünün devam etmesi, mutfak bilgi ve becerilerinin korunması ve geliştirilmesi, tüm bunlarla doğru orantılı olarak sosyal bağların güçlenmesi ve yemek merkezli kültürel gelenekleri pekiştiren birlikte yemek pişirme ve yemek yeme ritüellerinin kaldığı yerden devam etmesi bazı potansiyel etkiler arasında sayılabilir. Antakya'yı terk etmeyip orada varlığını sürdürmeye devam eden katılımcılar yaşanan büyük kayıplara rağmen insanların bir arada yaşama kültüründen vazgeçmediğini her inançtan her kültürden insanın birlikte zorluklara göğüs gerdiklerini belirtmişlerdir. Yeme-içme gibi ihtiyaçlarını birlikte giderdiklerini, birbirlerinin yardımlarına koştuklarını biri açken diğerinin tok yatmadığını iyilikten yana organize bir durumun ortaya çıktığını belirtmişlerdir. Bu organize durum Türk toplumunun kültürel yapısından kaynaklanmaktadır (Hofstede, 2001). Hangi inanca hangi kültüre mensup olursa olsun Antakya'da binlerce yıllık kültürlerarası bir iletişim ve etkileşimden söz etmek mümkündür. Bu durum öylesine içselleşmiş ki her kültürden birinin masaya bir tabak koyduğunu ve zamanla bu yemeklerin herkesin ortak mirası haline dönüştüğünü katılımcılardan biri (K40) dile getirmiştir. Deprem, dayanışma yanında fırsatçılık gibi olumsuz durumları bazı bireylerde ön plana çıkarabilmektedir (Erdoğan, 2023:723). Bazı katılımcılar şehirde bulunan bazı insanların depremin yarattığı yıkımı fırsat bilerek yerel malzeme veya yemeklere fahiş fiyatlar istedikleri, ucuz ve kalitesiz malzemelerle yemek yaparak satmaya çalıştıkları ve mutfağın orijinine zarar verdikleri, işyeri açmak isteyen hasarsız yerleri kiralamak istediklerinde fahiş kiralarla karşılaştıklarını, bu durumun insani değerlere olumsuz etkilerde bulunduğunu vurgulamışlardır.

Antakya'da 20 Şubat 2023'te meydana gelen ikinci depremde tahribatın ve kayıpların katlanarak artması nedeniyle şehrin planlı bir şekilde her yönüyle inşa edilmesi ihtiyaç doğurmuştur. Deprem gibi doğal afetlerden kaynaklı olağanüstü krizlerde acil eylem planı oluşturularak (Tavmergen ve Meriç, 2002:142) alt ve üst yapının nasıl ve kimler tarafından onarılacağı belirlenmeli, tüm bunlar için bütçeden pay ayrılıp (Akgül ve Haznedar, 298) kredi gibi imkanlar sağlanmalıdır. Yapılan çalışmada da Antakya mutfağının eski ihtişamına kavuşması için alt yapı ve tedarik zincirlerindeki problemlerin acil çözüme kavuşması gerektiği bir katılımcı tarafından (K41) belirtilmiştir. Antakya'da başta alt ve üst yapı olmak üzere mutfağın ve gastronomi turizminin tekrar canlanması, organize edilmesi ve sürdürebilirliğinin sağlanması gerekmektedir (Can ve Benli, 2023:1403). Depremin Antakya mutfağına ve yerel malzemelerine verdiği zararın karşılanması, Antakya mutfağının ve gastronomisinin yeniden organize edilmesi ve planlanması için üretim sürecinde yer alan tüm bileşenlerin yeniden bir araya getirilmesi önemlidir.

Etik Beyan

"Depremin Antakya Mutfağındaki Yerel Yemek Üretim Süreçlerine Etkisi ve Beklenen Etkiler" başlıklı çalışmanın yazım sürecinde bilimsel kurallara, etik ve alıntı kurallarına uyulmuş; toplanan veriler üzerinde herhangi bir tahrifat yapılmamış ve bu çalışma herhangi başka bir akademik yayın ortamına değerlendirme için gönderilmemiştir.

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AN EVALUATION ON THE SLOW FOOD MOVEMENT: THE BATMAN EXAMPLE

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INTRODUCTION

Despite its historical past, Batman is one of the touristic regions where local gastronomy cannot be activated. In Batman, which has gastronomic products such as Sason Strawberry, Gercüş Mezrone Grape, Damask Pastry, Garlic, Havdel Dessert and Piçik, these gastronomic products have a significant potential within the scope of slow food. This will enable the local people to have the opportunity to earn economic income by increasing the awareness of the products by evaluating the local products in the region within the scope of slow food. In addition, the entrepreneurial spirit in the region will be developed through organizations and festivals organized within the scope of the slow food movement supported by local products.

Slow Food Convivium was established in Hasankeyf in 2015 to evaluate the slow food potential of the Batman destination. However, the movement in question was not successful and the gastronomy potential of Batman could not be adequately utilized within the scope of slow food. On the other hand, it is possible to access opportunities through the local product potential of Batman and the promotion of local products, as stated above. As a matter of fact, Batman is one of the touristic regions with high potential where slow food-oriented initiatives will be welcomed in the short or medium term. There are products to be registered as Ark of Taste in Batman and the potential to establish a global market. This situation makes it essential to determine the slow food potential of the city and to present a perspective on which local products can come to the fore in order to participate in the Ark of Taste Project, which is an important structure for slow food.

This research, prepared from this starting point, aims to evaluate the potential of the slow food movement in Batman. In addition, it is aimed to establish a structure that aims to protect and promote Batman's local and endangered local products and to present a perspective on which local products can come to the fore in order for the city to participate in the Ark of Taste Project, which is an important structure for slow food. Local governments, district administration, Batman University and community non-governmental organizations have administrative duties to establish a project within the scope of slow food in Batman and to promote and market local products in line with this project.

LITERATURE

Slow Food

The Slow Food Movement was brought to the agenda in 1986 by Italian Gourmet Carlo Petrini as a reaction to the opening of McDonald's restaurant in Piazza Spagna in the Langhe region of the Italian province of Cueno in Rome. A group of cultural activists prepared the slow food manifesto, which is now internationally recognized. Slow food manifesto tries to determine the negative effects of fast life on our lives. The purpose of slow food is to bring an alternative to mass produced and globalized products (Sağır, 2017: 52). Founded in 1989 to prevent the loss of local food cultures and traditions, slow food is a global-based organization. The movement, which is officially present in 160 countries around the world, has 100,000 members and millions of supporters (Amo, 2023: 645).

Slow food; It is an opposition movement focused on the loss of values related to healthy food, the pleasure of eating, hospitality and the distinctive characteristics of the local area related to the sense of place (Mayer and Knox, 2006: 322). In another definition, slow food; It is explained as a movement that foresees that globalization is not a threat to the local, but an opportunity to greatly develop the culture of excellence (Başarangil and Tokatlı, 2018: 4). The slow food movement, which advocates regional traditions, good food, gastronomic pleasure and a slow quality of life (Ünal and Zavalsız, 2016: 889), encourages the production of locally grown products without haste, in accordance with their taste and tradition. In this context, the movement supports the promotion of local food and beverages, the use of local seeds and the income generation of local people (Avcıkurt and Özgürel, 2018: 573).Many trends have come to the fore in line with the impact of the slow food movement. The word slow; We come across concepts such as slow upbringing, slow science, slow city, slow travel, slow tourism, slow fashion. In its simplest form, the concept of slow is defined as the opposite of commercialization and industrialization. Because, as a result of industrialization and commercialization, a perception that everything should be short and fast has come to the fore (Fabio, 2003). For example; Thanks to the microwave oven, setting the cooking time of a meal to not exceed three minutes, fast food food chains serving a hamburger in approximately 55 seconds, and a news broadcast on television and radio not exceeding 90 seconds have become popular today. As a reaction to this situation, the slow philosophy was put forward.

The slow food movement, which aims to preserve the traditional method of food preparation, also supports local cuisine and farming. The slow food association encourages the production of quality and healthy foods and supports environmentally friendly agricultural practices (Charzan, 2004). In addition, the slow food movement aims to preserve and maintain locality and works actively to ensure that fair trade exists in society. Today, more than 1600 local communities around the world have adopted the slow food philosophy and promote healthy and sustainable food by carrying out events and activities in line with this philosophy. Within the scope of slow food, information is given to local producers and conferences and trainings are organized (Enes and Yavuz, 2023: 541).

Born from the slow philosophy, slow food is also directly related to slow tourism, which is a type of tourism. The slow philosophy, which has become widespread internationally, is reflected in tourism with the concept of slow tourism (Tamer, 2021: 8). The type of tourism in which environmental concerns are taken into account within the framework of sustainability is called slow tourism (Oh et al., 2016). Slow tourism, which is called a concept that meets the understanding of living at the "right speed and right quality" in all actions to be taken in the change of tourist behavior towards the realization of these needs and goals, is a form of tourism that contributes to people, life and nature (Bilgen et al., 2023). Slow tourism, which is an activity carried out for a purpose, is an archaeological trip, an activity for adventure seekers and a series of activities carried out for gastro tourists. Slow tourism, which is a type of responsible tourism, also aims to establish the cultural bond between social infrastructure and superstructure in cities (Calzati and de Salvo, 2017). There is a relationship between slow tourism, which aims to get

people to know the countryside and establish a direct bond with local people, instead of large complex hotels, shopping malls and entertainment centers, and the slow food movement, which advocates local food products (Bilgen et al., 2023: 29). As a result of this relationship, the promotion of local products will become more important on a national and international basis.

The slow food movement is not only important in terms of food production and consumption. At the same time, it aims to preserve local culture despite the standardization that occurs as a result of globalization and the spread of a supranational social culture. Because slow food advocates a supranational social culture. The slow food movement has accepted the snail as a symbol of unity because it is a creature that moves slowly while achieving its goals and leaves its mark wherever it goes (Bacakoğlu, 2019: 36). Slow food, a phenomenon that revitalizes trade by establishing cultural and social ties, aims to build a bridge between producers and consumers. Those who participate in this movement do not only want to be consumers, but also want to know food, production and people, and learn under what conditions food is grown and how it is processed and distributed (Başar and Türkmendağ, 2020). Within the framework of the slow food movement, markets and fairs are organized to strengthen the bond between producers and consumers. Slow food events can be activities that have a worldwide impact, as well as small-scale meeting activities that concern local communities (Kağnıcıoğlu, 2020: 23).

The development of the slow food movement has accelerated with the social acceptance and development of gastronomy as an understanding. While the number of slow food network member communities has increased in many regions of the world, slow food communities have also increased in various regions of our country. Today, there are a total of 24 Conviviums (Communities) in Turkey. Every slow food member is a member of the community closest to him/her. In this context, it is important not to ignore the relationship of the slow food movement with the understanding of gastronomy.

Gastronomy

Gastronomy is not only food tasting but also a concept that establishes cultural ties between societies. Gastronomy tourism, on the other hand, is where tourists visiting a region that focuses on inter-communal cultural ties are not only interested in tasting food; It is a concept that draws attention to the involvement of food in the cooking process and the possibility of socio-cultural interaction with the local people. Gastronomy, which includes a healthy, clean and local food culture, has many similarities with slow food (Kokkranikal and Carabelli, 2024). One of these points is sustainability. Sustainability, which is effective in the concepts of slow food and gastronomy, is important for two understandings. One of the main conditions for ensuring sustainability is to support the local (Aliyeva, 2020).

Aliyeva (2020) introduced her Master's thesis titled The Relationship of the Slow Food Movement with the Sustainability of Gastronomy Tourism to the literature. In this study, a connection is established between slow food and gastronomy and it is stated that the earth market established in Foça both provides economic income to the local people within the scope of slow food and accelerates entrepreneurship in the region. There are earth markets in only four cities in Turkey. These markets are established in Foça, Şile, Tarsus and Kastamonu. Thanks to global markets, local people earn economic income by offering their products to consumers first hand. At the same time, natural and traditional products are evaluated by tourists visiting the region. In terms of employment, global markets provide employment opportunities for both women and low-income people. Communities to be established for slow food, which attaches importance to local values, are important for the spread and recognition of the movement. Demirbaş (2023) introduced his Master's thesis titled Slow Food Movement and Its Effects on the Gastronomy Sector to the literature. The study focused on the relationship between slow food and gastronomy and emphasized that the slow food movement could be carried out thanks to the concepts of cittaslow (Slow city) and Ark of Taste (Noah's Warehouse). He also provided comprehensive information about the slow food organization. In his study examining Batman culinary culture, Aksoy (2021) concluded that the literature about Batman's local cuisine was ignored and emphasized that these

foods should be recorded. At the same time, it was found that local people consume these foods, but there are difficulties in terms of recognition and marketing. If this situation is improved with future studies, the region will become more known in both gastronomy and slow food.

Ark of Taste and Earth Markets

According to Tamer (2023), some projects have been developed to make the slow food movement sustainable. Some of these projects are Terra Madre Foundation, Slow Food Youth Network, Ark of Taste and the University of Gastronomic Sciences. Local branches are established in line with the projects carried out within the scope of the slow food organization. These local formations are called Convivium in Latin. Conviviums aim to spread the slow food philosophy by working independently. 1500 Conviviums around the world hold more than 6000 events annually. There are 24 local conviviums in Turkey, six of which are in Istanbul, Ankara, Aydın, Balıkesir, Batman, Çanakkale, Gaziantep, Gökçeada, İzmir, Kastamonu, Kırklareli, Muğla, Rize and Şanlıurfa. Products were introduced as a result of projects carried out by convivium communities. In this study, the Ark of Taste project was focused on. According to Atabey (2023), in order to register for the Ark of Taste project, products must have certain features. If we talk about these features; The products must comply with quality standards, the raw material products of a certain region must be processed with traditional techniques, the products must have local historical and cultural values, the products must be produced on a limited basis by small producers, and the product must be in danger of extinction. Products within this scope are promoted in various markets and festivals. Important findings were recorded in the study conducted by Tamer and Alaeddinoğlu (2022) specifically for women entrepreneurs in Seferihisar. In this study, in-depth interviews were conducted with female entrepreneurs in the Sığacık market and the Ata bread and Armola festival held within the scope of slow food. At this point, it has been concluded how necessary slow food will be for a region. The women who serve in the market and at the festival are very happy and can sell their products without any intermediaries and also contribute economically to their families. Women say that Seferihisar emerged from a patriarchal social order and emphasize the importance of slow food and cittaslow in making women more active. Slow food and Cittaslow movement also support the sustainable tourism movement.

Demir (2021) introduced the study titled Slow Food Germiyan Example as a Sustainable Tourism Movement to the literature. The study emphasized that the slow food movement should be considered as a sustainable tourism movement and the importance of the projects within this movement. The slow food movement also develops various projects within itself. One of the most important of these projects is the Ark of Taste Project. With this project, endangered animal species, grains and food varieties are protected. Taste training is also provided within the scope of this project. According to the Slow Food Foundation for Biodiversity (2024), there are 111 products from Turkey within the scope of Ark of Taste. In order to be included in this project, the products must belong only to that region, their generations must be in danger and their sustainability must be ensured. Different products from various regions of our country are included in this project. For example; Boğatepe Gravy, Izmir Boyozu, Kars Goose, Kastamonu Pastrami and Turnip Juice are among these products. Earth Markets are also held within the scope of slow food. There are currently four Earth Markets in our country. These markets are in Şile, Gökçeada and Foça. Germiyan Village of İzmir Çeşme is Turkey's first and only slow food village. Local people accepted the slow food movement by voting. Germiyan, which has its own unique local flavors and the awareness of passing these flavors on to future generations, is both a member of the slow food community and a slow food village as a settlement.

Slow Food Movement in Batman

Batman is a destination with slow food potential with its Sason strawberries, Gercüş Mezrone grapes, Havdel and Piçik local foods. Although there are currently slow food initiatives in Batman, it is not possible to say that there is a structure that produces effective and efficient results. The slow food community, which was established in Batman in 2015, cannot provide the use of local

products and items within the scope of slow food with its current structure. In addition, the current structure does not provide the necessary support for the creation of the Earth market in Batman. The fact that Batman is abundant in terms of vegetables and fruits and that it has products such as fruit pulp made from grapes and mulberries brings up the potential of establishing an Earth Market in the city.

At the Earth Market to be established in Batman, both local fruits and products produced from these fruits will be offered for sale. The fact that there is already a slow food community in Batman makes it easier to establish the Earth market within the community. As a matter of fact, Akyüz (2003) talked about the importance of women's entrepreneurship and socio-cultural values in his study on the Tarsus Earth Market. The products at the Earth market in Tarsus are healthy, handmade, natural and additive-free. At the same time, the tools and equipment used for packaging are made of environmentally friendly and degradable paper. Not only food but also other local products are exhibited in the market. From a sociological perspective, women bear the burden of the market. Therefore, establishing a market where local products are available also increases women's employment. It is likely that a similar application will be made for Batman. In this way, it will be possible to increase the promotion of Batman's local products and create a business area for women.

Other steps necessary for Batman to be fully considered within the scope of slow food, namely participating in the Ark of Taste and opening the Earth Market, have not been carried out yet. In the literature review, it was concluded that local products specific to Batman have a high slow food potential, but the promotion and marketing of the products should be done systematically. In 2015, Hasankeyf Slow Food Convivium was established in Hasankeyf district of Batman. Establishing local communities in slow food is the first important step; However, when the other two steps are completed, we can talk about a real slow food movement in Batman. The fact that the first step has been taken is an indication that the other two steps will be taken in the short or medium term. It is thought that it has the potential to include local products of the region within the scope of the Ark of Taste Project and to establish an Earth market in the region, in line with the work of the community established in Batman (Tourismexclusive, 2024).

METHOD

The second data collection technique was used in this research, which aims to evaluate Batman's slow food potential. This is a technical compilation method. The most frequently used method in this method is literature review. In the current study, studies on slow food were examined in Google Scholar and Yök Tez databases between 10-17 November 2023, and information was collected about Ark of Taste and earth markets by examining the projects carried out within the scope of slow food. In this regard, Batman's slow food potential was brought to light and an attempt was made to explain which products could be included in the 'Ark of Taste'.

FINDINGS and DISCUSSION

Within the scope of the literature study, it was understood that there are some products in Batman that can be included in the scope of the Ark of Taste Project. In this sense, the strawberry (Sason Strawberry) specific to Batman's Sason district is noteworthy. This feature of Sason strawberry was also emphasized in Aksoy's (2023) article. Aksoy stated that the Sason climate is suitable for strawberry cultivation and pointed out that rural development was achieved in the region thanks to strawberries. At the same time, strawberry's unique flavor strengthens its potential as an Ark of Taste product. However, Sason strawberry is registered as a geographical product. The Ministry of Agriculture and Forestry states that this strawberry provides an annual income of 40 million liras to the Sason economy (Batman Provincial Directorate of Agriculture and Forestry, 2024).

In addition to Sason strawberries, another prominent and local fruit of Batman is the Gercüş Mezrone grape. This grape is harvested in autumn. Mezrone grape, which leaves a pleasant taste in the mouth with its thin skin and intense aroma, is one of the grapes with the highest sugar content in the world. This grape, which is generally used in making molasses, is also used in making fruit pulp, vinegar, grape juice and walnut sausage. It is highly likely that this fruit, which has an important place in the field of rural development, will be included in the Ark of Taste product (Gercüş District Governorate, 2024).

In addition, mumbar, stuffed meatballs, curtain pilaf and leben soup with yoghurt are made by the people of Batman in a style specific to the region and differ from the flavors in other regions. The reason for this situation is the use of local meat, yoghurt and spices (Hürriyet, 2024). Local desserts unique to Batman are Bayram dessert and Havdel, which are made especially during holidays. Features that make them unique to the region: The holiday dessert is made with local walnuts and butter. Havdel dessert is a cinnamon dessert made from Mezrone grapes unique to Batman (Süper Haber, 2024). These dishes are also experienced by tourists visiting the region. If these local foods are promoted, it is quite possible that they will be included in the Ark of Taste.

CONCLUSION and RECOMMENDATIONS

The aim of the research is to put forward a perspective on 'Ark of Taste', one of the slow food projects, for the acceptance of Batman's local products. Within the scope of this study, which addresses the potential of Batman, who joined the slow food community in 2015, to participate in the Ark of Taste Project and take steps to establish a global market, it is revealed that Batman has products that can be registered within the scope of the Ark of Taste (Noah's Warehouse) project and that these products It was concluded that it has the potential to be sold in the global market. At the same time, it was found that local people consume these foods, but there are difficulties in terms of recognition and marketing. In this regard, since it is observed that the people of Batman prefer slow food instead of fast food, it is highly likely that the people will purchase products from the earth market when it opens. This indicates that, as in other slow food examples, this situation will increase entrepreneurship in Batman and women will also get a share of this entrepreneurship. For this purpose, it is recommended that the slow food community encourage the public to preserve local foods and receive taste education, to convince them that fast food products are harmful, and to spread awareness activities so that they can consume organic and healthy local foods while chatting at the tables set up. Studies should be increased and intensified to register local strawberries and grapes within the scope of Slow Food. Within the scope of these studies, cooperation with Batman University and local governments and the studies that will arise from this cooperation will facilitate the registration of the products in question within the scope of slow food and the subsequent establishment of a global market.

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YUNAN MİTOLOJİSİNDE GASTRONOMİK MİTLER (ANTİK YUNAN'DA GASTRONOMİK MİTLER)

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GİRİŞ

Gastronomi ve mitoloji, her iki alanın da kültürel mirasın önemli parçalarını oluşturduğu ve insanlık tarihine derin izler bıraktığı disiplinlerdir. Bu çalışmanın yapılmasındaki amaç, mitolojik öykülerde geçen beslenme ritüelleri ve gastronomik öğelerin, modern gastronomi turizmi ile nasıl birleştirilebileceğini incelemek ve bu iki zengin kültürel miras unsurunu bir araya getirerek hem mutfak kültürünün derinlemesine anlaşılmasını sağlamak hem de gastronomi turizmine yeni bir boyut kazandırmaktır.

Mitolojik hikâyeler, sadece kültürel ve toplumsal yapıyı şekillendirmekle kalmayıp, aynı zamanda gastronomi dünyasına da ilham vermiştir. Geleneksel yöntemlerin kökenlerini mitolojiye dayandırarak belirlemek, yiyecek ve içeceklerdeki mitolojik unsurları gözler önüne sermeye yardımcı olmaktadır. Tabakta sunulan yöresel bir yemeğin veya yöresel bir içeceğin tanıtımını mitolojik efsanelerden katkı yaparak zenginleştirmek, bu efsanelerin tarihsel ve kültürel zenginliğini günümüze taşımada önemli bir rol oynayabilmektedir (Albustanoğlu, 2021: 19-20) Mitolojik figürlerin yiyecekler ve içecekler üzerinden betimlenmesi, tüketicilere benzersiz bir deneyim sunarak gastronomi turizmine katkı sağlayabileceği düşünülmektedir.

Günümüzde tüketicilerin ihtiyaçları çeşitlenirken, gastronomi turizmine olan talep de hızla artmaktadır. Gastronomi turizmi, bir destinasyona rekabet avantajı kazandırmakla kalmayıp, bölgesel kimliğin güçlenmesine, yerel kültürün sürdürülebilirliğine ve ekonomik kalkınmaya da önemli katkılarda bulunmaktadır (Çalışkan, 2013: 40). Turizm sektörü için stratejik bir öneme sahip olan gastronomi turizmi, çeşitli paydaşları bir araya getiren ve destinasyonları benzersiz kılan önemli bir unsurdur.

Binlerce çeşit yöresel yiyecek ve içecek ile Türkiye, gastronomi turizminde lider olabilecek nitelikte lezzetlere sahip bir ülkedir (Durlu-Özkaya ve Can, 2012: 31). Bu zenginlik, mitolojinin gastronomi rehberliği üzerinde uzmanlaşmanın önemini vurgulamak için özel bir fırsattır. Türk gastronomisinin turistlere tanıtılması için uzman rehberlere ihtiyaç duyulmaktadır (Başoda, Aylan, Kılıçhan ve Acar, 2018: 1810). Gastronomi alanında uzman rehberler, yerel mutfak kültürünün zenginliğini ve çeşitliliğini turistlere aktararak, gastronomi turizminin gelişmesine katkı sağlamaktadırlar. Bu sayede, Türkiye'nin farklı bölgelerindeki yemek kültürü ve gelenekleri hakkında derinlemesine bir anlayış kazanılırken, yerel ekonomiye ve kültürel mirasa da destek verilmiş olmaktadır. İşte bu noktada bu çalışma ile gastronomi rehberliğinde uzmanlaşmak isteyen rehberlere farklı bir bakış açısı kazandırılması hedeflenmektedir. Buradan hareketle bu çalışmanın amacı, yunan mitolojisinde yer alan gastronomik mitlerin doküman analizinin yapılarak ulaşılabilecek kaynakların belirlenmesidir.

LİTERATÜR

Mitoloji terimi, Yunanca kökenli olup tam karşılığı "efsane anlatmak"tır. Yunanca'da "mythos" sözcüğü aslında "konuşma, söylev" anlamına gelirken, zaman içinde "efsane, öykü" olarak anlam genişlemesi yapmıştır. "Logos" ise Yunanca'da "akıl, söz, yasa" gibi anlamları içeren bir terimdir. Mitoloji terimi bu iki Yunanca sözcüğün birleşiminden oluşmuştur ve genel olarak bir toplumun veya milletin yaşamı, doğası, tarihi ve gelenekleri ile ilgili sözlü olarak aktarılan olağanüstü olayları ve efsaneleri ifade eder (Öztürk, 2009: 5). Bu efsaneler, genellikle bir kültürün değer yargılarına, dini tecrübelerine ve ahlaki derslerine ait kavramları içinde barındırmaktadır. Mitoloji aynı zamanda "efsane bilimi" olarak da adlandırılabilmektedir (Kosovalı, 2021: 14). Her kültürün kendine özgü mitleri bulunur ve bu mitler, o kültürün kimliğini, dünya görüşünü, tarihini ve sosyal yapısını anlamak için önemli bir kaynak teşkil etmektedirler (Wilkinson, 2017: 9).

Gastronomi ve mitoloji arasındaki ilişki, geçmişten günümüze beslenme ritüellerinin ve yemek kültürünün evriminde önemli bir rol oynamaktadır. Mitoloji, antik ve modern kaynaklarda yer alan beslenme öğeleri ve ritüelleriyle ilgili bilgileri aktaran önemli bir kaynaktır. Bu bilgilerin anlaşılması ve ortaya çıkarılması, mutfak kültürü ile inanç ilişkisini anlamlandırmak ve günümüze yansıyan mutfak alışkanlıklarını değerlendirmek açısından büyük önem taşımaktadır (Çavuş ve Ertaş, 2022: 527).

Mitolojide yer alan gastronomik unsurların incelenmesi, bu unsurların tarihsel ve kültürel bağlamlarının anlaşılması için zengin bir kaynak sunmaktadır. Örneğin, Yunan mitolojisindeki tanrıların ve kahramanların hangi besinlerle ilişkilendirildiği, tanrıça Demeter'in tahıl tarımıyla, Zeus'un zeytin ağacıyla ve Dionysos'un şarapla olan ilişkisi gibi örnekler incelenecektir. Demeter ve Eleusis öğretisi aracılığıyla tahılın insan hayatındaki yeri vurgulanıyor, Dionysios'un insanlara bağcılığı ve şarap yapımını öğrettiği aktarılıyor (Güvenoğlu, : 81).Bu mitolojik öyküler, o dönemdeki beslenme alışkanlıkları ve tarım uygulamaları hakkında da ipuçları vermektedir.

YÖNTEM

Bu araştırma yöntemi, yunan mitolojisinde yer alan gastronomik öğeleri derlemeyi hedeflemektedir. Çalışmada öncelikle alanyazın taraması yapılacaktır. Yunan mitolojisi ile ilgili kitaplar, makaleler, sözlükler, ansiklopediler, tezler gibi çeşitli akademik kaynaklar taranacaktır. Bu kaynaklar aracılığıyla mitolojik hikâyeler, tanrılar, kahramanlar ve günlük yaşamla ilişkilendirilen gastronomik öğeler belirlenecektir. Belirlenen kaynaklar içerik analizi yöntemiyle incelenecektir. Bu analiz, mitolojik metinlerde geçen yemekler, içecekler, besinler ve bunların mitolojik anlamları üzerine odaklanacaktır. Her bir mitolojik öğe, hangi mitolojik hikâyelerle ilişkilendirilmiş olduğu ve kültürel olarak nasıl önem taşıdığı konusunda bir değerlendirme yapılacaktır. Yunan mitolojisinde yer alan tüm gastronomik öğeler derlenecek ve listelenecektir.

Bu çalışmada, doküman analizi yöntemi kullanılarak nitel araştırma yapılacaktır. Bu yöntemin kullanılmasında mitoloji ve gastronomi arasındaki benzersiz ilişkileri ortaya çıkarılması, kültürel mirasın beslenme alışkanlıkları ve gıda kültürleri üzerindeki etkilerininin anlaşılmasına yardımcı olmak amaçlanmaktadır. Dokümanlar, nitel araştırmalarda veri toplamak için temel kaynaklar olarak kabul edilmektedir. Geray (2006) dokümanları niteliklerine ve bulundukları ortama göre sınıflandırmıştır. Dokümanların niteliklerine göre sınıflandırması şu şekildedir: (1) Yazı temelli olanlar: Metinler, kitaplar, ansiklopediler, raporlar, sözlükler, dergiler, günlükler gibi yazılı belgeler. (2) Görüntü temelli olanlar: Fotoğraflar, afişler, haritalar gibi görsel dokümanlar. (3) Ses temelli olanlar: Ses kayıtları, müzik yayınları, radyo programları gibi ses içerikli belgeler. (4) Görsel-ışitsel temelli olanlar: Belgeseller, TV programları, videolar, sinema filmleri gibi görsel ve işitsel içerikli belgeler. Dokümanların bulundukları ortama göre sınıflandırması ise şu şekildedir: (1) Yazılı olanlar: Kitaplar, raporlar, dergiler gibi basılı belgeler. (2) Filmsel olanlar: Fotoğraflar gibi film formatında bulunan görseller. (3) Bilgisayar üzerinde olanlar: Veri tabanları, dijital arşivler gibi elektronik ortamda bulunan belgeler. (4) Taşınabilir manyetik olanlar: CD, flash bellek gibi taşınabilir manyetik ortamlarda bulunan dijital belgeler (Kıral, 2020; Çavuş ve Ertaş, 2022).

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu araştırma, Yunan mitolojisinde yer alan gastronomik öğeleri belirlemeyi hedeflemektedir. Yunan mitolojisi, zengin hikâyeleri ve sembollerle dolu bir kültürel mirastır. Bu bağlamda, örneğin Zeus'un ağaçtan dal koparıp göğsüne yerleştirdiği zeytin ağacı miti gibi, bu mitolojik öykülerin zeytin ve zeytinyağı gibi günlük kullanımdaki gastronomik ürünlerle nasıl ilişkilendirilebileceği araştırılacaktır. Bu ilişkilerin anlaşılması, bu ürünlerin tarihini ve kültürel önemini derinlemesine inceleme fırsatı sunacaktır.

Araştırmanın bir diğer önemli hedefi, belirlenen mitolojik öykülerin gastronomik ürünlerin pazarlanmasında nasıl etkili bir şekilde kullanılabileceğini ortaya koymaktır. Restoranlar veya gıda şirketleri, bu mitolojik hikayeleri ürünlerinin marka kimliği veya menü sunumlarıyla entegre ederek müşterilere daha derin bir deneyim sunabilirler. Örneğin, bir restoran, menüsünde yer alan zeytinyağı tabanlı yemekleri Zeus'un zeytin ağacı hikâyesiyle ilişkilendirerek misafirlerine bu efsanevi bağlamı anlatabilir ve böylece ürünlerinin öyküsünü paylaşarak talep oluşturabilir.

Ancak, bu çalışma dünya mitolojileri içinde sadece Yunan mitolojisini merkeze almaktadır. Diğer kültürlerin mitolojik öyküleri ve gastronomik unsurları da benzer bir şekilde incelenerek geniş bir karşılaştırmalı perspektif sunmak daha kapsamlı bir anlayış sağlayabilir. Bununla birlikte, araştırmanın sınırlılıkları da göz önünde bulundurulmalıdır; örneğin, Yunan mitolojisinin zaman zaman farklı yorumlarının ve varyasyonlarının bulunması, çalışmanın genel geçerliliğini etkileyebilir.

Sonuç olarak, bu araştırma, mitoloji ve gastronomi arasındaki benzersiz bağlantıları ortaya çıkararak yeni çalışmaların yolunu açmayı amaçlamaktadır. Bu çalışma, sadece akademik alanda değil, aynı zamanda ticari ve kültürel açıdan da önemli katkılar sağlayarak, bu alanlarda ileriye yönelik daha fazla araştırmanın yapılmasına da teşvik edebilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Gastronomi ve mitoloji konularında yapılan araştırmaların sınırlı olması, genellikle yapılan çalışmalarda yalnızca tek bir gastronomik ürünün incelenmesi ve konuyla ilgili derinlemesine ve kapsamlı bir çalışmanın eksikliği, bu alanda yeni bir araştırma yapma gerekliliğini ortaya koymaktadır. Bu çalışma, literatürdeki boşluğu doldurarak gastronomi ve mitoloji arasındaki ilişkinin daha iyi anlaşılmasına ve bu alanda yapılacak diğer çalışmalara katkı sağlanmasına yardımcı olabilecektir.

Gastronomi, bir kültürün yemek pişirme sanatı ve yemek kültürüdür; mitoloji ise efsaneler, tanrılar, kahramanlar ve doğaüstü olaylarla ilgili hikayelerden oluşan bir derlemedir. Bu iki alanın birleşimi, bir kültürün yemek kültürünün nasıl mitolojik inançlar ve hikayelerle şekillendiğini anlamamıza yardımcı olabilir. Örneğin, Yunan mitolojisindeki tanrıların ve kahramanların yediği yemekler veya onlara adanmış ritüeller, o dönemin günlük yaşamında nasıl yansımalar yaratmış olabilir?

Araştırmanın bir diğer önemli yönü, bu ilişkinin sadece geçmiş kültürlere ait olmayabileceği gerçeğidir. Günümüzde bile, bazı geleneksel yemeklerin kökenleri ve bu yemeklerle ilişkilendirilen mitolojik öyküler hala izlenebilir durumdadır.

Sonuç olarak, bu çalışma gastronomi ve mitoloji arasındaki derin bağlantıları keşfetmeyi ve bu alanda daha fazla çalışma yapılmasını teşvik etmeyi amaçlamaktadır. Bu sayede, yalnızca kültürel mirasımızı ve geleneklerimizi daha iyi anlamakla kalmayacak, aynı zamanda yemek kültürümüzün evriminin ve şekillenmesinin de daha iyi anlaşılması sağlanacaktır.

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THE DIFFERINCES IN PERCEPTION OF MEAT AND CONSUMPTION AS A PATRIARCHAL SYMBOL AMONG GENDERS: THE CASE OF İZMİR

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1.INTRODUCTION:

In the historical process extending from hunter-gatherer groups to early civilizations, the political, economic, and religious frameworks of early societies were shaped around food production and distribution systems. While generous feasts were used to secure influence and status, food also played a role as a currency or in defining power dynamics. Before the emergence of currency, food was a symbol of wealth, and controlling access to food meant controlling authority (Standage, 2012).

As these phenomena took shape, with increasing population, people began to hunt in search of new food sources, and foods themselves fell into a hierarchical classification similar to that of people. As Adams (2017) stated, dietary habits reveal class distinctions and also reflect patriarchal differences. Meat, a rich source of calories, protein, vitamins, and minerals (Allen, 2021), is a symbol of the unseen but always present (patriarchal dominance over animals). Hunting, being universally considered a "male activity," has culturally shaped adaptations in this regard and has significantly consolidated its position despite only meeting a modest portion of food sources (Berson, 2019).

Hunting is an option that is easier for someone living in the savanna (Allen, 2021) but more dangerous, risky, and strength-demanding compared to foraging. The magnitude of the cost gives a status to those who perform it while also conferring prestige to the acquired food. The taste and nutritional value of meat have allowed it to surpass agricultural products and be perceived as a

"more valuable" food. Berson (2019) argues that the data entered into ethnographic atlases are of low quality because they are based on limited observations conducted in a few regions by individuals with minimal access to local languages. Additionally, since they were compiled by male ethnographers, hunting has been interpreted as a male activity, and thus meat has been associated with masculinity. The validity of these findings, which elevate the "hunter male" as the focal point of familial dynamics and aim to establish superiority over women, is now being questioned. Contrary to what is thought, foraging and hunting are not interchangeable actions but rather two independent activities. Rather than embarking on a failed hunting expedition, the food obtained through foraging is often more nutritious; since animals may not always be brought back from each hunt, or only small animals may be hunted (Zihlman, 1978). Therefore, it is more appropriate to say that the main food source is the products collected by women rather than meat (Nahya, 2019).

In this regard, the research problem is to determine how meat is expressed as a patriarchal symbol and to identify the differences in consumption perception between genders, examining this relationship based on sociological theories. The aim is to reveal a measure of the perceived masculinity of meat and to explore the relationship between meat consumption and masculinity and femininity. The views of athletes, considered the most frequent consumers of meat, are evaluated on this topic. From a feminist perspective, the position of meat in the context of gender is determined at a perceptual level.

LITERATURE

Meat has greater income elasticity compared to other food types. It is often considered a food consumed by individuals with higher prestige and wealth (Berson, 2019; Kheel, 2004). Thus, in the hierarchy of food perception, red meat is at the top, representing power, followed by “bloodless” animal meats like chicken and fish, and at a lower level, dairy products like cheese and milk. Blood plays a significant role in this context. Besides being a vital fluid, it has long been believed to be a medium that carries the unique essence or sometimes negative traits of the consumed animal to the individual. Consuming it is thought to nourish one's inner wild nature and endow various characteristics. From this perspective, the blood present in meat is associated with masculinity, strength, aggression, and power (Twigg, 1979). Lévi-Strauss (1977; 2012) has stated that the method of cooking meat also creates class and patriarchal distinctions. Focusing on boiling and frying methods, he noted that boiling preserves both the meat and its juice entirely and is thus related to economy, village life, and femininity. On the other hand, frying causes destruction and waste, and is thus associated with aristocracy and masculinity.

The refusal of men to eat meat can lead to their being perceived as weak, ineffective, delicate, or even homosexual. Many men use external factors (such as being offered meatless sandwiches by their wives or experiencing gastrointestinal discomfort from meat products) as excuses for not eating meat, trying to avoid feeling marginalized or worthless by shifting the blame onto someone else or another situation (Sobal, 2005). Pohlmann (2014) noted in his study that men

increase their meat consumption to reduce anxiety levels when their masculinity status is threatened.

Men who consume foods that represent activity and strength are expected to exhibit similar traits, while women who consume foods that evoke passivity, inactivity, and weakness are expected to display corresponding characteristics (Kanık, 2018). Given the assumption that meat is more closely associated with masculine traits, it is seen that men perceive meat as embodying more masculine traits compared to women. The literature indicates that socioeconomic status plays an important role in shaping this perception. The perception of meat as a symbol of masculinity carries greater importance or visibility in working-class demographics (Lax & Mertig, 2020).

While there is no clear study identifying the origins of the perception that eating meat supports masculinity, Guiterrez (2019) has grouped the proposed hypotheses under the following headings:

1- Meat Providers are Men: Traditions stemming from our hunter-gatherer origins have left these provisioning activities to men. Men who can hunt a wild animal and return safely, even if they bring less food than women, are considered good hunters. The presence of meat in societies is perceived as a demonstration of male power.

2- Eating Meat is Risky: In sociology, masculinity and risk are closely related concepts. Commonly accepted risks include avoiding medical or psychological help and participating in dangerous activities to prove masculinity. Therefore, choosing a diet rich in red meat, which poses potential health problems, is seen as a "more masculine" choice compared to consuming poultry or seafood.

3- Meat Consumption as a Symbol of White-Male Supremacy: In the early 19th century, red meat was considered a luxurious food suitable only for male and white aristocrats. It is observed that the British justified their conquest of India by promoting the consumption of red meat by their own soldiers, unlike the Indian soldiers.

METHOD

The study examines the relationship between meat consumption and masculinity, which is just one of the patriarchal norms observed in many cultures. The phenomenon of associating masculinity with meat consumption was explored through the perceptions of male and female participants with a sports background in İzmir. Since the focus is on personal perceptions, a qualitative method was adopted, and the fieldwork was conducted using a phenomenological design. Data were collected through semi-structured interviews based on questions developed from literature. The interview questions were created using Eck (2021)'s study on dietary preferences of female athletes in various sports and Lax & Mertig (2020)'s "Attitudes Toward Food in the U.S." survey, as well as the Masculinity of Meat (MoM Scale). During the interviews, questions were asked about the extent to which red meat was included in their diets, how much and why they incorporated animal products, their understanding of plant-based diets, and how masculine or feminine these perceptions were compared between genders. A total of 16 questions were asked in the interviews, which lasted an average of 35 minutes. Prior to the interviews, participants were asked for permission to record the conversations.

The participant group in the study consisted of men and women with various economic, social and demographic backgrounds who are interested in sports and reside in İzmir. The selection of participants was guided by the literature. Previous studies have measured perceptions of meat consumption solely among men and suggested that sports associated with masculinity have a greater impact on consumption (Çarpar, 2020; van der Horst, Sällylä, & Michielsen, 2023). Participants were selected using a convenience sampling method, with researchers approaching sports facilities near their residences and directly contacting volunteer participants. The interviews

were conducted face-to-face. The interviews were concluded when the responses began to show similarity. Subsequently, the audio recordings were transcribed and analyzed as needed.

IMPACT AND LIMITATIONS OF THE STUDY

Meat and meat consumption, influenced by the hegemonic masculinity resulting from patriarchal codes, have transcended being merely a food or a source of nutrition to become a symbol of "masculinity" and masculinity-enhancing. In a study examining six issues of Men's Health magazine, it was found that meat—particularly red meat—is associated with positive aspects of masculinity. Being a meat-eater was shown to be one of the fundamental behaviors of the "ideal man" and was believed to increase muscle strength (Stibbe, 2004). Within the framework of patriarchal culture, it is more likely for women and second-class citizens to consume foods considered inferior. It is thought to be more "appropriate" for them to consume vegetables, fruits, and grains rather than meat (Adams, 2017). Contrary to this, the legionaries of the Roman Empire, one of the most famous armies in history, were named "horderaii" or barley-eaters by historian Plinius, due to their diet being 78% carbohydrates, primarily from barley and wheat. This community, consisting of some of the best male warriors, was thus concluded to be vegetarian (Cited in: Longo et al., 2008). The study examines the reasons behind the strong association of meat with masculinity in the context of gender and evaluates the perspectives of athletes (both male and female), who are considered the group that consumes the most meat. It is thought to provide a different perspective from studies generally conducted with male participants in the literature. In this context, the experiences of the interviewed participants are unique to them, and it is not possible to generalize for all men or all women. The limited number of participants reached through convenience sampling represents only a niche and small portion of people with a sports background residing in İzmir, measuring their specific social realities.

ORIGINAL CONTRIBUTION OF THE STUDY

As a result of the literature review, numerous studies, both international (Ruby & Heine, 2011; Sobal, 2005; Sumpter, 2015; van der Horst, Sällylä, & Michielsen, 2023) and national (Burgan, 2015; Çağman, Kirazcı & Yaman, 2023; Çarpar, 2020; Eroğul, 2023; Korkmaz, 2014), were found examining the relationship between masculinity and meat consumption, both directly and indirectly. Çarpar (2020) aimed to investigate the relationship between meat, constructed as a patriarchal symbol, and masculinity through the dietary experiences of a group of men with a sports background. It was noted that there is a gap in the literature regarding the inclusion of women in this context. Consequently, to provide a new perspective on meat and masculinity, women were included in this study's population. By incorporating women's viewpoints in addition to men's, a comparison was made between masculinity and meat consumption.

Although the findings cannot be generalized, it is believed that they will raise awareness in society. In this regard, altering the perception of meat associated with power and masculinity, even to a limited extent, is thought to contribute to feminist theory.

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THE ADVENTURE OF BREAD

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INTRODUCTION

Bread is a staple food known and consumed by every person in every geography. When we question its value and importance, it is seen that it has turned into a nutrient that can be easily thrown away, seen as cheap, and used only for satiety. This study examines bread in the past, present and future.

The homeland of grain, the raw material of bread, is Anatolia. Finds of the oldest bread made in the past were dated to 8600 BC in Çatalhöyük. In Neolithic and Antiquity, bread is associated with existence and has been the only food that has played a role in the establishment, development and collapse of civilizations. This food, for which wars were fought, has left deep traces in the traditions, cultures and languages of ancient people and has survived to the present day. Cakes served at weddings, the words “ungrateful”, “company” and “lord” are all associated with bread. The importance of bread is exemplified by the fact that it is sacred, that it is included in religious rituals and offered to the gods, that salaries are paid in exchange for bread, and the bakers’ guild established with the political and economic effects of its production. Bread, which has affected every aspect of human life, is very rich in terms of variety. It is seen that the Hittites, the oldest

civilization of Anatolia, had more than 180 types of bread. With the addition of various foodstuffs to bread, this number has increased over time according to the methods of making, shape and types of use. In this study, some traditional bread types from the Hittites to Rome, from Egypt to Greece, from Central Asia to Europe were examined and exemplified with their recipes.

Today, although bread maintains its strategic importance, it is not used efficiently. Of the

21.8 million tons of wheat produced, 82% is bread wheat. 4.2% of cereal products and 3.6% of wheat products are thrown away. The current climate change problem is a sign that the famine experienced regionally in the past will be experienced globally. In this context, it is of great importance that bread is sustainable from production to consumption. The difficulty in grain production and supply as a result of a future famine will have devastating consequences. In this study, the studies on the sustainability of bread are examined.

The place of bread in the future is an issue that needs to be considered now. The most important problem in the future will be to make bread with reduced grain content and high nutritional value. For this, insects and mealworms with high protein value are considered. In addition to their high protein value, renewable insects are an alternative with their essential amino acids, fatty acids, minerals and vitamins, and their production does not harm the environment. Insects stand out in alternative flour production. In the production of innovative flour, protein-rich, vitamin-mineral added, increased fiber content, and features that will give a feeling of satiety for a long time are sought. In addition, the freeze-drying technique allows fruits and vegetables to be crisped without losing their nutritional value. When these crisped foods are used as flour in bread making, they will take their place in gastronomy in the future as nutritious, healthy, functional bread with vitamin and mineral content.

It is no longer a necessity but a necessity that this food, which provides about half of our daily energy needs, regains the value it deserves. In conclusion, based on the idea that “The future of bread lies in its past”, we need to direct our future with the lessons we will learn from history, find innovative solutions in gastronomy and prepare for new flavors. Raising the level of awareness in societies is important for the vital needs of future generations. Keeping the importance of bread in our lives up to date is the main purpose of this and similar studies.

LITERATURE

It is understood from archaeological finds and written documents that the historical progress of bread is parallel to the history of humanity. It is possible to access the bread-related interactions between civilizations in ancient times from historical records. In particular, the Hittite Civilization, which lived in Anatolia, left behind thousands of information written on clay tablets. There are many scientific studies on these tablets. The decipherment of the Hittite language used in the writings on the tablets was also thanks to the word bread. There are many types of bread mentioned on the tablets, as well as recipes. Based on the characteristics of the bread mentioned, there are studies to reach the closest bread recipe of that day. The most popular and widely consumed bread varieties consumed in the past have survived to the present day as traditional bread varieties. These types of bread are found in societies living in different geographies around the world that adhere to their traditions. There are studies examining these bread types, which are generally used by people living in rural areas.

Today, as the impacts of the climate crisis increase, efficiency and sustainability in bread production and consumption have become more important. There are many studies on this subject. In gastronomy, care is taken to ensure that the leftovers from the meals prepared are not thrown away but used in different ways. In terms of taking action, new concepts such as carbon footprint and water footprint have emerged, and carbon footprint tax has started to be collected from manufacturers in developed countries. In our country, statements have recently been made by the relevant ministries on the implementation of this practice.

Studies on the place and importance of bread in the future have gained popularity. In this regard, innovative flour production and functional bread making studies stand out. In innovative flour

production, edible insects were examined and insect species that can be used by separating their nutritional values were identified. In functional bread, lyophilization, which is a freeze- drying method, stands out. It has been reported that breads made with flour produced from freeze-dried fruits and vegetables will contribute to healthy nutrition as they are rich in bioactive substances, vitamins, minerals and dietary fibers.

METHOD

The Hittites made and named different types of bread for different reasons. The factors that will affect the diversity related to our subject are which kind of bread will be suitable for which dish in terms of taste and nutritional content. Bread varieties from the past to the present are prepared and served by considering the compatibility of the physical properties of the bread, such as crunchiness, softness, flavorful smell and taste, with the properties of the food. In addition, standard breads with nutritional values determined by nutrition and diet experts are preferred for healthy nutrition. Research and predictions about the future, especially the effects of climate change, show us that it is imperative to change the preparation and content of bread. Salmon bread, which is used with every meal, has little nutritional value and contains many chemicals to reduce production costs, should be replaced by different types of bread. For this purpose, according to the characteristics of each dish prepared, bread specific to that dish and named accordingly will be made. Bread served with a fish dish will have a sour lemon flavor. Therefore, freeze-dried bread with lemon flour will be served with the fish. Bread prepared with insect flour will be used with a protein-poor meal. Bread with added dietary fibers will be used with a dish low in fiber. In order to protect the health of communities in terms of public health and nutrition, many types of bread will be produced containing bioactive ingredients derived from the flour of freeze-dried fruits and vegetables. Nutrition and diet experts will recommend one of these varieties based on the person's eating habits. Thus, a culture of using personalized bread will develop. As this culture becomes widespread, food engineers will strive to build the kitchen type of freeze-drying machines that are currently in industrial sizes.With this machine, which will enter every restaurant and every home, even the fruit and vegetable peels that we throw away while preparing food can be dried. Sustainability and zero waste will be achieved by grinding these products into flour and using them in meals. This innovative flour will pave the way for different R&D research in gastronomy. For example, when preparing a meal, a sauce is made to flavor that meal. The flavor of the sauce will be found dry in the bread. The innovative flour soaked in the bread eaten with the meal will cause an explosion of flavor in the mouth. Thus, our carbon footprint and water footprint in sauce making will be zero.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

It is very important to benefit from the thousands of years of experience of our ancestors in order to facilitate our improvement efforts to overcome the challenges we face today and in the future. In a globalized world, the supply of the products and raw materials we need is no longer a problem thanks to the ease of logistics. However, the supply chain disrupted by the recent pandemic and the war in Ukraine has led to the questioning of the importance of regionalization as well as globalization. However, regionalization means giving up many of our eating and drinking habits. Because a food that we love to consume will no longer be accessible. In such a situation, the solution is to dry and store the foods we have access to today for later use, as our ancestors did. Developing technology provides us with great opportunities in this regard. With the lyophilization method, almost all of the water in the food is removed. Thus, when the food is packaged in an airtight package, it can be stored for an average of 20-25 years without spoiling and most importantly by preserving its nutritional values. One of the most advantageous aspects of this method is that packaged food can be stored at room temperature in any environment without the

need for cooling. Lyophilization is a relatively expensive method performed in industrial facilities. Increasing the cost of food limits the widespread use of this method. However, this situation is about to be reversed. Climate change as a result of global warming is forcing people and governments to take measures in many areas. Investments are being made in the transition to green energy to reduce the emission of greenhouse gases. However, the transition to green energy is expensive. The concept of carbon footprint has been created to provide the necessary financing for green energy. In developed countries, the carbon footprint has been calculated according to the amount of greenhouse gases emitted to the environment and a tax has started to be collected from the companies that produce. Today, this tax is levied not only on companies but also on individuals. When this tax is not sufficient for the transition to green energy, it is a fact that it can also be taken from individuals. The same is true for food. The carbon footprint and water footprint of foods have been calculated and published. It is very likely that a climate change tax will be levied on the food we eat in the future. In such a case, freeze-dried food will be cheaper than the fresh food we consume today. In addition, the carbon footprint of a food is not only due to production. A food imported from another country and transported by airplane has a higher carbon footprint. This is because the transportation vehicle used fossil fuel and released greenhouse gases into the environment. A freeze-dried food is very advantageous in terms of the carbon footprint of its import. Because the water in the food is absorbed, it will be very light in weight and very small in volume if it is in powder. From the point of view of consumers, the use of insects in bread production will not be very attractive at first glance. This is because insects cause feelings of disgust and disgust in humans. However, this is the case when an insect is seen in animal form. This will not be the case with a powdered product derived from an insect. A similar issue arises with L- Cysteine as an additive in bread. Although it was reported in the press that human hair and pig hair were used to obtain this substance cheaper, people's reaction was not as high as it was thought to be. If hair had been seen in the bread, the reactions would have been very high.

ORIGINAL VALUE OF THE RESEARCH

Studies on the past and future of bread are not new. There are many studies on bread. It is seen that these studies were conducted by selecting a certain subject within themselves. Bread cultures of civilizations that lived in the past were investigated and findings were obtained. It has been proven that bread was the most important food for them. The Hittites established a very advanced civilization and were the society that valued bread the most. However, they suddenly disappeared in history. Despite all the research, the reason for the sudden collapse of such a civilization has not been found. According to the latest theses of scientists, it is thought that they were unable to produce any grain as a result of a great famine, and therefore they were left without bread. Although the subject of this study is bread, it is valuable in changing our perspective on bread by emphasizing historical processes and the reality that the same disasters can happen again.Innovative solutions for bread production have only been the subject of scientific research. Only experimental bread production has been carried out in line with the ideas put forward. There are no solutions for the experimental breads to be accepted and started to be used in the society.

Gastronomy determines eating and drinking habits, cultures and food preparation techniques in societies around the world. This study is unique in terms of raising awareness about bread for gastronomy science. This study, in which it is stated that the revival of the lost spiritual value of bread today, the survival of bread varieties, the exit from the food-related disasters that await us in the future are innovative bread solutions, and how production limitations should be overcome, will eliminate the lack of attention given to bread in terms of examining bread in all aspects and producing solutions.

ARTIRILMIŞ GERÇEKLİK UYGULAMALARININ YİYECEK İÇECEK İŞLETMELERİNDEKİ ROLÜ: LE PETİT CHEF ÖRNEĞİ

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GİRİŞ

Günümüz işletmelerinin teknolojiye ayak uydurması önem arz etmektedir. Teknolojide yaşanan gelişmeler bireylerin istek ve ihtiyaçlarını etkilemekte ve daha deneyim odaklı bir yapıya dönüştürmektedir. Bu nedenle değişimi takip eden ve yeniliğe açık işletmeler değişen müşteri ihtiyaçlarını karşılayabilecek ürünleri, hizmetleri ve deneyimleri sunabilmektedir. Aynı zamanda teknolojideki ilerlemeler kişilerin yeme içme deneyimini de etkiler. Bu etki, yemek yemeyi karın doyurmanın ötesine taşıyarak deneyimsel bir bütün haline getirmektedir. Bu durum yiyecek ve içecek işletmelerinde önemli değişimler ve dönüşümler yaratır. Yiyecek içecek işletmeleri değişime ayak uydurmak ve değişen tüketici taleplerini karşılayabilmek için inovatif yaklaşımlar sergilemeye başlamaktadır. Bu inovatif yaklaşımların başında artırılmış gerçeklik gelmektedir. Artırılmış gerçeklik, gerçek dünyaya sanal nesnelerin eklenmesi ve bu çevrenin zenginleştirilmesi ile ilgilidir. Bu yenilikçi yaklaşım birçok restoran işletmesinde kullanılmaktadır ve en önemli örneği de dünya genelinde yaygın olarak kullanılan 3D haritalama teknolojisini kullanan projeksiyon temelli "Le Petit Chef" artırılmış gerçeklik uygulamasıdır. Bu teknolojik araçlar kişilerin deneyimlerini zenginleştirebilmekte ve unutulmaz anılar yaşanmasını mümkün kılabilmektedir. Artırılmış gerçeklik uygulamaları kullanan restoran işletmeleri rakiplerinden farklılaşabilmekte, hizmet kalitelerini artırabilmekte ve operasyonel verimliliklerinde artış sağlayabilmektedir. Aynı zamanda restoran işletmelerinin hizmet ve operasyonel faaliyetlerinde kolaylaştırıcı ve yardımcı bir rol üstlenebilmekte ve işlerin daha verimli, pratik ve etkili yürütülmesinde önemli bir araç görevi görebilmektedir. Bu yeni dünyanın deneyim ve hizmet anlayışında önemli yeri olan artırılmış gerçeklik teknolojisinin incelenmesi önem arz etmektedir. Bu nedenle bu çalışmada, "Le Petit Chef" konsepti üzerinden artırılmış gerçekliğin restoran işletmelerindeki rolünün anlaşılması amaçlanmaktadır. Ayrıca bu teknolojinin müşteri deneyimi ve hizmet işleyişindeki rolü üzerinde de durulmaktadır. Böylece sektördeki yeniliklerin ve gelişmelerin anlaşılması, müşteri deneyiminin geliştirilmesi, yönetim ve operasyonel iyileştirilmelerin gerçekleştirilmesi ve gelecekteki artırılmış gerçeklik tabanlı çözümlerin tasarlanması mümkün olabilmektedir.

LİTERATÜR

Teknolojinin ilerlemesiyle birlikte, bilgisayarlar aracılığıyla oluşturulan sanal dünyalar giderek çeşitlenmekte ve genişlemektedir. Bu bağlamda, artırılmış gerçeklik (AR) uygulamaları, gerçek dünyadaki çevrenin bilgisayar ortamında simüle edilip sanal dünyaya entegrasyonunu sağlamaktadır (Carmigniani ve Furht, 2011). AR, gerçek ve sanal dünya arasındaki nesneler üzerinden eşzamanlı etkileşimi mümkün kılan bir teknoloji olarak tanımlanmaktadır (Azuma, 1997). Araştırma ve keşif deneyimleri sunan AR uygulamaları, beş duyuya hitap ederek kullanıcılara özelleştirilmiş deneyimler sunma kapasitesine sahiptir (Stapleton ve Hughes, 2006).

Artırılmış gerçeklik simülasyonları, günümüzde restoranlar da dahil olmak üzere birçok sektörde kullanım alanı bulmaktadır. Bu simülasyonlar, konuklara yemeklerinin hazırlanış sürecini eğlenceli bir deneyim olarak sunan çeşitli uygulamaları içermektedir (Hwang vd., 2012). Yiyecek ve içecek işletmeleri, sürekli değişen ve gelişen pazarda rekabet avantajı elde edebilmek için teknolojiyi yenilikçi bir şekilde takip etmenin önemini vurgulamaktadır (Cankül vd., 2018). Müşterilerin sipariş vermesinden yiyeceklerin hazırlanıp sunulmasına kadar geçen süreçte, teknolojik yenilikler önemli bir rol oynamakta ve artırılmış gerçeklik uygulamalarıyla sunulan deneyimleri geliştirmek, zenginleştirmek ve kişiselleştirmek için güçlü bir araç sunmaktadır. Artırılmış gerçeklik ile yemek deneyimi unutulmaz bir anıya dönüştürülebilmektedir. Yönetim ve hizmet işleyişinde önemli bir yardımcı olabilmektedir. Müşteri deneyim kalitesini ve hizmet kalitesini geliştirilebilmekte ve yönetsel anlayışta kazanımlar sağlayabilmektedir.

Artırılmış gerçeklik yiyecek ve içecek işletmelerinde uygulanabilen etkili bir gerçeklik teknolojisidir. Dominos Pizza Hero AR, AREasyCooking ve ServAR gibi mobil artırılmış gerçeklik uygulamaları bulunmaktadır. Daha da önemlisi ise Le Petit Chef, White Rabbit, Ultraviolet, Moon Flower Sagaya Ginza, Inamo Soho ve Sublimotion gibi restoranlarda sürükleyici artırılmış gerçeklik deneyimleri sunulmaktadır. Yemek deneyimi başka bir evreye geçerek yemekle gösterinin, eğlencenin ve bambaşka dünyaların bir arada olduğu bütüncül bir deneyime dönüşmektedir. Böylece yemek deneyimleri daha özel ve eşsiz kılınmakta ve hatırlanabilir anılar yaratılması mümkün olabilmektedir. Birçok alanda etkisini hissettiren artırılmış gerçeklik teknolojisinin akademik açıdan da incelenmesi önemlilik arz etmektedir. Bu noktada artırılmış gerçeklik üzerinde çok sayıda çalışma yapıldığı görülmektedir. Çalışmanın amacı gereği restoran işletmeleri özelinde yapılan çalışmalar dikkate alınmaktadır. Yapılan alanyazın taramasında restoran işletmeleri üzerine yapılan çalışmaların büyük çoğunluğunun mobil uygulamalar özelinde olduğu anlaşılmaktadır (Rollo vd., 2017; Chaurasiya vd., 2019; Oh ve Kim, 2020; Kolkur vd., 2021; Mali vd., 2021; Mandviwala vd., 2022; Çöl vd., 2023). Bu çalışmada sürükleyici artırılmış gerçeklik deneyimleri üzerinde durulduğundan yapılan araştırmalar bu kapsamda incelenmektedir. Bu çerçevede fazla çalışmaya rastlanılmamıştır.

Margetis vd., (2013) müşterilerin sipariş vermesini kolaylaştıran, eğlenceli, sosyalliği artıran ve masa yüzeyine yerleştirilen bir artırılmış gerçeklik restoran masası olan iEat üzerinde çalışmalarını gerçekleştirmiştir. Çalışmada fiziksel nesnelerle etkileşime geçilerek deneyimlerin geliştirilmesi üzerinde durulmaktadır. Çalışma sonucunda bu uygulamanın sipariş verilmesini teşvik ettiği, müşterilerin sosyalleşmesine ve eğlenceli bir deneyim yaşamalarına katkı sunduğu ortaya çıkmıştır. Tuncer (2020)'in akıllı teknolojilerin restoran müşteri deneyimindeki rolünü inceleyen çalışmada artırılmış gerçeklik gibi akıllı teknolojilerin müşteri deneyimini geliştirdiği ve olumlu katkılar sunduğu sonucuna ulaşılmaktadır. Yemsi-Paillissé (2020) çok duyulu deneyimler sunan Ultraviolet restoranına ilişkin keşifsel bir çalışma gerçekleştirmiştir. Batat (2021) ise artırılmış gerçekliği Le Petit Chef üzerinden inceleyerek müşterilerin yemek deneyimleri üzerinde durmuştur. Çalışma sonucunda artırılmış gerçeklik uygulamasının müşteri deneyimini iyileştirebildiği, zenginleştirebildiği ve olumlu tutumların geliştirilmesini mümkün kılabildiği görülmektedir. Huang vd., (2022) bir üç boyutlu yemek sipariş platformu üzerinde

çalışmış ve artırılmış gerçekliğin unutulmaz deneyimler sağladığı ve bu sürükleyici deneyimin temelinde de daldırmanın olduğu sonucuna ulaşılmaktadır. Amin vd., (2022) ise üç boyutlu yiyeceklerin modellenmesi üzerinde durmuştur. Bu çalışmada menüde yer alan yemekler 3D olarak görselleştirilmiş ve daha ilgi çekici hale getirilmiştir. Bu modelleme ile müşteri satışları ve restoran sadakati artırılabilmektedir. Karimun vd., (2023) müşterilerin restoranda artırılmış gerçeklik teknolojisini benimsemelerini motive eden unsurlar üzerinde durmuştur. Bu noktada hazcı ve faydacı unsurların AR kullanımını motive ettiği ve AR uygulamalarına olumlu tutum sergileyenlerin kullanım niyetlerinin daha yüksek olduğu anlaşılmaktadır. Sonuç olarak sürükleyici deneyimler sunan artırılmış gerçeklik çalışmalarına bakıldığında çalışmaların çoğunlukla restoran müşteri deneyimleri üzerinde durduğu ve artırılmış gerçekliğin restoran sektörü için önem arz ettiği görülmektedir. Artırılmış gerçekliğin müşterilere daha sürükleyici bir yemek deneyimi sunulabileceği anlaşılmaktadır. Araştırmalar, değişen restoran tüketici profilinin işlevsel ve duygusal ihtiyaçlarına cevap verebilmek için dijital teknolojileri restoranlarına entegre ederek restoran deneyimini yeniden dizayn etmelerine ihtiyaç olduğu ifade edilebilir. Böylece restoranlar, müşterilerin yeni taleplerini karşılayabilir ve yemek deneyimlerini zenginleştirebilir. Restoran işletmeleri tat ve lezzet gibi gıdanın duyusal yönlerini geliştirebilir, eğlenceli bir restoran deneyimi sunabilir, restoranlar menülerde yer alan yiyecekler hakkında bilgi verebilir ve unutulmaz sosyal deneyimler sunarak müşterileri büyüleyebilir. Yemek deneyimi duyuların harekete geçirilmesi, sosyal etkileşimin kurulması gibi çok boyutlu gelişen bir deneyimdir. Bu noktada artırılmış gerçeklik önemli bir araçtır. Bu teknoloji müşteri davranışlarını ve tutumlarını yeniden şekillendirebilmektedir (Batat, 2021). Dolayısıyla artırılmış gerçekliğin müşteri deneyimi üzerindeki etkisinin üzerinde durulması değerlidir. Ancak restoran işletmelerinin yönetim ve hizmet işleyişi açısından artırılmış gerçekliğinin rolünün ortaya çıkarılması bir diğer ihtiyaç olarak göze çarpmaktadır. Bu noktada sürükleyici artırılmış gerçeklik deneyimlerinin incelenmediği görülmektedir. Dolayısıyla artırılmış gerçekliğin yönetsel ve hizmet işleyişi çerçevesinde incelemesi bu çalışmanın özgünlüğünü ifade etmektedir.

Bu çalışmada artırılmış gerçeklik uygulamalarının yiyecek içecek işletmelerindeki rolünün anlaşılması amaçlanmaktadır. Ayrıca bu inovatif konseptin müşteri deneyimi ve hizmet operasyonundaki rolü üzerinde de durulmaktadır. Bu çalışma, inovatif teknolojilerin işletmeler üzerindeki rolünü anlamak ve açıklamak için bir fırsat sunmaktadır. Ayrıca müşteri deneyimlerinin geliştirilmesi, pazarlama stratejilerinin dönüştürülmesi, müşteri sadakati ve marka bilinirliği konularında derinlemesine bir anlayış sunabilmektedir. Aynı zamanda bu çalışma sektördeki yeniliklerin ve gelişmelerin anlaşılmasına, müşteri deneyim kalitesinin geliştirilmesine, yönetim ve hizmet iyileştirilmelerinin gerçekleştirilmesine, yönetsel ve deneyimsel zenginleştirmelere ve gelecekteki artırılmış gerçeklik tabanlı çözümlerin tasarlanmasına katkı sağlayabilmesi açısından önem arz etmektedir.

YÖNTEM

Çalışmanın amacı doğrultusunda, nitel araştırma desenlerinden biri olan durum (vaka) çalışmasından yararlanılmıştır. Le Petit Chef artırılmış gerçeklik restoran uygulamaları gibi yeni veya erken aşamadaki bir olgunun araştırılmasına faydalı bir yaklaşım olması (Davies ve Chun, 2002), bu yeni olgunun bağlamsal önem içermesi (Miles, 1979), bütünsel bir tanımının yapılabilmesi (Gummesson, 2000) ve bir olgunun ya da sosyal bir birimin kapsamlı ve bütünsel betimlemesini ve analizini sunabilmesi nedeniyle çalışmaya uygunluk gösterdiği düşünülmektedir (Merriam, 1998; Yin, 2009; Yıldırım ve Şimşek, 2016). Böylece artırılmış gerçeklik teknolojisinin rolünün detaylı bir şekilde anlaşılması, keşfedilmesi ve bütüncül bir anlayışla ortaya konulması mümkün olabilmektedir. Bu doğrultuda Cosmos Theatre Antalya'da bir restoran artırılmış gerçeklik uygulaması olan Le Petit Chef'i kullanması nedeniyle tercih edilmiştir.

Çalışmanın evreni ve örnekleminin belirlenmesi araştırmanın genellenebilirliği açısından önemlidir. Evren, araştırma sonuçlarının genellenmek istediği tüm kitleyi ifade ederken, örneklem ise bu evrenden belirli kurallara göre seçilmiş ve evreni temsil ettiği kabul edilen daha küçük bir gruptur (Karasar, 2015; Gürbüz ve Şahin, 2018; Ekiz, 2020). Bu bağlamda çalışmanın evreni, dünya genelinde Le Petit Chef artırılmış gerçeklik uygulamasını içeren 67 işletmeden meydana gelmektedir. Araştırmanın örneklemini ise Antalya'da bulunan Le Petit Chef uygulamasını kullanan Cosmos Theatre Antalya oluşturmaktadır. Araştırmada kolayda ve amaçlı örnekleme yöntemlerinden faydalanılmıştır. Kolayda örnekleme, sadece ulaşılabilir olan kişilerin örnekleme dahil edilmesi olarak tanımlanabilir. Bu yöntem, zaman ve bütçe kısıtlamaları olduğunda ve çalışmanın hızlı ve pratik bir şekilde yürütülmesi gerektiğinde tercih edilmektedir (Sekaran ve Bougie, 2016; Yıldırım ve Şimşek, 2016; Gegez, 2019). Kolayda örnekleme, verilerin en rahat şekilde elde edilebileceği bireylerin seçilmesini sağlamaktadır (Kurtuluş, 2010). Araştırmacı, amaçlarına hızlı ve kolay ulaşabilmek için bu yöntemi kullanarak seçimini yapmaktadır (Kozak, 2015, s. 118). Bu nedenle, Antalya'da gerçekleştirilmesi planlanan bu çalışma için diğer Le Petit Chef uygulamasına sahip işletmelere ulaşmanın zor ve maliyetli olması nedeniyle Cosmos Theatre Antalya tercih edilmiştir. Amaçlı örnekleme ise, belirli durumların, olayların ve olguların derinlemesine incelenmesini sağlamakta ve zengin bilgiye sahip olduğu varsayılan durumların detaylı şekilde keşfedilmesini mümkün kılmaktadır (Tarhan, 2015, s. 653; Yıldırım ve Şimşek, 2016). Bu yöntemle, araştırmacı öznel kararlarına, geçmiş deneyimlerine ve kayıtlara dayanarak evrenden uygun gördüğü bireyleri seçebilmektedir (Kurtuluş, 2010, s. 63-65). Nitel araştırmalarda, katılımcı sayısından çok verinin niteliği önemlidir ve bu nedenle bir katılımcıdan bile yeterli veri elde edilebilmektedir (Merriam, 1998). Amaçlı örnekleme ile çalışmanın amacına yönelik doğru ve detaylı verilere hızlı bir şekilde ulaşılması hedeflenmiştir.

Çalışmada nitel verileri yüz yüze görüşme tekniği ve yarı yapılandırılmış soru formu aracılığıyla gönüllü katılımcılardan elde edilmiştir. Soru formu alanyazın taraması ve uzman görüşü alınarak oluşturulmuştur. Çalışmanın verileri 14.05.2024-24.05.2024 tarihleri arasında Cosmos Theatre Antalya'da Le Petit Chef uygulamasında uzman üç üst düzey yetkiliyle görüşülerek elde edilmiştir. Yapılan görüşmeler öncesi katılımcılara çalışmanın amacına ilişkin bilgilendirme sağlanmış ve katılımcıların her birine katılımcı onam formu ve gönülle katılım formu oluşturulmuştur. Verilen izinler neticesinde görüşmeler ses kayıt cihazı kullanılarak kayıt altına alınmıştır.

Yapılan görüşmeler sonrasında elde edilen ses kayıtları öncelikle bilgisayar aracılığıyla yazı formatına dönüştürülmüştür. Sonrasında bu veriler betimsel analiz tekniği ile analiz edilmiştir. Bu yaklaşımda önceden elde edilen veriler daha önce araştırmacı tarafından oluşturulan temalara göre özetlenebilmekte ve yorumlanabilmektedir. Aynı zamanda katılımcıların araştırma sorularına verdikleri yanıtların içeriği ve soruların boyutları doğrultusunda da temalar oluşturulabilmektedir (Yıldırım ve Şimşek, 2016, s. 239-240). Bu bilgiler ışığında bu çalışmada oluşturulan temalar şu şekilde oluşturulmuştur:

1- Le Petit Chef Uygulaması 2- Müşteri Deneyimi

3- Restoran Yönetimi ve Hizmet İşleyişi

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Çalışmanın en büyük sınırlılığı Le Petit Chef uygulamasını içeren tüm restoranlara ulaşılamamış olmasıdır. Aynı zamanda bazı yöneticilerin gönüllü olmaması nedeniyle tüm yönetim kadrosuyla da görüşme yapılamamıştır. Bir diğer nokta ise artırılmış gerçeklik restoran deneyimine sahip müşterilerden elde edilecek veriler çalışmaya dahil edilmek istenmiş ancak restorana gelen müşterilerin çalışmaya dahil olmak istememeleri nedeniyle gerçekleştirilememiştir. Bu durum müşteri deneyimine ilişkin verilere tam anlamıyla erişilememesine neden olmuştur. Zamansal ve

maddi yetersizlikler ve kolayda örneklemin kullanılması da bir diğer sınırlılık olarak ifade edilebilir. Ancak çalışmanın amacına uygun olarak amaçlı örnekleme yönteminin kullanılması ve yapılan derinlemesine görüşme yoluyla bu sınırlılıkların ortadan kaldırılabileceği düşünülmektedir.

Bu çalışma artırılmış gerçekliğin restoran işletmelerindeki rolünü ortaya çıkardığından bir artırılmış gerçeklik uygulamasının restoranda nasıl kurgulanabildiğini ve bu açıdan yapılmasına ihtiyaç olan gerekliliklerin neler olduğunu ortaya çıkarabilmektedir. Ayrıca bu çalışma artırılmış gerçekliğin restoran işletmesine sağladığı katkılar ve yarattığı etkiler kapsamında da fikir verebilmektedir. Bununla birlikte bu çalışma restoran işletmeleri kapsamında yönetsel ve deneyimsel açıdan önemli ipuçları da sunmaktadır. Dolayısıyla artırılmış gerçekliği uygulayacak restoran işletmeleri konuya ilişkin önemli bilgiler edinebilir ve nelere dikkat etmeleri gerektiğini önceden deneyimleyebilir. Restoran işletmeleri artırılmış gerçekliğin olumlu ve olumsuz yönlerine ilişkin fikir sahibi olur ve bu farkındalıkla hareket ederek restoran işletmeleri daha rekabetçi olabilir. Aynı zamanda artırılmış gerçekliğin restoranlarda kullanımı yemek deneyimini başka bir evreye taşıyarak müşterilerin unutulmaz anılar biriktirmelerine olanak tanır. Bununla birlikte restoran işletmeleri marka bilinirliğini artırabilir ve müşteri sadakati oluşturabilir. Bu özellikleriyle artırılmış gerçeklik restoran işletmeleri için önem arz eder. Dolayısıyla bu çalışmanın sunduğu sonuçlar restoran işletmelerini artırılmış gerçeklik kullanımına teşvik edebilir. Aynı zamanda artırılmış gerçekliği kullanacak restoran işletmeleri için menü ve masa tasarımında, içeriklerin oluşturulmasında ve müşterilerin deneyimle bütünleştirilmesinde yardımcı rol üstlenebilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu çalışma artırılmış gerçekliğin restoran işletmelerindeki rolünün ortaya çıkarılmasını amaçlamaktadır. Böylece artırılmış gerçekliğin restoranlarda nasıl uygulanabileceği konusunda bir kılavuz niteliği taşımaktadır. Bu çalışma artırılmış gerçeklik kullanımına ilişkin restoran yönetimi ve hizmet işleyişi hakkında değerli bilgiler sunmaktadır. Ayrıca bu teknolojik yeniliğin restoran işletmelerine olan entegrasyonuna dair ipuçları da vermektedir. Bu bilgiler doğrultusunda restoran işletmeleri müşteri deneyim kalitesini ve hizmet kalitesini artırabilmekte ve müşteri deneyimini zenginleştirebilmektedir. Bununla birlikte bu çalışma ile artırılmış gerçekliğin müşteri deneyimi üzerinde yarattığı etkilerin anlaşılması restoran yönetimlerine deneyimsel ve yönetsel planlamalarda değerli katkılar sunabilmektedir. Derinlemesine yapılan görüşmelerle elde edilen veriler artırılmış gerçekliğin restoran işletmeleri açısından alanyazına önemli katkılar sunabilmektedir. Günümüzde artırılmış gerçekliğin restoran uygulamalarında nadiren yer almasından dolayı bu alanda yapılan keşifsel çalışmaları önemli kılmaktadır. Bu araştırmalar ile artırılmış gerçeklik ve restoran işleyişi arasındaki bağın daha doğru anlaşılması, uygulanabilirlik açısından önemli veriler taşıması, deneyimsel ve yönetsel bağlantıların kurulması sektörel ve akademik birikime yeni anlayışlar ve kazanımlar sunmaktadır. Ayrıca bu çalışma farklı bakış açılarının oluşturulmasını olanaklı kılmasıyla artırılmış gerçekliğin teorik yapısına katkıda bulunmaktadır.

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THE EFFECT OF SOCIAL MEDIA ON LOCAL FOOD PROMOTION: A RESEARCH ON SOCIAL MEDIA PHENOMENA

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INTRODUCTION

In today's world, with advancements in technology and communication, the use of social media networks has been increasing day by day. These platforms, where social interactions occur, have become the places where people spend the most time on their phones in their daily lives. The likes, comments, views, and interactions on shared photos, videos, reels, etc., are quite high and are seen to influence individuals. People are influenced by these posts and even decide on their holiday destinations and the restaurants they will dine at based on these posts. They save the posts they see on Instagram and want to visit these places when they go to that destination. Therefore, the aim of this study is to reveal the impact of local delicacies shared on social media on visits to the region. In this study, the videos shared by Instagram influencers, who were invited to Akhisar by the Akhisar Municipality for the 564th Akhisar Çağlak Festival held this year, were examined. The research covers the period in which influencers invited a week before the festival shared their posts and the week of the festival. The likes, views, shares, and comments on these videos were analyzed using content analysis methods. As a result of the analyses, it was observed that these posts aroused curiosity about local dishes among users, and there was a desire to visit Akhisar and taste them. In light of these findings, it was concluded that social media posts contribute to the promotion of local cuisine and gastronomy tourism.

LITERATURE

The promotion and marketing of products produced by local people are crucial for revitalizing the local economy, and social media plays an important role in this. Making these delicacies known and arousing curiosity among people increases visits to the region and enables the region to develop and prosper. Social media has become one of the preferred communication tools for promotion nowadays because 66% of people worldwide now use social media and spend most of their time on these platforms. For this reason, promotion and marketing methods on these platforms have become preferred by many local governments, institutions, businesses, etc. Social media is an online medium with a very high level of sharing (Mayfield, 2010: 6). Instagram influencers are usually significant in providing information for visitors looking for places to travel, eat, and have fun.

Recommendations made by influencers on these platforms attract attention, are saved, and are preferred when visited.

Recently, with the significant place of social media in individuals' daily lives, the number of studies on social media by researchers has increased. Many studies have focused on the impact of social media on consumer attitudes and behaviors. Studies have shown that social media is important in various aspects, from city branding (Kaya and Yücel, 2023), promoting places to visit (Bayın and Kozak, 2023), impacting local food culture (Öztürk and İspir, 2021), marketing gastronomy culture (Albayrak and Budak, 2022), to the influence of social media influencers on young people's food choices (KucharczukTracy, et al., 2022).

The scope of this study includes videos and photos related to Akhisar delicacies shared by Instagram influencers invited to the Akhisar district before the Çağlak Festival. Before this traditional festival, there had been no special invitation for Instagram influencers to promote the Çağlak Festival and Akhisar delicacies. This study is important to see how effective these first-time invitations and related posts are in promoting local delicacies.

METHOD

The sample of the research consists of the invited Instagram influencers. In the study, the likes, views, comments, and shares of the photos and videos made by Instagram influencers who came to the region were examined through content analysis. Content analysis is a research technique used to draw systematic and objective conclusions from specific characteristics defined in the text (Stone et al., 1966: 213). Content analysis is a research technique in which valid interpretations extracted from the text are presented as a result of a series of processes. These interpretations are about the sender of the message, the message itself, and the recipient of the message (Weber, 1989: 5). The basic process in content analysis is to gather similar data within the framework of specific concepts and themes and interpret them in a way that the reader can understand (Karataş, 2015: 74).

The data used in the research were obtained from the posts made by social media influencers invited for promotion to the region. In this study, the classification in content analysis includes the Instagram identity of social media influencers, general information about the influencers' Instagram accounts, Instagram post contents, Akhisar-related post contents, the number of likes, views, and shares of videos and photos, and comments made.

INNOVATIVE ICE CREAM CREATION WITH AEGEAN HERBS A PROJECT SUBMITTED TO THE GASTRONOMY AND CULINARY ARTS DEPARTMENT

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INTRODUCTION

Ice cream, a timeless frozen treat, exemplifies human creativity by blending fundamental ingredients into delightful flavors and textures (Johnson, 2018). Traditional recipes have been popular for generations, but the culinary field continues to explore new taste combinations and health-conscious ingredients (Smith & White, 2020). This thesis investigates the use of Aegean herbs from Izmir as unique flavor enhancers in ice cream, focusing on both their gastronomic appeal and health benefits.

Aegean herbs, with a rich history of culinary and medicinal applications (Jones et al., 2019), offer distinctive flavors such as the zesty notes of fennel and the invigorating aroma of sorrel. The study seeks to integrate these herbs into ice cream, combining tradition with innovation to create unique taste experiences.

A comprehensive sensory analysis involves trained tasters evaluating the flavor, aroma, appearance, texture, and overall acceptability of various herb-infused ice creams This analysis helps identify the most captivating and harmonious herb combinations.

Beyond their flavor, Aegean herbs are known for their health-promoting properties, including antioxidants that can help reduce the risk of chronic illnesses (Brown & Green, 2021). This dual focus on flavor and health positions herb-enriched ice cream as both a delightful indulgence and a health-conscious choice. The thesis aims to innovate in the realm of frozen desserts by merging Aegean herb heritage with modern culinary trends, enhancing both the sensory and health aspects of ice cream.

LITERATURE

Ice cream, a universally adored frozen treat, boasts a rich tapestry woven across continents and centuries. Its evolution from a simple ancient indulgence to the ubiquitous ice cream cone we know today is a testament to human ingenuity and a celebration of cultural exchange. This essay delves into the fascinating history of ice cream, the science behind its delightful texture and taste, and the cultural significance it holds in various parts of the world.

The earliest whispers of ice cream-like desserts can be traced back to ancient civilizations. The Chinese are believed to have enjoyed a concoction of rice and milk packed in snow around 200 BC, while similar tales emerge from Persia where grape juice was used to create a refreshing frozen treat [1]. These early forays into the world of chilled desserts laid the groundwork for what would evolve into the beloved ice cream we know and love (International Dairy Foods Association, [IDFA]).

The concept of frozen treats journeyed westward during the Middle Ages. Marco Polo's travels in the 13th century introduced Europeans to a Chinese frozen dessert, but it wasn't until the Renaissance that ice cream truly gained prominence. Italian courts, known for their extravagance, embraced a precursor to ice cream called "gelato," made with a combination of milk, sugar, and flavorings [1]. This innovation laid the foundation for the European love affair with frozen desserts (Ice Cream Alliance, [ICA]).

By the 17th century, ice cream had ascended to the status of a symbol of luxury. European royalty, captivated by its refreshing qualities, indulged in this decadent treat. To cater to this growing demand, ice houses were constructed to store ice throughout the year, allowing for the creation of frozen treats irrespective of the season [1]. Across the Atlantic, ice cream found a warm welcome in America, with Founding Fathers like George Washington documented as indulging in its delightful flavors (History Channel, [HC]).

The widespread accessibility of ice cream, however, can be attributed to advancements in technology. The invention of the hand-cranked ice cream churn by Nancy Johnson in the 1840s revolutionized production, allowing for larger quantities to be produced with greater ease. This period also witnessed the rise of ice cream parlors and street vendors, bringing the frozen treat to the masses and transforming it from a luxury enjoyed by the privileged few to a delightful indulgence for all.

But ice cream's magic goes beyond its historical journey. The science behind its delightful texture and taste lies in its carefully chosen ingredients. The perfect balance of milk or cream, sweeteners, sugar's role in lowering the freezing point is crucial here (IDFA), flavorings, and stabilizers, combined with the process of churning, creates a smooth, semi-solid foam with minimal ice crystals, resulting in the luxuriously creamy texture we adore. From classic favorites like vanilla and chocolate to adventurous artisanal creations with unique flavor combinations, ice cream offers a seemingly endless array of taste sensations. Additionally, the rise of dietary restrictions has led to the creation of dairy-free alternatives and healthier options like frozen yogurt, ensuring that everyone can partake in the ice cream celebration (IDFA).

Ice cream transcends the realm of a simple dessert, holding deep cultural significance in many parts of the world. Ice cream parlors serve as social gathering spots, where sharing a cone or sundae becomes a way to connect with loved ones and forge lasting memories. In some cultures, ice cream is intricately linked to specific celebrations or traditions, adding another layer of meaning to this beloved treat. For example, in Japan, mochi ice cream is a popular summertime treat, while in India, kulfi, a denser, creamier version of ice cream, is often enjoyed during festivals.

In conclusion, ice cream's story is a fascinating chronicle of cultural exchange, human innovation, and scientific discovery. The science behind its ingredients and the process of creation combine to deliver a delightful taste experience that transcends cultures and generations. More than just a dessert, ice cream serves as a symbol of celebration, community, and a reminder of the simple pleasures in life. It is a testament to our enduring love affair with this frozen delight, ensuring its place as a cherished part of our global culinary heritage.

METHODOLOGY

The objective of this project is to develop an innovative ice cream flavor that preserves the nutritional value of raw leafy plants without subjecting them to heat treatment. Aegean herbs, typically used in appetizers and savory dishes, will serve as the primary ingredients for this endeavor. Through the exploration of various recipes and formulations, this study aims to

introduce a fresh dimension to the sweet palette by incorporating the distinct aromas of Aegean herbs. The feasibility of this concept will be assessed through theoretical analysis, followed by practical implementation using the chosen methodology. This process will involve experimentation and evaluation to determine the viability of retaining the vitamins and flavors of the raw leafy plants in the ice cream. Key phases of the project will include literature review, ingredient selection, formulation development considering the delicate balance of flavors, determining optimal processing techniques to avoid heat treatment, and finally, sensory evaluation to ensure the desired taste and nutritional qualities are achieved.

THE WIDESPREAD IMPACT AND RESEARCH LIMITATIONS

Widespread Impact:

The development of Aegean herb-infused ice cream holds several potential impacts across culinary, nutritional, and cultural dimensions:

Firstly, from a culinary perspective, this innovation represents a significant leap in flavor diversity within the ice cream industry. By incorporating Aegean herbs—traditionally used in savory dishes and appetizers—into a sweet dessert format, this project aims to offer consumers a novel taste experience that bridges cultural culinary traditions with modern dessert preferences.

Secondly, the nutritional enhancement aspect of this project is noteworthy. By avoiding heat treatment and preserving the raw leafy plants' nutritional value, the ice cream could potentially offer added health benefits. This aligns with growing consumer demand for functional foods that provide not only indulgence but also nutritional value, thus catering to health-conscious individuals looking for healthier dessert options.

Furthermore, the introduction of Aegean herb-infused ice cream could serve as a market differentiator. In an increasingly competitive ice cream market, where consumers are seeking unique flavors and experiences, this innovation has the potential to attract a niche market segment interested in exploring culturally inspired and health-promoting desserts.

Moreover, from a cultural preservation standpoint, highlighting Aegean herbs in ice cream contributes to the preservation and promotion of cultural heritage. It celebrates the rich culinary traditions of the Aegean region, potentially fostering cultural appreciation and diversity in the global dessert market.

Lastly, this innovation may encourage broader health-conscious choices in dessert consumption. By retaining vitamins and flavors from raw plants, the ice cream could appeal to consumers seeking indulgent treats that also align with their dietary preferences and health goals.

Research Limitations:

However, the development of Aegean herb-infused ice cream also presents several research challenges and limitations that need to be addressed:

One of the primary challenges is flavor integration. Balancing the sweet profile of ice cream with the savory, herbal notes of Aegean herbs without compromising taste and consumer acceptance requires meticulous formulation and sensory evaluation. Achieving a harmonious flavor profile that appeals to a broad consumer base while preserving the distinctiveness of Aegean herbs is a critical research goal.

Another significant limitation lies in texture and mouthfeel. Incorporating raw leafy plants without heat treatment may affect the ice cream's texture, potentially leading to undesirable qualities such as grittiness or uneven distribution of flavors. Maintaining a smooth and creamy texture while integrating herbal ingredients poses a technical challenge that necessitates innovative processing techniques.

Furthermore, ensuring stability and shelf life poses a challenge. Raw plant ingredients may introduce variability in stability, affecting the ice cream's shelf life and safety. Addressing microbial growth and ingredient separation without compromising nutritional integrity requires robust preservation methods and packaging innovations.

Moreover, consumer acceptance is crucial for the success of this innovation. The novelty of Aegean herb-infused ice cream may not immediately resonate with all consumer segments, impacting market adoption and commercial viability. Educating consumers about the benefits and unique characteristics of this product will be essential in overcoming potential barriers to acceptance.

Additionally, overcoming technological challenges is essential. Developing processing techniques that avoid heat treatment while ensuring safety, quality, and nutritional retention demands significant technological innovation and investment. Research efforts must focus on optimizing production processes and ingredient interactions to achieve desired sensory and nutritional outcomes.

Lastly, ensuring nutrient retention throughout the production process is critical. Effective formulation and processing methods are needed to preserve vitamins and bioactive compounds from Aegean herbs, ensuring they remain bioavailable in the final product. In conclusion, while the development of Aegean herb-infused ice cream holds promise for culinary innovation, nutritional enhancement, and cultural preservation, it also presents formidable research challenges. Addressing these limitations through rigorous experimentation, technological innovation, and consumer engagement will be essential in realizing the full potential of this innovative dessert concept in the global marketplace. By navigating these challenges effectively, researchers can pave the way for a new era of ice cream that blends tradition, health, and indulgence in a single scoop.

THE ORIGINALITY OF THE RESEARCH

The research on Aegean herb-infused ice cream stands out for its innovative blend of culinary traditions and nutritional science. By incorporating Aegean herbs traditionally used in savory dishes into ice cream, the study explores a novel flavor profile that celebrates cultural heritage while pushing the boundaries of dessert innovation. Unlike traditional ice cream production, this research focuses on preserving the nutritional integrity of herbs without heat treatment, emphasizing health benefits alongside sensory appeal. Through advanced food technology and ingredient integration, the research aims to create a unique culinary experience that bridges tradition with modern tastes, appealing to consumers seeking both indulgence and nutritional value. This pioneering approach not only enriches the dessert market with culturally authentic flavors but also sets a precedent for future advancements in functional food development.

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DEVELOPING AND MANAGING TOURIST ATTRACTIONS FOR TEA TOURISM DESTINATIONS

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INTRODUCTION

Tourist attractions are the items, places, sites, and other tourism resources which consist of an attractive supply for creating a primary demand for a tourism destination. Tourist attractions constitute a wide range of items from heritage sites and museums to natural resources in the form national parks and gardens (Lew, 1987). More precisely, tourist attraction categories found in the literature can be listed as; culinary and gastronomic attractions, natural attractions, historical and heritage attractions, the arts and popular culture attractions, urban and rural countryside attractions, religious heritage attractions, wildlife attractions, festival and event attractions. (Becken and Simmons, 2002). Thus, tea tourist attractions are rather important for tea tourism destinations (Cheng et al., 2012) since attractions' attractiveness and promotions may improve tea tourism destination development and increase the number of tea tourists visiting the area. Hence, the purpose of this research is to establish tea tourist attractions' importance and the impact of synergy between the marketing efforts on tea tourism destinations. The case provided may act as a role model for new implications.

LITERATURE

Tourist attractions are a vital part of tourism industry, since they are part of the whole tourism consumption process. However, 'tourist attraction' definition is rather complex and there are different definitions made by various authors. Usually tourist attractions are the main reason to visit a tourism destination and they create travel motivations by providing attractive tourist activities and experiences (Richard, 2002). Pearce (1991: 46) defined tourist attraction as "a named site with a specific human or natural feature which is the focus of visitor and management' attention". They are things, items, and places which attract tourists and create a motivation for travel. Tourist attractions can exist in the form of items, destinations, heritage sites, art pieces, local cultural knowledge, cultural ceremonies, and natural or created resources. In summary, anything that creates tourist travel motivation may be considered as a tourist attraction (Lew, 1987; Travési, 2017; Kang et al., 2018). To describe the tourist attraction in detail, Navarro (2015: 483) proposes classifying tourist attractions into three categories; recognized attractions, converted attractions, and created attractions. Tea gardens, tea plantations, tea farms, and tea production factories are examples for recognized or converted attractions. The others are created for the sole purpose of creating tea tourist attraction like tea

museums, tea ceremonies, tea ware exhibits, tea shops, tea houses, tea routes, tea villages, and tea spas. In addition, special tea events such as tea field trips, tea conferences, tea fairs, tea tourism festivals, tea folk art performances, tea workshops, and educational seminars on tea culture can be added to the long list of tourist attractions. These attractions are organized by marketers to get the direct attention of tourists and to create the tourism demand motivation to the tea destination.

Tourist attractions exist in the heart of the tourism industry since they create and increase the primary demand with the benefits they provide (Pearce, 1991). They are the basis for tourism operations as a core product and a main pull factor for a destination and they also offer images and symbols for positive positioning, branding, and loyalty. Thus, tourist attractions facilitate tourist experiences and create awareness to the destination while increasing the appeal, derived demand, and profitability (Hu and Wall, 2005). In addition, tourist attractions increase the competitiveness of the destinations by offering differentiated resources, items, and experiences.

Development of Tourist Attractions for Tea Tourism Destinations

As Pearce (1991) stated above, tourist attractions consist of the resources, items, places, sites, and other tourism related things which create a primary demand for a tourism destination. In this regard, it can be said that tea tourist attractions include a wide variety of items and places ranging from created attractions like tea villages and tea museums to natural attractions like tea gardens.

There are various tea tourist attractions like shops, events, training sessions, tours, accessories and ceremonies, yet, the most important main tourist attractions of tea tourism destinations could be listed as tea museums, tea gardens, and tea festivals since they bring unique attributes and a magical appeal to the tea tourism destination.

Tea Museums

Museums by definition are educational places which collect, save, record, protect, display, communicate, and exhibit the historical treasures and heritage, cultural heritage and cultural items, and such knowledge to society and interested people (Pirnar and Kurtural, 2017) In this regard, tea museums collect and display products containing tea and tea culture related items, historical tea knowledge, and tea related stories (Kodomari, 2008). Tea museums, usually have museum shops selling various teas, tea related gift items, and tea ceremony products.

There are many tea museums in the world (Kodomari, 2008), main ones being; Ceylon Tea Museum, China National Tea Museum, Tata Tea Museum, Macau Tea Culture House, Ping- Lin Tea Museum, Museum of Tea Ware, Lockhart Tea Museum, Tenfu Tea Museum, and Twinings Museum. Tea museums provide historical, commercial, social, and production knowledge regarding tea, display tea production machinery, tea ware and vintage tea packages, provide information on the production and harvesting processes, show photographs related to tea plantation facilities, and provide information on pioneers of tea commerce (Seyitoğlu and Alphan, 2021). Some of them offer tourists the opportunity to participate in various tea ceremonies or tea tasting events. Though, the themes and the exterior and interior designs may change from one tea museum to another. For example, National Tea Museum in Hangzhou differentiates itself by integrating natural scenes from the environment while the museum tourists appreciate the natural beauty during their visits (Lou et al., 2005). On the other hand, Indonesian tea museum in Semarang designs the interior atmosphere of rooms as Indonesian tea plantations to manipulate the museum visitors' perception to make them feel as if they are experiencing the wide and open areas of tea plantation (Novita et al., 2021). Implementation of "Jiamu Tea Garden" in the China National Tea Museum is another modern approach which brings two concepts together (Yao et al., 2007).

Tea Gardens

Tea gardens, as tea tourist attractions, have two different forms. One form is the area where tea is produced, meaning the soil with the tea plant growing on it and the other is the place where tourists drink tea beverage. In many countries, including China, India, and Sri Lanka, the first type of tea gardens are the places where tea (Camellia sinensis) is grown as a major cash (Han et al., 2007) and visits to the tea producing facilities as well as these gardens are among the main tea tourist attractions. The second type of tea gardens, also referred as tea houses, are popular tea consumption places where tea is an important component of the social life and culture. For example, tea gardens are the core component of the social life in Turkey since tea is named as the national beverage. Due to this importance, there are many tea gardens or tea houses in almost all cities in Turkey where tea is served in traditional manner including a special breeding process as well as presentation in the special tea glasses (Ozdemir and Sahin, 2007). Turkish tea gardens are places for social activity, where families gather, kids play around, and people socialize enjoying the atmosphere (Ger and Kravets, 2020). Turkish tea gardens are usually informal, their pricing level is moderate to low, and they are very popular leisure places for locals as well as tourists. The main difference among them lies in the location and the view, whereas the servicescape elements like design and furniture are usually similar except for the luxury ones.

Tea Festivals

Tea festivals are events which gather tea related professionals, tea tourists, tea lovers, and tea producers together for the purpose of learning, exchanging information, and trading or building a network (Joliffe, 2004). Tea festivals may be held on regional, national, or international basis and may be organized regularly or irregularly. For example, regional governments in tea-producing regions of India, such as Assam region (Joliffe, 2004), or of Turkey, such as Rize region, are sponsoring tea festivals to facilitate communication with potential tea tourists and tea customers while encouraging regional tea tourism development. Tea culture festivals are also very common in China (Cheng et al., 2012). Actually, tea festivals are very popular all around the world and some of the globally famous tea festivals are; London Tea and Kombucha Festival, Brazil Tea Festival, Berlin Tea Festival, Assam Tea Festival, Tea World Festival, Los Angeles Tea Festival, Chicago International Tea Festival, Teesta Tea and Tourism Festival, Toronto Tea Festival, and Sydney Tea Festival. There are also globally popular tea related expositions and conferences as World Tea Expo and Conference, The Global Dubai Tea Forum, Taiwan International Tea Expo, Beijing International Tea Expo and China International Tea Expo.

Successful Management and Marketing of Tourist Attractions in Tea Tourism Destinations

In order to be successful in tourist attraction management, it is important to plan the operations for the short term, up to a maximum of one-year period, as well as the long-term, up to 5 years. In addition, it is also vital to implement the plans accordingly. Another important aspect is to be prepared for the change in the environment with flexible plans prepared on-hand. Furthermore, for successful marketing applications, the utilization of proper marketing strategies and suitable attraction positioning are vital. Understanding the characteristics of the tea tourists show us that, they are usually culture and education oriented, eco-friendly, and sophisticated customers (Pirnar et.al, 2010) with heritage and gastronomy as their key travel motivators (Van Westering, 1999). Therefore, marketing strategies for tea tourists should be designed and presented in accordance with sustainability and heritage issues.

In addition, tourists nowadays tend to enjoy and utilize smart applications and they are dependent on information technologies, therefore, it is suggested to add smartness to tea tourist attractions. This means that, next to environmental issues, technology development and offering internet-based services are also crucial (Wang et al., 2015). It is also understood that, using smart attraction gamification techniques improves the tourists' service quality perception and visitor experience (Swacha and Ittermann, 2017). Hence, usage of smart systems enables flexibility, personalization, self-service, online reservation tools, and other online applications and adding gamification techniques to tea tourist attractions adds value to the attractions system, increasing the tourist satisfaction in the end. Finally, optimizing the promotional tools of sales promotion, advertising, PR, and public relations and enhancing social media usage are highly suggested.

METHOD

Case study, as a methodology, is a useful research tool for showing best practices around the world which may act as a benchmark for practitioners as well as researchers. It also shows the right way of doing things and the right procedures to follow and apply to the managers who want to work in the related area. As a qualitative research methodology, case study helps researchers to investigate or explore a phenomenon, units, events, places, concepts, and a single individual or groups within the context of real life. The main objectives of case study approach are to generalize over several units and create an understanding about the holistic nature of a complex issue (Heale and Twycross, 2018).

Since tea tourism is a new phenomenon, the case study approach is chosen for this chapter for the purpose of explaining the necessary details of a successful application. In the context of this study, Ziraat Botanic Tea Garden which is located in the best tea tourism destination of Turkey, namely Rize, is selected as tea tourist attraction since it represents unique appealing factors. With the help of secondary research data, observation method and the interviews conducted with the visitors, the case of Ziraat Botanic Tea Garden located in Rize are prepared.

Case Study: Ziraat Botanic Tea Garden (Rize, Turkey)

Tea gardens are among the other important tea tourist attractions of Rize destination. Rize is located in South Eastern Black Sea region and region's tea production meets 2,4 % of total world tea production. It is also the only area that tea cultivation is made in all Europe (Guneroglu et al., 2018: 839). As aforementioned, tea plays a crucial role in Turkish culture. In this regard, tea gardens are accepted as one of the main components of this culture which have become popular in the 1950s (Ger and Kravets, 2020). Traditionally, tea gardens are known as a special place where residents can meet, socialize, relax, and spend their leisure time with their friends or family members for a couple of hours by ordering a samovar (Wohl, 2017). As an attraction, tea gardens attract not only residents but also tourists with their magnificent atmosphere. In Rize destination, many tea gardens are preferred by visitors with an aim to experience this unique ambiance which is a blend of the panoramic view of tea gardens, local fresh tea, thin-waisted glasses, and melody of teaspoons. For instance, Ziraat Botanic Tea Garden is one of the famous tea gardens which is sponsored by Çaykur tea company in Rize (Turkey Culture Portal, n.d.-b).

At the entrance of the tea garden, tea-related informative boards and a detailed attraction map welcome the visitors. In this tea garden, visitors can taste fresh local tea while enjoying the view of other tea plantations under the shade of tall trees. Not only black tea, but also different types of teas like; vanilla black tea, green tea, and white tea are offered to the visitors. In addition to this, visitors can walk around the mini botanic garden which includes different types of labeled plants and also fresh tea plants. Two interviewees mentioned this as a sensational experience. The consumers can examine the green leaves of the tea plant and get a chance to learn its processing steps through the informative boards around the garden. The vast majority of the interviewers stated that this is the primary pull for the visit. Moreover, there is a small shop in the tea garden where visitors can buy some souvenirs and local products of Çaykur brands. Like other well-known attractions, tea gardens also perform similar vital efforts in the development of tea tourism and increase the tea tourism potential by attracting not only visitors but also potential tea tourists. A study is conducted to analyze the tea tourists' expectations regarding their visits to Rize tea gardens and results indicate that aesthetic quality as the means of soft innovation is vital. Personal communications with the localities are also quite important for them. They enjoyed the local food and said that they want to learn more about local tea culture and traditions. They also mentioned that they want to wear local clothes and experience the real process of tea gardens' harvesting (Guneroglu et al., 2018).

Ziraat Botanic Tea Garden possesses both forms of tea gardens since it has an area where tea is produced and a place where tourists drink tea beverage. This is very advantageous when compared with other tea gardens which possess only one part. In addition, another positive aspect of this garden is that it provides traditional Turkish tea drinking cultural experience and ritual to tea tourists. Yet, it uses lower pricing strategy since it is a new one that needs to be recognized globally.

WIDESPREAD EFFECTS AND LIMITATIONS OF RESEARCH

Tea tourism is a unique and novel subsystem of an overall gastronomy tourism discipline. Within this context, Ziraat Botanic Tea Garden (Rize, Turkey) case is quite a good reflection of a destination which has occurred to be a popular touristic destination in regards of tea tourism. Limitations of the study is the time and sample size limitation related to the study since it relates to one case. Time limit is being the first constraint and the reliance on the secondary data is the second constraint of the study. Since case data is used for this study, for further studies application of more detailed qualitative and a quantitative research on the same topic and problem statement is recommended.

UNIQUE VALUE

In this paper, an original case study method is used to examine the development of tea tourism and to develop sustainable strategies in this field. The primary unique value of our research lies in the detailed analysis of the tourism potential in tea production regions and how this potential can contribute to the local economy with concrete data. Additionally, the virtual lack of academic studies regarding the field of tea tourism and subsequent destination competitiveness is remedied and the academic gap is mitigated by our case-based study. In our study, the opinions of local residents and tourists regarding tea tourism were collected through interviews and the economic, social, and environmental dimensions of tea tourism were analyzed based on these data. This original approach allows us to present strategic recommendations on how to develop tea tourism more effectively and efficiently at both local and national levels. This study will also serve as a significant reference for future research in the field of tea tourism.

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DEVELOPMENT OF GLUTEN-FREE NOODLE PRODUCT USING LOCAL GRAINS FOR DISASTER SITUATIONS

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INTRODUCTION

The noodle product is of Far Eastern origin and is a popular item consumed worldwide today, with increasing consumption annually both in our country and globally. Noodles are generally made from wheat flour with leavening agents and enhanced with various spices and flavors. In this research, the noodle product has been developed to be nutritious and gluten-free by substituting chickpea, buckwheat, green lentil, red lentil, and egg powder instead of gluten-containing wheat flour, without frying, and with desired structural properties.

The product is designed for disaster situations, hence a special spice blend has been prepared, ensuring that 25% of daily required vitamins and minerals can be obtained from one packet. Due to a special cooking technique applied in the development of the product, it is expected to have a shelf life of at least 5 years, suitable for disaster situations. The product can be consumed with added water or dry after cooking.

Catering to Turkish taste preferences, the product has a low glycemic index, is nutritious, and is an ideal option for disaster situations with its special sauces.

LITERATURE

Turkey is an earthquake-prone region, as unfortunately demonstrated by the widespread earthquakes experienced in 2023. As a nation, we were harshly reminded of the need to be prepared for such disasters. One of the critical issues following disasters like earthquakes is access to nutritious, healthy, and practical food. Upon reviewing products developed for disaster purposes, it became evident that they are not suitable for individuals with sugar or gluten sensitivities, and they often do not fully meet nutritional needs, merely containing specific vitamins.

Accessing hot meals, sourcing necessary raw materials for production, and distributing cooked products to all in need are challenging immediately after disasters, particularly in densely populated areas like Istanbul. Therefore, there is a need to develop products that can fully meet nutritional needs for at least the first three days. Meal kits designed globally for disaster nutrition already exist, typically involving durable packaging of meals. However, these products tend to be expensive. Alternative products currently available are primarily aimed at providing basic carbohydrates and fats for energy, lacking taste or eating pleasure, making them difficult to consume.

In this context, the project aims to develop a noodle product, beloved worldwide, to be suitable for disaster situations. Considering that noodles are generally made from wheat flour, which is not suitable for those

with gluten sensitivity, the plan involves working with alternative nutritious ingredients available in Turkey. The goal is for individuals to consume only this product to meet all their needs during disasters. The formulation of sauces will adhere to daily consumption rates specified in the Ministry of Health's dietary guidelines.

Products developed for disasters need to be ready-to-eat, practical, pleasing to the palate to uplift spirits, long shelf-life, and suitable for all consumer groups, including those with gluten tolerance. These products should align with daily nutritional requirements for vitamins and minerals and must be stockpiled by consumers and administrative authorities to meet the first three days' food needs during disasters. It is crucial to be prepared for future disasters by developing such products.

METHOD

Research and development for the development of a gluten-free noodle product suitable for disaster situations using locally sourced grains was conducted at Eriş Food Noodle R&D Center. Initially, the nutritional contents and production quantities of various grains in Turkey were examined. Selected grains were individually tested, evaluating their resilience and flavor characteristics. Subsequently, dough made from chickpea, green lentil, red lentil, and buckwheat flours was favored for its taste and compatibility with the product's structure. Given the absence of gluten in the product, different gum additions and egg were explored to achieve the desired texture. The addition of egg and guar gum successfully achieved the desired consistency. In a pioneering move, natural mineral water was used instead of leavening agents, with minerals in the water contributing to the desired porous structure of the product.

In standard noodle production, after dough formation and shaping, frying typically follows, which can shorten the product's shelf life due to residual fats. Therefore, during product development, different steaming methods were tested. Following adjustments in the recipe, the product was successfully prepared using steaming. Once the dough content and steaming method were determined, noodle sauces rich in daily vitamins and minerals were prepared, incorporating flavors like vegetables and chicken that appeal to Turkish taste preferences.

At each stage of the study, sensory and chemical analyses were conducted on the products. Comparisons were made with noodles made from standard wheat flour and gluten-free noodles made from rice flour. The final approved recipe scored an average of 7.8 out of 9 across five different parameters.

As a result of these efforts, a gluten-free noodle product has been developed that meets 25-30% of daily protein, carbohydrate, fat, vitamin, and mineral needs. The product can be consumed dry without the addition of water, making it suitable for consumption in disaster areas where water is scarce, and can also be softened with cold water. Its low moisture content and absence of fats suggest a shelf life of at least 5 years, making it suitable for storage in emergency kits and disaster relief containers organized by administrative bodies. This development represents a pioneering achievement globally in terms of product content, cooking method, and nutritional sauce formulation. As a country, being prepared for disaster situations with minimal losses requires coordinated efforts across all fields of expertise.

WIDESPREAD EFFECTS AND LIMITATIONS OF RESEARCH

The noodle product, structurally resembling our traditional "erişte," appeals to both middle-aged and older demographics as well as the younger population due to its traditional noodle-like structure. Its gluten-free nature, absence of added sugars, and low salt content make it suitable for individuals with health concerns. Developed within this study is a practical, flavorful, and nutritious product that is enjoyed by all age groups.

The inclusion of nutritious grains and eggs in the product sets an example within the gluten-free product category. The increasing demand for fat-free products has been addressed through the cooking method applied during this study, enabling the production of practical noodle products without added fats. This method, developed by the Eriş Noodle Facility, serves as a benchmark for other companies and is set to become widespread in the industry due to its economic and environmentally friendly cooking technique for noodle production.

This developed product stands out among disaster relief items as a complete food due to its long shelf life, tastiness, and gluten-free nature. The product's content, cooking method, and the functional components of its sauce serve as a model for developing various products within the noodle sector.

UNIQUE VALUE

The study represents a pioneering approach in the field of noodles. The aim was to elevate the noodle product to the category of superfoods by imbuing it with both delicious and nutritious properties. A unique method was employed by completely excluding wheat flour from the product and instead utilizing chickpea, buckwheat, green and red lentils to achieve the desired structure.

The steam cooking method employed in the production, which is unconventional for practical noodle products, was introduced for the first time in Turkey by Eriş Gıda, adding a distinct dimension to the product. This method has extended the product's shelf life up to 5 years. Additionally, replacing leavening agents with mineral water is another distinctive approach by Eriş Gıda.

The disaster relief product developed in this study stands out for its nutritional value, flavor, and convenience compared to other emergency foods. There is a significant need in our country, prone to disasters, for products that can meet food requirements during the critical first 72 hours, and this product fulfills that need comprehensively. While standard noodle products require hot water for preparation, this developed product can be prepared with cold water and can also be consumed dry like chips, offering versatility in emergency situations.

In conclusion, this study introduces an innovative approach in noodle products, developing a nutritious, flavorful, and practical disaster relief product that is a first of its kind in Turkey.

COMPARISON OF THE EFFECT OF TURMERIC POWDER, OLEORESIN TURMERIC AND TURMERIC FLAVORING ON CURRY FLAVORED INSTANT NOODLES WITH SENSORY ANALYSIS

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INTRODUCTION

Turmeric, which is rich in curcuminoids (especially curcumin), essential oils and other phenolic compounds, is widely used to add natural color and flavor to food products. Curcumin is the main active component of turmeric, providing its yellow color and health benefits. It is also effective in extending the shelf life of foods due to its antioxidant and antimicrobial properties. The use of different forms of turmeric in processed foods such as instant noodles has a significant impact on the product's flavor profile and consumer acceptance. This research examines the effects of the powder form of turmeric obtained by drying and grinding turmeric, the oleoresin obtained by concentrating the active components of turmeric through solvent extraction, and the flavoring forms obtained by obtaining and concentrating the flavor and odor components from the essence of turmeric on curry flavored instant noodles. It has captured consumer preferences through its usage, costs, and sensory analysis methods. Research shows that each form of turmeric offers different sensory properties and has distinct effects on consumer preferences. Sensory analysis results reveal that the ground powder turmeric form is more preferred by consumers and increases its general acceptability in noodle sauces produced both in soup form and in cream form. This information can play an important role in food manufacturers' product development processes and marketing strategies.

LITERATURE

Turmeric plays an important role in the food industry with its health benefits and protective properties, as well as contributing both color and flavor. Jiang et al. (2013) stated that the use of turmeric in products such as sauces, drinks and various snacks is important in terms of color, flavor and nutritional value. Additionally, it is known that turmeric is used in many other products such as flour, oil and canned foods (Srinivasan, 2014). Turmeric, especially in powder form, gives foods a vibrant yellow color and adds a slightly bitter flavor. These features make it especially preferred in foods such as rice, soup, sauces, beverages and biscuits. Turmeric powder gives a vibrant yellow color to foods thanks to the natural pigments it contains. The color effect can vary depending on the product it is in and often increases the visual appeal of foods. Many studies show that turmeric powder has high color stability and does not show color change over long periods of time (Akhila et al., 2015; Onyeike & Acheru, 2002). This feature is valued by food manufacturers to maintain the quality of their products and improve their visual aesthetics. The color stability and flavor profile of turmeric powder increases the visual appeal of products and is generally appreciated by consumers (Gorji et al., 2020).

Studies in the literature discuss the different applications and potential advantages of using turmeric in powder and oleoresin form in the food industry. For example, Jiang et al. (2013) emphasized the effective use of oleoresin in sauces and beverages, while Aggarwal and his team (2013) discussed the stability of the powder form and its potential to provide long shelf life in food products. Turmeric oleoresin is a concentrated form of turmeric using a solvent. Oleoresin contains a higher concentration of curcuminoids and essential oils than its powder form. Therefore, it provides a more distinct color and flavor profile in foods. Oleoresin is especially preferred in foods such as sauces, beverages and biscuits. Some studies indicate that the oleoresin form is advantageous in terms of high stability and homogeneous distribution in products (Jiang et al., 2013; Liju & Jeena, 2011). However, the powder form is easy to store and use. Studies show that powdered turmeric has the potential to preserve the stability of curcuminoids and other bioactive components and can provide long shelf life in foods (Aggarwal et al., 2013; Hewlings & Kalman, 2017). Although there are various studies in the literature on the use of oleurocin in powder, oleorocin and flavor form in foods, there are no studies on the taste, consumer taste and cost in noodle sauces comparing these 3 forms of turmeric.

METHOD

Preparation of the noodle: 200g flour, 2g salt, 1g K2CO3 and 1g Na2Co3 were mixed with 60 grams of water and kneaded in an OTHAKE plot noodle production machine mixer for 20 minutes. The kneaded noodle dough was cut into a cylindrical shape with a radius of 0.5 mm to give it a noodle appearance, and then it was steamed at 100°C for 2 minutes. Finally, the prepared noodles were fried in sunflower oil at 135 C° for 2.5 minutes and were ready for consumption Hou (1997).

Preparation of the soup based seasoning: The base was created by mixing 50 g salt, 20 g sugar, 10 g maltodextrin, 10 g corn starch, 5 g yeast extract and 3 g curry powder. To this created base, 3 g of powdered turmeric in sample A1, 0.3 g of turmeric oleoresin in sample A2, and 1.5 g of turmeric flavor in sample A3 were added and the samples were mixed again separately and made ready to be used in noodles.

Preparation of Cream based seasoning: The base was created by mixing 20 g oil powder, 15 g salt, 5 g sugar, 20 g maltodextrin, 20 g potato starch, 10 g corn starch, 5 g yeast extract and 3 g curry powder. To this created base, 3 g of powdered turmeric in sample B1, 0.3 g of turmeric oleoresin in sample B2, and 1.5 g of turmeric flavor in sample B3 were added and the samples were mixed again separately and made ready to be used in noodles.

Preparation of tasting samples: 70 grams of the previously prepared noodles were taken and added to the bowls, and 300 ml of 100C° hot water was added and waited for 3 minutes. At the end of this period, 6 grams of soup based seasoning; In the cream based condiment, 20 grams were added and mixed for 1 more minute and given to the panelists for evaluation.

Sensory Evaluation: Sensory evaluation of multiple comparison tests was carried out on the parameters of taste, aroma and texture. A 9-point hedonic scale was used. The scores were 9 – like extremely, 8 – like very much, 7 – like moderately, 6 – like slightly, 5 – neither like nor dislike, 4 –dislike slightly, 3 – dislike moderately, 2 – dislike very much, 1 – dislike extremely. The cooked noodles were evaluated for colour, taste, aroma, texture, mouth feel and over all acceptability. The evaluation was done by 50 semi trained panelist (Wahjuningsih et al., 2020). Statistical Analysis: The statistical differences between the products were determined by analysis of variance (ANOVA) and their means separation using the Fishers least significant difference (LSD) procedure.

WIDESPREAD EFFECTS AND LIMITATIONS OF RESEARCH

This research examines the effects of using different forms of turmeric in processed foods such as instant noodles, and its results have the potential to have a significant impact on the food industry. It has been determined that the powder form of turmeric tends to be preferred by consumers, especially in terms of sensory aspects. Although it is the lowest in cost compared to other forms of ground turmeric powder, it has been observed to increase overall acceptability in products such as noodle sauces and increase consumer satisfaction. These findings can provide important guidance for food manufacturers in their product development processes and marketing strategies. Additionally, it has been emphasized that other forms of turmeric, such as oleoresin and aroma, have different effects on the product flavor profile. In conclusion, this study reveals the potential that the use of various forms of turmeric in the food industry can increase consumers' interest and acceptance of the products. However, the fact that the sensory analysis was carried out within a private enterprise and that the panelists were 50 people with similar age averages who grew up in similar cultural environments working in this factory limited the panel result from reflecting the views of the whole society homogeneously.

UNIQUE VALUE

Turmeric has a rich content of curcuminoids (especially curcumin), essential oils and other phenolic compounds and has the potential to add natural color and flavor to food products. The research is an original study that evaluates the effects of using turmeric in powder form, concentrated form as oleoresin and in flavoring forms on soup and creamy sauces used in instant noodles, together with cost analysis. In particular, findings obtained using sensory analysis methods show that each form of turmeric offers different sensory properties and that these properties have significant effects on consumer preferences. It has been determined that the ground powdered form of turmeric increases the overall acceptability in products such as various noodle sauces and is preferred by consumers. It has also been observed that when the powder form of turmeric is added to soup and creamy noodle sauces, it has a positive effect on the flavor profile and color contribution of the products at different rates. Research findings provide important guidance for food manufacturers. The use of different forms of turmeric has the potential to increase consumers' interest and appreciation of products by being taken into account in product development processes and marketing strategies. Additionally, considering that the scientific evidence for the health benefits of turmeric is strong, and that these healthy components are mostly found in ground turmeric in powder form compared to other forms, this study demonstrates the health and commercial benefits of powdered turmeric's versatile use in the food industry. As a result, this research makes significant contributions to the food industry by examining in detail the effects of the use of different forms of turmeric in different types of instant noodle sauces on product quality, consumer satisfaction and product cost.

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YILDIZLARIN ALTINDA: TÜRKİYE VE LÜKSEMBURG'TA BULUNAN MICHELIN YILDIZLI RESTORANLARININ KÜLTÜREL BAĞLAM AÇISINDAN ANALİZİ

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GİRİŞ

Karşılaştırmalı kültür analizlerinde en sık kullanılan değişkenlerden biri kültürel bağlamdır. Kültürel bağlamı ifade ederken Hall (1976) kültürü, bir iletişim biçimi olarak vurgular. İletişimin verdiği mesajlara dayanarak kültürü, yüksek bağlamlı (high-context) ve düşük bağlamlı (low-context) olmak üzere ikiye ayırır. Bu bağlamaları, iki ana iletişim türünü (sözlü/doğrudan ve sözsüz/dolaylı) dahil ederek açıklar. Sözlü iletişimin ön planda olduğu kültürler, genellikle bilgi ve mesajların doğrudan, açıkça ifade edildiği düşük bağlamlı kültürler olarak nitelendirilirken; sözsüz iletişimin önemli olduğu kültürler, genellikle bilgi ve mesajların dolaylı yollarla iletildiği yüksek bağlamlı kültürler olarak bilinir (Hall, 1976; Koç, 2021). Yüksek ve düşük bağlamın mesajların açık olma ölçüsüyle ilgili olduğu ve iletişimde bağlamında önemli olduğu vurgulanmaktadır. Bir toplumun düşük veya yüksek bağlamlı kültüre sahip olması farklı iletişim tasarımlarını gerektirecektir.

İletişim tasarımlarının olması gerektiği sektörlerden biri, turizm ve otelcilik sektörüdür. Turizm ve otel işletmeleri, sosyal etkileşimin ve iletişimin yoğun olarak gerçekleştiği, uluslararası kültüre sahip olan sosyal bir hizmet ortamında yer almaktadır (Tombs ve McColl- Kennedy, 2003). Bu işletmeler, farklı kültürlerden gelen müşterilerini daha iyi anlamak ve onlara etkili bir şekilde hizmet etmek durumundadır.

Turizm ve otelcilik işletmelerinin dört işletme kategorisini (konaklama ve barınma, yiyecek ve içecek, rekreasyon/eğlence, seyahat ve turizm) içerdiği bilinmektedir. Turizm faaliyetlerine katılan kişiler konaklama işletmelerinde yiyecek ve içecekleri tüketebilseler de, müşterilerine yiyecek ve içecek sağlayan başka büyük bir pazar (restoranlar, barlar, kafeler, şarap evleri, çay ve kahvehaneler vb.) bulunmaktadır (Koç, 2021). En büyük yiyecek ve içecek sağlayıcılardan biri restoranlardır. Bu pazar gastronomi turizmi içerisinde kendine yer bulur.

Gastronomi turizminde restoranların popülaritesini ve uluslararası olma özelliğini arttıran bir çok faktör bulunmaktadır. Bu faktörlerden biri de Michelin Rehberi'dir. Rehbere eklenen restoranların sayısının artmasıyla varlığını giderek tüm dünya ülkelerinde göstermektedir. Michelin Rehberi'ne kayıtlanan restoranlar, aldıkları yıldıza ve yansıttıkları mutfak kültürüne göre ziyaretçilerini çekmektedir. Dolayısıyla yıldızların altında hizmet sunan bu restoranlarda gerçekleşecek olan bir iletişim tasarımında, kültürel bağlamın önemli bir etkiye sahip olduğu söylenebilir. Çalışma, Yıldızlı restoranlar kültürel bağlam açısından farklılaştırılmakta mıdır? probleminden yola çıkılarak kültürel bağlam açısından ele alınmaktadır. Bu çalışma Michelin Rehberi'nde kayıtlı ülkelerdeki restoranların, ülkenin yüksek ve düşük bağlamlı olmasına göre farklılaştırılıp farklılaştırılmadığını incelemektedir.

LİTERATÜR

Kültür kelimesi ''bir insan grubunu diğerinden ayıran ortak düşünce ve davranış kalıpları'' anlamında kullanılmaktadır (Hofstede, 1994: 1). İnsan grupları; bir ulus, bölge veya etnik grup (ulusal vb. kültür), kadınlara karşı erkekler (cinsiyet kültürü), yaşlılara karşı gençler (yaş grubu ve nesil kültürü), bir sosyal sınıf, bir meslek veya uğraş (mesleki kültür), bir iş türü, bir iş organizasyonu veya bunun bir parçası (organizasyon kültürü) ve hatta bir aile olabilir (Hofstede, 1994: 1; Waever, 2008: 152). Kültür, bir toplumun bireysel üyelerine nasıl düşüneceklerini öğretir, onlara nasıl hissedeceklerini şartlandırır ve başkalarıyla nasıl etkileşimde bulunacakları konusunda rehberlik eder, yani nasıl iletişim kuracaklarını gösterir. Bu nedenle, kültür ve iletişim son derece birbirine bağlı faaliyetler olarak ifade edilir (Neuliep, 2018). Bunu destekler nitelikte Hall (1976) kültürü, bir iletişim biçimi olarak ifade etmektedir. Ona göre iletişim biçiminde kültürel bağlam oldukça önemlidir. Hall (1976) iletişim biçimlerini ve kültürel farklılıklar arasındaki ilişkiyi açıklamak ve kültürleri sınıflandırmak üzere ''Yüksek Bağlam'' ve ''Düşük Bağlam'' iletişim tasarımını önermektedir (Kim vd., 1998; Börü, 2007: 432; Koç, 2021:). Buradaki bağlam kavramı; tarih, bilgi, iletişimdeki duraklamalar ve sessizliklerin kullanımı, değerlerle ilgili varsayımlar gibi mesajın etrafındaki ortam ve koşulları ifade eder (Dozier, 1998). Yüksek bağlamlı kültürlerde iletişim sözsüz, dolaylı ve kapalı bir şekilde yapılır (Nishimura vd, 2008: 785). Yüksek bağlamlı kültürlerde iletişimin içinde bulunduğu ortam, fon, beden dili, yüz ifadeleri, fotoğraf, semboller gibi bağlamlar oldukça önemli olmaktadır. Yazılı veya sözel ifadelerin uzun ve detaylı olması yüksek bağlamlı kültürlerde mesajı alan kişiler veya bir başka ifade ile pazarlama iletişim mesajına maruz kalan müşteri tarafından tercih edilmemektedir (Koç, 2021). Düşük bağlamlı kültürlerde ise iletişim sözlü, net ve açık yapılmaktadır (Börü, 2007: 433). Dolayısıyla düşük bağlamlı kültürlerde iletişimin detaylı ve uzun olması mesajı alan kişileri, bir başka ifade ile pazarlama iletişim mesajına maruz kalan müşteriyi rahatsız etmemektedir (Koç, 2021).

Kültürel bağlama göre müşteriyi etkileyebilecek olan bu iletişimin en yoğun yaşandığı yerlerden biri turizm ve otelcilik işletmeleridir. Farklı işletme kategorilerini (konaklama ve barınma, yiyecek ve içecek, rekreasyon/eğlence, seyahat ve turizm) barındıran turizm ve otelcilik işletmelerinde yiyecek ve içecek kategorisi restoranları ile kendine özel bir büyük pazara payına sahip olup gastronomi turizmini oluşturmuştur. Bu turizmin içinde yer alan ve uluslararası hizmetin ön planda olduğu Michelin rehberi restoranları, sahip oldukları ün sebebiyle de iletişimin gerekli olduğu bir alandır. Bu noktada kültürel bağlamın dikkate alınarak gerçekleştirilecek olan bir iletişim tasarımı oldukça önemlidir.

Bir çok açıdan ele alınan Michelin Rehberi restoranlarını, kültürel bağlam açısından ele alan çalışmaların kısıtlı olduğu görülmektedir. Michelin Rehberi restoranları, başarı faktörleri açısından incelenmiştir. Benzer sonuçların ortaya çıktığı araştırmalarda restoranların doğaya yakın olma özellikleri, menülerin sürekli geliştirilmesi, gelenekseli ve moderni harmanlayan hizmetleri, yerel ve sürdürülebilir ürün odaklı olmaları, sürekli inovasyon ile başarı sağladıklarını tespit etmiştir (Johnson vd., 2005; Ottenbacher ve Harrington, 2007; Tan, 2018; Çavuş ve Nazik, 2022; Sükan, 2023). Lüks restoran konseptleri açısından ele alınan Michelin rehberi restoranlarının etkileri araştırılmıştır (Daries, Moreno-Gené ve Cristobal-Fransi, 2021; Kaçan, 2023). Mönüleri yönünün incelenen restoranlar, gastronomi turizmi kapsamında değerlendirilmiştir (Yurday ve Kıngır, 2019; Ryu, 2020; Pitjatturat, 2021; E. Atik ve E. Atik, 2023). Yıldızlı şeflerde araştırılan konular arasında yer almaktadır. Michelin rehberi restoranları şeflerinin bakış açısıyla değerlendirilmiş ve yenilikçiliğin ön planda olması gerektiği vurgulanmıştır (İnce, 2016; Akoğlu, Çavuş ve Bayhan , 2017; Tan, 2018; Giousmpasoglou, Marinakou ve Cooper, 2018; Selçuk ve Pekerşen, 2020). Çevrim içi platformlarda da incelenen Michelin Rehberi restoranları, web sitelerinin değerlendirilmesiyle, yorumlarının analiz edilmesiyle ele alınmıştır (Landre, 2017; Ertopçu, 2019; Marković vd., 2021; Kuday, 2023; Temizkan ve

Aktepe, 2023). Michelin Rehberi restoranları, mönülerinin ve özelliklerinin kültürel farklılıklarına vurgu yapılarak karşılaştırmalı olarak ele alındığı araştırmalar bulunsun da, kısıtlıdır (Johnson, vd., 2005; Lane, 2011; Putra, 2019; Temizkan ve Aktepe, 2023; Giampiccoli ve Mnguni, 2023). Michelin Rehberi restoranlarını kültürel farklılıklar açısından ülkesel olarak karşılaştırılmasını ele alan çalışmaların kısıtlı olması, araştırmanın orijinalliği ve önemini ortaya koymaktadır.

YÖNTEM

Bu araştırmanın amacı Michelin Rehberi'nde kayıtlı ülkelerdeki restoranların, ülkenin yüksek ve düşük bağlamlı olmasına göre farklılaştırılıp farklılaştırılmadığını incelemektir. Amaç doğrultusunda bazı düşük ve yüksek kültürel bağlama sahip ülkelerin listesi (Hall, 1976, 1983; E. Hall and M. Hall, 1990) incelenmiş ve bu ülkeler arasından seçilmiştir. Türkiye, yüksek bağlamlı (high-context) kültüre sahip ülkeler içerisinde yer almaktadır. Michelin Rehberi'nde Türkiye'den 2 yıldızlı/mükemmel mutfak (1), 1 yıldızlı/yüksek kalite mutfak (11), Bib Gourmand/İyi kalite (26), seçili restoranlar/kaliteli mutfak (70) olmak üzere toplam 108 restoran yer almaktadır. Sadece 2 ve 1 yıldıza sahip restoranlar araştırma kapsamına dahil edilmiştir. Bununla birlikte karşılaştırmalı kültür analizinin yapılabilmesi için düşük bağlamlı (low-context) kültüre sahip ülkeler içerisinden Lüksemburg seçilmiştir. Michelin Rehberi'nde Lüksemburg'dan 2 yıldızlı/mükemmel mutfak (1), 1 yıldızlı/yüksek kalite mutfak (9), Bib Gourmand/İyi kalite (4), seçili restoranlar/kaliteli mutfak (38) olmak üzere toplam 52 restoran yer almaktadır. Sadece 2 ve 1 yıldıza sahip restoranlar araştırma kapsamına dahil edileceğinden, düşük bağlamlı ülke seçilirken 1 ve 2 yıldızlı restoranları ile Türkiye'ye sayıca en yakın olan tercih edilmiştir. Restoran sayıların birbirine yakın olmasının karşılaştırmanın daha net anlaşılmasına yardımcı olacağı düşünülmektedir. Bu çerçevede Türkiye'den (yüksek bağlamlı) Michelin yıldızını alan on iki restoran ve Lüksemburg'tan (düşük bağlamlı) ise on restoranın web siteleri incelenmiştir.

Araştırmada gerekli verilerin elde edilebilmesi amacıyla nitel araştırma yöntemi kullanılmıştır. Araştırma yöntemi, restoranların internet sitelerinin aşamalı içerik analizinden oluşmaktadır. İçerik analizi, belirli bir amaca yönelik olarak her türden değerli verinin sistematik bir şekilde incelenmesi, çeşitli kategorilere ayrılması, özetlenmesi ve elde edilen bulguların çalışma amacına uygun olarak analiz edilip yorumlanmasıdır. Aynı zaman da bu yorumlar diğer araştırmacılar için veya farklı çalışmalar için öneri ve tavsiyeler şeklinde sunulmaktadır (Wimmer ve Dominick, 2011). İçerik analizinin gerçekleştirilecek olduğu çalışmalarda kitap, dergi, makale, tv, internet gibi yayın organları tercih edilmektedir (Krippendorff, 2009: 6). Seçilecek yayın organlarından birinde veya birden fazlasında gerçekleştirilecek içerik analizinde, mesaj değeri taşıyan her türlü veri, bulgu, araştırma amacı doğrultusunda analiz edilir ve yorumlanır. Birbirine benzeyen veriler, belirli kavramlar ve kategoriler çerçevesinde bir araya getirilir (Başfırıncı, 2008: 53).

Araştırma kapsamında kullanılan verilerde, Michelin Rehberi'nde yer alan seçili ülke restoranlarının internet sitelerindeki bilgiler dikkate alınmıştır. Internet sitelerinde bulunan bilgiler; bilgi, etkileşim, mönü, e-ticaret ve ilave değerler olmak üzere beş ana kategoride incelenmiş ve kültürel bağlam açısından yorumlanmıştır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu araştırmanın sonuçları, Michelin yıldızlı restoranlarının kültürel bağlamlarının farklı ülkeler arasında nasıl değiştiğini göstermek amacıyla, turizm ve gastronomi sektörlerinin kültürel bağlam farkındalığını artırabilir. Özellikle restoran işletmecileri ve turizm profesyonelleri için, müşteri deneyimini iyileştirmek için kültürel bağlamın nasıl etkilediğini bilmek önemlidir. Bu çerçevede, restoranlar tarafından sunulan web sitelerindeki bilgilerin kültürel bağlama nasıl uyum sağladığı, uluslararası müşteri tabanına ulaşmasında kritik bir rol oynayabilir. Diğer taraftan, bu araştırma diğer araştırmacılara referans olarak da hizmet edebilir ve gelecekteki benzer çalışmalara zemin hazırlayabilir.

Araştırmanın bazı sınırlılıkları bulunmaktadır. İlk olarak, araştırma yalnızca Türkiye ve Lüksemburg'daki Michelin yıldızlı restoranlarının web sitelerinde gerçekleştirilmiştir. Bu nedenle, sonuçlar yalnızca bu iki ülkeye özgüdür ve genellenemez. İkinci olarak, veriler yalnızca web sitelerindeki içerikler göz önünde bulundurulduğu için, restoranlar tarafından fiziksel alanlarda sergilenen iletişim tasarımları ve kültürel uygulamalar dikkate alınmamıştır. Son olarak, içerik analizi yönteminin doğası gereği subjektif olmasının

bir sonucu olarak, araştırmacılar kişisel önyargılardan etkilenebilir, yorumlar ve kategoriler subjektif olabilir. Bu sınırlılıklar, gelecekte daha geniş kapsamlı ve farklı veri toplama yöntemleri ile desteklenmiş araştırmaların yapılmasını gerektirebilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Araştırma Michelin Rehberi'nde yer alan restoranların kültürel bağlamda değerlendirilmesine odaklanmaktadır. Michelin Rehberi restoranlarını kültürel farklılıklar açısından ele alan çalışmaların kısıtlı olması, araştırmanın orijinalliği ve önemini ortaya koymaktadır. Araştırma, yüksek bağlamlı Türkiye ve düşük bağlamlı Lüksemburg'daki Michelin yıldızlı restoranları inceleyerek, farklı kültürel bağlamlarda bu restoranların nasıl farklılaştığını ortaya koymaktadır. Bu bakımdan, araştırma gastronomi turizmi ile kültürel bağlantılar yapılan araştırmalara yeni bir bakış sunar. Diğer bir taraftan, çalışma bulgularının turizm ve gastronomi sektöründeki işletmelere, kültürel farklılıkların müşteri deneyimi üzerindeki etkilerini anlama yeteneği ve buna göre stratejiler geliştirmek için önemli bilgiler sağlayacağı düşünülmektedir.

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YILAN BALIĞININ GASTRONOMİK YOLCULUĞU: KÜLTÜREL MİRAS VE SÜRDÜRÜLEBİLİRLİK BAĞLAMINDA DOĞU-BATI SENTEZİ

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GİRİŞ

Yılan balığı, yüzyıllar boyunca gastronomi dünyasında dikkat çeken ve lezzetiyle damakları şenlendiren bir deniz ürünü olmuştur. Özellikle Avrupa, Japonya ve Kuzey Amerika gibi bölgelerde mutfak kültürünün ayrılmaz bir parçası haline gelmiştir (Cordova-Buiza, Gabriel- Campos, Castaño-Prieto, & García-García, 2021). Tarih boyunca birçok kültürde prestijli bir yiyecek olarak kabul edilen yılan balığı, çeşitli mutfaklarda özgün tariflerle yerini almıştır (Dekker, 2003).

Ancak, son yıllarda yılan balığı popülasyonlarında gözlemlenen azalma, bu balığın gelecekteki gastronomik rolünü ve sürdürülebilirliğini sorgulamamıza neden olmuştur (Martin-Rios, 2020). Bu bağlamda, yılan balığının gastronomik kullanımı ve kültürel etkilerini daha iyi anlamak amacıyla geniş kapsamlı bir literatür taraması gerçekleştirilmiştir. Bu çalışmada, yılan balığının gastronomik değeri, kültürel önemi ve sürdürülebilirlik bağlamında incelenmesi hedeflenmektedir. Çalışmanın temel amaçlarından biri, sürdürülebilir balıkçılık uygulamalarını ve yılan balığı popülasyonlarını koruma stratejilerini değerlendirmektir. Bu çalışmada ayrıca, farklı kültürlerde yılan balığına dair tariflerin ve tüketim alışkanlıklarının derinlemesine incelenmesi üzerinde durulmaktadır. Özellikle Avrupa'nın ünlü mutfaklarında, Japonya'nın geleneksel yemeklerinde ve Kuzey Amerika'daki modern gastronomi akımlarında yılan balığının nasıl kullanıldığını ve hangi yöntemlerle pişirildiğini anlamak için kapsamlı bir analiz yapılmıştır. Ayrıca, yılan balığının tarih boyunca nasıl bir statü sembolü haline geldiği ve çeşitli kültürel ritüellerde nasıl yer aldığı da incelenmiştir.

LİTERATÜR

Yılan balıkları, tarih boyunca hem bilim insanlarının hem de halkın merakını cezbetmiştir. Bu ilgi, büyük ölçüde onların ilginç yaşam döngüleri ve ekosistemlerdeki önemli rolleri nedeniyle doğmuştur. Su bulunan pek çok yerde yılan balıklarına rastlanmasına rağmen, bu balıkların yumurtlama ve yavrulama süreçlerinin izlenememesi, yumurtalı veya karnında yavru bulunan bireylere nadiren rastlanması, bu canlıların biyolojisi hakkında birçok gizemin var olmasına neden olmuştur (Moriarty, 2003).

Yılan balıkları, genellikle Anguillidae ailesine ait olup, dünya genelinde farklı türlerle temsil edilirler. En bilinen türler şunlardır:

1. Avrupa Yılan Balığı (Anguilla anguilla): Bu tür, genellikle Avrupa kıyıları boyunca bulunur ve iç sulara göç eder. 1990-1991 yılları arasında Avrupa yılan balığı üretimi 23.950 ton olarak kaydedilmiştir (Dekker, 2003).

2. Japon Yılan Balığı (Anguilla japonica): Başlıca Japonya, Çin, Kore ve Tayvan sularında bulunur. Japon yılan balığı üretimi aynı dönemde 109.100 ton gibi yüksek bir rakama ulaşmıştır.
3. Amerikan Yılan Balığı (Anguilla rostrata): Kuzey Amerika'nın doğu kıyılarında yaşayan bu tür, genellikle Atlantik Okyanusu'na göç eder. 1990-1991 yılları arasında 2.850 ton üretim gerçekleştirilmiştir (Knights, 2003).
4. Diğer Yılan Balığı Türleri: Bu kategoride yer alan türler, dünya genelinde daha az yaygın olup, toplam üretimleri 1.500-ton civarındadır (Moriarty, 2003).

Yılan balıkları, katadromous (denizden tatlı suya göç eden) canlılar olarak bilinirler. Bu balıklar, yaşamlarının büyük bölümünü tatlı sularda geçirirler ve üreme dönemlerinde denizlere göç ederler. Avrupa ve Amerikan yılan balıkları, örneğin, Atlantik Okyanusu'nun batısındaki Sargasso Denizi'nde yumurtlarlar. Bu bölge, sıcak ve tuzlu sularıyla bilinir ve yılan balıkları burada yaşamlarının ilk evrelerini geçirirler (Moriarty, 2003). Yavru balıklar (leptocephalus larvaları) okyanusu geçerek tatlı su nehirlerine ve göllere ulaşır, burada yetişkin hale gelirler.

Yılan balıkları, dünya su ürünleri üretiminde önemli bir yere sahiptir. Özellikle Avrupa’da, yılan balığı fümesi (smoked eel) oldukça popüler bir lezzettir (Knights, 2003). Türkiye'de ise yılan balıkları, iç su kaynaklarımızdan ve dalyanlardan elde edilir. 1997 verilerine göre, Türkiye’de yaklaşık 400-ton yılan balığı avlanmıştır (Starkie, 2003). Yılan balıkları, yüksek pazar değeri sayesinde önemli bir ihracat ürünü olarak ülkemize döviz kazandırmaktadır (Moriarty, 2003).

Dünya genelinde yılan balığı yetiştiriciliği önemli bir endüstri haline gelmiştir. Ancak, ülkemizde yılan balığı yetiştiriciliği henüz yeterince gelişmemiştir. Bu balıkların üreme biyolojisi ve yavru balık temini gibi zorluklar, yetiştiricilik faaliyetlerini sınırlayan başlıca etkenler arasındadır (Dekker, 2003). Bununla birlikte, yılan balığı yetiştiriciliği, uygun koşullar sağlandığında ekonomik olarak cazip bir seçenek olabilir (Moriarty, 2003).

Yılan balıkları, dünya mutfaklarında özellikle Asya ve Avrupa'da birçok farklı tarifle sunulmaktadır (Starkie, 2003). Türkiye’de de yılan balığı, füme olarak ya da çeşitli soslarla hazırlanan yemeklerde kullanılabilir niteliktedir. Özellikle Aydın ili, bu balığın gastronomik potansiyelini değerlendirebilecek bir bölge olarak öne çıkmaktadır. Ege Bölgesi'nin zengin su kaynakları ve geleneksel mutfak kültürü, yılan balıklarının burada daha fazla tüketilmesi ve değerlendirilmesi için uygun bir zemin sunmaktadır.

Yılan balıkları, biyolojileri ve ekonomik değerleriyle deniz ve tatlı su ekosistemlerinde önemli bir yere sahiptir (Martin-Rios, 2020). Dünya genelinde ve Türkiye’de, bu balıkların avcılığı ve yetiştiriciliği hem gıda güvenliği hem de ekonomik getiriler açısından büyük potansiyele sahiptir. Gelecekte, Türkiye'de yılan balığı yetiştiriciliği üzerine yapılacak çalışmalar hem yerel ekonomiyi canlandırabilir hem de bu ilginç canlıların biyolojisi hakkında daha fazla bilgi edinmemizi sağlayabilir.

YÖNTEM

Bu çalışmanın amacı, yılan balığı yetiştiriciliği ve gastronomik kullanımına ilişkin mevcut bilgilerin derlenmesi, bu alandaki farklı reçetelerin oluşturulması ve yılan balığı konusundaki bilimsel literatürün bibliyometrik analizini yapmaktır. Çalışmamız, yılan balıkları ile ilgili hem pratik hem de akademik perspektifleri birleştirerek kapsamlı bir analiz sunmayı hedeflemektedir.

Araştırmamızın ilk aşaması, yılan balığı yetiştiriciliği, ekonomik değeri ve gastronomik kullanımı konularında mevcut literatürün derlenmesidir. Bu kapsamda, Web of Science (WoS) veri tabanında yer alan ve yılan balıklarıyla ilgili makaleler incelenmiştir. Bibliyometrik analiz, bu literatürdeki eğilimleri, atıf ağlarını ve önemli araştırma alanlarını belirlemek amacıyla yapılmıştır.

Çalışmanın ikinci aşamasında, Türkiye’de yılan balığı yetiştiriciliği ve avcılığı üzerine saha gözlemleri gerçekleştirilmiştir. Bu gözlemler, farklı bölgelerde yılan balığı popülasyonlarının yoğunluğu, yetiştiricilik teknikleri ve ekonomik değerlendirmeler üzerine odaklanmıştır. Aydın ve İzmir illerinde yılan balığı avcılığı ve yetiştiriciliği yapılan alanlar ziyaret edilerek gözlem yapılmıştır. Yerel balıkçılar, yetiştiriciler ve sektör

temsilcileri ile yarı yapılandırılmış mülakatlar gerçekleştirilmiştir. Bu mülakatlar, yılan balığı yetiştiriciliği ve avcılığına dair pratik bilgiler ve ekonomik değerlendirmeler hakkında veri sağlamıştır.

Yılan balığının gastronomik değeri üzerine yapılan bu çalışmada, farklı pişirme yöntemleri ve reçeteler geliştirilmiştir. Farklı kültürlerde yılan balığı kullanılarak yapılan yemek tarifleri incelenmiştir. Geleneksel tarifler üzerinde varyasyonlar yapılarak, yılan balığının farklı tat profillerini ortaya çıkaracak yeni yemek tarifleri oluşturulmuştur. Geliştirilen tarifler, tat, aroma, doku ve genel beğeni kriterlerine göre duyusal değerlendirmelere tabi tutulmuştur. Bu değerlendirmeler, çeşitli yaş gruplarından ve damak zevklerinden katılımcılar tarafından gerçekleştirilmiştir.

BULGULAR ve TARTIŞMA

Saha gözlemleri, yılan balığı yetiştiriciliği ve avcılığının Türkiye'de sınırlı olduğunu ancak önemli bir ekonomik potansiyele sahip olduğunu göstermiştir. Aydın ve, İzmir gibi illerde yapılan gözlemler, yılan balığı yetiştiriciliği ve avcılığının genellikle geleneksel yöntemlerle yürütüldüğünü ortaya koymuştur. Yerel balıkçılar ve yetiştiriciler, özellikle yetiştiricilikte karşılaşılan yüksek maliyetler ve teknik zorluklar nedeniyle sınırlı üretim kapasitesine sahip olduklarını belirtmişlerdir.

Yılan balıkları, yüksek pazar değerine sahip olup, özellikle Avrupa pazarlarına yönelik önemli bir ihracat ürünü olarak değerlendirilmektedir. Yerel ekonomiye katkısı göz önüne alındığında, yılan balığı yetiştiriciliği ve avcılığının desteklenmesi, hem bölgesel kalkınma hem de ulusal döviz gelirleri açısından büyük bir fırsat sunmaktadır.

Gastronomik değerlendirme, yılan balıklarının çeşitli yemek tariflerinde kullanım potansiyelini ortaya koymuştur. Geleneksel yılan balığı tarifleri, özellikle Avrupa ve Asya mutfaklarında yaygın olarak kullanılmaktadır. Füme yılan balığı, yılan balığı suşi ve marine edilmiş yılan balığı gibi yemekler, bu balığın lezzetli ve çok yönlü bir malzeme olduğunu göstermektedir. Çalışmamızda, bu geleneksel tarifler üzerine yapılan yorumlarla yeni yemek tarifleri geliştirilmiştir. Örneğin, yılan balığı güveç, zeytinyağlı yılan balığı ve baharatlı yılan balığı ızgara gibi Türk mutfağına uyarlanmış tarifler oluşturulmuştur. Yeni tarifler, yapılmış ve genel olarak, yılan balığına karşı olumlu bir beğeni gösterilmiş olup, özellikle baharatlı ve zeytinyağlı tarifler katılımcılar tarafından beğeni toplamıştır. Bu durum, yılan balığının Türk mutfağına daha fazla entegre potansiyelini ortaya koymaktadır.

Yılan balığı yetiştiriciliği, Türkiye için henüz tam anlamıyla keşfedilmemiş bir alan olmasına rağmen, büyük bir ekonomik potansiyel barındırmaktadır. Yetiştiricilik faaliyetlerinin desteklenmesi ve modern tekniklerin benimsenmesi, yılan balığı üretimini artırabilir ve bu balığın iç ve dış pazarlarda daha etkin bir şekilde değerlendirilmesini sağlayabilir. Ayrıca, yerel üreticilerin eğitimi ve altyapının iyileştirilmesi, yılan balığı yetiştiriciliğinin gelişimine katkıda bulunabilir. Yılan balığı, gastronomik açıdan büyük bir çeşitlilik sunar ve farklı mutfaklarda kendine yer bulabilir. Türkiye'de yılan balığının daha yaygın olarak tüketilmesi, hem yerel mutfak kültürünün zenginleşmesine hem de ekonomik kazançların artmasına katkıda bulunabilir. Özellikle, geleneksel Türk yemeklerine entegre edilmiş yılan balığı tariflerinin tanıtılması, bu balığın daha geniş kitleler tarafından kabul görmesini sağlayabilir.

Bu çalışmanın bulguları, yılan balıkları üzerine daha fazla araştırma yapılmasının gerekliliğini ortaya koymaktadır. Özellikle, yılan balıklarının üreme biyolojisi ve yaşam döngüsü üzerine yapılacak araştırmalar, yetiştiricilikte karşılaşılan zorlukların üstesinden gelinmesine yardımcı olabilir. Ayrıca, çevresel faktörlerin yılan balığı popülasyonları üzerindeki etkilerini anlamak, sürdürülebilir avcılık ve yetiştiricilik stratejilerinin geliştirilmesine katkıda bulunabilir.

SONUÇ ve ÖNERİLER

Bu çalışmada, yılan balıklarının biyolojik, ekonomik ve gastronomik yönleri detaylı bir şekilde incelenmiş ve elde edilen bulgular, bu türün Türkiye'deki Aydın iline yönelik potansiyeli ortaya koyulmuştur. Yapılan literatür taramasında, yılan balıkları üzerine yapılan araştırmaların son yıllarda önemli ölçüde arttığını göstermektedir. Özellikle yılan balıklarının biyolojisi, yetiştiriciliği ve çevresel etkileri üzerine odaklanan bu araştırmalar, ilgili alandaki bilgi birikimini ve araştırma ağlarını genişletmiştir.

Saha gözlemleri, Aydın ilindeki yılan balığı yetiştiriciliği ve avcılığının büyük ölçüde geleneksel yöntemlerle yapıldığını ve bu alandaki faaliyetlerin sınırlı olduğunu ortaya koymuştur. Yılan balığı yetiştiriciliği, teknik zorluklar ve yüksek maliyetler nedeniyle henüz tam anlamıyla gelişmemiştir. Ancak, yılan balıklarının yüksek pazar değeri, bu türün ekonomik potansiyelini göstermekte ve bu alanda yapılacak yatırımların Türkiye'nin su ürünleri sektörüne önemli katkılar sağlayabileceğini işaret etmektedir. Yılan balıkları, özellikle Avrupa pazarlarına yönelik önemli bir ihracat ürünü olma potansiyeline sahiptir. Bu potansiyelin gerçekleştirilmesi için yılan balığı yetiştiriciliği ve avcılığı üzerine yapılacak eğitim programları ve teknolojik yeniliklerin teşvik edilmesi, yerel üreticilerin kapasitesini artırabilir ve sektördeki verimliliği yükseltebilir.

Gastronomik değerlendirmeler, yılan balıklarının çeşitli pişirme yöntemleri ve tariflerle büyük bir gastronomik çeşitlilik sunduğunu göstermiştir. Ortaya çıkarılan reçeteler, özellikle baharatlı ve zeytinyağlı yılan balığı tariflerinin büyük beğeni toplayabileceğini ortaya koymuştur. Bu, yılan balıklarının Türk mutfağına entegrasyonunun mümkün olduğunu ve bu balığın yerel lezzetlerin bir parçası olarak benimsenebileceğini göstermektedir. Yılan balığının gastronomik potansiyelinin tanıtılması ve bu balığın çeşitli tariflerle daha geniş kitlelere sunulması hem tüketici tercihlerini çeşitlendirebilir hem de ekonomik kazançları artırabilir.

Çevresel sürdürülebilirlik ve yılan balığı popülasyonlarının korunması da bu çalışma açısından önemli bir sonuçtur. Yılan balığı yetiştiriciliği ve avcılığı için sürdürülebilir yöntemlerin benimsenmesi, bu türün uzun vadeli üretim kapasitesini ve ekosistem dengesini korumak açısından kritik öneme sahiptir. Su kirliliği ve iklim değişikliği gibi çevresel faktörlerin yılan balığı popülasyonları üzerindeki etkilerinin derinlemesine incelenmesi, bu alanda etkili yönetim stratejilerinin geliştirilmesine yardımcı olabilir. Sürdürülebilir avcılık ve yetiştiricilik stratejileri, hem yerel balıkçılık topluluklarının ekonomik refahını artırabilir hem de yılan balıklarının ekosistem içindeki rolünü sürdürmesini sağlayabilir.

Sonuç olarak, yılan balıkları, Türkiye için büyük bir potansiyel barındırmaktadır. Yılan balığı yetiştiriciliğinin geliştirilmesi, teknolojik yeniliklerin ve eğitim programlarının desteklenmesi, bu türün ekonomik ve gastronomik değerinin artırılmasına yardımcı olabilir. Ayrıca, yılan balığının gastronomik çeşitliliğinin tanıtılması ve bu balığın Türk mutfağına entegrasyonu, yerel lezzetlerin zenginleşmesine katkıda bulunabilir. Bu çalışmanın bulguları ve önerileri, yılan balıkları üzerine yapılacak gelecekteki araştırmalar ve uygulamalar için önemli bir gastronomi yol haritası sunmaktadır.

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ANALYSIS OF LOCAL CUISINE CULTURE MARKETING AND PROMOTION STRATEGIES: AYDIN EXAMPLE

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INTRODUCTION

Local culinary culture is an important element that distinguishes the unique flavors and cooking techniques of a region or country. Local culinary tradition and cultural identity elements are effective in revealing the touristic image of the region. Destinations that can successfully showcase local culinary elements increase their awareness compared to their competitors and get ahead in the competition between destinations (Sezgin and Sezgin, 2019:186). There are various strategies to highlight local cuisine elements. These strategies include food festivals and events, cookbooks and guides, food blogs, social media, food tours, local cuisine training, tourist brochures and promotion, etc. is located.

The fact that Aydın has hosted many civilizations from past to present has contributed to the diversification and enrichment of culinary culture. It is known that Evliya Çelebi expressed the province, which is very fertile in terms of agricultural product diversity, as "Oil flows from its mountains and honey flows from its plains" (Gürkan and Ulema, 2019:266). The phrase "oil flows from the mountains" mentioned in Evliya Çelebi's quote refers to the richness of olives and olive oil in Aydın province. There are three geographically indicated products registered in the province: "Aydın Memecik Olive Oil", "Aydın Memecik Olive" and "Aydın Yamalak Olive". At the same time, "Aydın Memecik Olive Oil" was registered by the European Union in 2024. It is thought that Evliya Çelebi meant the world-famous "Aydın Fig" when he said "honey flows from its plains". "Aydın Fig" is a world-famous fruit registered with a geographical indication by the Turkish Patent Institute in 2007 and by the European Union in 2016 (Güngör, 2022:87; Turkish Patent Institute 2024; European Union, 2024).

One of the important determinants in choosing a region as a tourist destination, in addition to local transportation, entertainment, health and accommodation opportunities, is local food and beverages (Cömert, 2014:65). The purpose of this study is to examine the promotional strategies used by the Aydın destination to market its local culinary culture. In this context, by examining the contents on the websites of official institutions and organizations about the local dishes and products that stand out in the Aydın destination, it is determined what the elements are for promotion, and by making comparisons with successful destinations with similar features in the world, the local cuisine products of Aydın and the marketing strategies of these products are determined. new suggestions are made.

LITERATURE

Aydın province, which has fertile lands irrigated by the Büyük Menderes River, has hosted people from many different nationalities for hundreds of years due to its geographical location. The province, which has a long historical and cultural history, is among the first provinces where tourism activities started in Turkey (Güngör, 2022:87). In this context, polishing and highlighting the cultural values of the region will contribute to the preferability of the destination. When destinations use their local products effectively in destination marketing, they differentiate themselves from their competitors and get ahead. Local food is food and beverages produced or grown in the local cuisine, prepared uniquely by the traditions and customs of the region and formations from the past (Altunbasan, Yay and Erdem, 2016:238). Horng and Tsai (2011) define the concept of regional cuisine as a whole that provides the emergence of dishes, cooking techniques and food products belonging to the unique culinary culture of a country or region. In their study examining the role of local cuisine as travel motivation, Toksöz and Aras (2016) state that destination identity, well-known destination image, accessibility of local cuisine, and eating and drinking cultures of destination residents are important factors in attracting tourists to a destination.

In the study conducted by Kim and Eves (2012), the sources of motivation that push individuals to choose local foods are; They were grouped as exciting experience, escape from routine, health concern, cultural experience, togetherness, prestige and appeal to the senses factors, and it was stated that these factors were effective in local food preference. Similarly, in the study conducted by Şengül and Türkay (2016), it was determined that there are various relationships between the degree of effectiveness of Mudurnu's attractiveness elements in tourists' decision to visit and the local cuisine elements. In the study conducted by Çam and Çılgınoğlu (2021), they stated that Kastamonu local cuisine elements contain various traces about the historical, cultural and touristic image of the city, and that these traces are effective as an element of attraction for local and foreign tourists who will come to Kastamonu.

Sezgin (2017) stated in her study that determined the gastronomy features of Aydın province and measured the preferences and expectations of these features in terms of international gastronomy tourists, that the gastronomy potential of Aydın province could be an important reason for preference for foreign tourists. The study is important as new research on the promotion of gastronomy culture in Aydın province will contribute to the awareness of the destination. Determining the promotional activities carried out by public and private institutions and organizations in the region will enable the identification of deficiencies and areas open to development in this field and the opportunity to focus on the relevant area. It is thought that this study will contribute to the awareness of the destination both nationally and internationally, as the important gastronomy products in Aydın culinary culture will be highlighted. Erbay and Sabur (2022) in their study on gastronomy tourism marketing strategies, festivals, seminars, fairs, food competitions, local markets, city promotion events, etc. They stated that these elements attracted the attention of tourists. As can be understood from this study, organizing the mentioned events and ensuring their continuity and development are important for creating the image of a local cuisine destination.

METHOD

The presence of local culinary elements has been effective in determining the benefit of the promotion and marketing of destinations, the creative positive effect in differentiating them from their competitors, and the benefit of regional development. In this regard, the aim of the study is to discuss the promotional strategies used by Aydın, which is rich in local culinary products, to market its local culinary culture and to make new suggestions in this direction by making comparisons with successful destinations in the world on destination marketing. In this context, about the prominent local dishes and products in Aydın destination, the official website of Aydın Governorship, the official websites of the Chambers of Commerce of Aydın province and its districts and the Turkish Patent Institute, the official page of Aydın Provincial Directorate of Culture and Tourism, the Visit Aydın page and Printed publications on Aydın culinary culture were examined in detail and it was tried to determine what activities they carried out for promotional purposes. Another goal of the study is; The aim is to develop various suggestions for destinations with similar potential in the light of the data obtained and to provide them with an idea in the destination marketing process. The study also discusses the culinary culture of Aydın and the practices carried out to promote the prominent local products of Aydın. In the study where qualitative research design was used, document analysis was preferred among the data

collection methods. Document analysis, also known as documentary scanning, is based on obtaining data for the purpose by examining secondary sources in depth and consists of the stages of accessing appropriate documents, ensuring the originality of the documents, creating a systematic for coding and cataloging the obtained data, and finally analyzing the data (Sak et al., 2021:230-233). Qualitative research is a frequently preferred method, especially in the field of social sciences, as it is an approach that prioritizes researching and understanding social phenomena within their environment. Content analysis was preferred to analyze the data because it provides in-depth information and is unbiased, reliable and generalizable (Coşkun et al., 2015).

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

The aim of this study is to determine the marketing and promotion strategies of Aydin's local culinary culture and to make new suggestions in this direction by comparing them with successful destinations in the world in terms of destination marketing. Countries carry out marketing activities by highlighting local culinary elements in line with tourism activities. In this way, it tries to obtain more economic income from tourism revenues. Marketing and promotion strategies can be carried out by promoting countries, regions and cities. The people who carry out these activities are the people, institutions and organizations responsible for the management of countries, regions and cities. Local cuisine marketing and promotion strategies have various advantages for regions. One of these is the protection of cultural heritage. Yöresel mutfakların tanıtımı, geleneksel yemek tariflerinin ve pişirme yöntemlerinin nesiller boyu korunmasına yardımcı olmaktadır. Promotion of local cuisines helps preserve traditional recipes and cooking methods for generations. It also ensures that the history and heritage of the region is protected by preserving the cultural identity and originality. Local cuisines have tourism appeal. Local cuisine, which is an important attraction point for tourists, revitalizes tourism by enriching the travel experience with unique dishes and tastes. Regional cuisines encourage visitors to visit a particular region solely for its food. It is also important in supporting the local economy. Promotion of local dishes increases demand for local producers and farmers, which contributes to the strengthening of the local economy. Local cuisines contribute to sustainability through the use of local ingredients. Meals made with local ingredients are often more sustainable and reduce the carbon footprint. At the same time, local production and consumption cycles promote environmental sustainability. Aydın province is one of the cities with its unique food and beverages and an important gastronomy tourism potential. The favorable nature of the climate ensures the variety of fruits and vegetables produced in the region. In addition, the presence of the Aegean Sea allows seafood to take part in culinary culture. With this study, it is aimed to contribute to the national and international awareness of the local culinary culture of Aydın province. In the study, current marketing and promotion strategies for Aydin's local cuisine will be determined and suggestions will be developed by making comparisons with various successful destinations in the world in terms of destination marketing.

ORIGINAL VALUE OF THE RESEARCH

The increasing interest in gastronomy tourism, which is an important element of attraction in tourism activities, causes destination managers and officials to attach importance to this issue and follow a strategy to attract tourists to countries, regions and cities. In this regard, the local cuisine element is used as a promotion and marketing strategy in order to differentiate destinations from each other. Local cuisine reflects local cultures and traditions in eating and drinking habits. This situation attracts the attention of local people and tourists. Food and beverages specific to a destination are unique. This allows you to experience the flavors specific to that region. Local dishes reflect the history, traditions and lifestyle of a region. Thus, cultural heritage is kept alive and transferred to future generations. Local dishes are produced using fresh and local ingredients produced locally. In this way, the meals are fresher and more delicious. This also provides positive effects on naturalness and health. Highlighting local cuisines in destinations attracts the attention of tourists and provides income to the regional economy. People coming together through various events organized in destinations strengthen their cooking, eating and sharing experiences. This reinforces the sense of community. With this research, the marketing and promotion strategies of Aydin's local culinary culture will be determined, and new suggestions will be made in this direction by making comparisons with successful destinations in the world in terms of destination marketing. Another aim of the study is to provide

guidance for destinations with similar features. Thus, various marketing and promotion strategies can be developed in which local cuisine is at the forefront.

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THE IMPACT OF URLA VINEYARD ROUTE BUSINESSES ON LOCAL ECONOMIC DEVELOPMENT

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INTRODUCTION

Viticulture is an agricultural activity with thousands of years of history and a symbolic value in Anatolia and nearby regions. As of 2020, Türkiye ranks 5th in the world in terms of total vineyard area with 4300km^2, but only 3% of the total 4 million tons of fresh grapes produced is used for wine production. From the 75 million tons of fresh grapes produced globally, 26 billion litres of wine is produced, generating €30 billion in export revenues (OIV, 2021; OIV, 2023). This shows the added value and international trade potential that viticulture and related wine production can create (Aktaş, Tan, 2007).

Viticulture and wine production also support the regional economy (Aktaş, 2002). Wine production that grows along with viticulture activities, can support local economic development proportional to the range of local resource utilisation. Local development, supported by viticulture, aims to ensure the development of local people in physical, economic, social, cultural and political areas, in accordance with the principles of sustainable development, by mobilizing local resources and incorporating them in the production process. In this context, the fact that all the resources of local production are sourced locally is one of the key factors affecting development (Akdoğan, Gülçubuk, 2022).

Sustainable development is based on the sustainable processing and utilisation of resources. Resources should be conserved and improved, and renewable resources should be used in consideration of the limits of self-renewal. Sustainable development aims to continuously improve the natural, social and economic environment (Zengin et al., 2014).

In this study, the contribution of Urla Vineyard Route businesses to local economic development within the scope of sustainability based on local dynamics will be examined. The importance of the research is to examine the economic benefits mutually created by viticultural activities and the wine industry, for the local resources that they utilise, in the case of Urla. One of the cases related to viticulture and wine production is wine tourism, and the study also focusses on the contributions and impacts of this type of tourism development on the local economy. In line with the research, semi-structured interviews were conducted within the framework of qualitative research with Urla Vineyard Road businesses, regarding local economic development, and descriptive analysis method was used.

LITERATURE

According to the “Our Common Future” report by the Brundtland Commission (United Nations), sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (UN, 1987). Economic development constitutes one of the core dimensions of sustainable development and aims to maintain the benefits to society and nature and long-term productivity of economic resources. Viticultural activities and wine production and trade that utilise local resources have a direct impact on local economic development by providing long-term benefits for the local economy (Yıldız, 2009). These benefits can be listed as creating tourist attraction, providing employment, creating commercial relations and collaborations, providing branding, developing infrastructure that will improve the quality of life of local people and establishing an industrial structure (Değer, M. K., 2003).

An important part of wine tourism activities that develop locally, takes place in rural areas where wine production takes place. The region where wine production takes place will also create an element of tourist attraction in this sense; cultural elements such as regional identity, methods, practices, ceremonies, stories related to wine production, as well as elements such as the open-air feeling of rural areas where production takes place are important supporting elements for wine tourism (Yıldız, 2009). As a result of developing tourism activities, local development is supported economically. Wine tourism can support regional development by generating income not only for wine production but also for supporting elements such as wineries, vineyards, gastronomic values, sales of high quality local products, arts and crafts. Sustainable wine production also contributes to the sustainability of tourism (Kasaroğlu, et al., 2021).

Another economic benefit of wine production and viticulture is increased employment. Since production and activities are linked to tourism, viticulture and boutique winemaking activities can also play a role in providing new employment opportunities for tourism employees. Depending on the share of tourism in the economy, one of its most significant contributions to the local economy is in developing employment opportunities or improving existing employment conditions. Therefore, wine tourism, within the scope of special interest tourism, provides direct benefits for employment and indirect benefits for other production areas (Yıldız, 2011).

Increased local commercial activities, by means of wine production and viticulture activities, can also contribute to sustainability and support local economic development. Consequently, elimination of inequality of income distribution in local economy is aimed, as well as a balanced and sustainable social structure, owing to increased commercial activity. For this purpose, it is of crucial importance for local economic development that commercial or social institutions and businesses in the region are in cooperation and commercial relations with each other (Kılınç, 2016).

When the relationship between local development and viticulture and wine production is considered within the scope of branding, there is a benefit for the region, primarily to create a tourism attraction factor. Wine and viticultural activities developed in the region not only support local development but also provide image and branding benefits for the region (Yağmur, Kardeş, 2023). In addition, the wines produced will reflect the characteristics of the region, thus creating an attractive element for tourists.

Local economic development also requires mutual interaction and solidarity among other environmental stakeholders (Yalçın, 2022). Creating a common "sustainable awareness" among grape growers and wineries allows for an effective sustainability program in future plans. The capacity and potential of local businesses to network with each other on this issue is very important (Santini, Cavicchi, Casini, 2013).

Sustainable agriculture and local development are interrelated issues and there are three main factors in realizing sustainable agriculture; natural, economic and social dimension. These three factors should be in balance with each other in order for agriculture to be sustainable and have a positive impact on local economic development (Tutar, et al., 2020). In this context, the application of sustainability principles in the production steps while carrying out viticultural activities can support local economic development by creating economic benefits. As a result, the process to be applied for viticultural activities and the wine industry to support local economic development can be defined as preserving the continuity of the resources that we have today in economic, social and natural terms, handing them down to future generations and leading the way to provide benefits in the future (Ağcakaya, Kaya, 2022).

METHOD

In the research, a comprehensive literature review was conducted on sustainability, local economic development, wine production and viticulture activities. Seven semi-structured interview questions about the effects of wine producers on local economic development were prepared by examining the relevant studies and their validity was confirmed by asking academicians who are experts in the field to examine them. Within the framework of the qualitative research design, interviews were conducted with businesses that are members of the Urla Vineyard Road Route, which was determined as the universe. In the research, it was aimed to reach the entire population. The interviews were audio recorded by the permission of the participants and processed into data for the research. The interviews were conducted with the owners, production managers, purchasing managers and business managers of the enterprises and each interview lasted 30 minutes on average. Descriptive analysis was carried out by asking questions about commercial relations, branding, tourism, employment, infrastructure, cooperation, cooperatives and suggestions for the future.

In the study, it was determined that the members of the Urla Vineyard Route will be an effective universe in determining their effects on local economic development since they carry out trade by adhering to the locality in both viticultural activities and wine production. The economic contributions and impact on economic development of viticultural activities and wine production of the Route members were investigated. As a result of the research, it was concluded that the members carry out commercial activities in consideration of local economic development, and also aim to support development by acting together and cooperating.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

The widespread impact of the research is to determine the effects of the enterprises on the Urla Vineyard Road Route on local economic development and to suggest future practices. In this context, the research examines the benefits of local resource use in viticulture and wine production to local economy. In addition, the research also examines the issues of environmental sustainability and economic benefit within the scope of viticultural activities and wine production.

Among the limitations of the research, time and transportation limitations were encountered during the interviews with Urla Vineyard Route businesses. Seven of the nine enterprises on the Urla Vineyard Road Route were interviewed. The reason why two businesses could not be interviewed was the preoccupancy of the businesses, time and transportation limitations. As a result, semi-structured interviews were conducted with seven businesses on the route, except for two businesses. Feedback was received from the enterprises on the route that could not be interviewed that they were very busy and could not contribute to the research. Time, distance and preoccupancy of enterprises constitute the limitations of the research.

DISTINCTIVE VALUE OF THE RESEARCH

This research was conducted with the aim of investigating the effects of local viticulture and wine production activities on local economic development. In the literature review, local development, local economic development and viticulture - wine production activities are generally examined separately and no academic study has been found to address their relationship with each other. In addition, the academic studies conducted on Urla are generally related to gastronomy and chef restaurants, research on the economic benefits of the Urla Vineyard Route, which is one of the most important sources of income of the Urla region has been found lacking in number. Accordingly, the study was conducted with Vineyard Route businesses, which are some of the most effective economic resources of Urla.

The most important original value of the research is that it was conducted on Urla, viticulture, wine production and local economic development interrelations, which are neglected in the literature. In addition, it aims to provide academic information to the literature on the Urla Vineyard Route, which has the potential to provide a significant income in terms of tourism, and to create a basis for future academic studies.

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THE ROLE OF GREENWASHING ADVERTISING AND GREENWASHING CONFUSION AS A GREENWASHING TRAP ON THE PERCEPTION OF GREEN BRAND EQUITY IN SUSTAINABLE GASTRONOMY TOURISM

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INTRODUCTION

The increasing awareness of the limited sources of the world and the growing level of knowledge about their depletion, along with factors such as the global climate crisis and a decrease in food supply, have led to a growing interest in environmental approaches towards the end of the 20th century. Businesses seeking to attract environmentally conscious consumers' attention and develop a positive attitude towards their brands have begun to incorporate environmental approaches into their strategies (Khan, et al., 2018; de Freitas Netto, et al., 2020). However, companies aiming to profit from the environmentally conscious consumer market often use deceptive statements to portray an environmentally friendly image. These deceptive practices, known as "greenwashing," lead to consumer confusion (Yang, et al., 2021) and can impact the perceived value of green brands (Chen, 2010). It is believed that the topic of green brand value within the environmental dimension of sustainability is important for sustainable gastronomy within the tourism industry (Saunila et al., 2018).

Based on this research, in this study, the effects of green washing perception, green washing advertising practices, and the effects of green washing confusion on green brand value for gastronomy products are investigated. Research data was collected through a survey and the research model was tested using structural equation modeling. Based on the obtained results, various recommendations have been presented to researchers and practitioners.

LITERATURE

The increasing popularity of environmentally friendly products, which are defined as products that do not pollute nature, use natural resources efficiently, and can be recycled, has led to a growing consumer interest in them (Shamdasani et al., 1993:488). Companies have realized the value of the growing consumer market and have started implementing intensive marketing strategies to attract this market segment. This is because environmentally conscious consumers are willing to pay higher prices for environmentally friendly products (Gershoff & Frels, 2015). In addition to the social, institutional, and economic dimensions, the concept of sustainability, which also includes environmental aspects, is gaining increasing importance in this context. From an environmental perspective of sustainable development, significant changes are being observed in technologies and services aimed at reducing negative impacts on the environment (Saunila et al., 2018). One of the topics in this area is gastronomy. Gastronomy, also known as the art of cooking, can also be defined as the cooking style of a particular region. In other words, gastronomy, in a more common expression, refers to local food and culinary culture. Sustainability in gastronomy means that a gastronomic product or process (such as farming, fishing, and even food preparation) is carried out in a way that does not waste our natural resources and can be continued in the future without harming our environment or health (FAO, 2020). Sustainable gastronomy refers to a kitchen that takes into account where the ingredients come from, how the food is grown, and how it reaches our markets and ultimately our plates. The emphasis on the sustainability of gastronomy in the tourism industry is related to the social, economic, and environmental

dimensions of the concept of sustainability. From an environmental perspective, the sustainability of gastronomic tourism is a very important issue for the world's diminishing abstract and concrete resources.

The marketing approaches that have emerged in the 21st century, which have resulted in unethical marketing practices, have also brought about the concept of greenwashing. This term, conceptually defined as greenwashing, has been the subject of various studies from different fields. Greenwashing involves creating a deceptive scenario about the environmental impacts of a product in order to profit from the increasing demand for environmentally friendly products, and presenting themselves as environmentally friendly to consumers (Chen & Chang, 2013a). Greenwashing and greenwashing advertising, as related concepts such as green confusion, have begun to have a negative impact on the perceived value of green brands by environmentalist consumers (Chen, 2010). It is important to understand how positive developments such as green products and green brand value for a sustainable world are affected by deceptive practices like greenwashing.

METHOD

In the study, the influence of greenwashing on the perceived greenness and green brand value, and the determination of the role of greenwashing in consumer behavior are aimed. For this purpose, olive oil, which is a local product and has a significant place in sustainable gastronomy tourism, was chosen and consumers were determined accordingly. In the study, a convenience sampling method was used, and surveys were electronically applied to 400 consumers based on voluntariness at a 95% confidence level and 0.05 significance level. In the theoretical part of the research, a literature review was conducted as a secondary data source, while in the field application part, primary data from survey responses was utilized. The surveys were conducted on consumers of olive oil, which is a local product. The first part of the survey form used in the research consists of questions about consumers' demographic characteristics and purchasing behavior, while the second part consists of questions prepared with a 5-point Likert scale on perceived greenness (Chen & Chang, 2013b), greenwashing ads (Öcel & Mutlu, 2021), greenwashing skepticism (Yang et al., 2021), and green brand value (Chen, 2010). The research model showing the relationships between variables according to the purpose of the research is shown in Figure 1.

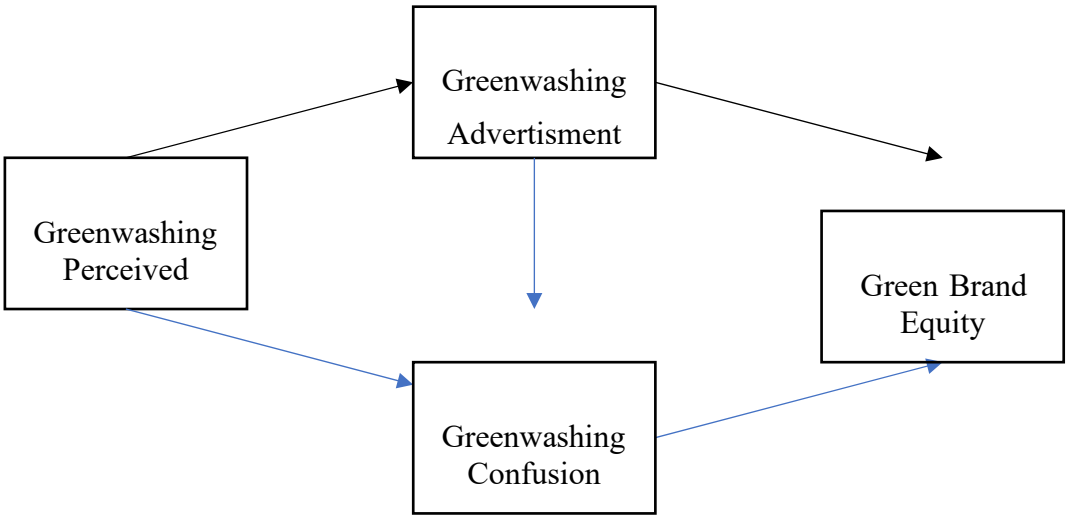

Figure.1. Research Model

Based on the research model, it is observed that green washing and green washing perception have an impact on the green brand value (Qayyum, et al., 2022). Building on this, the following hypotheses have been established:

H1: Green washing perception influences green washing attitude. H2: Green washing attitude influences green brand value.

On the other hand, it is understood that green washing misleading advertising practices have an impact on green washing attitude and green brand value (Öcel & Mutlu, 2021). Based on this, the hypotheses of the study are formulated as follows:

On the other hand, it is understood that greenwashing advertising practices have an impact on greenwashing confusion and green brand value (Öcel & Mutlu, 2021). Based on this, the hypotheses of the research are determined as follows.

H3: Greenwashing advertising practices affect green brand value.

H4: Greenwashing advertising practices affect greenwashing confusion. Based on the entire research model,

H5: There is a mediating role of greenwashing advertising practices in the effect of greenwashing on green brand value.

H6: There is a mediating role of greenwashing confusion in the effect of greenwashing on green brand value.

The hypotheses have been determined. The research model has been tested using structural equation modeling with the research data. Discriminant analysis has been performed to determine whether the variables used in the model are distinct for the local olive oil producer brand and the global olive oil brand. Based on the results of the analysis, various recommendations have been made to researchers and practitioners in the sector.

RESEARCH'S IMPACT AND LIMITATIONS

Organic farming and organic products, local food production, traditional production, etc. are among the components of sustainable gastronomy (Scarpato, 2002). In this context, the issue of local products, which is the subject of sustainable gastronomy tourism, is gaining increasing importance. Therefore, it is important from many scientific perspectives to reveal to what extent the sustainability of local gastronomy products and the green brand value are affected by companies' misleading greenwashing efforts. In this research application, olive oil, one of the important local products in our country, has been included in the research scope, and differences in green brand value perception between global brands' products and local producers' products have been attempted to be revealed. In the research, differences in greenwashing perception, greenwashing advertisements, and consumer confusion related to greenwashing between global brands and local producers' products have been attempted to be determined. The research has been limited to these variables and olive oil, which is an important asset of gastronomy tourism. In addition, the research used a sampling method and is limited to respondents who participated in the survey; therefore, the research results cannot be generalized.

RESEARCH'S ORIGINAL VALUE

The research that includes many dimensions of sustainable gastronomy tourism, such as greenwashing and related concepts, and their impact on green brand value is quite important. Because in today's world, environmentally conscious individuals question how food production is conducted and how the production of these products affects their well-being. In other words, environmentally conscious consumers, as in many other areas, have reached a more informed level in the field of food products (Stanley & Stanley, 2015). The perception of green brand value for gastronomy products, which are directly related to the human body and are based on nutrition, the fundamental element of sustainability, is very important for sustainable tourism. Therefore, it is possible to say that this research, which reveals the impact of deceptive greenwashing initiatives on the perception of green brand value, has a unique value for gastronomy tourism. Revealing the effects of greenwashing and related initiatives in the formation of green brand value can lead companies that want to create green brand value to avoid greenwashing initiatives. When examined from the perspective of

the literature review conducted, it is also understood that the methods used and the results obtained in this research within the framework of sustainable gastronomy tourism will be guiding for future research.

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A CONCEPTUAL REVIEW ON THE IMPACT OF NEUROGASTRONOMY AND NEUROMARKETING ON CONSUMER BEHAVIOUR

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INTRODUCTION

With the developments in today's gastronomy and marketing fields, the usage areas of neurogastronomy and neuromarketing concepts have been expanding recently. These concepts have emerged as a result of the joint studies of neuroscience, gastronomy and marketing. Neurogastronomy examines the perception of taste and the differences in taste perception that occur as a result of the act of eating and drinking through the senses (Baral, 2015). Neuromarketing suggests that emotional preferences play an active role in instant decision-making in consumers' purchasing behaviors in addition to realistic preferences (Çubuk, 2012: 84). Neuroscience is known as the branch of science that examines the physiological functioning of the nervous system and brain. Neurogastronomy is the investigation of how the formation of taste perception occurs in the human brain and neuromarketing is the use of brain imaging tools, biometric measurement techniques and cognitive-behavioral psychological tests used in the field of neuroscience. Neurogastronomy and neuromarketing are among the new and interesting interdisciplinary fields that are progressing by focusing on cognitive and emotional factors in consumers. In this context, the literature has been examined and the problem area of the study is that neurogastronomy and neuromarketing cases are not examined within the framework of association and connectionism theories. On the axis of this study, it is aimed to discuss neurogastronomy, which examines the perception of taste in the brain through the senses, and neuromarketing, which examines the decision mechanism in the brain with different marketing techniques perceived through the senses. However, the aim of the study is to associate neuromarketing and neurogastronomy and to understand the effects of this combination on consumer behavior. In this context, it is aimed to model the relationship between neurogastronomy and neuromarketing within the scope of the association principle and connectionism theory by mentioning how human taste perception and decision mechanism interact.

LITERATURE

When the national and international literature is examined in line with the target, it is seen that there are studies in the fields of neurogastronomy and neuromarketing. Studies carried out;

Arıcan Kaygusuz (2023) modeled neuromarketing and artificial intelligence within the scope of the association principle and connectionism theory within the framework of the Freudian model, which is based on psychological factors, and the Veblen model, which is within the scope of sociopsychological factors, for the effects of neuromarketing and artificial intelligence on consumer behavior.

Yapıcıoğlu Ayaz (2022) conceptually draws attention to the importance of the Facs (facial expression identification) technique, which is a biometric measurement tool used in the field of neuromarketing, in which areas and applications it can be used, as well as its role in the analysis of consumer behavior.

Behremen (2022) first touched on the relationship of gastronomy with different branches of science. Following this, it aimed to clarify what neurogastronomy is, how it is formed, its history and the importance of the senses in neurogastronomy.

Dülgaroğlu (2023) examined what neurogastronomy is and its relationship with gastronomy. Following this, the research touched on the vital differences of neurogastronomy, the senses and consumers' perceptions of taste and taste. By examining the neural functions underlying taste and flavor perception, he drew attention to their effects on cognitive and decision mechanism. On this occasion, it is known that the phenomenon of neurogastronomy is a multidisciplinary research field that aims to learn about the neural functioning of taste and taste perceptions in our brain. The importance of understanding neurogastronomy is an indication that thanks to the right marketing strategies, an increase in the level of economic gain can be realized, and it is possible to use it effectively in the treatment of eating behavior disorders (anorexia nervosa, bulimia nervosa, etc.) or in the treatment of nervous diseases (Parkinson's, Alzheimer's, etc.). As a result, it is pointed out that neurogastronomy creates taste and flavor perceptions through the five senses, and that the geography and sociocultural environment play an active role on these perceptions. Based on the topics covered by the researchers who contribute to the literature, it is observed that the phenomena of neuromarketing and neurogastronomy are processed on the axis of consumer behavior, sensory perception differences, artificial intelligence, sociology and psychology. In this context, the importance of the effect of neurogastronomy and neuromarketing phenomena on consumer behavior, which work jointly with neuroscience, draws attention.

METHOD

Within the scope of the research, the use of inductive method, which is one of the research methods, was preferred. One of the reasons why qualitative research method is preferred is that qualitative research methods enable the essence of the subject to be investigated and researched and examined in more detail. In addition, document analysis technique, which is one of the inductive research methods, was used with the help of systematic literature review carried out in the research. (Merriam, 2018: 15).

WIDESPREAD IMPACT AND LIMITATIONS OF THE STUDY

This research was limited to using document scanning, which is one of the qualitative research methods. In the researches to be carried out in the future, more useful results can be obtained by conducting experimental studies with the support of volunteer consumers on the relational connection between neurogastronomy and neuromarketing. Although there are studies in the field of neuromarketing in the literature, it is very rare to examine neurogastronomy and neuromarketing in a single study. In this context, it is thought that the research can be a source for future research. As a result, the research may enable accommodation businesses, tour operators and similar organizations, especially food and beverage businesses, which provide economic returns to the destination and nationally as a result of the common use of neuromarketing and neurogastronomy, to make more conscious work plans. Within this method, it is thought that it can raise awareness in research outputs, food and beverage businesses and academics. In addition, it is thought that it can make positive contributions to the researchers' ability to create new opinions.

UNIQUE VALUE OF THE RESEARCH

The study is important in terms of preparing the ground for the subject, raising awareness and creating a resource for those who want to work in this field by adding the subject of consumer behavior to the limited number of studies in the field of neuromarketing and neurogastronomy, which is still developing in the national literature. In addition, neurogastronomy and neuromarketing cases have been examined conceptually and the relations of the fields with neuroscience have been revealed. Following this, it is thought that as a result of the common use of the facts, it will be beneficial for food and beverage enterprises to increase their economic gains and image in the market.

BIOMETRIC ANALYSIS OF GASTRODIPLOMACY STUDIES IN TURKISH AND ENGLISH

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INTRODUCTION

Gastrodiplomacy, a branch of public diplomacy, uses a country's culinary traditions to promote cross-cultural understanding and international relations. By showcasing their traditional cuisine, countries aim to increase their cultural influence, promote tourism and create a positive national image. This approach is increasingly recognized as a soft power tool, with food becoming a vehicle for diplomatic interaction and cultural exchange.

Bibliographic analysis is a method of assessing and analyzing the impact and trends of scientific publications in a particular field. By examining various indicators such as the number of publications, citations and authorship patterns, researchers can gain insight into the development, impact and dynamics of the field. This bibliometric analysis is of great importance for understanding the development of gastrodiplomacy as an academic field, identifying key contributions and emerging trends.

The aim of this article is to conduct a bibliographic analysis of scientific articles published in English and Turkish on gastrodiplomacy to determine the volume of publications and their development over time. This bibliometric analysis aims to contribute to the growing body of knowledge on gastrodiplomacy and to support researchers' and practitioners' efforts to utilize culinary heritage for international relations and cultural diplomacy.

LITERATURE

Individuals living together in a society share the same history and culture and form a set of common values over time. This leads to the emergence of a national identity. Food and beverage culture and social nutrition forms an important part of this national identity (Bucak & Yiğit, 2019). The protection and development of national cuisine helps to protect and develop the identity of nations. The ideas and thoughts, values and identities represented by food are very important in intercultural communication (Zhang, 2015). Since the concept of gastronomy has entered our lives, it has been associated with many different disciplines. For this reason, more and more new concepts emerging from the relations between gastronomy and other disciplines are being derived every day. Gastrodiplomacy is one of these concepts and emerged in the early 2000s (Soner, 2022). This concept, which refers to the role of food and beverage culture in international relations and its use as a tool in communication, contributes to the richness of universal culture. In addition, it provides recognition of national identity through local dishes and cooking techniques, strengthens social ties by creating a common language, improves diplomatic relations by acting as a tool in conflict resolution and the use of soft power, and creates economic opportunities by promoting tourism and creating export potential (Rockower, 2012).

Bibliometrics includes methods used for research on the structure of scientific research. It is the process of examining many elements of scientific publications such as author, subject, year, citations through numerical analysis and statistics and applying mathematical and statistical methods on scientific studies (Pritchard,

1969). Bibliometric analyses can be descriptive or evaluative. Since bibliometric analyses indicate the effectiveness of scientific publications, they enable researchers to have an idea about the use of the publication (Atılgan et al., 2008).

When the literature is examined, there is only one study containing the concepts of gastrodiplomacy and bibliometrics in its title. Süzer and Doğdubay (2021) included Turkish articles and theses published between 2018 and September 2021 in their study titled "Bibliometric Analysis of Studies on the Concept of Gastrodiplomacy". The sample of this study consists of 4 theses published in the National Thesis Center and 6 articles accessed from the Google Scholar database.

METHOD

In this study, bibliometric analysis method was used to evaluate Turkish and English articles published on gastrodiplomacy and theses published in YÖK National Thesis Center. The data of the research was realized with the inclusion of all studies conducted by selecting all times. The analysis aims to identify the trends and patterns of the studies on gastrodiplomacy in the literature and to identify the contributions and contributors to the subject of gastrodiplomacy. Three major academic databases, Dergipark, Scopus and Web of Science and YÖK National Thesis Center database were used to collect the data required for this study. Descriptive analysis and content analysis methods were used to analyze the data. The research was conducted with the inclusion of articles and theses obtained as a result of searching the words "gastrodiplomacy" and "gastrodiplomacy" in the relevant academic databases.

The population of the study consists of articles and thesis studies on gastrodiplomacy. The sample of the study consists of 41 articles published in Dergipark, Scopus and Web of Science academic databases and 11 theses published in YÖK National Thesis Center database, totaling 52 studies.

The criteria to be used in the research analysis are as follows; What is the distribution of articles and theses by year?

Which research approach was preferred in the articles and theses? What is the distribution of articles and theses by universities?

On which sub-topics do articles and theses focus?

What is the distribution of theses according to the Department in which they were published? What about multi-authorship in articles?

What are the fields of study of article authors? In which institutions do the authors work?

What is the distribution of the journals in which the articles were published? What is the distribution of journals by field of publication?

This study was conducted independently by two researchers to minimize bias and error. Any disagreements in article selection were resolved through discussion and consensus. Cross- checking was done by both researchers to ensure data extraction and accuracy.

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WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

This study shows how the interest in gastrodiplomacy has evolved over time in both Turkish and English literature. New themes and foci in the field are highlighted, such as the impact of gastrodiplomacy on international relations and cultural change. This study identifies the most prolific authors and institutions in gastrodiplomacy and reveals which journals or magazines have published the most on gastrodiplomacy. It is emphasized which discipline gastrodiplomacy has the most connections with in interdisciplinary relations. Identifying common keywords and thematic clusters can help to create a conceptual map of gastrodiplomacy. This can guide future research directions by identifying well-explored areas and areas that require further research. The study is limited to the databases selected for bibliometric analysis. Not all relevant articles may be indexed in the selected databases, which may lead to missing data. Some important studies may have been published in journals not indexed by Scopus, Dergipark and Web of Science. Focusing only on Turkish

and English articles may exclude important research published in other languages and lead to a partial view of the global research landscape on gastrodiplomacy.

ORIGINAL VALUE OF THE RESEARCH

By examining publications in two different languages, the study highlights cross-cultural differences and similarities in research trends, themes and contributions, and offers a more global perspective on the field. This study reveals an unexplored area in gastrodiplomacy research and can guide future research by identifying gaps in the literature.

This analysis will help to identify which aspects of gastrodiplomacy are well studied and which require further research. This may influence research priorities. This study contributes to the methodology of bibliographic analysis by demonstrating the application of bibliographic analysis in specific interdisciplinary fields such as international relations, cultural studies and culinary arts. By demonstrating the benefits of comprehensive bibliographic analysis, it can serve as a model for similar studies in other emerging interdisciplinary fields.

This study focuses on the interdisciplinary nature of gastrodiplomacy by combining insights from international relations, cultural studies, anthropology and culinary arts. To promote a deeper understanding of how these fields intersect and contribute to the development of gastrodiplomacy as a field of study. Studies addressing these aspects provide significant and original value, enhancing academic and practical understanding of gastrodiplomacy through comprehensive bibliographic analysis.

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TÜRKİYE GASTRONOMİK COĞRAFİ İŞARETLERİNİN ULUSLARARASI YOLCULUĞU: AVRUPA BİRLİĞİ (AB) TESCİLLERİ

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GİRİŞ

Belirli bir yer veya bölge ile adlandırılan coğrafi işaretler, sınırları çizilen alanda üretildikleri için eşsiz ürünler olarak değerlendirilmektedir. Ürünün niteliği hakkında tüketicileri bilgilendirdiği gibi kullanılan etiketler yardımıyla da tescilli ürünün kökenini yansıtabilmektedir. Bu uygulamalar kapsamında tüketici ile coğrafi işaretler aracılığıyla üretildiği yer veya bölge arasında bir bağ oluşabilir. Oluşabilecek bu bağ ise AB ve Türkiye'nin tescil kayıtlarına bakıldığında sınırları çizilen destinasyonlarda gastronomi turizminin gelişimini tetikleyebilir ve bölgelerin gerek yerli gerekse yabancı turist sayılarını arttırabilir. Buradan hareketle gerçekleştirilen çalışma, Türkiye'de tescillenen coğrafi işaretlerin uluslararasılaşma açısından AB kayıtlarında nasıl şekillendiğini resmetmeyi amaçlamaktadır. Bulgular sonucunda coğrafi işaretler ve gastronomi turizmi kapsamında ilgili otoritelerde farkındalığı arttırma ve öneriler geliştirilmek de hedeflenmektedir.

LİTERATÜR

Coğrafi işaretler, üretildikleri bölgeleri ekonomik anlamda olumlu yönde etkilediği gibi turizmin yörede gelişmesine de aracı olabilmektedir. Bu kapsamda öncelikle ürünler ulusal kapsamda kayıt altına alınmalı ve sonrasında uluslararası pazarlarda boy göstermelidir. Böylece destinasyonlar bu özel ürünlerle küresel anlamda tanınmakta ve dünyanın farklı bölgelerinden turistleri kendilerine çekmektedirler. Coğrafi işaret tescili alan ürünlerin uluslararası pazarlarda bilinmesi ve daha fazla yabancı turist çekebilmesi uluslararası tesciller ile artabilir. Bu kapsamda geçmişte yapılan çalışmalar daha çok AB ile Türkiye'nin yasal mevzuatlarını hukuki açıdan karşılaştırmıştır (Dal, 2001; Özgür, 2011). Buna ilave olarak AB ile Türkiye'nin hayvansal gıda ürün tescillerini karşılaştıran araştırmalar (Güler ve Saner, 2018) literatürde olduğu gibi spesifik olarak bal gibi tek bir ürün üzerinden karşılaştırma yapan çalışmalar (Alpaslan ve Demirbaş, 2019) da yer almaktadır. Geniş kapsamlı olarak güncel tescil ve başvuru durumlarını karşılaştırma konusunda bir boşluk literatürde yer almaktadır ve gerçekleştirilen çalışma bu boşluğu doldurmayı hedeflemektedir.

YÖNTEM

Bu kapsamda nitel araştırma yöntemlerinden betimsel analiz aracığıyla AB tescillerinin kayıtlı bulunduğu "https://www.tmdn.org/giview/" web adresinden Türkiye'ye ait kayıtlı olan ürünler incelenmiştir. Bu web sitesi 26.06.2024 tarihindeki veriler esas alınarak çalışma gerçekleştirilmiştir. Bu kapsamda ürünleri AB mevzuatına göre menşe (PDO) veya mahreç işaret (PGI) sınıflandırılmaları, dahil oldukları ürün grupları, tescil numaraları, yıllara göre yapılan coğrafi işaret tescil başvuruları, alınan tescillerdeki geçen süre gün bazlı olarak ve tescil sahibi kurumlar gibi detaylı incelemeler gerçekleştirilmiştir. Elde edilen bulgular tablolar ve grafikler şeklinde resmedilerek daha iyi anlaşılabilmesi için yorumlanmıştır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Çalışma, başta coğrafi işaretler ve gastronomi turizmi konusunda çalışan akademisyenlerin ilgisini çekebileceği gibi ulusal düzeyde Türk Patent ve Marka Kurumu tarafından coğrafi işaret tescili alan kurumların, örgütlerin, kuruluşların ve üreticilerin de dikkatini çekecektir. Elde dilen bulgular, belirli

otoriteleri AB tescili alınması hususunda teşvik edebilir. Çalışmanın en temel sınırlılığı AB coğrafi işaret tescillerinin kayıtlı olduğu "https://www.tmdn.org/giview/" web adresi aracılığıyla verilerin elde edilmesidir. Gelecekteki araştırmalar, AB tescili alan coğrafi işaretlerin üretimlerinin gerçekleştiği yörelerde turizm açısından farklılık yaratma durumlarını araştırabilir. Daha da ileriye gidip yörelerde unutulmaya yüz tutmuş lezzetleri veya ürünleri coğrafi işaret uygulaması ile kayıt altına alınmasına destek olabileceği sürdürülebilirliklerine de katkı sunabilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Çalışma güncel AB coğrafi işaret tescillerini ortaya koyacağı ve başvurular hakkında bilgi vereceği gibi özellikle tescillerin tamamına yakının gastronomi turizminde kullanılabilecek ürün olması sebebiyle ilgili otoritelerde farkındalık yaratacağı düşünüldüğünden özgün olarak değerlendirilebilir. Ayrıca Türkiye'de tescillenen ürünlerin sahibi kurum ve örgütleri de AB tescili ile uluslararasılaşma yönünde teşvik edebileceği için özgün olarak görülebilir.

USAGE OF SOILLESS AGRICULTURAL PRODUCTS IN GASTRONOMY

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INTRODUCTION

Gastronomy, combining the science and art of food and beverages, forms an essential part of our cultural heritage. The constant pursuit of innovation and sustainability in this field requires the adoption of more environmentally friendly and efficient production techniques, beyond traditional farming methods. In this context, soilless agriculture has become an increasingly popular topic in the world of gastronomy.

The use of soilless agricultural products in gastronomy has gained importance with the development of modern agricultural techniques and technologies. This study examines how plants grown through soilless farming methods are utilized in the culinary field and the potential impacts of this usage. The variables of the research include the effects of soilless agriculture on environmental sustainability, product quality and efficiency, consumer perceptions and preferences, and the marketing of soilless agricultural products.

The use of soilless agricultural products in gastronomy offers chefs and restaurants the opportunity to provide fresh, nutritious, and sustainable ingredients. This innovative farming method also provides significant advantages in terms of food safety and quality control.

Increasing consumer awareness and demand for sustainability encourage restaurants to incorporate more soilless agricultural products into their menus.

This article aims to examine the use of soilless agriculture in gastronomy, the benefits provided by this method, the challenges encountered, and its potential for the future. Additionally, by evaluating the impacts of this innovative farming technique on the world of gastronomy and its contributions to a sustainable future, examples of its applications in the industry will be presented.

LITERATURE

The conceptual framework regarding the use of soilless agricultural products in gastronomy includes the theoretical foundations that will enable the understanding and research of this topic. Here are some key elements of this framework:

Soilless Farming Methods: Definitions of modern farming methods such as hydroponics, aeroponics, and nutrient film technique, as well as the characteristics of plants grown using these methods. The advantages (e.g., water savings, efficiency) and disadvantages (e.g., investment costs, technical knowledge requirements) of these methods are discussed within this framework.

Gastronomy and Food Culture: Definition of the concept of gastronomy, diversity of local and international food cultures, and their effects on food perception and consumer preferences. In this context, the role of soilless agricultural products in gastronomy is evaluated in terms of their relationship with the local food movement and consumer expectations regarding health and taste.

Sustainability and Environmental Impacts: The effects of soilless farming methods on environmental sustainability, conservation of natural resources, and potential impacts on biodiversity. In this framework, sustainable agricultural practices and how soilless farming can provide solutions in these areas are discussed.

Nutritional Value and Product Quality: Studies on the nutritional content, vitamin, and mineral values of plants grown using soilless farming methods. Within this framework, the effects of soilless farming on product quality and consumer interest in these products from a health perspective are evaluated.

Marketing and Consumer Perception: The marketing of soilless agricultural products, consumer perception of these products, and the reflections of this perception on marketing strategies. In this framework, topics such as market positioning in local markets and growth potential in international markets can be discussed.

METHOD

This research was conducted to examine the use of soilless agricultural products in gastronomy. The concepts, variables, population, study universe, sampling technique, and data collection tool used in the research are detailed below.

Concepts and Variables

Soilless Agriculture: Refers to agricultural methods where plants are grown in water or other growth mediums instead of soil. This research considers hydroponic, aquaponic, and aeroponic systems.

Gastronomy: An area that encompasses the science and art of food and beverages, based on cultural and aesthetic values.

Dependent Variable: The use of soilless agricultural products in gastronomy.

Independent Variables: Soilless farming methods, sustainability policies of restaurants, consumer demands

Population and Study Universe

Population: All gastronomy businesses across Turkey.

Study Universe: Selected restaurants and gastronomy businesses in Istanbul.

Sampling Technique

In this research, the purposive sampling technique was used. Restaurants and gastronomy businesses in Istanbul that use soilless agricultural products were selected as the sample because they implement this method and have knowledge about the subject.

Data Collection Tool

A semi-structured interview form was used as the data collection tool in the research. The interview form was prepared for in-depth interviews with restaurant owners, chefs, and agricultural experts. The form includes questions about how soilless agricultural products are used in gastronomy, their supply processes, customer feedback, and sustainability evaluations.

Data Collection Process

The data collection process was conducted in Istanbul in 2024. Interviews were conducted face-to-face in restaurants, with each interview lasting approximately 30-45 minutes.

Participants were informed about the purpose and method of the research and provided written consent. The data collected during the process were analyzed using qualitative data analysis techniques. The data obtained from the interviews were categorized and interpreted using the thematic analysis method. This methodological approach ensured that the research produced robust and valid results. It provides a fundamental framework to better understand the impact of hydroponics in gastronomy and to expand applications in this field.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

Widespread Impact

Promotion of Sustainable Agriculture: This research can contribute to the promotion of environmentally friendly and sustainable agricultural practices by demonstrating how soilless agriculture can be applied in the gastronomy sector as a sustainable farming method.

Innovation in Gastronomy: The use of soilless farming methods in gastronomy can lead to innovative and fresh ingredients in restaurant menus, enhancing customer satisfaction and gastronomic diversity. This research can inspire chefs and restaurant managers in this regard.

Food Safety and Quality: The cultivation of soilless agricultural products in controlled environments can enhance food safety and quality. This research can demonstrate how these advantages can be utilized in the gastronomy sector, providing consumers with access to safer and higher-quality foods.

Education and Awareness: This research can raise awareness about the advantages and applications of soilless agriculture among gastronomy students, chefs, and agricultural experts. Additionally, it can contribute to the inclusion of sustainable farming methods in gastronomy education.

Policy and Strategy Development: The findings of the research can assist local governments and agricultural policymakers in developing urban agriculture projects and sustainable farming policies.

Limitations

Sample Limitation: The research is limited to selected restaurants in Istanbul, so the findings may not be generalizable to all gastronomy businesses across Turkey. Conducting similar studies on restaurants and businesses in different cities could help obtain more comprehensive results.

Time Limitation: The research was conducted within a specific time frame. Therefore, dynamic factors such as seasonal changes and shifting consumer preferences may not have been fully considered.

Limitations of Data Collection Tools: The research used a semi-structured interview form. As this method relies on participants' subjective views, the data obtained may contain a certain level of subjectivity. Additionally, the level of honesty and openness in participants' responses may vary.

Technical Challenges of Soilless Farming: Technical challenges and costs associated with the implementation of soilless farming methods may limit their widespread adoption. The research may not include a detailed analysis of these challenges.

Variety in Restaurant Practices: Different restaurants may use soilless agricultural products in various ways, with different implementation methods and menu integration strategies. This variety can make it difficult to generalize the results.

Considering these limitations, future research is recommended to include larger sample groups, longer data collection periods, and be conducted in different geographical regions. Additionally, a more in-depth examination of the technical and economic analyses of soilless farming will contribute to a better understanding of its applications in this field.

ORIGINAL VALUE OF THE RESEARCH

This research examines how soilless agriculture can be applied in the gastronomy sector and the potential impacts of these applications, using various innovative methods and analysis techniques. The research presents a comprehensive and holistic analysis by combining both qualitative and quantitative data collection methods. The thematic analysis of data obtained from semi-structured interviews provides in-depth and rich information on the use of soilless agriculture in gastronomy.

Distinctiveness and Innovation

Topics Studied for the First Time: This research is one of the first studies to address the use of soilless agricultural products in the gastronomy sector in Turkey. The limited number of studies in this field makes this research unique and innovative.

Integration of Sustainability and Technology: This research emphasizes the connection between soilless agriculture, sustainability, and technology. It examines the potential of restaurants to reduce their environmental impact and demonstrates how sustainable agricultural practices can be integrated into the gastronomy sector.

Application-Oriented Approach: Rather than focusing on theoretical knowledge, the research includes concrete examples and experiences of restaurant owners and chefs on how soilless agriculture is practically implemented. This provides directly applicable information for professionals in the gastronomy sector.

Which Deficiencies It Will Address

Lack of Knowledge: It addresses the existing lack of knowledge about the use of soilless agricultural products in gastronomy in Turkey. The limited literature in this field enhances the significance of the research.

Understanding Sustainable Agriculture: By raising awareness of sustainable agricultural practices, it contributes to the adoption of environmentally friendly and efficient farming methods by a broader audience.

Food Safety and Quality: It helps restaurants and consumers become more aware of the positive impacts of soilless agriculture on food safety and quality.

Which Problems It Will Solve

Resource Efficiency and Sustainability: The research highlights the advantages of soilless agriculture in terms of resource use, such as water and energy efficiency, and offers solutions to issues like water and energy scarcity.

Supply Chain and Logistics: The cultivation of soilless agricultural products in closed and controlled environments can reduce supply chain and logistics issues. This research shows how restaurants can more easily access fresh and high-quality ingredients, improving supply chain management.

Environmental Impact: The potential of soilless agriculture to reduce environmental impacts offers solutions for lowering carbon footprints and managing waste. The research encourages restaurants to adopt these methods and transition to more environmentally friendly practices.

Original Contributions

Practical Application Recommendations: The research provides practical suggestions for restaurant owners and chefs on integrating soilless agricultural products into their menus, promoting the spread of innovative practices in the gastronomy sector.

Education and Awareness: By creating a comprehensive resource on sustainable and soilless farming methods for gastronomy education institutions and agricultural experts, it contributes to the development of more informed future chefs and agricultural professionals.

Policy Development: The findings of the research provide valuable data for local governments and agricultural policymakers to develop sustainable agriculture and urban farming projects.

These original contributions demonstrate the high value of the research both scientifically and practically. It provides important insights on how soilless agriculture can be more effectively utilized in the gastronomy sector and how these methods can contribute to a sustainable future.

THE RELATIONSHIP BETWEEN GASTRONOMY AND DESTINATION IN THE CONTEXT OF USING TRANSMEDIA STORYTELLING IN TOURISM MARKETING: THE CASE OF GÖBEKLİTEPE

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INTRODUCTION

"transmedia storytelling", a concept introduced to the scientific community by Henry Jenkins in 2003, is the interconnected telling of a story on various virtual and real platforms. However, what makes transmedia storytelling more important today is its use as a marketing strategy. Because today's consumers are more selective and conscious when they turn to a product or service, and they turn to the most ideal one for themselves. Being aware of this

situation, producers of goods and services try to create a positive perception of the product/service to be marketed in the eyes of the consumer by activating multiple stimuli by taking advantage of the power of transmedia storytelling and aim to make it easier and more noticeable by the consumer by creating selectivity in perception. In addition, it creates an emotional bond between the product and the consumer with the power of story influence. The use of transmedia storytelling as a marketing strategy in various sectors has attracted the attention of tourism marketers and marketing strategies based on transmedia storytelling have increased in recent years.

In this study, the contributions of Göbeklitepe, which has an important place in our country and in the world, to Şanlıurfa gastronomy tourism in the axis of transmedia storytelling are discussed. Thus, how destination tourism and gastronomy tourism can support each other is

revealed through the example of Göbeklitepe.

LITERATURE

In this study, in which the relationship between gastronomy and destination is discussed within the scope of using transmedia storytelling in tourism marketing, Göbeklitepe, which is on the UNESO World Cultural Heritage list and has a very popular place in our country and world tourism, was selected as an example. In this context, the effects of this important brand on gastronomy tourism have been revealed by analysing how the brand name Göbeklitepe is associated with gastronomy tourism in Şanlıurfa province. Although it is thought that Göbeklitepe and gastronomy have no connection with each other, research has shown that this is not true, on the contrary, there is an important relationship between Göbeklitepe and gastronomy (Sevimli, Tatlı, & Kızıldemir, 2021, p. 263). Even being located in the lands where the first wheat and lentils were grown is enough to make Göbeklitepe an important centre in the field of gastronomy (Elçioğlu, 2019: 31). As a result of the researches, it has been determined that Göbeklitepe brand name is used as a place name by some businesses operating in the field of gastronomy. In this context, Haliliye Municipality, one of the central district municipalities, has opened Göbeklitepe Gastronomy Centre, a place where cookery training can be given and local flavours can be experienced. Some businesses that want to take advantage of Göbeklitepe's brand image and promotional power have produced various dishes and desserts using the name Göbeklitepe. The Göbeklitepe Dessert produced by Şanlıurfa Chefs and Pastry Association and a local business in a different way from each other, and another local kebab business producing kebabs called Göbeklitepe Kebab are examples of this situation. Various events have also been organised in Şanlıurfa within the

scope of the relationship between Göbeklitepe and gastronomy tourism. In May 2019, the "International Göbeklitepe Gastronomy Festival with Tiny Chefs" was held with the slogan "First Agriculture, First Food, First Feast at the Zero Point of History".In May 2019, the "International Göbeklitepe Gastronomy Festival with Tiny Chefs" was organised with the slogan "First Agriculture, First Food, First Feast at the Zero Point of History". Child competitors from many countries participated in this event. In 2022 and 2023, a gastronomy event was organised with the theme "Wheat Festival in the Land where Wheat was First Domesticated from the Zero Point of History", where various bakery products were exhibited and sold. All these activities carried out using the Göbeklitepe brand name show that Göbeklitepe and gastronomy tourism affect each other and give strength to each other.

METHOD

The subject of this research is to examine the effects of Göbeklitepe, which has a very important position both in Şanlıurfa and in Turkey and in the world and is included in the UNESO World Cultural Heritage List, on gastronomy tourism within the scope of transmedia storytelling. Within the scope of this study, in which document analysis and interview method, one of the qualitative research methods, were used, first of all, researches were made through keywords such as Göbeklitepe, Şanlıurfa and Gastronomy from various websites and the data obtained were classified in a chronological order. Then, interviews were conducted with some businesses operating in the food and beverage sector in Şanlıurfa city centre, and it was observed on site how they associate the brand name "Göbeklitepe" with the field of gastronomy. In the internet-based news channels, it was determined that N.Ç., the former mayor of Karaköprü Municipality, the central district, made various initiatives with the slogan "The Oldest Cuisine in the World" in 2018 in order to register Şanlıurfa cuisine with UNESCO and to use the promotional power of the Göbeklitepe brand name. With 2019 being declared as the 'Year of Göbeklitepe', it was determined that gastronomy activities were carried out in addition to various sportive, artistic and cultural activities. It is seen that the names Göbeklitepe and gastronomy are associated with each other in these events, which are mentioned in detail in the previous section. In the studies conducted by interview method in the field, many local businesses providing restaurant and cafe services were interviewed and it was observed that they named some or all of their businesses Göbeklitepe in order to contribute to the promotion of Göbeklitepe and to benefit from the brand image of 'Göbeklitepe', and some of them used the name Göbeklitepe in the dishes and desserts they prepared. It has been observed that Göbeklitepe brand name is used not only in Şanlıurfa province but also in different provinces of Turkey in businesses operating in the field of gastronomy. It is seen that Haliliye district of Şanlıurfa, which is home to Göbeklitepe, is one of the places where Göbeklitepe brand name is preferred. After Haliliye, it was determined that Göbeklitepe brand name was preferred as a business name in Istanbul, Tekirdağ, Yalova and Denizli.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

Academic studies on transmedia storytelling, which is very popular in America and Europe but is still in the development stage in our country, are not yet at the desired level. Accordingly, studies on the use of transmedia storytelling in tourism marketing are also very limited. With this scientific study, it is aimed to fill this gap to some extent by contributing to the literature. The association of gastronomy and Göbeklitepe destination brand with each other within the framework of using transmedia storytelling as a marketing strategy will set an example in both destination marketing and gastronomy tourism marketing. In this way, it is predicted that transmedia storytelling will be used more in tourism marketing and as a result, the number of tourists and tourism revenues will increase both on a country basis and on a destination and business basis. With its 12 thousand years of history, Göbeklitepe, which contains many mysteries, is intriguing and interesting for tourists. This feature of Göbeklitepe also attracts businesses serving in the field of gastronomy. Business owners who want to benefit from Göbeklitepe's brand image can use the name 'Göbeklitepe' as a place or food name. New findings to be obtained as a result of the ongoing excavations may cause Göbeklitepe to lose its mystery or importance and its popularity may decrease. Therefore, this situation is seen as the most important limitation in this study.

ORIGINAL VALUE OF THE RESEARCH

Studies on transmedia storytelling and its use in gastronomy tourism as a marketing strategy are almost non-existent in our country. From the perspective of Turkey, this study, which has been conducted in this field, which can be considered as an untouched area, aims to fill a gap. In addition, it is predicted that the classical marketing and advertising understanding will be replaced by the marketing and advertising understanding based on transmedia storytelling in the coming years. This situation will also make itself felt in tourism marketing. This study, which was conducted with the example of Göbeklitepe, aimed to create a role model. Research shows that gastronomy has a very important effect on tourists' destination preferences with a rate of 88.2% (Çelik & Aksoy, 2017, p. 423). Therefore, destination tourism and gastronomy tourism cannot be considered separately from each other. These two areas that affect each other should be used together in tourism marketing. This study has tried to show how this can be done. This study aims to fulfil a very important mission in terms of being a unique study in its field and presenting a role model through the example of Göbeklitepe.

EVALUATION OF GASTRONOMY SUPPLY RESOURCES OF DENİZLİ PROVINCE WITHIN THE SCOPE OF GASTRONOMY TOURISM

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INTRODUCTION

Excessive and unconscious use of scarce resources in destinations as a result of mass movements in the tourism sector has brought about many different natural and cultural negativities. Destruction of resources, excessive preference for the sea, sand and sun trio, and unequal distribution of tourism revenues have led to adjustments in tourism plans and policies. These regulations also include the creation of alternative tourism types. In parallel with the developing economy, the increase in economic income per capita, technological developments, increase in the level of knowledge, changes in the demands and expectations of tourists, increase in the level of welfare and regulations in business life, as well as the increase in free time, lead individuals to new searches. Thus, alternative tourism types are increasing day by day.

Alternative tourism in the literature; It can be expressed as a type of tourism that is socially and environmentally compatible, develops with the cooperation of foreign and local entrepreneurs, attaches importance to the use of local products and develops in line with this purpose (Çelik, 2018). Alternative tourism is a type of tourism based on the special preferences of individuals (Çontu, 2006). The concept of alternative tourism, which is considered as a subtype of tourism, is based on the cultural, social and economic benefits of the destination where tourism activities are carried out in the most profitable way, in order to meet the changing and increasing demands of individuals in a more comprehensive manner

(Albayrak, 2011). Alternative tourism activities have features that do not require large amounts of investment, minimize the negative effects of the tourism sector, and require local people to participate in the decisions made (Triarchi and Karamanis, 2017). Changing tourist expectations and demands in recent years direct them to experiential tourism types. In this context, gastronomy tourism, which is among the alternative tourism types, is gaining popularity.

Gastronomy; Thanks to food and beverages, it enables us to identify different cultures and the similarities and differences of other countries (Hatipoğlu, 2010: 5). Gastronomy tourism, on the other hand, covers all the touristic activities carried out with the aim of tasting the food and beverages of a region, seeing the preparation stages of these foods and being involved in this process, and visiting festivals, museums, restaurants and special areas that include food and beverages (Zengin, Uyar and Erkol, 2015). Local culinary culture, which has an important share in the recognition of countries, also occupies an important place in tourists' tourist destination choices (Gülmez, Babür and Yirik, 2012). Thus, gastronomy tourism is considered an important factor in introducing local culture to different countries and gaining a competitive advantage in destination selection.

As a result of the literature review, it was seen that the studies on Denizli gastronomy (Bayram, 2018; Yanbollu Yıldırım, 2021; Barat and Bucak, 2022; Bertan, 2023) are few in number and that there is a need to examine gastronomy tourism resources in detail by adding more comprehensive studies. . This research aims to evaluate gastronomy supply resources in Denizli province within the scope of gastronomy tourism. Within the scope of this main purpose, the other sub-purpose is to develop suggestions for Denizli's future gastronomy tourism activities.

The questions to be answered within the scope of the research are listed as follows:

- What are the local foods and drinks included in the local cuisine of the region?
- What are the geographically indicated products of the region?
- What are the agricultural activities carried out in the region?
- What are the restaurants specific to the region?
- What are the cooking competitions held in the region?
- What are culinary museums?
- What are the gastronomy festivals held in the region?
- What are gastronomy tours?

Changing tourist expectations and developing gastronomy tourism make it necessary to carry out academic gastronomy studies. Within the scope of this research, evaluating the gastronomic elements that stand out in Denizli is important in terms of providing suggestions for gastronomy tourists who are looking for different tastes and want to participate in various gastronomic activities. In addition, this research reveals the importance of the research in terms of filling the gap in the literature of studies related to Denizli province within the scope of gastronomy tourism published in scientific journals.

LITERATURE

The concept of gastronomy is formed by the combination of the words stomach (gastros) and law (nomos) and is included in the literature as a multifaceted concept that includes the local culinary cultures of countries and cities (Kivela and Crotts, 2006). Gastronomy is expressed as a branch of science that deals with the preparation, cooking and presentation of food from an aesthetic perspective by associating food and beverage with many different branches of science (Görkem and Sevim, 2011: 75). The concept of gastronomy generally includes all processes from the production of food to the way they are prepared and consumed (Santich, 2004). Gastronomy is becoming a subject of interest at all levels. Different factors such as the wide variety of food cultures, new recipes, the importance of chefs and restaurants make the field of gastronomy

popular (Fields, 2002). In addition, the changing tourist profile and developments in the field of transportation contribute to the formation of experiential tourism types. The fact that individuals began to consume food and beverages for pleasure purposes other than physiological necessity within the scope of basic needs brought travels for this purpose to the agenda and the concept of gastronomy tourism emerged. Hall and Mitchell (2000) define the concept of gastronomy tourism as "visits made for the purpose of visiting primary and secondary food producers, food and beverage festivals, restaurants and special areas related to eating and drinking".

Developments in alternative tourism types are constantly gaining importance in all countries of the world. The concept of consumption forms a fundamental part of the tourism sector. Consumers, that is, tourists, aim not only to see a place, but also to taste the local flavors of that place. For this reason, food and beverages constitute an important step in getting to know different cultures, destinations and beliefs (Şimşek and Selçuk, 2018: 29). The main reason for this is that food and beverages reflect the culture and beliefs of the region where they are located.

Gastronomy tourism is among the current trends and plays an important role in terms of regional development for the destination, with its great impact on awareness-raising and activities. In addition, by contributing to the destination image, it gains strategic importance in the promotion of the region (Bucak and Araci, 2013: 203). Gastronomy tourism includes cooking schools, gastronomy tours and operators, shops selling cookbooks, vineyards, breweries, field owners, producers and gastronomy-related activities (İstanbullu Dinçer, Uğurlu and Çakmak, 2014). In order to evaluate gastronomy tourism, gastronomy tourism supply sources need to be examined and classified. The table below lists some gastronomy supply sources. It seems that the most comprehensive classification on the subject in the literature was made by Smith and Xiao (2008:290).

Table 1. Gastronomy Tourism Resources

Facilities	**Activities**	**Events**	**Organizations**
BUILDINGS • Food processing facilities • Wineries • Breweries • Farmers' Markets • Food Shops • Food Museums • Restaurants	**CONSUMPTION** • Eating in restaurants • Picnics with Local Products • Retail Food and Beverage Purchasing • Collect Your Own Tours	**CONSUMER FAIRS** Food and Wine Shows Demonstrations with Kitchen Appliances Product Exhibitions	Restaurant Classification and Registration Systems Food/Wine Classification Systems Associations
LAND USES • Farms • Gardens • Bonds • Urban Restaurant Areas	**TOURS** • Wine Regions • Agricultural Regions • Urban Food Places	**FESTIVALS** • Food Festivals • Wine Festivals • Grape Harvesting Festivals	
ROUTES	**TRAINING/OBSERVATION**		

• Wine Routes • Food Routes • Gourmet Routes	• Cooking Schools • Wine Tasting/Education Courses • Winery Tours • Observing Chef Competitions • Reading Books and Magazines About Food and Beverages		

References: Ignatov and Smith, 2006; Smith and Xiao, 2008).

Usta and Şengül (2021) define gastronomy tourism attraction elements as; It is grouped under 8 main headings: local cuisines, geographically indicated products, agricultural activities (harvest, vineyard), restaurants, cooking competitions, gastronomy museums, gastronomy festivals and tasting tours.

Gastronomy events, which have increased rapidly recently, gained importance and enable visitors to have unique experiences, are considered an important factor in the promotion and marketing of regions (Dercan et al., 2017: 185). In the research, gastronomy tourism supply; It is evaluated within the scope of local cuisines, geographically indicated products, agricultural activities (harvest, vintage), local restaurants, cooking competitions, gastronomy museums, gastronomy festivals and tasting tours. Denizli province has natural resources that play an important role in the realization of different types of tourism due to its geographical location. It hosts local and foreign tourists with types of cultural tourism, eco tourism, faith tourism, thermal health tourism and congress tourism. Denizli province, which reflects the characteristics of the Aegean Region and maintains traditional food types and eating habits, has rich dishes in its centuries-old food history.

Some of the gastronomy tourism offerings within the scope of the research were tried to be examined within the scope of Denizli province. Thus, it becomes more possible to reach the answer to the question of evaluating the gastronomy supply resources of Denizli province within the framework of gastronomy tourism, which is the main problem of this research.

In addition, when the studies carried out to evaluate Denizli province within the scope of gastronomy are examined; Bayram (2018) conducted research in Buldan district of Denizli province with the aim of introducing traditional Günbalı and ensuring the transfer of this gastronomic cultural heritage from generation to generation. Yanbollu Yıldırım (2021) conducted a research to reveal the local dishes of Buldan district of Denizli province and the local people's perspectives on gastronomy tourism. Barat and Bucak (2022) examined the effect of traditional grape molasses produced in Çal district of Denizli on the gastronomy tourism of the destination. Bertan (2023) conducted research on the gastronomy tourism potential of Denizli province and as a result, classified local dishes by making word analysis with the data obtained from the interviews.

In recent years, individuals have been traveling for different purposes such as tasting local delicacies, participating in the production and presentation process, and experiencing different cultures. Especially the desire to experience local food and beverages can lead people to tourism activities. Turkish culinary culture also has a rich history in this respect. Local foods and beverages represent the food habits, behaviors, eating styles, culture, traditions and customs of a society. In this context, it is thought that the best promotion of a destination can be achieved by making good use of gastronomic products. Thus, researching the gastronomy supply resources of a province can enable the sustainability of cultural heritage, gain a competitive advantage, and increase the awareness of the region nationally and internationally. The fact that the research on the gastronomy tourism supply resources of the region is numerically low and that there is no study examining the gastronomy supply resources of Denizli in detail in the literature reveals the importance of the conducted study. In this respect, the study reveals the gastronomy supply resources of Denizli province in detail and paves the way for future studies.

METHODOLOGY

The aim of this research is to evaluate gastronomy supply resources in Denizli province within the scope of gastronomy tourism. The other sub-goal is to evaluate Denizli's future gastronomy tourism potential. For this purpose, in terms of gastronomy supply resources in Denizli province;

- What are the local foods and drinks included in the local cuisine of the region?
- What are the geographically indicated products of the region?
- What are the agricultural activities carried out in the region?
- What are the restaurants specific to the region?
- What are the cooking competitions held in the region?
- What are culinary museums?
- What are the gastronomy festivals held in the region?
- What are gastronomy tours? It was evaluated within the scope of 8 dimensions as.

Qualitative research method was applied in this study. In qualitative research, it is generally essential to provide the conceptual framework that forms the basis for the research problem, to create a research design suitable for the problem, and to present the results explaining the problem to the readers in a consistent and understandable manner (Yıldırım and Şimşek, 2021). Qualitative research method is defined as "the process that enables the facts and events to be revealed in a holistic manner in a natural environment by using methods such as observation, interview, and document analysis as data collection methods" (Yıldırım and Şimşek, 2021). For the purpose of the research, data was obtained using the document analysis technique. Document analysis is defined as "the collection, review, query and analysis of various documents as the primary source of research data" (Sak, Şahin Sak, Öneren Şendil and Nas, 2021: 228). Such data can be obtained from “books, reports, journals and e-mails”. The research in question allows the researcher to obtain data without the need for observation and interviews (Yıldırım and Şimşek, 2021). In this regard, many studies and websites have been evaluated to access and compile all gastronomy supply resources of Denizli. The data obtained will be analyzed using the content analysis technique.

WIDE IMPACT OF THE RESEARCH AND LIMITATIONS

Local foods and beverages represent the food habits, behaviors, eating styles, culture, traditions and customs of a society. In this context, it is thought that the best promotion of a destination can be achieved by making good use of gastronomic products. Thus, researching the gastronomy supply resources of Denizli province can enable the sustainability of the cultural heritage, gain a competitive advantage, and increase the awareness of the region nationally and internationally. The fact that the research on gastronomy tourism in the region is numerically low and that there is no study in the literature examining the gastronomy supply resources of Denizli province in detail shows that this gap will be filled as a result of the study. In this respect, the study reveals the gastronomy supply resources of Denizli province in detail and paves the way for future studies.

There are some limitations within the scope of the research. These limitations are listed as follows:

- In this regard, it is expressed as a limitation in the scope of the study and website examined to reach and compile all gastronomy supply resources of Denizli.
- The fact that the study population covered within the scope of the research was conducted only in Denizli province reveals another limitation.
- In addition, another limitation is that the evaluation of the gastronomy supply resources of Denizli province consists of questions consisting of only 8 dimensions.

UNIQUE VALUE OF THE RESEARCH

Evaluation of gastronomy supply resources of Denizli province within the scope of 8 dimensions reveals the unique value of the study. When the studies on gastronomy in Denizli province are examined; Bayram (2018) conducted research in Buldan district of Denizli province with the aim of introducing traditional Günbalı and ensuring the transfer of this gastronomic cultural heritage from generation to generation. Yanbollu Yıldırım (2021) conducted a research to reveal the local dishes of Buldan district of Denizli province and the local people's perspective on gastronomy tourism. Barat and Bucak (2022) examined the effect of traditional grape molasses produced in Çal district of Denizli on the gastronomy tourism of the destination. Bertan (2023), on the other hand, conducted research on the gastronomy tourism potential of Denizli province and as a result, classified local dishes by making word analysis with the data obtained from the interviews. It is seen that the studies carried out in this direction are few in number and there are no studies examining gastronomy supply sources. The evaluation of the gastronomic elements that come to the fore in Denizli province of this study is different in terms of containing suggestions for gastronomy tourists who are looking for different tastes and want to participate in various gastronomic activities. In addition, this research reveals the importance of the research in terms of filling the gap in the literature of studies related to Denizli province within the scope of gastronomy tourism published in scientific journals.

BLACK FOODS THE VIRAL COLOR OF GASTRONOMY

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INTRODUCTION

The constant change of the globalizing world also causes gastronomy products to change. Gastronomy is a discipline that examines the relationship between all consumable food and beverage items and culture and the art of good eating and drinking (Cömert and Özkaya, 2014). With the changing world, individuals' perceptions of foods, cooking, and the physical and chemical properties of foods are also increasing. The color of food allows one to have information on issues such as recognizing food and beverages, trust, flavor estimation, perceiving chemistry and influencing purchasing behavior. Color in foods affects food and beverage preferences. Because the color found in foods; It is one of the elements of taste, flavor, pleasure and preference (Yılmaz and Erden, 2017). In parallel with this, new gastronomy trends are emerging as a result of constantly changing consumer demands in the global world and businesses developing innovations to meet these demands. These trends have effects such as protecting and improving human health, protecting cultural heritage and improving the dining experience. Black food, one of the gastronomy trends that first appeared in Japan and spread around the world, is known for its activated carbon foods. Black foods, which are the viral color of gastronomy, generally have high antioxidant content, contain fibers that are beneficial for the digestive system and have a protective effect against diseases. Black foods are divided into three groups. The first is black food that has a natural black color, the second is black food processed using activated carbon, bamboo charcoal and cuttlefish, and the last one is black food that turns black when cooked in gastronomy.

In this study, using the document analysis method, what black foods are, in which areas they are used and their place in culinary cultures were investigated through secondary sources. In addition, in parallel with the purpose of the study, it is also aimed to raise awareness in the society and relevant authorities.

LITERATURE

Thanks to scientists, producers and marketers, consumers become informed about foods. In parallel, gastronomy consumers' brand, food-beverage, taste, appearance, color and purchasing preferences vary. At the same time, gastronomy consumers are constantly seeking experience, discovery and innovation. In this sense, black foods, which are among the new gastronomy trends,

attract attention. This study covers what black foods, the viral color of gastronomy, are, in which areas they are used and their place in culinary cultures.

Today, researchers think that colorful foods will replace single colors in foods. It is an undeniable fact that black foods have been used worldwide for a long time. It is thought that the low amount of black colored foods increases the interest in these foods. Studies indicate that black foods will be known as superfoods in the future (www.gidahareketi.org). For this reason, the subject of black foods, whose popularity is increasing day by day, is important for the study.

Black foods began to be among the gastronomy trends in 2018 and attracted attention on social media. Considering that consumption for prestige and status purposes is common in tourism, a product that attracts attention or is recommended on social media turns out to be attractive. Although black foods are trending, when the studies examining this issue are examined, it is seen that there are not enough studies in the national and international literature. In addition, while black foods have spread around the world, no example has been found in Turkish Cuisine. Regarding the subject within the scope of national literature, Bozok and Yalın (2018) created a compilation about the types, production and consumption of black foods in their study. Sarıışık and Kardeş (2019) evaluated in their study that color and health are important in gastronomy movements. In the study by Özgören-Çapraz (2023), the properties of black colored foods and the raw materials used in their production were examined. Within the scope of international literature, Nguyen et al. (2023) in their study, they created a compilation about black colored foods.

METHOD

Obtaining data by examining existing documents and records is called document scanning or document analysis (Karasar, 2005). Two types of data are used in the document analysis method: primary data and secondary data. Primary data refers to eyewitness accounts of people who experienced the event or behavior. Secondary data are compilations created by people who have taken or read the statements of eyewitnesses who were not at the scene (Bailey, 1994).

Document analysis has long been used as a research method in disciplines such as librarianship, anthropology and history. It has been used as an additional method to interview, observation and survey methods in social sciences (Mogalakwe, 2006). It is used in social sciences today due to its understanding of its importance and advantages (Kozak, 2017). Because its cost is low (Mogalakwe, 2006). In document analysis, which is considered the most valuable source of information for qualitative researchers, very valuable information can be obtained about the subject under investigation (Travers, 2001). Different data collection methods are also used with document analysis, which provides additional data, additional perspective, an objective approach and increases reliability (Patton, 2002; Saldana, 2011). Document analysis, which is considered as a complement to other research approaches, is also used as a separate approach (Bowen, 2009; Saldana, 2011). The aims of the document analysis method are as follows (Bowen, 2009):

- All information from past to present can be accessed.
- It may suggest situations or questions to observe.
- Having the data obtained from the document systematically in the archives makes it easier to access information.
- Documents are a tool in the process of change and development of information.
- They prove the findings along with data such as documents, records, reports and statistics. In the study, a compilation was created by using the document analysis method to investigate what black foods are, in which areas they are used and their place in culinary cultures through secondary sources.Academic studies (articles, theses, books, internet resources, etc.) in the national and international literature on the subject were examined. Within the scope of the data

obtained, it was planned to explain black foods with the help of figures and graphics.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

Eating and drinking activities, which were seen as mandatory needs in the past, today emerge as a social need with changes in technology, welfare and tourism. This creates the desire to taste food and beverages with different tastes, colors and appearances. While memories of places visited are accumulated, different eating and drinking activities are now included in these memories. It should not be ignored that eating and drinking activities are indicators of prestige and status. Today, consumers evaluate food and beverages as a whole, including their appearance, color, location, physical and chemical properties.

New gastronomy trends have emerged as a result of individuals becoming aware of healthy foods over time and the differentiation of the foods they prefer. Among these trends, the focus is on black foods, which are a new trend. Black foods attract the attention of consumers with their colors, production methods, presentations and health-protective effects. It is thought that in the future, the product variety of black foods will increase and be improved, and they will be foods that can be easily found in markets and restaurants. There are not many studies on black foods in the literature. It is anticipated that this study will guide scientific studies in the field of gastronomy. At the same time, the scarcity of studies on the subject in the national and international literature is among the limitations of the study.

UNIQUE VALUE OF THE RESEARCH

With the changing world, individuals' perceptions of foods, cooking, and the physical and chemical properties of foods are also increasing. The color of food allows one to have information on issues such as recognizing food and beverages, trust, flavor estimation, perceiving chemistry and influencing purchasing behavior. Color in foods affects food and beverage preferences. Because the color found in foods; It is one of the elements of taste, flavor, pleasure and preference (Yılmaz and Erden, 2017). New gastronomy trends emerge as a result of consumer demands constantly changing in the global world and businesses developing innovations to meet these demands. Emerging trends have effects such as protecting and improving human health, protecting cultural heritage and improving the dining experience. These trends include black foods. This study investigates what black foods, the viral color of gastronomy, are, in which areas they are used, and their place in culinary cultures.

Although black foods are trending, when the studies examining this issue are examined, it is seen that there are not enough studies nationally and internationally. In addition, while black foods are spreading around the world, there is no example in Turkish Cuisine. However, it has not been found in studies conducted in the field of tourism and gastronomy. In this context, the absence of any other study on black foods in the field of gastronomy makes this study unique.

GASTRONOMY AND MEDICINE: A CONCEPTUAL OVERVIEW OF HEALTH MANAGEMENT THROUGH THERAPEUTIC DIETS

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INTRODUCTION

Lifestyle diseases cause approximately 41 million deaths annually, accounting for nearly 71% of global deaths, primarily due to lifestyle habits. Chronic diseases such as heart disease, stroke, diabetes, obesity, and certain types of cancer arise from three modifiable lifestyle behaviors: smoking, poor nutrition, and physical inactivity (Al-Maskari, 2010). According to a World Health Organization report, chronic diseases account for 61% of all deaths and 49% of the global disease burden. By 2030, it is projected that 56% of the world's population will be battling chronic diseases, with 70% of global deaths attributed to these conditions (WHO, 2005). However, healthier lifestyles and eating habits can prevent approximately 80% of chronic diseases, as unhealthy dietary habits are primary triggers of inflammation and disease development (Mauriello & Artz, 2019). A low-quality diet is linked to one in five deaths worldwide (Wood et al., 2021; Magallanes et al., 2021). It is a fundamental right of patients with chronic diseases to receive an appropriate diet timely to accelerate recovery and improve quality of life (Mutlu & Doğan, 2021). Additionally, the necessity of providing an appropriate diet outside of hospitals for the rapid recovery of chronic patients is emphasized (Schulze et al., 2021). Therapeutic diets play a vital role in the treatment and management of various medical conditions such as diabetes, food allergies, and metabolic disorders. Although medicine has made significant advances in understanding patients' specific nutritional needs, effectively implementing these diets into patients' daily lives remains challenging. One of the most critical issues is patients' difficulties in adhering to prescribed diets, leading to unsatisfactory clinical outcomes (Bucher, 2013).

This research aims to address this issue by closely examining both medical and culinary perspectives. By considering the sensory and cultural aspects of nutrition, it explores how culinary techniques can be integrated into the creation of therapeutic diets. Analyzing this gap through a multidisciplinary approach, the research seeks to provide practical and evidence- based solutions to improve the implementation and adherence to therapeutic diets, thereby contributing to significant improvements in individuals' quality of life.

LITERATURE

Gastronomy is defined as the art and science of food preparation and presentation. Its relationship with medicine is therapeutic, involving the selection, preparation, and presentation of foods to meet medical needs. Gastronomy is not just a matter of nutrition but, when used consciously, can significantly impact individuals' lives. The undeniable link between food and health highlights that the selection, preparation, and presentation of foods can substantially influence the effectiveness of medical treatment (Colucci & Garcia, 2023). Therapeutic diets

are nutrition programs designed to treat and manage specific medical conditions and are essential for improving patients' health. Conditions such as diabetes, liver diseases, celiac disease, and cardiovascular diseases require therapeutic diets. Adhering to these diets reduces the risk of complications and improves the patient's quality of life while meeting their nutritional needs for recovery and well-being (Koloverou et al., 2023). In a medical context, the selection of ingredients should be tailored to the patient's specific needs. For example, an antioxidant-rich diet can be beneficial for patients with inflammatory diseases as antioxidants can reduce inflammation and improve overall health. Therefore, at the intersection of gastronomy and medicine, diet planning emerges as a crucial strategy to optimize patients' health and support treatment processes. Adopting a careful approach in the selection of foods and diet planning plays a significant role in enhancing the effectiveness of health management (Sotos-Prieto, 2017).

The methods of food preparation and appropriate cooking techniques can contribute to the preservation of nutrients and the improvement of digestion. In therapeutic diets, healthy cooking methods such as steaming, baking, and low-temperature cooking are often preferred for this purpose. These techniques can have positive effects on health by preserving the nutritional value of foods. Additionally, the visual presentation and taste of meals play a crucial role in ensuring adherence to diets. An aesthetically pleasing plate can enhance the patient's enjoyment of eating, thereby strengthening their commitment to the treatment process (Monsivais, 2007).

In this preparation phase, therapeutic chefs play a crucial role. Also known as medical chefs, therapeutic chefs work in collaboration with doctors and dietitians to design specialized meals that meet patients' individual nutritional needs. Their expertise in gastronomy and knowledge of dietary restrictions are critical for the successful implementation of therapeutic diets. The primary responsibilities of therapeutic chefs include (Bucher, 2013):

1. **Patient Profile Assessment:** The chef reviews the patient's medical history, nutritional needs, and any dietary restrictions. This assessment helps in creating a personalized nutrition plan.
2. **Selection of Appropriate Foods:** Based on the assessment, the chef selects suitable ingredients that meet the requirements of the therapeutic diet while avoiding prohibited foods.
3. **Planning Balanced Meals:** The chef designs balanced meals that are appropriate for the patient's medical treatment and nutritionally balanced.

These responsibilities of therapeutic chefs play a crucial role in creating personalized and effective diets, thereby supporting individuals' health management and overall well-being.

METHOD

This research adopts a qualitative research design through a comprehensive literature review. The aim is to analyze the integration of gastronomy into medical treatment, particularly through Culinary Medicine, by examining existing literature to reveal the critical roles of food selection, culinary preparation, and visual presentation in therapeutic diets. A systematic literature review has been conducted to gather data on Culinary Medicine, therapeutic diets, and the role of therapeutic chefs. Databases searched include PubMed and Google Scholar. Key terms used in the search include "Culinary Medicine," "therapeutic diet," "medical chef," "gastronomy and medicine," and "food and diseases." Inclusion criteria cover peer-reviewed articles, books, and reliable sources published in the last five years. Studies focusing on the effects of Culinary Medicine, therapeutic diets, and therapeutic chefs on health management were particularly examined. Exclusion criteria include studies not directly related to Culinary Medicine, lacking

sufficient scientific data, or containing only summary information. Data Analysis: Collected data were analyzed using thematic analysis, identifying main and sub-themes in the literature to understand the impact of Culinary Medicine and therapeutic diets on patient health. Findings were categorized to illustrate the contributions of food selection, culinary techniques, and aesthetic presentation to patient diet adherence and treatment processes.

IMPACT AND LIMITATIONS OF THE RESEARCH

This research underscores the importance of integrating Culinary Medicine and therapeutic diets into medical treatment processes, offering valuable insights for medical doctors, food engineers, gastronomists, dietitians, and therapeutic chefs. It raises awareness about the positive contributions of food selection, culinary preparation, and aesthetic presentation to patient diet adherence and treatment processes, suggesting new strategies for improving practices in these areas. This could enhance patient satisfaction, make treatment processes more effective, and improve overall health outcomes. Additionally, it may guide future research and practices, contributing to a broader acceptance of Culinary Medicine in healthcare. However, the research has several limitations. The literature review is constrained by the scope of existing studies, which may hinder the generalizability of the findings. Cultural and geographical differences, food preferences, and culinary practices could influence the applicability of the results in different contexts. These limitations suggest the need for future research with broader and more diverse patient samples and the collection of updated data.

ORIGINAL VALUE OF THE RESEARCH

This research provides a platform for discussion at the intersection of gastronomy and medicine, focusing on Culinary Medicine. By highlighting the importance of food selection, culinary preparation, and aesthetic presentation in therapeutic diets, the research draws attention to their potential to enhance patient adherence and the effectiveness of treatment processes. It promotes collaboration among medical doctors, food engineers, gastronomists, dietitians, and therapeutic chefs, revealing the positive impact of such interdisciplinary cooperation on patient health. The evidence-based solutions proposed for integrating culinary techniques into medical treatment processes pave the way for developing new strategies to improve patients' quality of life. This research not only emphasizes the significance of Culinary Medicine in healthcare but also serves as a guide for future research and practices in this field.

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AN EXAMINATION OF CHOCOLATE CONSUMPTION, DESIRE-GUILT FEELINGS, AND EATING BEHAVIOURS IN ADULTS

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INTRODUCTION

Chocolate is one of the most widely consumed and beloved foods worldwide. With its sweetness, rich flavor, and various forms, chocolate is a source of pleasure and happiness for many people (Messerli, 2012; Prinz, 2020). Due to some of its ingredients (e.g., caffeine, theobromine, phenylethylamine), it may have stimulating and pleasurable effects on individuals (Nehlig, 2013). These effects may arouse an intense desire and craving for chocolate in individuals. Especially in stressful or emotionally challenging situations, chocolate consumption can function as a relaxation and reward mechanism. This may lead to excessive chocolate consumption and addiction-like behaviours in some individuals (Schulte et al., 2015). Chocolate consumption may also cause feelings of guilt and regret in some individuals, especially due to its high calorie and fat content (Parker et al., 2006). These feelings may negatively affect individuals' eating behaviours and lead to unhealthy eating cycles (Avena et al., 2012). This study aimed to examine various factors associated with chocolate consumption. The relationship between thoughts towards chocolate, feelings such as desire and guilt related to chocolate consumption and eating behaviours was investigated.

LITERATURE

Chocolate is one of the most popular and frequently consumed foods worldwide. This popularity has encouraged scientific studies investigating the relationship between chocolate consumption, chocolate craving and eating behaviours (Parker et al., 2006). Chocolate stimulates the release of endorphins that trigger feelings of pleasure and happiness in consumers thanks to its components such as fat, sugar and flavour (Cartwright & Stritzke, 2008). Due to these pleasurable effects, chocolate is often chosen as a "comfort food," providing solace, especially for individuals with depressive symptoms (Macht & Dettmer, 2006).

In addition to its pleasurable effects, chocolate can evoke complex and sometimes contradictory emotional reactions. Negative emotions like guilt and shame are frequently associated with chocolate consumption (Cartwright & Stritzke, 2008; Macht & Dettmer, 2006; Macht & Müller, 2007). This is more common among individuals concerned with weight gain and unhealthy eating habits. Chocolate may be perceived as a high-calorie and "forbidden" food, triggering feelings of guilt after consumption.

Chocolate craving is defined as a motivational state in which an individual feels the urge to seek and consume chocolate, experiencing a strong desire that cannot be explained by hunger alone (Baker, Morse, & Sherman, 1986; Gibson & Desmond, 1999). This craving can be influenced by sensory characteristics like flavour, smell, and texture, as well as factors such as emotional state, stress, and hormonal changes. Research suggests that chocolate's pleasurable nature is a key factor underlying this craving (Hill & Heaton-Brown, 1994; Rozin et al., 1991). Research on chocolate consumption reveals a process involving both approach and avoidance tendencies (Cartwright & Stritzke, 2008; Rodgers et al., 2011). On one hand, there's an intense desire for chocolate's pleasurable effects (i.e., chocolate craving), and on the other, a desire to avoid or limit intake to socially acceptable levels. This suggests that chocolate

consumption can lead to both positive and negative emotions.

Research suggests an association between chocolate craving and consumption and disordered eating behaviours. Feelings of guilt related to chocolate consumption may be a significant indicator of disordered eating. Benton, Greenfield, and Morgan (1998) found a positive correlation between guilt about chocolate craving and eating disorder symptoms, a finding supported by Cartwright and Stritzke (2008) in an Australian study.

Chocolate is one of the most desired high-fat, high-sugar foods, often classified as a pleasurable substance, especially among women, and is notoriously difficult to resist (Schulte, Avena, & Gearhardt, 2015). It is theorized that individuals who develop chocolate addiction exhibit control problems, withdrawal symptoms, cravings for addictive foods, and behaviours like those associated with substance use.

METHOD

This study was conducted between October 2018 and December 2018, involving 498 healthy adults (270 women and 228 men) aged 19-65 years, residing in Ankara province. Participants were thoroughly informed about the research prior to enrollment, and only those who voluntarily consented were included.

Data were collected through face-to-face interviews using a questionnaire developed by reviewing relevant literature and examining similar studies. The questionnaire consisted of two parts. The first part gathered socio-demographic data (age, gender, education, marital status, etc.), anthropometric measurements (body weight, height), information on diet and exercise habits, and questions regarding chocolate consumption frequency, amount, and associated feelings of craving and guilt. The second part of the questionnaire utilized the Dutch Eating Behaviour Questionnaire (DEBQ) scale to assess eating behaviours.

Data analysis was performed using SPSS (Statistical Package for Social Sciences) 16.0. Quantitative variables were presented as means, standard deviations, and ranges. Categorical variables were presented as frequencies and percentages. Additionally, chi-square ($\chi 2$) test was used to evaluate categorical variables. In comparing quantitative variables, it was first evaluated whether parametric test conditions (examination of the number of individuals and compliance with normal distribution) were met, and appropriate tests were used accordingly. The relationship between variables was investigated with two-way correlation test (Pearson). In all statistical analyses, the significance level was accepted as $p<0.05$ within the 95% confidence interval.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

The widespread impact of the study lies in showing that chocolate consumption is not only an individual preference, but also closely related to psychological, emotional and social factors. These findings are an important resource for researchers, health professionals and policy makers working on chocolate consumption and eating behaviours. The results of the study may also contribute to research on chocolate addiction and help to better understand the mechanisms underlying chocolate addiction. This information may contribute to the development of more effective treatment and intervention programmes for individuals struggling with eating disorders and obesity. The study also has some limitations. First of all, the fact that the distribution of the participants in the study according to age groups and educational status is not balanced may limit generalisability. In addition, the survey method used in the study may raise some questions about the accuracy and reliability of the participants' responses. The tendency of participants to give socially acceptable answers, especially on sensitive issues such as chocolate consumption and eating behaviours, may affect the objectivity of the results.

ORIGINAL VALUE OF THE RESEARCH

This study aims to make original contributions to the literature by addressing the complex relationship between chocolate consumption, craving-guilt feelings and eating behaviours in a multifaceted way. By expanding the existing literature on chocolate consumption, it is aimed to provide new data that will provide a better understanding of the underlying motivations and consequences of this behaviour. The study takes an important step towards understanding cultural differences in chocolate consumption and eating behaviours by being conducted on the adult population in Turkey. In this respect, the findings of the study will contribute to both national and international literature and will form the basis for comparative studies on eating behaviours in different cultures. In addition, the results of the study may contribute to the development of new approaches to the prevention and treatment of important health problems such as cravings for chocolate consumption, eating disorders and obesity. In conclusion, it is thought that this study will make important contributions to research in the field of chocolate consumption and eating behaviours by providing a unique perspective both methodologically and theoretically.

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EXAMINING OPEN AND CLOSED KITCHENS IN LEBANON CONTEXT FROM A CLEANLINESS PERSPECTIVE

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INTRODUCTION

One of the most crucial issues regarding the restaurant industry is cleanliness. Customers stop visiting a restaurant if it isn't perceived as clean, regardless of how delicious its cuisine is, how inventive its dishes are, or how great its service is. Therefore, if restaurants fail to take the required precautions to guarantee that they are clean, they may not only run the danger of losing customers but also their customers could run the risk of contracting various diseases. Regardless of whether the restaurant has an open or closed kitchen, maintaining a clean atmosphere is essential in bringing in new customers and improving the corporate reputation.

LITERATURE

The significance of food safety has increased in the past few decades, resulting in a substantial transformation of operations in the hospitality industry. One motivation for such a development has been governments' stricter food safety regulations, as food poisoning and other similar experiences in the hospitality industry have led to serious health issues, in some cases with deadly consequences for consumers (Satcher, 2000).

To provide for a safer food consumption environment, kitchen design and kitchen layout are being considered more often, as evidenced by the growth of professions such as food service consultants, who work with food service equipment dealers to plan the physical layout of commercial kitchens (Guyott, 1997).

Eaton (2005), for instance, discussed the impact of food safety on kitchen design and found that temperature control and sanitation have received the most attention. For many years, the kitchens of hospitality operations have been designed to fulfil multiple roles, including safety and appeal. The adoption of different food cultures and trends, whereby the chefs/cooks provide entertainment to customers while preparing meals, has also seen the development of different kitchen styles, including open kitchens.

METHOD

Most of the restaurants that have closed and open kitchens focus on the cleanliness of their open kitchens and don't consider the hygiene and cleanliness issues of their closed kitchens much. Therefore, restaurants always need to be clean not only in the service area but especially in the food processing area to ensure that customers have a nice, satisfying and poisoning-free consumption experience.

The researchers aimed to find out the factors that influence the cleanliness perspective of consumers, identify the impact of kitchen cleanliness on the restaurant's reputation, as well as identify the methods approved by the kitchen staff and restaurant managers to maintain the safety and cleanliness of the kitchen.

The following research questions have been developed in the study:

1. To what extent does an open/closed kitchen influence the overall hygiene standards of the examined restaurants?
2. What are restaurant operators' views of cleanliness, depending on whether they

operate in an open or closed kitchen?

3. Which one is the safest and cleanest, the open or the closed kitchen?
4. What may be some advantages or disadvantages of the kitchen style (open kitchen vs closed kitchen) may have for restaurant operators, if any?

For this study, both qualitative and quantitative methodologies were used to collect data as the mixed method provides the researcher with substantial evidence and deeper study conclusions. Qualitative methods were employed for observation and interviews, while quantitative methods were utilized for customer feedback. The aim is to assess the disparity in cleanliness between open and closed kitchens in numerous restaurants located in the Byblos Area. A survey was designed, including questions about the difference between cleanliness, and designs in open and closed kitchens visited in Byblos. Additionally, interviews were conducted with the managers of the five restaurants in Byblos.

The survey was designed using Google Forms and distributed to people who had visited restaurants in Byblos with open or closed or both kitchens, some of the people had visited the restaurants chosen in Byblos some of them had visited other restaurants. This survey contained 13 questions divided into 10 multiple-choice questions and 3 open-ended questions.

In the interviews, the managers of the restaurants were asked 10 open-ended questions related to the cleanliness in open and closed kitchens, which one is considered cleaner, how cleanliness precautions are applied in the restaurants etc. An observation was also done by the researcher, visiting many restaurant kitchens in Byblos to see how the hygiene and cleanliness standards were applied, and compared between the behaviour of the employees in the open vs in the closed kitchens.

The sample of people used in both qualitative and quantitative was drawn at random, in Byblos Area. The researcher interviewed managers from different restaurants in Byblos. The quantitative approach primarily targeted individuals who had dined at restaurants in Byblos within the past two years. This focus was instrumental in advancing the study's objectives and addressing the research questions. Participants were chosen at random and without any preferences or specific needs.

In the analysis of the research data, the crosstab test was applied using the Excel software to test if some variables are related, especially the difference between the cleanliness in open and closed kitchens in restaurants in Byblos.

This research is a very significant one with its findings and conclusions as it examined the issue of hygiene in many restaurant contexts, focusing on whether they have open or closed kitchens or not and aimed to conclude if the examined restaurants ignored or failed to implement cleanliness and hygiene requirements and make generalizations for the whole sector.

This research provided a theoretical background covering kitchen styles, open and closed kitchens, the entertaining atmosphere of open kitchens, consumers' images of open restaurant kitchen design, restaurants' cleanliness, food safety in open kitchen restaurants, government standards and food inspection, employees' food hygiene training and certification.

FINDINGS AND DISCUSSION

The information provided with the responses to these questions contributed to the identification of the factors that positively affected consumers' food safety. Such developments are expected to lead to more consumer trust in restaurant hygiene, repeat patronage, and positive word-of-mouth, with potential benefits for restaurants' bottom lines. The information gathered with this research could assist professionals such as restaurant designers in identifying new directions for kitchen and restaurant design, thus further contributing to customers' dining experience.

Limitations of the Research

This research is considered sensitive by its nature as it may have a positive or negative impact on the reputation of the examined restaurants in Byblos. It was challenging for the researchers to gather data. Contacting and engaging restaurant managers to participate in the study was challenging due to factors such as time constraints, competing priorities, and limited willingness to answer the interview questions.

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GASTRONOMY TOURISM DURING AND AFTER THE COVID-19 PANDEMIC: IMPACTS AND FUTURE STRATEGIES

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INTRODUCTION

Tourism industry is recognized as one of the major economic forces on a global scale. The COVID-19 pandemic that spreaded via travel, deeply affected negatively the global economy, social life, and especially the tourism industry. The pandemic harmed almost every aspect of the tourism value chain worldwide. Tourism activities nearly came to a halt due to travel restrictions and health concerns, leading to significant economic losses for many tourist destinations and tourism businesses. A niche segment of the tourism industry; gastronomy tourism was hit by the pandemic and suffered a very drastic recession during the pandemic. Therewithal, during the later phases of the pandemic and in its aftermath, the gastronomy tourism initiated recovery and adaptation efforts to adjust to the new normal. In this regard, this study aims to provide a comparative analysis of academic research conducted during and after the COVID-19 pandemic that explored the impacts of the pandemic on gastronomy tourism and the subsequent changes. With this aim, this study investigates pandemic's affects on gastronomy tourism, how gastronomy tourism stakeholders adapted to this process and the trends, new concepts and innovations that have emerged in the post-pandemic period.

LITERATURE

The current literature emphasizes the relationship between food and tourism using various terms; ‘food tourism’ (Hall and Sharples, 2003), ‘culinary tourism’ (Ignatov and Smith, 2006), ‘gastronomy tourism’ (Wolf, 2006) and ‘tasting tourism’ (Boniface, 2003). Gastronomy tourism is a swiftly growing an alternative type of tourism (Rand et al., 2003; Selwood, 2003; Hall and Mitchell, 2005). Today, many destinations use gastronomy as a distinctive touristic product and attract a growing number of tourists who travel specifically for culinary experiences (Hall, 2020). It not only boosts economies but also plays a crucial role in preserving cultural heritage and acts as a significant attraction for destinations (Kivela and Crotts, 2006; Smith & Costello, 2009). The COVID-19 pandemic negatively impacted the entire tourism industry, including gastronomy tourism. During the COVID-19 pandemic, gastronomy tourism suffered significantly, leading many restaurants, cafes, and other food-related businesses to close their doors (Gössling et al., 2020). Also, the restrictions and health concerns brought about by the pandemic led to significant changes in consumer behavior and concepts within gastronomy tourism. In response to these shifts, recent literature examined various early-stage affects of COVID-19 on gastronomy tourism, including consumer perceptions of digital food- related experiences (Cenni et al., 2020), preferences for private dining facilities (Kim and Lee, 2020), behavior in online food ordering (Brewer and Sebby, 2021), and restaurant managers' attitudes towards food delivery platforms (Türkeş et al., 2021). Post-pandemic literature examining the affects of the pandemic on gastronomy tourism covers studies such as the impact of COVID-19 on gastronomy tourist consumer behavior (Durmaz et al., 2022), a conceptual examination of the pandemic's affects on gastronomy tourism (Ostrowska-Tryzno & Pawlikowska-Piechotka, 2022), restaurateurs' views on evolving customer needs after COVID-

19 (Bonfanti et al., 2023), factors influencing gastronomy tourist satisfaction levels post COVID-19 (Thanasegaran & Chandrashekar, 2023) and the dining-out preferences of gastronomy tourists following the COVID-19 pandemic (Lebrun & Bouchet,2024). This study discusses the pandemic's impacts and future strategies in gastronomy tourism by offering a comparative examination of academic research conducted during and in the post pandemic.

METHOD

This study is aimed to explore and analyze COVID-19 pandemic's influence on gastronomy tourism and emerging trends, concepts, and innovations in the post-pandemic era in gastronomy tourism through a comparative examination of academic literature published during and after the pandemic. In this context, the research questions are designed as;

- How has COVID-19 influenced gastronomy tourism?
- How have gastronomy tourism stakeholders responded to these changes?
- What new trends and innovations have emerged in the post-pandemic era?

To answer these research questions, content analysis, a qualitative research method, is going to be employed to examine academic studies regarding pandemic's affects on gastronomy tourism published in academic databases during and after the pandemic. The studies are going to be selected using keywords such as "COVID-19," "pandemic," and "gastronomy tourism." The findings are going to be categorized into thematic categories, providing a structured understanding of how gastronomy tourism has evolved in response to the pandemic. This approach allows a comprehensive comparison of the observed affects of the pandemic on gastronomy tourism during the pandemic and post-pandemic periods. By systematically analyzing the literature, this study aims to offer a comprehensive overview of how gastronomy stakeholders overcome the challenges posed by the pandemic, the key strategies employed by stakeholders to mitigate the impact of the pandemic and a deeper understanding of the resilience and adaptability of the gastronomy tourism industry in the face of unprecedented challenges. This study also seeks to highlight new trends, innovations and advancements that have emerged in the post-pandemic era, thereby offering a comprehensive overview and valuable insights into the future direction of gastronomy tourism.

IMPLICATIONS AND LIMITATIONS

This research aims to contribute academic literature from both theoretical and practical perspective by providing a comprehensive analysis of the changes led by the Covid-19 pandemic in gastronomy tourism. By systematically examining the academic literature published during and after the pandemic that explores pandemic's impacts on gastronomy tourism, this study seeks to provide a comprehensive understanding regarding the transformations within gastronomy tourism due to the pandemic, the challenges faced by gastronomy tourism stakeholders, and the strategies developed to address these challenges. By examining emerging trends and concepts, the study aims to develop practical strategies and provide recommendations that can guide policymakers. Additionally, by exploring shifts in the attitudes and behaviors of gastronomy tourists, the study aims to assist in formulating effective marketing strategies. The study's findings are limited to the specific time period covered, meaning that implications for potential future crises cannot be fully highlighted. Regional differences in how gastronomy tourism has responded to the pandemic may also impact the broader applicability of the findings.

THE ORIGINALITY OF THE STUDY

By systematically examining current related literature from both the pandemic period and the subsequent post-pandemic phase, this research is aimed to explain the transformations and effects experienced by the gastronomy tourism, reveal how the crisis brought new trends, concepts, and innovations in the aftermath. This research seeks to contribute significantly to

understanding the long-term effects of the pandemic on gastronomy tourism, providing critical insights that will aid stakeholders and policymakers in developing informed strategies and policies. By highlighting best practices and innovative adaptations, it is also aimed to offer practical recommendations for enhancing the gastronomy tourism stakeholders' future preparedness against similar such global crises. The originality of this study lies in its comprehensive approach to evaluating the pandemic's enduring effects, and providing a nuanced understanding of how the industry has adapted and evolved. Ultimately, the study's findings can be instrumental in guiding future research and contributing to developing gastronomy tourism industry.

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THE EFFECT OF CHEF RESTAURANTS ON THE BRANDING OF URLA GASTRONOMY

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INTRODUCTION

Today, it is increasingly important for cities to create identity and image by highlighting their distinctive features. (Dinler B.V. & İlhan İ., 2019).Gastronomy and gastronomic products are increasingly used in the marketing of destinations. While local food adds value to a destination, it also contributes to the sustainable competitiveness of the destination. (Bulut S. H., 2019). The reason for this is the increase in competition between cities, just like between products or services. In order to stay ahead of this competition, cities and regions are turning to branding. (Dinler B.V. & İlhan İ., 2019).

People now eat outside their homes not only to satisfy their hunger needs, but also to enjoy the food, the atmosphere, the scenery and other conditions and to experience a sense of fulfillment. Moreover, eating is not only a leisure activity but also a feature of tourism. Tourists generally prefer local food in the regions they visit (Aydin E. & Pekyaman A., 2015). Therefore, restaurants are an important marketing tool in the tourism sector. (Yetimoglu S. & Sormaz Ü., 2017) .

Urla district has a great potential for many types of tourism. The mild climate, rich ancient history, touristic investments and natural ecological beauty of the region make it an important resource for the tourism industry. (Pırnar, Kurtural & Eriş, 2019b).

The aim of the study is to examine the effects of chef restaurants on the branding of Urla gastronomy. Content analysis was conducted by conducting face-to-face interviews with Izmir Provincial Directorate of Culture and Tourism, Association of Turkish Travel Agencies (TÜRSAB) and 3 Michelin starred restaurants operating in Urla. As a result of the literature research, no study was found to mention the importance of chef restaurants in destination branding. It is thought that the study will contribute to consumers from a social perspective, to producers from a sectoral perspective, and to the literature from an academic perspective. As a result, this research fills an important gap in destination branding and gastronomy tourism and contributes to the promotion of Urla's gastronomic values in the international arena. Therefore, the study is considered to have high original value in both theoretical and practical terms.

LITERATURE

Developments in world tourism have led all countries to new searches and activities. Instead of international and national promotional activities in tourism marketing, a more specific, destination or city-based tourism marketing approach has emerged (Kavacik M. & Zafer S. & Inal M.E., 2016).

Destinations are regions that have a certain infrastructure and superstructure, are accessible, can offer a variety of services, and have an image and attractiveness. From this point of view, destinations can be a continent, country, city, island or region where a specific touristic experience is experienced. (Çakıcı A.C. & Aksu M., 2007). Therefore, while branding a destination, importance should be given to brand planning and analysis and strategic research on the destination. Necessary cooperation should be established with businesses, various institutions and organizations and political authorities that play an active role in the process of destination branding and work should be carried out selflessly. Today,

destinations that have completed the branding process are preferred over other competing destinations. In this direction, they should maintain their existence as "brand destinations" by creating loyal target audiences. (Karsli C. & Candemir A., 2023).

The positive image of a destination can have an impact on the satisfaction of people who visit that destination. In this direction, it is thought that tourists who visit a certain destination having a positive image perception of that destination may increase the level of satisfaction they will feel from their visit to the destination. (Gün, Tutmaz & Tutcu, 2019). Every destination is a competitor in the race to attract tourists. Therefore, a definition of competitiveness for a destination can be made based on the destination's assets and the dynamics of the market (Alyakut, 2020).

When it comes to branding cities, the city's historical, geographical, cultural and economic characteristics emerge as a brand-building infrastructure. Cities with a historical past often use these features in the promotion of the city or in the creation of a city brand. Cities with historical monuments or places have a great potential in this regard (Cevher, 2012).

Traveling to consume a dish where it is famous or to eat it from the hands of a famous chef is becoming very popular today. Gastronomy tourists usually research restaurants in the places where they go on vacation or simply travel to taste the product. However, changes in the production, processing, transportation and retailing of food over the past century have created a significant territorial, temporal and psychological space between producers and consumers. Local restaurants, owners and chefs have played a key role in realizing the benefits of local food (Inwood S. & Moore H., 2009).

The Michelin guide is a restaurant guide that professionally inspects the highest quality restaurants in the world by secret inspectors and awards them with a star system. (Uğuzluoğlu A.& Özkul E., 2021). The Michelin guide awards stars based on the professionalism of the restaurant's menu and the quality of the products offered, a reference that determines the quality of the restaurant's menu (Şahin A. & Çolakoğlu Ü., 2021).

The food used in Michelin restaurants mustbe seasonal and of the highest quality (Uğuzluoğlu A.& Özkul E., 2021). For this reason, restaurants where natural agriculture is important produce their own food in their own gardens. In this context, OD Urla, Vino Locale and Teruar Urla restaurants in Urla received "Michelin stars", while OD Urla, Vino Locale and Hiç Lokanta were awarded "Green stars" for their sustainable culinary efforts. Beğendik Abi is in the "BIB Gourmand" category and Levan is in the "Recommended Restaurant" category (Michelin Guide ,2023).

Places that are awarded a star by the Michelin Guide gain recognition, and local and foreign customers who are enthusiasts go with high expectations for the experience. When their expectations are met, they will want to come back to the region again. Thus, there will be a significant increase in regional awareness and destination branding. With the stars received in Urla, the region will be noticed more by local and foreign tourists (Olaru G.O., 2023).

METHOD

Qualitative research method was used as the data collection method in the study. The interview technique, which is one of the most important qualitative research methods, was used. The purpose of using the interview technique is that during the interview, the reactions of the interviewee can be seen instantly and the environment can be carefully examined. In addition, explanations can be given for questions that are not understood and reminders can be used to help remember the questions. The interview technique is a technique that can be carried out in different ways (structured, semi-structured, unstructured, ethnographic and focus group) according to the availability of resources and the characteristics of the data to be collected in the research (Bucak & Turan, 2016).

In this study, semi-structured interview technique was applied. Semi-structured interview technique refers to interviews in which questions are prepared in advance, but changes can be made to the questions during the interview, the desired question can be added or removed, or the questions can be elaborated by going deeper on the desired topics. (Bulut Z.A. & Dogan O., 2015).

In the study, interviews were conducted under two different headings based on the research question. Face-to-face semi-structured interviews were conducted with Izmir Provincial Directorate of Culture and Tourism, TÜRSAB and 3 Michelin-starred restaurants operating in Urla and content analysis was conducted. Izmir Provincial Directorate of Culture and Tourism and TÜRSAB were asked 7 sub-questions and 3 Michelin starred chef restaurants operating in Urla, Izmir were asked 10 sub-questions. The interviews were recorded on a voice recorder between June 1, 2024 and July 1, 2024 and lasted between 20-40 minutes.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

This research is thought to make important contributions by examining the effects of chef restaurants on the branding of Urla gastronomy. Chef restaurants play a critical role in promoting the local gastronomy culture and increasing the international awareness of the region. According to the findings of the study, the increase in the number of Michelin starred restaurants has led to positive changes in the number of tourists coming to the region and the tourist profile. This supports Urla becoming an attractive destination for gastronomy tourism. In addition, sustainable agricultural practices are encouraged through collaborations with local producers and contribute to the economic development of the region.

Limitations of the Study

The data from the interviews reflects the subjective views of the participants. In addition, observations made immediately after the Michelin star was awarded may not be able to fully assess the long-term effects. In addition, the focus of the research on Urla region only may not reflect the branding effects of chef restaurants in other regions. The findings of this research offer important implications for Urla's gastronomy tourism and city branding. For this reason, it should be supported by larger and long-term studies.

ORIGINAL VALUE OF THE RESEARCH

This research stands out as an original study that examines the impact of chef restaurants on the branding of Urla gastronomy. As a result of the literature review, no comprehensive research on the importance of chef restaurants in destination branding was found. This situation emphasizes the contribution of the research to the literature.

The research analyzes in detail how Michelin-starred chef restaurants in Urla affect the gastronomy tourism and branding of the region. In this context, it reveals the positive impacts of chef restaurants on the local economy, tourism sector and sustainable agricultural practices. It shows that chef restaurants offer more than just food and beverage consumption, they offer experiences and these experiences increase the attractiveness of the destination. In addition, the qualitative methodology of the research provided in-depth information and new perspectives on the subject. Face-to-face interviews with Izmir Provincial Directorate of Culture and Tourism, TÜRSAB and Michelin-starred restaurant officials in Urla enriched the findings of the study and reinforced its originality. This study provides valuable information for both the academic field and the tourism and gastronomy sector.

As a result, this research fills an important gap in destination branding and gastronomy tourism and contributes to the promotion of Urla's gastronomic values internationally. Therefore, the study is considered to have high original value in both theoretical and practical terms.

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"MELCEÜ'T–TABBÂHİN" ADLI KİTABIN AROMATİK OTLAR AÇISINDAN DEĞERLENDİRİLMESİ

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GİRİŞ

Yemeklerde lezzet verici olarak baharatlar ve aromatik otlar kullanılmaktadır. Aromatik otlar, yaprakları, sapları veya çiçekleri gıdalara lezzet katmak için kullanılan aromatik bitkilerin geniş bir grubunu ifade etmektedir. Otlar taze veya kurutulmuş halde bulunabilmektedir. Baharatlar ise bitkilerin en yoğun aromalı kısımlarını belirtmek için kullanılmaktadır. Baharatlar; bitkilerin kabuğu, kökleri, tohumları, tomurcukları veya meyveleridir. Baharatlar hemen hemen her zaman kurutulmuş formda kullanılmaktadır. Baharatlar genellikle bütün olarak veya öğütülmüş olarak satılmaktadır (Labensky, Hause ve Martel 1999).

Baharatlar ve otlar, yemeklere yoğun aroma katma konusunda benzerlik göstermelerine rağmen, terminolojik olarak farklılık arz etmektedirler. Baharatlar, bir bitkinin yaprakları dışındaki çeşitli kısımlarından elde edilirken, otlar yalnızca bitkinin yapraklarından oluşmaktadır. Aromalarına bağlı olarak baharatlar ve aromatik otlar dört gruba ayrılmaktadır. Bunlar, acı baharatlar (karabiber-akbiber, hardal, yeşil veya kırmızı biber), hafif aromalı baharatlar (paprika, kişniş), aromatik baharatlar (sarımsak, rezene, tarçın) ve aromatik otlardır (kekik, fesleğen, defne yaprağı) (Embuscado, 2015).

Aromatik otlar dört kategoriye ayrılmaktadır: tıbbi otlar, mutfak otları, aromatik otlar ve süs otları. Tıbbi otlar, şifalı ve iyileştirici özellikleri olan, ilaç yapımında kullanılan bitkilerdir. Mutfak otları, güçlü ve yoğun lezzetleriyle yemek pişirme sırasında kullanılan bitkilerdir. Aromatik otlar, hoş kokulu çiçekleri veya yaprakları nedeniyle bazı ortak kullanımları olan şifalı bitkilerdir. Süs otları ise parlak renkli çiçekleri ve yaprakları nedeniyle dekoratif amaçlı kullanılan bitkilerdir. (Bishnoi, 2017).

Baharat ve aromatik otlar yemek yapımında ve sağlık açısından kullanılmasından dolayı fonksiyonel gıdalar kategorisine dahil edilmektedir. Fonksiyonel gıdalar, geleneksel gıdaların fizyolojik faydaları bulunan ürünlerdir (Shahidi, 2012). Otlar ve baharatlar gıda, alkollü içecekler, ilaç, parfümeri, kozmetik, renklendirme ve ayrıca bahçe bitkileri olarak büyük öneme sahiptir. Baharatlar ve şifalı bitkiler lezzetleri ve renkleri nedeniyle yiyeceklerde kullanılır. Otlar ve baharatlar ayrıca antioksidan, antimikrobiyal, farmasötik ve besleyici özelliklere sahiptir. Baharatlar lezzet vermenin yanı sıra gıdaların bozulmasını geciktirerek gıdaların korunmasında da önemli bir rol oynamaktadır (Bishnoi, 2017).

Otlar ve baharatlar, kültürel mirasta ve sağlıkla olan ilişkisinde güçlü rollere sahip olan geleneksel bir kullanım geçmişi bulunmaktadır (Tapsell vd., 2006). M.Ö. 1555'e ait eski Mısır papirüslerinde kişniş, rezene, ardıç, kimyon, sarımsak ve kekik kullanıldığı kaydedilmiştir (Bellamy ve Pfister, 1992). Sümerlerin M.Ö. 5000 yıllarında kekiği sağlık özellikleri nedeniyle kullandıkları, Mezopotamya çiftçilerinin ise M.Ö. 3000 yıllarında sarımsak yetiştirdikleri bildirilmektedir. Baharatların uluslararası ticaretinin geçmişinin M.Ö. 4500-1900'e, Etiyopya'ya kadar uzandığı düşünülmektedir. Antik Mısırlıların sarımsağa taptıkları bilinmektedir. Kral Tutankamon'un mezarında sarımsak dişlerinin bulunması bu bilgiyi doğrulamaktadır. Mısırlıların öbür dünyadaki yemeklerin lezzetli, sağlıklı ve uzun ömürlü olmasını sağlamak için mezarlarında tahta diş sarımsakları bulunmuştur (Block, 1986).

Antik Yunan ve Roma'da aromatik otlar, sağlık açısından baharatlardan daha sık kullanılmıştır. Hindistan'da geleneksel tıp olan Ayurveda'ya örnek, sarılık için zerdeçal, kalbi korumak için fesleğen, mide enfeksiyonları için topuz, dolaşımı uyarmak için tarçın, mide bulantısı ve hazımsızlığı gidermek için evrensel ilaç olarak zencefildir. Bunun yanı sıra baharat ve aromatik otlar Hint yemeklerinde lezzet katmak için de kullanılmaktadır (Sainani vd., 1979). Kutsal Roma İmparatoru olarak tarihte anılan İmparator Charlemagne, "Bitki doktorların dostudur ve aşçıların övgüsüdür" sözünü söylemiştir. İmparatorun bu sözü, şifalı bitkiler ve baharatların lezzet verici ve sağlığa fayda sağlamadaki ikili rolünün hâlâ kabul edildiğine işaret etmektedir (Bellamy ve Pfister, 1992).

Uzun bir zaman Arap tıbbi bilgisinin öncülüğü Avrupa'ya taşınmıştır. 13. yüzyılda Afrika ve Asya ile yapılan ticaret Avrupa'ya yeni şifalı bitkiler ve baharatlar getirmesini sağlamıştır. Sarımsak veba sırasında şifalı bitkiler tarafından kullanılmıştır. (Bellamy ve Pfister, 1992).

Osmanlı İmparatorluğu'nda baharat ve aromatik otlar tarihi önemini sürdürmüştür. İpek ve baharat yolunun Osmanlı devletinin kontrolünde olması baharatın ilgisini destekler niteliktedir. Baharatlar İstanbul'a Mısır'dan gelmektedir (Yerasimos, 2019). Baharat, Akdeniz ticaretini yüzyıllar boyunca canlı tutmuştur. Böylelikle Osmanlı İmparatorluğu bir yandan güçlü bir ticaret merkezi haline gelirken öte yandan "mutfak imparatorluğu"na dönüşmüştür. Osmanlı İmparatorluğu'nda taze veya kurutulmuş otlar baharata oranla daha az kullanılmıştır. Tariflerde ve saray muhasebe defterlerinde en sık kullanılan otlar maydanoz ile nanedir. Daha sonra bu sırayı dereotu ve tarhun izlemektedir (Yerasimos, 2019).

Tarihi bilgilerden hareketle aromatik otlar çeşitli alanlarda kullanılmıştır. Günümüzde birçok alanda kullanılan aromatik otlar bulunmaktadır. Bunun yanı sıra çeşitli aromatik otlarla yemek tarifleri yazılı metinler sayesinde ortaya çıkarılmıştır. Bu sebeple, geçmişe dair aromatik ot bilgisinin yemeklerde ne sık kullanıldığı merak konusudur. Aşçıların Sığınağı (Melceü't- Tabbâhîn) adlı yemek kitabının basılmış ilk yemek kitabı olması nedeniyle birçok konuda araştırılmaya önem arz ettiği düşünülmektedir. Bu çalışmanın amacı, ilgili kitapta yer alan reçetelerdeki aromatik otların çeşitlerinin ortaya çıkarılması, kullanım şekillerinin incelenmesi ve değerlendirilmesidir.

Aşçıların Sığınağı Kitabına Göre Aromatik Otların Değerlendirilmesi

Türk mutfağına yönelik yemekler çeşitli kaynaklar incelenerek saptanmıştır. Orta Asya Türklerinden Türkiye Cumhuriyet dönemine kadar Türk mutfağı kültüre ve ülkeler arası etkileşime paralel olarak çeşitlenmiştir. Osmanlı Saray mutfağı dönemi yemek miktarlarının ve çeşitliliğinin artması açısından yemeklerin incelenmesi açısından önemli olduğu düşünülmektedir. Saray mutfağındaki yemeklerin incelenmesi, muhasebe defterleri, yiyecek- içeceklerin harcamalarının ve ikramlarda yemeklerin kayıtları, saray mutfağında pişen yemeklerin listesi, Osmanlı döneminde pazarlarda satılan ürünlerin fiyatları ve seyahatnameler gibi kaynaklardan ulaşılarak ortaya çıkarılmıştır (Yerasimos, 2019).

Farklı kaynakların yanı sıra ilk basılı yemek kitabı olan "Aşçıların Sığınağı" (Melceü't- Tabbâhîn) incelenerek saray mutfağından yemeklerin çeşitleri ve reçetelerine ulaşılması modern anlamda yemeklerin kategorize edilmesini sağlayarak sunulan ilk yemek kitabıdır. Bu açıdan Türk mutfağının 700 yıl boyunca yemeklerin incelenmesi Mehmet Kâmil sayesinde atılım gösterdiği düşünülebilir.

Aromatik otlar Türkler tarafından yüzyıllardır kullanılmaktadır. Orta Asya Türk Döneminde aromatik otlara rastlanmamaktadır. Bu dönemde daha çok ıspanak gibi otsu bitki çeşitleri kullanılmıştır (Gökalp, 2015). Anadolu Selçuklular döneminde aromatik otlardan bahsedildiği görülmektedir. Divanü Lügat-it Türk'te yenilebilir aromatik otlar ele alınmıştır, ancak bu otların tıbbi amaçlarla kullanıldığı işaret edilmektedir. Kaşgarlı Mahmut'un eserinde doktora "otacı" denilmesi de bu bilgiyi kanıtlar niteliktedir (Altınbaş, 1983). Osmanlı İmparatorluğu dönemine ait yemek tariflerinde aromatik otların kullanıldığı görülmektedir. Cumhuriyet dönemi Türk mutfağında ise aromatik otların çeşitleri ve kullanımına ilişkin bilgilere birçok kaynaktan ulaşılabilmektedir (Koç Apuhan ve Beyazkaya, 2019; Kement vd., 2018; İnaltong, 2015).

Osmanlı Saray mutfağının çeşitliliği göz önüne alındığında, aromatik otların yemeklerde nasıl kullanıldığının da incelenmesi gerekmektedir. Ayrıca, "Aşçıların Sığınağı" kitabı incelenmiş olmasına rağmen, aromatik otların kullanımı açısından ayrıntılı bir değerlendirme yapılmadığı görülmektedir (Tek

ve Sürücoğlu, 2014). Bu sebeple, bu çalışmanın amacı, aromatik otların çeşitleri ve kullanımı açısından bir kitap incelemesi yapmaktır.

Tablo 1'de Aşçıların Sığınağı adlı kitabının yemek kategorileri, yemekleri, kullanılan aromatik otları ve kullanım şekilleri görülmektedir. Kitaptaki reçeteler incelenmiş, Tablo 1 bu şekilde oluşturulmuştur. Oluşturulan tabloya göre çeşitli incelemeler yapılmıştır.

Tablo 1. Aşçıların Sığınağı Kitabındaki Yer Alan Aromatik Otlar ve Kullanımları

AŞÇILARIN SIĞINAĞI KİTABINDA AROMATİK OTLARIN KULLANIM ŞEKLİ			
BAŞLIK	**YEMEK**	**OT/OTLAR**	**KULLANIM ŞEKLİ**
Çorbalar	Balık Çorbası	Nane, Maydanoz	Kavurarak Üzerine Ekleme
	Ciğer Çorbası	Nane, Maydanoz	Kavurarak Üzerine Ekleme

Kebaplar	Uskumru Balığı Kebabı	Defne Yaprağı	Şişe Geçirme
Külbastılar	Koyun ve Külbastısı	Maydanoz	Sunum için
	Haşlama balık Külbastısı	Maydanoz	Sunum için
	Kılıç ve Palamut Külbastısı	Defne Yaprağı	Izgaraya defne yaprağı dizilir, balıklar üzerine konulur
	Uskumru Balığı Külbastısı	Maydanoz	Soğan ile piyazlık salata ile servis edilir
Yahniler	Maydanozlu Yahni	Maydanoz	Etler piştikten sora tencerenin üzerine maydanoz konulup 2 taşım daha pişirilir. Kuzu kapama gibi yapılır.
	Kuzu Kapama	Maydanoz, Dereotu, taze soğan	Etler piştikten sora tencerenin üzerine maydanoz, dereotu ve taze soğan konulup 2 taşım daha pişirilir.
	Yağsız Balık Yahnisi	Maydanoz	Soğan, maydanoz ve tuz balığın içine doldurularak yapılır.
Köfteler	Kebap Köfte	Maydanoz	Piyaz yapımında ve sunum için
	Maydanozlu Köfte	Maydanoz	Soğanları ince tekerlik gibi doğra, köftelerin kızartıldığı tavada pişiriken maydonoz da ekle. Sahana diz, üzerine köfteleri diz. Sirke ve su ile bir süre daha pişirin.
	Maydanozlu Sıkma Köfte	Maydanoz	İnce doğranmış maydoz ile yuvarlanır, bulanır. Hafif ateşte pişirlir.
	Patlıcan Mücmeri	Maydanoz	İç harcına eklenir
Tavalar-Pilakiler	Ciğer Tavası	Maydanoz	Piyaz yapımında
	Dana Pilakisi	Maydanoz	Etin pişmesine yakın bir miktar maydanoz eklenip 2 taşım daha kaynatılır.
	Kefal balığı Pilakisi	Maydanoz	Ateşten indirmeye yakın maydanoz doğranıp, eklenir.
Börekler	**NOT: Börekler bölümünde aromatik otlara rastlanmamıştır.**		

Bastılar	Şeyhü'l-Mûşi	Maydanoz, nane	Kıymalı harıcın kavurma işlemi; Harç patlıcanlara doldurulduktan sonra maydanoz saplarıyla bağlanır.
Dolmalar	Adi Yaprak Dolması	Ebegümeci	Sarma için
	Patlıcan Yalancı Dolması	Nane	İç harcı için
Pilavlar	**Not: Pilavlar bölümünde aromatik otlar kullanılmamıştır.**		
Reçeller-Şuruplar	Gülbeşer Şemsiyesi	Gül yaprağı	
	Menekşe Şurubu	Menekşe Yaprağı	
Salatalar	Yeşil Salata	Tere, nane, maydanoz	Salata yapımında
	Domates Salatası	Maydanoz, nane	Salata yapımında
	Karnabahar Salatası	Maydanoz, nane, dereotu	Sunum için
	Çerkez Salatası	Zahter	Fındık taratorun üzerine eklenir.
	Semizotu Taratoru	Semizotu	
	Sardalya Salatası	Maydanoz, dereotu	
	Istakoz Salatası	Maydanoz	Maydanoz, z.yağı ve limon üzerine dökülerek yenir.
	Rosbi Salatası	Maydanoz	Üzerine, sunum için
	Çiroz balığı Salatası	Dereotu, maydanoz	Dereotu, maydanoz ve sirke konulup zeytinyağı ile yenilir.
	Frenk Teresi Salatası	Frenk Teresi (Latin çiçeği)	Zeytinyağı, limon ve tuz ile karıştırıalrak yenilir.
	Hindiba salatası	Hindiba	
Turşular	Kabak Turşusu	Maydanoz, nane	Kabak turşusu yapılrken kavanoz içine maydanoz ve nane dövülmüş kişniş ile karıştırılır.

Tablo 1'de 12 kategoriden oluşan yemek çeşitleri gösterilmektedir. Bunlar, çorbalar, kebaplar, külbastılar, yahniler, köfteler, tavalar-pilakiler, börekler, pilavlar, reçeller-şuruplar, salatalar ve turşulardır.

Balık ve ciğer çorbalarına nane ve maydanoz eklenmektedir. Bu çorbalara nane ve maydanozun kavrularak eklendiği görülmektedir. Kebapların yapımında uskumru balığı kuşbaşı şeklinde iri parçalar halinde doğranarak şişe geçirilmekte, bu sırada defne yaprağı da şişe eklenerek pişirilmektedir. Külbastılarda maydanoz, yemeğin sunumunda kullanılmaktadır. Ayrıca, maydanoz piyaz yapımında da kullanılmaktadır. İlgili kitapta, yahni yapımında et pişirildikten sonra bol miktarda maydanoz eklenmekte ve iki taşım daha kaynatılmaktadır.

Yağsız balık yahnisi yemeğinde balığın içerisine maydanoz eklenir ve o şekilde pişirilmektedir. Köfteler üç yemekten oluşmaktadır. Kebap köfte yapımında maydanoz sunum yaparken ve köftenin yanına piyaz yapımında eklenmektedir. Maydanozlu köfte yapımında soğanlar ince halkalar şeklinde doğranır, tavaya eklenir ve pişirilmeye başlanır. Daha sonra doğranan maydanozlar eklenir bir süre daha pişirildikten sonra köfteler maydanozlu soğanın üzerine dizilir ve sirke-su karışımıyla pişirilir. Maydanozlu sıkma köfte yapımında köfteler doğranmış maydanoza bulanarak pişirilir. Patlıcan mücveri hazırlanırken ise maydanoz mücver harcına eklenmektedir.

Tavalar-pilakiler bölümü üç çeşitten oluşmaktadır. Ciğer tavası yapımında aromatik ot eklenmesi yerine piyaz hazırlığında maydanoz eklenmiştir. Dana pilakisi yapımında etin pişmesine yakın maydanoz eklenip iki taşım daha kaynatılmaktadır. Kefal balığı pilakisinde de aynı durum görülmektedir. Bastılar bölümü tek yemekten oluşmaktadır. Şeyhü'l-Mûşi yapımında maydanoz ve nane kullanılmaktadır. Yemeğin yapımında öncelikle kıymalı karışım hazırlanır, bu karışımın içerisine maydanoz ve nane eklenmektedir. Hazırlanan karışım patlıcanlara doldurulduktan sonra maydanozun sapı ile bağlanır ve bu şekilde pişirilmektedir.

Dolmalar bölümü iki yemekten oluşmaktadır. Adi yaprak dolması yapımında ebegümeci sarma işlemi için kullanılmaktadır. Patlıcan yalancı dolmasında ise iç harcı için nane eklenmektedir. Reçeller ve şuruplar bölümünde gül yaprağı ve menekşe yaprağından reçel ve şurup yapıldığı belirtilmektedir, ancak gül yaprağı ve menekşe yaprağı çiçek olarak sınıflandırılmaktadır. Tablo 1 incelendiğinde, otların kullanım şekli ile ilgili dikkat çekici bir husus, pilavlar ve böreklerin yapımında herhangi bir ot

kullanılmamasıdır. En çok otların kullanıldığı alan ise salatalar bölümünde olduğu belirlenmiştir. Salatalarda kullanılan otlar arasında tere, nane, maydanoz, zahter, semizotu, frenk maydanozu, dereotu ve hindiba bulunmaktadır.

SONUÇ VE ÖNERİLER

Türk mutfağına yönelik yayınlanmış ilk kaynaklardan biri olan Aşçıların Sığınağı kitabı Osmanlı mutfağı ve Türk mutfağına ait yapılan yemekleri incelemek adına ilgi çekmektedir. Tarif kitapların öncülü olarak belirtilebilen bu tür kaynaklar Türk mutfağının geçmişini incelemeyi kolaylaştırmaktadır. Bunun yanı sıra bu tür kaynaklar yemeklerin günümüze aktarımı veya kaybolan miras şeklinde incelenmesine de yardımcı olmaktadır. Osmanlı Saray mutfağındaki çoğu yemek günümüzde ya kaybolmuştur ya da yapılmamaktadır. 14. Yüzyıldan

19. Yüzyıla kadar ilerleyen saray mutfağı çeşitli ilerlemelerden ve farklılaşmalardan geçerek oluştuğu da söylenebilir. Bunun yanı sıra bugüne taşınamayan yemek reçetelerin derli toplu şekilde metin veya yazılı kaynak eksikliğinden kaynaklanmış olduğu şeklinde de yorumlanabilir. Her ne şekilde belirtilirse belirtilsin uzun bir dönem boyunca yemeklerle ilgili kitabın basılmadığı, basılan yemek kitapların da Cumhuriyet döneminin çok sonrasında tekrar yayınlandığı görülmektedir. Bu sebeple, bu tür kitapların incelenmesi geçmişe, bugüne ve geleceğe ışık tutacağı düşünülmektedir.

Aşçıların Sığınağı kitabının ilk yemek kitabı olması birçok açıdan değerlendirilmesine imkân vermektedir. Aromatik otlar açısından kitabın değerlendirilmesi literatür incelendiğinde eksik kalmıştır. Kitap incelendiğinde tariflerde birçok çeşit aromatik ot bulunmuştur. Bu aromatik otlar daha çok maydanoz, nane ve dereotu otunda yoğunlaşmıştır. Osmanlı İmparatorluğu'nun

19. yüzyılında aromatik otların detaylıca yemek yapma işleminde kullanılmadığı saptanmıştır. Türkiye coğrafyasında çok çeşitli aromatik otun yetişmesi kitabın reçetelerine bakıldığında çok çeşitli aromatik otların kullanılmadığını göstermektedir. Piyaz yapımında kullanılan aromatik otlar ve kullanım şekilleri yapılma şekil itibariyle günümüze taşınmıştır. Çorbalara aromatik otlar eklenmesi de günümüzde kullanılan işlemler arasındadır. İncelendiği üzere kitapta reçetelerden çıkarılan aromatik otlar aroma vermek adına kullanıldığı tespit edilmiştir.

Kitap incelenmesi ile ilgili gelecek çalışmalara öneriler bulunmaktadır. Bu öneriler aşağıda listelenmiştir:

a) Aşçıların Sığınağı kitabında baharatların içeriği çıkarılarak değerlendirebilir.

b) Osmanlı Saray mutfağında kullanılan aromatik otların çeşitliliğine ulaşmak üzere başka kaynaklar incelenebilir.

c) Osmanlı Saray mutfağının zenginliği düşünüldüğünde aromatik otların yemek tariflerinde az yer almasının nedeni belgelere ulaşılarak araştırabilir.

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TÜRKİYE'DE COĞRAFİ İŞARETLİ SİMİTLER

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ÖZET

Türkiye'de ekmek çeşitlerinden en bilinen ve en çok tüketilen ürün simittir. Türkiye'nin her şehrinde simit tüketilmektedir. Günümüzde coğrafi işaretlerle korunan ürünler, tüketici tarafından daha çok tercih edilmeye başlanmıştır. Bu durumun sebebi coğrafi işaret almış ürünlerin güvenilir olması, lezzetten ödün vermemesi ve sağlıklı olmasıdır. Coğrafi işaret ürünün kaynağını, özelliklerini gösteren bir kalite işaretidir. Günümüzde bu ürünlere talebin

artması hem sürdürülebilirliği arttırmaktadır hem de yöresel kültürün korunmasına ve kalkınmasına katkı sağlamaktadır. Belli aralıklarla kontrol edilip, denetlenen coğrafi ürünler, geleceğin mirasına sahip çıkıp, gelecek nesillere bu ürünlerin aktarılmasını sağlamakta ve öncü olmaktadır. Coğrafi işaretli simitlerin literatür taraması yapıldığında çok fazla kaynakla karşılaşılmamıştır. Bu araştırma coğrafi işaretli simitlerin benzer ve farklı özelliklerini karşılaştırarak, bölgesel malzemenin önemine değinip, literatürde bir kaynak oluşturup; kişi, kurum ve kuruluşların daha kolay ulaşabilmesini sağlayıp, Türkiye'nin kendine özgü simit çeşitliliğinin kayıt altına alınmasını amaçlamıştır. Bu amaç doğrultusunda nitel araştırma yöntemlerinden "doküman analizi" yöntemi kullanılarak Türk Marka ve Patent Kurumu'na ait "Coğrafi İşaretler Portalı" üzerinden "simit" anahtar kelimesi kullanılarak tarama yapılmış ve ikincil veriler elde edilmiştir. Betimsel analiz yöntemiyle elde edilen bulgular incelenmiş ve yorumlanmıştır. Değerlendirme sonucu; araştırmanın yapıldığı 26.06.2024 tarihi itibariyle 10 adet coğrafi işaret tescilli ve 5 adet başvuru süreci devam eden simit ürünü olduğu bilgisine ulaşılmıştır.

Anahtar Kelimeler: Simit, Coğrafi İşaretli Simitler, Simit Çeşitleri

ABSTRACT

In Turkey, bagels are one of the most well-known and widely consumed bread varieties.

Bagels are consumed in every city in Turkey. Nowadays, products protected by geographical indications are increasingly preferred by consumers. The reason for this is that products with geographical indications are reliable, do not compromise on taste, and are healthy. A geographical indication is a quality mark that shows the origin and characteristics of the product. The increasing demand for these products today enhances sustainability and contributes to the preservation and development of local culture. Geographical products, which are periodically checked and audited, take care of the heritage of the future, ensuring that these products are transferred to future generations and pioneering this process. A literature review on geographically indicated bagels revealed that there are not many sources available. This research aims to compare the similar and different characteristics of geographically indicated bagels, highlight the importance of regional ingredients, and create a source in the literature, facilitating easier access for individuals, institutions, and organizations, and recording Turkey's unique bagel diversity. To this end, using the "document analysis" method, one of the qualitative research methods, a search was conducted on the "Geographical Indications Portal" of the Turkish Patent and Trademark Office using the keyword "bagel," and secondary data were obtained. The findings obtained through descriptive analysis were examined and interpreted. The evaluation concluded that as of the research date of June 26, 2024, there are 10 geographically indicated and 5 ongoing application bagel products.

Keywords: Bagel, Geographically Indicated Bagels, Bagel Varieties

EVALUATION OF GASTRONOMIC PRODUCTS MADE WITH TEA PLANT (CAMELLİA SİNENSİS) AND PATENTED GASTRONOMIC PRODUCTS IN TURKEY IN TERMS OF GASTRONOMY TOURISM

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INTRODUCTION

Patent is defined by the Turkish Language Association (2024) as "Obtaining property rights granted for inventions that meet certain conditions and protected by the relevant public institution by being recorded in the official registry". The owner of the patented product is legally known and the content of the products is registered. In this way, the patent protects the products. Patents can increase the competitiveness of the relevant product in the market while registering the transformation of the innovation idea into a product. Patents are legal documents that give the discoverer of a product or process the right to use, sell or license the product for a certain period of time (Karaöz & Albeni, 2004). Patenting tea products is thought to provide an advantage in differentiating from competitors by preserving the uniqueness of the products. This can provide an advantage in the marketing strategies of tea and make the product more attractive in the eyes of the consumer.

Research shows that patents encourage innovation activities and contribute to economic growth (Özkurt, 2024). In particular, it is stated that there are positive relationships between R&D expenditures, exports of high-tech products and the number of patents. In other words, the rate of increase in a product's research and development expenditures is positively reflected in the number of patents. In another study, it is also stated that the contribution of universities to the innovation performance of the provinces where they are established is directly related to patent applications (Altuğ, 2022). Patents are also recognized as an important indicator of technological change. Because one of the outputs of R&D expenditures as technology and innovation inputs is the patenting of related products (Özbay et al., 2020). In addition, the number of patents is of great importance in terms of the level of development and economic value of countries (Karagöz et al., 2020). It is known that patent applications are made in many fields as well as in the field of food and beverage. Innovative ideas combine with technology and turn into creative and new products. In this context, in the current study, food and beverage products produced using the tea plant (Camellia sinensis) produced in the Eastern Black Sea region will be examined. In this context, firstly, the products patented by the Turkish Patent and Trademark Office will be determined and the contents of these products will be examined. In the literature review, no research was found in which food and beverage products patented with tea were examined by document analysis method. In the international arena, it is mentioned that culinary culture is protected and developed thanks to patents (Dharmawan et al., 2019). The current study will help to protect and develop the tea plant by revealing the advantages of patented tea products and to be preferred in new and innovative products. It will be discussed in detail why many gastronomic products made using tea in Turkey do not have patents and why these products should be patented. In this way, the importance of the patent system will be revealed once again and the integration of tea and gastronomy sector will be ensured. In this context, the aim of the current study is to identify the patented tea products in Turkey and to examine them in terms of gastronomy tourism.

LITERATURE

Tea is a type of plant obtained from the leaves of Camellia sinensis (M. Zhang et al., 2012). According to sources, the tea plant originated in southern China about 2000 years ago (Purushothaman & Song, 2023). The tea plant is a natural beverage with a very long and rich history. Especially the polyphenols in the composition of green tea have attracted attention due to their potential health benefits (Chacko et al., 2010). Green tea has an important role in polyphenol chemistry and food preservation (Graham, 1992). The molecular targets and health benefits of tea polyphenols have attracted the interest of many researchers (Chen et al., 2015). Therefore, there are many studies on tea. Some studies use DNA barcoding methods to detect contamination and counterfeiting in herbal products (Newmaster et al., 2013). DNA barcoding is used to verify the botanical origin of herbal teas and to determine the quality and purity level (Uncu et al., 2015). Thanks to DNA barcoding, it is determined whether the teas produced and packaged are real tea or not. In this way, counterfeiting in tea can be prevented (Uncu et al., 2015).

Tea, obtained from the Camellia sinensis plant, has a long history and for this reason, it is possible to see the tea plant at every moment of history and to say that it is consumed on many continents around the world. The tradition of tea drinking dates back to ancient China. According to archaeological evidence, it was a popular beverage during the Western Han kingdom in the early 2nd century (Zhang et al., 2021). There is evidence of the oldest tea trees discovered in China, which were cultivated using primitive methods. Tea fossils identified in China are known to date back millions of years (Pan et al., 2022). Tea cultivation and consumption in China is linked to the country's cultural heritage. The Cha Jing (Tea Bible), written during the Tang Dynasty, contains various information and details about tea (Tauber et al., 2020).

In the literature, there are scientific studies indicating the potential of green tea in preventing cancer and metabolic diseases (Xing et al., 2019). In these studies, the molecular mechanisms of green tea polyphenols were investigated and as a result, antioxidant, anti-inflammatory and other therapeutic properties were revealed (Wang et al., 2020). As the content of the tea plant has been revealed, the usage areas of this plant have also developed. In this way, the spread of tea from Asian countries to Europe and beyond began in the 17th century. In the 17th century, global tea trade networks were formed as European countries joined the tea trade (Purushothaman & Song, 2023). The spread of tea culture and traditions to different regions has caused changes in the social and cultural structures of these regions. People started to gather in one place to consume tea and socialize, and all important issues were discussed over tea. Today, tea is used in tourism and destination branding strategies (Bohne, 2021). In addition to being consumed as a beverage, the tea plant is also used in various foodstuffs by powdering it. In this research, trademark registered products using the tea plant will be examined. In this context, tea products that have been registered in the Turkish trademark and registration system will be selected and these products will be categorized and food and beverage products that will be evaluated in the context of gastronomy will be tabulated.

METHOD

Qualitative research method was preferred in the research and document analysis was used. The aim of the research is to identify the patented gastronomic products made with tea plant and to evaluate tea plant-based gastronomic products in terms of gastronomy tourism potentials. For this purpose, products made with tea plants patented by the Turkish Patent and Trademark Office will be examined. There is a patent research application on the official web page of Turkish Patent and Trademark Office and document review will be made between 01.07.2024- 25.07.2024. Although there are 16 patented products with tea, only gastronomic products made with the tea plant will be examined within the scope of the research. Since 7 products are made with different plants such as sage, rose tea, fennel tea, 9 tea-based products will be examined within the scope of the study. As a result of the study, the determination of the products examined and the evaluation of tea-based products as gastronomic brands will take place.

COMMON IMPACTS AND LIMITATIONS OF THE STUDY

While there are many studies with tea, it is generally seen that these studies are carried out in the field of agriculture and are handled in terms of tea plant properties. In the current study, how the tea plant is used in gastronomic products will be revealed. In addition, suggestions will be developed that new and innovative gastronomic products can be developed using tea. Thus, evaluations will be made on how tea plant-based gastronomic products can be included in the gastronomy tourism potential. When the literature is examined, it is seen that there are not many branded gastronomic products made with tea plant, and it is thought that this study will contribute to the literature. Among the limitations of the research is the examination of patented products only in Turkey. Our study will also be a source for studies to examine tea-based products internationally.

ORIGINAL VALUE OF THE RESEARCH

In the literature review, the scarcity of tea-based gastronomic products in the studies on tea in Turkey draws attention. Turkey is the 6th largest tea producing country in the world after China, India, Kenya, Sri Lanka and Vietnam (Cao et al., 2018; Ismail et al., 2020). Turkey also ranks first in the world in tea consumption. Turkey consumes an average of 3.16 kilograms of tea per capita. Therefore, Turkey has an important role in the tea industry in the world (Czarniecka-Skubina et al., 2022). The existence of tea-based products in a country that is at the forefront in tea production and consumption, determining the scarcity of studies, raising awareness in terms of tea-based products and evaluating them within gastronomy tourism constitute the original value of the research.

A STUDY ON THE APPROACHES OF LOCAL GOVERNMENTS TO PRODUCTS WITH GEOGRAPHICAL INDICATION REGISTERED BY THE EUROPEAN UNION

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INTRODUCTION

Geographical indication is a concept used for products specific to a certain region that have a specific geographical origin and have certain qualities or reputations originating from this origin. Geographically indicated products protect traditional heritage, support economic development, play an important role in destination promotion, create touristic appeal and ensure the protection of both the producer and the consumer.

All qualities of the product with a geographical indication emerge as a result of the effects of local, natural or human elements. Therefore, geographically indicated products represent a local heritage and all qualities related to the product's fame (Çekiç et al., 2023). These geographical indications support local agricultural activities, promote the region where the products are grown and, with this, local values and traditional heritage are protected (Şentürk, 2011). In addition, these products are used as a marketing tool for the region where they are offered, and have the feature of increasing the income sources and welfare levels of the local people (Jaelani et al., 2020).

The approaches of local governments towards geographically indicated products, which are of particular importance for destinations, are also important. This study aims to determine what kind of protection and support activities are carried out by local governments in the destinations they belong to for products that have received geographical indications from the EU (European Union) and to what extent they are used for marketing and promotion purposes. For this purpose, the web pages and social media accounts of local governments for a total of 24 products that have received geographical indications from the EU were examined. As a result of the research conducted by using the content analysis method; while it was seen that in some destinations, local governments carried out many activities for geographically indicated products through harvest festivals, festivals, agricultural support grants, projects to develop gastronomy tourism and fair promotions, it was seen that in some local governments, the emphasis on geographical indications for these products remained weak, promotional activities were insufficient and they were not given enough space on the internet and social media tools.

LITERATURE

Geographical Indication

The concept of geographical indication is defined as ‘‘a product whose quality or reputation is attributed to the region where it originates and is marketed using the name of the region where it originates’’ (Fernandez-Ferrin et al., 2019). According to another definition, the concept of geographical indication is expressed as a sign used for products that have a specific geographical origin and have certain qualities or reputation resulting from this origin (FAO, 2023). Usta and Şengül (2022) express geographical

indication as a registration system that protects regional foods. These registered products are protected by law and even penalties are imposed on those who produce similar products (Hazarhun and Tepeci, 2018).

Geographical indications contribute to the sustainability and economy of the cultural heritage of countries, while the reliability, quality and place of origin of these products provide ease of promotion for producers and an undoubted purchasing opportunity for consumers (Ercelep and Akdemir, 2022). In addition, when a consumer purchases a product with a geographical indication, it supports local production and rural development, helps protect the environment, provides sustainable and traceable product quality, prevents imitation of the product and plays an active role in promoting the region and contributes to tourism (Doğanlı, 2020).

EU Geographical Indication

Consumers in the European Union and around the world are increasingly interested in quality, welfare aspects, environmental friendliness and other individual product features that are usually attributed to a specific origin or production method (Hajdukiewicz, 2014). In fact, consumers are pleased to be better informed about the production and/or production process and certain characteristics of the food product being supplied (Bonadonna et al., 2017). Considering these consumer requests and satisfactions, products that are intended to be protected and are specific to a certain geography are divided into two by the World Intellectual Property Organization as ‘‘geographical indications’’ (indication of origin) and ‘‘appellations of origin’’ (name of origin). However, in the European Union and Turkey, there are three types of registrations: Protected Geographical Indication (PGI), Protected Designation of Origin (PDO), and Traditional Speciality Guarantee (TSG) (Turkish Patent and Trademark Office, 2021). The European Union promotes these three types of food quality labels in order to protect specialty food producers and to assist consumers in their decision-making processes (Gruner and Aachmann, 2016). The EU geographical indication system protects the names of products originating from certain regions and having certain qualities or having a reputation associated with the production region (European Commission, 2024). In addition, these signs used by the EU are designed to promote various agricultural production, protect product names from misuse and imitation, and assist consumers in their decision-making processes (Gruner and Aachmann, 2016). As a result, it can be said that this sign system both encourages the producer to produce more and helps the consumer to purchase the most appropriate product in the specified region. The Importance of Local Products in Destination Promotion and the Role of Local Governments It is known that tourists today especially want to experience local and regional products (Yayla, 2021). Local products in destinations are now seen as a source of attraction and motivation for tourists, and tourists can travel only to experience local products (Ryu and Jang, 2006; Kocabulut and Kılıçarslan, 2018). Although food and beverages are effective on tourists' travel motivations, tourists also benefit from local products during these activities. Especially during the COVID-19 pandemic, tourists' travel motivations have turned to gastronomy tourism, a special area of interest where they can benefit from local food and products, instead of mass tourism that has developed depending on the sea-sun-sand trio (Pamukçu et al., 2021). Yıldız and Şimşek (2020) state that the local products of a destination make significant contributions to the promotion of the country's culture, the creation of destination attractiveness, the creation of difference, the re-visiting of the same destination by tourists, and the provision of sustainability. Tasting products specific to a certain region, revealing the differences of these regions, and the fact that these products play an important role in the choice of a country, region or tourist destination for some consumers play an important role in the promotion of destinations (Aydoğdu et al., 2016). In addition, local products have a great potential in terms of contributing to the sustainable competitiveness of a destination (Rand and Heath, 2006). In fact, the consumption of local products by tourists visiting the region encourages the producer to produce local products, thus increasing income.

METHOD

With the application of geographical indication, which is widely accepted in the world, products with geographical indications add value to the destination they belong to (Suna & Uçuk, 2018). On the other hand, the importance of promotion and marketing activities in virtual environments has increased in recent years and local governments have an important role in this regard (Şahin & Özdemir, 2018). Local governments act as a bridge in promoting and ensuring the sustainability of destination-specific gastronomic elements (Özdemir, Akyürek, & Çeken, 2024). Based on this, the aim of this research is to determine the approaches of local governments (governorship, district governorship, municipality, provincial directorates of culture and tourism) towards products that have received geographical indications from the EU, to show the extent to which they include products with geographical indications on their websites and social media accounts, to reveal what kind of support and promotion activities they carry out and to what extent they emphasize geographical indications for these products. In line with this purpose, the following questions were sought in the research.

- Is information on geographically indicated products included on local government websites and social media accounts?
- Is geographically indicated products emphasized on local government websites and social media accounts?
- What kind of content is available on local government websites and social media accounts regarding geographically indicated products?

Content analysis, a qualitative research method, was used in the research. Data was obtained from local government websites and social media accounts between July 1, 2024 and July 14, 2024. The research is limited to the websites and social media accounts of local governments in the destinations where a total of 24 products with geographical indications from the EU belong. In the table created based on the obtained data, if there is content on the internet and social media accounts of local governments, it is indicated as " + ", if not, it is indicated as " - ", and if access is not provided, it is indicated as " * ". Explanations regarding each content are then provided. Geographically indicated products are important in terms of providing multifaceted contributions to destinations. Local governments should be aware of the potential benefits of geographically indicated products and use these products effectively in destination promotion and marketing. In this respect, the study is important in terms of creating awareness among local governments about geographically indicated products and contributing to the relevant literature.

COMMON EFFECT AND LIMITATIONS OF THE RESEARCH

As mentioned in the method, the websites and social media accounts of the local administrations (governorship, district governorship, municipality and provincial directorate of culture and tourism) in the destinations where the products with geographical indications registered from the EU belong were examined. As a result, the findings regarding whether geographical indication content is included or not on the relevant platforms, and whether geographical indication is emphasized on the products or not are given in the table. Then, information is given regarding the types of content such as events, promotions, festivals, projects, grants, and support that the information on these platforms consists of.

As a result of examining the approaches of local governments towards products that have received geographical indication from the EU, the following results have emerged. Harvest festivals are organized for Milas olive oil, grants are given for agricultural support, and projects are carried out to develop gastronomy tourism. The facility project for Çağlayancerit walnut has been put into operation, and workshops, competitions and promotional activities are being carried out. Bayramiç white is being promoted at international fairs and events. Harvest festivals are being organized for Giresun hazelnuts. Information activities are being carried out to promote Safranbolu saffron. Cultural festivals are being held for Aydın figs, and the importance of the geographically indicated product is being explained. It has been observed that intensive promotional activities are being carried out on the websites and social media accounts of local governments for Gaziantep baklava. Festivals are being organized for Gemlik olives,

but sufficient emphasis is not being placed on geographical indications. Festivals are being organized to promote Suruç pomegranate. Information activities are being carried out regarding Araban garlic. Festivals are being organized regarding Malatya apricots, and events are being held for products with geographical indications. It has been observed that local governments organize trainings and panels on the importance of geographically indicated products regarding Maraş tarhana. Local governments provide information, organize festivals and emphasize local products regarding Edremit olive oil and green scratch olives. Harvest festivals are held for Milas olive oil, panels are organized and the importance of geographically indicated products is explained. Promotional activities are carried out for Ezine cheese and participation in festivals is ensured. Antakya künefe is promoted within the framework of gastronomy events and information is provided on wide platforms by emphasizing geographical indication. Various supports are provided for the production of Aydın chestnut. A tracking system has been established for the process of Taşköprü garlic from field to table and harvest events are organized regarding the product. Festivals are organized for Ayaş tomatoes. Many information, festivals, events, grants and supports are provided by local governments regarding Giresun hazelnut, Gemlik olive, Antakya künefe, Aydın chestnut and Ayaş tomatoes, but it has been observed that sufficient geographical indication is not emphasized for these products.

ORIGINAL VALUE OF THE RESEARCH

Geographical indication application can prevent unfair competition (Pektaş, Kahraman, & Alkan, 2018), can be used as a rural development tool (Olgun & Sevilmiş, 2017), protects local flavors by encouraging traditional production, is effective in attracting tourists to the destination (Özkaya, Sünnetçioğlu, & Can, 2013), increases destination awareness, creates interest in the destination, increases tourism income, provides economic development (Denk & Bilici, 2021) and is important in terms of sustainable gastronomy tourism (Sandıkçı, Kazan, & Baydeniz, 2022). It is seen that local governments use geographically indicated products as a tool to develop regional tourism in many destinations (Yenipınar, Köşker, & Karacaoğlu, 2014). However, geographically indicated products, which are so important, should be highlighted more by local governments in destinations, promoted, emphasized on virtual platforms, and social awareness should be created. Local governments can provide more support for geographically indicated products and their manufacturers in terms of production, promotion, marketing, sales, brand management, awareness-raising, and competition protection. Geographically indicated products are important in terms of destination marketing. Local governments should use products that have geographical indications from the EU more effectively on virtual platforms. EU geographical indication should be emphasized on websites and social media accounts. Destinations can gain competitive advantage with the geographical products they have. At this point, the internet and social media tools offer many opportunities (Özdemir, Akyürek, & Çeken, 2024). Products that have geographical indications from the EU should be highlighted more by local governments, and it should be emphasized on every platform that the relevant product has a geographical indication from the EU. Therefore, local governments should focus on promotional activities for geographically indicated products by using their websites and social media accounts more effectively. It is expected that the research results will provide ideas to local governments, destination managers and operators on the strategies they will determine for geographically indicated products and will also contribute to the relevant literature.

TÜRKİYE'DE ÜRETİLEN COĞRAFİ İŞARETLİ PEKMEZLER

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GİRİŞ

Pekmez, başta üzüm olmak üzere şeker pancarı, elma, dut ve erik gibi farklı tarım ürünlerinden üretilen en önemli geleneksel gıdalarımızdandır. Yapıldığı meyveye göre değişkenlik göstermekle birlikte pekmez önemli bir vitamin ve mineral kaynağıdır. Geleneksel ürünleri koruma altına almak, sürdürülebilirliğini sağlamak ve bölgesel kalkınmayı sağlamak için en önemli araçlardan biri coğrafi işaretlerdir. Türk Patent Marka Kurumu tarafından Coğrafi İşaret Sicili'ne tescil edilerek koruma altına alınan 11 çeşit pekmez ürünü bulunmaktadır. Bunlar Andırın andız pekmezi, Antep (Gaziantep) pekmezi, Belen Kömürçukuru pekmezi, Düzce şeker kamışı pekmezi, Gürün Dut Pekmezi, Karapürçek cennet hurması pekmezi, Karnavas dut pekmezi, Senirkent üzüm pekmezi, Sivan dut pekmezi, Zile pekmezi ve Şiran kök pekmezidir. Bu ürünlerden ikisi menşe, dokuzu ise mahreç işaretli olarak tescillenmiştir. Bu çalışmada Türkiye'de bugüne kadar coğrafi işaret almış pekmezler derlenerek bu ürünlerin tanıtılması amaçlanmıştır. Ürünlerin üretim aşamaları, özellikleri ve bu ürünler ile ilgili yapılmış bilimsel çalışmalar sunulmuştur.

LİTERATÜR

Pekmez, üzüm, şeker pancarı, dut, elma gibi farklı meyveler kullanılarak yapılan geleneksel bir üründür. Pekmez sıvı veya katı formda üretilebilmektedir. Pekmez, içerdiği vitamin ve mineraller sebebiyle sağlık açısından faydalı bir üründür ve içeriğindeki karbonhidrat nedeniyle iyi bir enerji kaynağıdır. Pekmezdeki karbonhidratlar genellikle bebekler, çocuklar, sporcular ve aktif çalışanlar için besin değeri açısından önemli olan glikoz ve fruktoz gibi doğal şekerler formundadır.
Türkiye; coğrafi konumu, zengin doğal kaynakları, tarihi ve kültürel miras birikimiyle geleneksel gıdalar açısından çok zengin bir ülkedir. Son yıllarda Türkiye'de geleneksel gıda ürünlerine özel ilgi gösterilmekte olup, bu durum kırsal kesimin ekonomik kalkınmasına da katkıda bulunacaktır. Geleneksel gıdaların sürdürülebilirliğinin sağlanması, markalaşması, korunma altına alınması ve bölgesel kalkınmanın sağlanması açısından coğrafi işaret tescilinin payı oldukça önemlidir. Ayrıca taktitçilikle mücadele, istihdam ve katma değer gibi işlevleri de bulunmaktadır.
Belirli bir bölgeden kaynaklanan ya da belirli bir niteliği, ünü veya diğer özellikleriyle kökeninin bulunduğu bölge ile özdeşleşmiş ürünleri gösteren işaretlere coğrafi işaretler denilmektedir. Coğrafi işaretler menşe ve mahreç işareti olarak ayrılmaktadır. Menşe işareti coğrafi sınırları belirlenmiş bir yöre, bölge veya istisnai durumlarda ülkeden kaynaklanan, tüm veya esas özelliklerini bu coğrafi alana özgü doğal ve beşerî unsurlardan alan, üretimi, işlenmesi ve diğer işlemlerin tümü bu coğrafi alanın sınırları içinde gerçekleşen ürünleri tanımlamaktadır. Mahreç işareti ise üretimi, işlenmesi ve diğer işlemlerinden en az biri belirlenmiş coğrafi alan sınırları içinde gerçekleştirilen ürünleri tanımlar.
Türkiye, dünyanın coğrafi işaretler potansiyeli çok yüksek ender ülkelerinden birisidir. Ülkemizde Türk Patent ve Marka Kurumu (TÜRKPATENT) verilerine göre 11 adet pekmez ürünü tescillenmiştir.

YÖNTEM

Çalışmada nitel araştırma yöntemi veri toplanılacaktır. Veri toplama yöntemi olarak doküman incelemesi yapılacaktır. Doküman incelemesi, araştırılması hedeflenen olgu veya olgular hakkında bilgi içeren yazılı materyallerin analizini kapsar. Doküman analizi dokümanlara ulaşma, orijinalliğini kontrol etme,

dokümanları anlama, veriyi analiz etme ve veriyi kullanma olmak üzere 5 aşamada yapılmaktadır (Yıldırım ve Şimşek, 2021).
Bu çalışmada Türkiye'deki coğrafi işaretli ve coğrafi işaret başvuru sürecinde olan pekmezler tespit edilecek ve mevcut durum ortaya koyulacaktır. Araştırma verileri Türk Patent ve Marka Kurumu'nun sitesinden ve bilimsel veri tabanlarından elde edilecektir. Ürünler, özellikleri ve bu ürünler ile ilgili yapılmış çalışmalar tablo ve şekiller oluşturularak sunulacaktır.
Coğrafi işaretli pekmezler; isimlerine, hangi bölgelere ve illere ait olduğuna, karakteristik ve ayırt edici özelliklerine, coğrafi işaret türü ve coğrafi işaret tescil tarihine tablolar yardımıyla detaylı bir şekilde açıklanacaktır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Çalışma geleneksel ürünlerimiz olan, farklı hammaddelerden yapılan pekmezlerimize sahip çıkmak, bu ürünlerin tanıtılmasını sağlamak ve bu mirasımızı gelecek nesillere aktarmak açısından önemlidir.
Doküman incelemesi tek başına bir araştırma yöntemi olabildiği gibi, diğer gözlem ve görüşme gibi nitel yöntemler ile birlikte kullanıldığında verinin çeşitlendirilmesi ile araştırmanın geçerliliği daha çok artmaktadır. Fakat bu çalışmada bu yöntemlerin kullanılmaması ve bu ürünler ile yapılmış bilimsel çalışmaların çok kısıtlı olması bu araştırmanın temel sınırlılıklarıdır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Daha önce coğrafi işaretli yöresel pekmez ürünlerimiz ile yapılmış bir bilimsel çalışma olmaması sebebiyle bu çalışma bu alandaki eksikliği gidereceği düşünülmektedir.

QUEEN BEE SYNDROME CASE IN FOOD AND BEVERAGE DEPARTMENTS: A QUALITATIVE STUDY IN 5-STAR HOTELS

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INTRODUCTION

As women have started to take an active role in working life in recent years, the dynamics of business life have begun to change. This situation has undoubtedly brought about obstacles for women in working life. One of these, the queen bee syndrome, is used by female managers against women by adopting male attitudes, trying to eliminate competition with their fellow men, and ignoring gender discrimination. They also argue that women should look for the reason for their failure and make individual efforts to eliminate inequality of opportunity. Queen bee syndrome, used for female managers, means that female managers behave negatively towards their female employees and want to be the only one at the management level. Queen bee syndrome may affect women's employment in labor-intensive accommodation establishments. The behavior and attitudes of employees performing the specified duties in accommodation establishments are extremely important. Especially for female employees, behaviors and attitudes in the work environment can directly affect the working environment. The problems women face regarding their careers in accommodation establishments can cause various negativities in their working life and functioning. In parallel with this situation, do female employees in hotels' food and beverage departments have Queen Bee syndrome? The question forms the basis of the research. This study investigates whether queen bee syndrome is present in labor-intensive hotel businesses' food and beverage departments where women are employed.

LITERATURE

Although women who face various problems in their working lives make extra efforts to find a place for themselves in their business lives, they cannot reach the managerial positions they desire due to some obstacles they encounter. One obstacle women face in working life is the queen bee syndrome. Women who have overcome difficulties and reached managerial positions can become queen bees by adopting corrosive attitudes toward their fellow men.

Queen Bee Syndrome: Women in positions of authority are more critical of their subordinates. It is defined as the obstacles imposed by female managers on female employees. The reluctance of female managers to be close to their peers to maintain their position and the desire to be alone is expressed as queen bee syndrome. Derks et al. (2015) tried to determine the effects of queen bee syndrome on 78 Indian employees by using the survey technique in their research. They concluded that female employees are a minority in organizations, that they exhibit queen bee behavior, causing poor performance, and that women want to be accepted in society.

In their research, Ngan and Litwin (2019) tried to determine the effects of queen bee syndrome perceptions on 600 female employees in accommodation establishments operating in Macau. According

to the research, female managers exhibit queen bee characteristics, resulting in the efforts of female employees being less appreciated.

Baykal et al. (2020) wanted to determine the effect of queen bee syndrome on intention to quit in their study. For this purpose, they applied an online survey technique to white-collar female employees in Turkey via the LinkedIn social network. As a result of the research, it was determined that the queen bee syndrome had an impact on the intention to leave the job and that low emotional commitment caused an increase in the intention to leave the job. Apaydın et al. (2021) collected data by applying a survey technique to 377 female teachers working in public secondary schools in five districts of Antalya (Aksu et al.) in order to determine female teachers' perceptions of glass ceiling and queen bee syndrome. According to the research, it was determined that female teachers were far from any solidarity behavior and that there was a significant relationship between the queen bee and glass ceiling syndrome.

In their research, Çelen and Tuna (2021) determined the queen bee syndrome perceptions of 134 female employees in 24 accommodation establishments operating on the European side of Turkey by collecting data with the survey technique. Queen Bee Syndrome scale consists of support, structure, and competence dimensions. As a result of the research, female employees It has been determined that they think that female managers in their businesses hinder female employees, they find men more successful as managers in their businesses, they find it easier to work with male managers in their businesses, female employees evaluate women being managers negatively, and they do not support having more than one female manager in their businesses. Unal et al. (2022) aimed to determine the glass ceiling and queen bee syndrome perception levels in their study conducted with 244 women working in five-star accommodation establishments operating in Istanbul. As a result of the research, glass ceiling syndrome dimensions The dimensions of the queen bee syndrome scale are denial, withdrawal, endurance, and acceptance, and the dimensions of the queen bee syndrome scale are called support, structure, and competence. It has been determined that all relevant dimensions have a certain level of impact on female employees in accommodation establishments.

METHOD

The research population consists of women working in the food and beverage departments of 5-star hotels operating in Afyonkarahisar. In the research, the survey data collection technique, which is a quantitative research method, will be applied face-to-face and through Google Forms. A deliberate (judicial) sampling method will be chosen for the research. Relevant literature was examined, and a survey form was developed. The three-dimensional "Queen Bee Syndrome" scale items developed by Çelen and Tuna (2021) were prepared in a 5-point Likert type (1-strongly disagree, 2-disagree, 3-undecided, 4-agree, 5-strongly agree). It is aimed to determine the relationships between the demographic characteristics of the relevant female employees and the dimensions of the "Queen Bee Syndrome." As a result of the research, the data obtained from the survey forms will be analyzed in the SPSS statistical data program.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

Although the concept of Queen Bee, which started to emerge in the 1980s, has been the subject of research in many subjects and fields in the literature, as a result of the literature review, it was found that research in the field of tourism was limited and no studies were found on women working in food and beverage departments. It is understood that the number of studies on queen bee syndrome, especially in the Turkish literature, is low. In this context, the research consists of female employees working under female managers in the food and beverage departments of 5-star hotels operating in Afyonkarahisar province.

ORIGINAL VALUE OF THE RESEARCH

The literature on the subject limits research on queen bee syndrome. It is understood that the number of studies on queen bee syndrome, especially in the Turkish literature, is low. Research in the field of tourism is limited, and studies have yet to be conducted on women working in food and beverage departments. In this context, this study will contribute to the tourism literature from different perspectives, as it is a subject that needs to be researched in different organizational forms in the tourism sector and with its scientific contribution in general. In line with the study subject and findings, it can offer guiding strategies to stakeholders, sector managers, and businesses in the tourism sector. Additionally, considering the limitations in this field in future studies and including a broader range of participants may contribute to making research in the field of tourism more comprehensive and practical.

HOW DOES SOCIAL GASTRONOMY SUPPORT TOURISM? AN EVALUATION ON THE CASE OF TÜRKİYE

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INTRODUCTION

Gastronomy is a significant element that provides a competitive advantage to a destination (Seyitoğlu and Ivanov, 2020). The connection between the host culture and food allows tourists to experience the local culture through local cuisine (Kokkranikal & Carabelli, 2024). Gastronomy tourism, which includes food-focused activities such as visiting food producers, participating in food festivals, and attending tasting workshops and restaurants, can offer a competitive advantage for a destination and even form the core of its branding (Rinaldi, 2017). However, as in other types of tourism, the principle of sustainability should be considered in gastronomy tourism, and fundamental behavioural principles should be adopted by producers, consumers, and businesses. Sustainable agricultural practices, environmentally conscious and fair rural development policies are tools for sustainability in gastronomy tourism (Paolo & Fontefrancesco, 2019; Lopes et al., 2019).

Gastronomy encompasses more than just the food culture composed of various ingredients and recipes; it is a multidimensional phenomenon that addresses numerous social issues, ranging from rational consumption of food to healthy eating, promoting local products, and fair labour integration (Navarro-Dols and Gonzalez-Pernía, 2020; Noguer-Junca et al., 2021; Tormo-Santamaría & Bernabeu-Mestre, 2020). The Global Social Gastronomy Movement, initiated by David Hertz and the non-profit organisation Gastromotiva, regards food as a force for social change. It advocates that improving nutrition can be used to combat social inequality, and therefore individual skills should be utilised for the benefit of society. In this context, social gastronomy can provide a more equitable social order and a more ecologically secure future (Gastromotiva, 2019; Social Gastronome Movement, 2023). In recent years, many businesses have adopted the concept of social gastronomy, which includes various dimensions such as social inclusion through education, reducing hunger, zero waste, and healthy eating (Navarro-Dols et al., 2022). Projects like Kakao, which aims to make chocolate from Venezuelan cocoa and offers opportunities especially to entrepreneurial women, Refugees' Kitchen, created for refugees and those in need, and The Clink in the UK, where meals are prepared by inmates, are some of the initiatives launched to promote the idea of social gastronomy (Social Gastronome Movement, 2023).

The purpose of this study is to explain social gastronomy in its various dimensions, create awareness of the concept, and make inferences about how the understanding of social gastronomy can guide tourism in Turkey.

LITERATURE

Although there are some studies in the international literature that directly examine the concept of social gastronomy, there are a few studies in the national literature where the concept of gastronomy is associated with sustainability (Yurtseven & Kaya, 2010). In their study examining the model of experiential social entrepreneurship in gastronomy through a single case, Eriş et al. (2022) explored the work of renowned chef Ebru Baybara Demir in Mardin, who supports the empowerment of local women through agricultural and culinary practices while also promoting local and safe food production and environmental sustainability. Navarro-Dols & González-Pernía (2020) state that gastronomy is a significant tool for social change and that social entrepreneurship in gastronomy should focus on global issues such as hunger, food waste, inequality of opportunity, and malnutrition. Dols et al. (2022) examined the role of teams in creating social value in social gastronomy initiatives. They emphasised that sharing the same social values and concerns among team members, balancing individual and collective interests within the team, and collaborating with an external expert team can positively affect the success of the initiative. Damasceno et al. (2023) revealed that a social gastronomy project run by a university in Brazil increased individuals' quality of life by providing various job and entrepreneurship opportunities.

The literature review conducted within the scope of the research indicates that studies mostly evaluate the concept of social gastronomy through social entrepreneurship. Therefore, this research aims to provide ideas on how social gastronomy can support various types of tourism such as gastronomy tourism, ecotourism, and rural tourism in Turkey, which has both mass tourism and alternative tourism attractions, thereby contributing scientifically and raising sectoral awareness.

METHOD

In the research, the document analysis technique, one of the qualitative research methods, was used. In document analysis, written and visual materials related to the research problem are included, systematically examined, and interpreted. Document analysis is also a technique that saves time and money for the researcher (Yıldırım and Şimşek, 2013: 217-218). By using the document analysis technique in the research, it is aimed to understand and analyse the social, economic, environmental, cultural, and health dimensions affected by and potentially influenced by social gastronomy in Turkey. In this way, the study is thought to provide a starting point for future empirical research. Efforts were made to access a wide range of data sources in Turkish and English to collect data from various documents. Thus, it is aimed to comprehensively evaluate the current knowledge about social gastronomy, various projects conducted worldwide, and different perspectives. In this context, a literature review was conducted to explain the concept, evaluate its relationship with tourism through the example of Turkey, and more importantly, to introduce the concept to the national literature. Various secondary sources (written materials; academic articles, newspaper articles, texts, books, encyclopedias, reports, dictionaries, magazines, recipes, blog posts, etc.) were examined. The examination of these written documents is crucial for making sense of, understanding, and developing empirical knowledge about the topic (Kıral, 2020). While conducting document

analysis, various specific examinations were also carried out. These examinations include a detailed content analysis to deeply analyse the themes, concepts, and various information related to social gastronomy. The examination of historical processes aimed to investigate the emergence and development process of the concept of social gastronomy and make inferences relevant to the research objective. Under the scope of cultural values, investigations were conducted to document and disseminate the recipes, cooking methods, and presentation techniques used in traditional dishes, thereby contributing to the preservation and understanding of cultural heritage through social gastronomy. Additionally, examinations were made regarding the introduction of the gastronomic values of different cultures and the methods of achieving intercultural interaction, aiming to promote gastronomy tourism. Furthermore, by using the document analysis technique in the research, there was no risk regarding ethical issues and ensuring participant safety as there was no need for direct contact and interaction with people.

BROADER IMPACT AND LIMITATIONS OF THE RESEARCH

The concept of "social gastronomy," which aims to use the social dimensions of gastronomy science in matters of social equality, sustainability, social change, and community development, is believed to have widespread impacts in many areas, providing numerous benefits. Indeed, in this study, which attempts to evaluate the concept of social gastronomy through the example of Turkey, it is foreseen that the societal impacts can include social awareness, social cohesion, and solidarity, education, and awareness; the economic impacts can include supporting local economies in destinations, increasing employment, and promoting food entrepreneurship; the environmental impacts can include promoting organic and sustainable agriculture and production, preventing food waste, and fostering environmental consciousness; the cultural impacts can include preserving cultural heritage, promoting intercultural communication and interaction, and fostering gastronomy tourism; and the health impacts can include enhancing public health and establishing healthy eating habits.

Research that addresses the concept of "social gastronomy" in the literature is seen to be quite limited. In this context, the primary limitation of the research is that the research question is only addressed within a conceptual framework. Other limitations of the research include the inability to collect in-depth data due to time constraints, limited financial and human resources, and the fact that the results cannot be generalised to various situations and different populations due to the research question being addressed within a conceptual framework. Additionally, the limitations of the method used can also be listed as constraints.

ORIGINAL VALUE OF THE RESEARCH

Given that studies examining the concept of social gastronomy are limited in number and have not reached a certain saturation in the literature, this study aims to explain how social gastronomy supports tourism through various documents and projects and by evaluating it through the example of Turkey. The potential contributions to the literature by addressing these aspects constitute the original value of the research.

In future empirical research related to the topic, the knowledge and awareness levels of tourism stakeholders (tourism businesses, tourism employees, relevant public officials, local people, etc.) regarding the concept of social gastronomy can be measured, and their opinions on how social gastronomy can affect tourism can be revealed. Given the strong and priority relationship between the understanding of social gastronomy and gastronomy tourism, it is envisaged that revealing gastro-tourists' understanding and expectations of social gastronomy can guide menu planning in accommodation and other food and beverage establishments,

determine alternative tour routes, and thereby ensure balanced economic and social development between regions.

Academic studies and projects on social gastronomy can create various significant impacts on different segments of society and pave the way for meaningful changes in food systems.

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A BIBLIOMETRIC ANALYSIS OF GEOGRAPHICALLY INDICATED FOODS AND BEVERAGES IN VAN

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INTRODUCTION

In the last half century, the rapid global development of tourism has been significantly influenced by factors such as infrastructure improvement, increased individual wealth, and regulations enhancing employee leave rights. In this regard, tourism activities in Turkey have shown remarkable progress since the 1980s, driven by improvements in both infrastructure and superstructure, accelerating sectoral developments. Despite this rapid development, Van province, which had not received its deserved share until recently, has attracted attention with rising tourism statistics in recent years.Van is a rich destination with natural, historical, and cultural tourist attractions. Its favorable climate along the lake shore and its location on important transit routes have made it a settlement area since ancient times, hosting numerous civilizations dating back to around 4000 BC. Throughout its history, Van has been home to significant civilizations such as the Byzantines, Seljuks, Ilkhanids, Hurrians, Urartians, Medes, Persians, Parthians, Sasanians, Kara Koyunlu, Ak Koyunlu, Safavids, and Ottomans. Particularly notable is its long-standing role as the capital of the Urartian civilization. Geographically, Van province is strategically positioned at the crossroads of major routes. Van province is bordered to the north by Ağrı province and its districts of Doğubayazıt, Diyadin, and Hamur; to the west by Ağrı province's Patnos district, and Bitlis' Adilcevaz, Tatvan, and Hizan districts along with Lake Van; to the south by Siirt's Pervari district, Hakkâri province, and Beytüşşebap and Yüksekova districts; and to the east by the state of Iran ((Turizm Sektör Raporu, 2024; Van'ın Tarihi ve Tarihçesi, 2024; Şenol, 2016: 279-280).

Van, holds significant potential in terms of history, nature, culture, and winter tourism in Eastern Anatolia Region. In recent years, the increase in alternative tourism opportunities has brought various types of tourism to the forefront. These include eco-tourism (such as Keşiş Lake, Yalınca, and Norduz Plateau), winter tourism (Abalı Ski Resort), bird watching tourism (notably Erçek Lake with its flamingos, Karasu Delta, Çarpanak and Adır Islands), hunting tourism (Mermit, Köprüler Village bird hunting, Erek and Artos Mountains), mountaineering

tourism (climbing Artos, Süphan, Erek, and Nemrut Mountains, paragliding), underwater diving tourism (Akdamar, Adır and Reşadiye Bays), rafting tourism (Bahçesaray District), health tourism (Erciş Doğancı Thermal Spring, Çatak Şeyh Cürüh Thermal Spring, Başkale, Kelegom Thermal Spring), and gastronomy tourism (such as Tandırda Van İnci Kefali, Van Ayran Aşı, Van Breakfast, Van Herb Cheese, etc.) (Genel Bilgiler, 2024; Duman, 2016: 403). Particularly noteworthy is Van Breakfast, Herb Cheese, the endemic species Pearl Mullet, and the orange-fleshed melon, which make Van a unique and colorful corner of Anatolia, especially in terms of gastronomy tourism. Therefore, Van province, situated along the shores of Lake Van, is a rich destination due to its natural beauty, historical and touristic sites, and its diverse gastronomic products (Turizm Sektör Raporu, 2024; Van'ın Tarihi ve Tarihçesi, 2024; Şenol, 2016: 279-280).

Geographical indications have a historical lineage dating back to 17th century France. They are signs that indicate a product's association with a specific region, area, or locality renowned for its distinct quality or reputation. Products possessing unique characteristics or qualities attributable to their geographical origin can be registered as geographical indications. Unlike origin labels such as "Produced in Turkey," the primary purpose of a geographical indication is not merely to indicate where a product was grown or made, but to highlight a specific characteristic or reputation derived from its origin. The message conveyed to consumers through geographical indications emphasizes the product's distinctive qualities or reputation rooted in its geographical origin. These characteristics may include sensory attributes like taste, shape, color, texture, as well as emotional triggers such as nostalgia stemming from the product's history, culture, or tradition (Bilgiç, Tatari ve Ezgi, 2019: 6).

There are fundamentally two different approaches to geographical indications (GIs) worldwide. The first approach, as seen in Turkey, involves protecting products through sui generis regulations (France, Italy, Spain, etc.). The second approach involves protection under the trademark law system (United States, Canada, Chile, etc.) (TPMK, 2024). Apart from EU countries, nations such as Bosnia and Herzegovina, Algeria, Haiti, India, Iran, Israel, Montenegro, Korea, Costa Rica, Cuba, Mexico, the Republic of Moldova, Nicaragua, Pakistan, Peru, Serbia, Slovakia, and Tunisia are among the countries that implement geographical indications. In other words, the GI system functions within different legal frameworks and practices in each country (Dokuzlu, 2016: 27; Denk and Sanalan Bilici, 2022).

It is crucial to protect these products, which can be described as local, regional, or traditional, to ensure they maintain their distinct characteristics, cultural, and geographical origins, and do not lose their authenticity (Onurlubaş and Taşdan, 2017: 116; Denk and Sanalan Bilici, 2022). Consequently, as the value of such products, perceived as natural, unique, and authentic, becomes more appreciated globally, there is a trend towards protecting them through the GI registration system (Kargiglioğlu, Çetin, and Bayram, 2019: 627; Denk and Sanalan Bilici, 2022). Thus, not only food or cuisine but also cultural heritage is safeguarded through this method (Denk and Sanalan Bilici, 2022).

Van, a destination that has gained attention in recent years with its alternative tourism types, boasts a variety of unique local food products. With its registered or yet-to-be-registered products, Van stands out in both Eastern Anatolia and Turkey for its diverse food and beverage offerings. Home to various religions, cultures, and civilizations for centuries, Van holds a significant position in gastronomy tourism.

LITERATURE

With its natural and environmental attractions as well as its historical and cultural heritage, Van is one of Turkey's most significant tourism centers. Despite its substantial potential for the local tourism market due to its location, Van has not fully capitalized on its historical and touristic

wealth from a socio-economic and socio-cultural perspective. Until the 1990s, Van was a destination with average tourism demand on a national scale. However, by 2005, there was a decline in tourism demand. Undoubtedly, this decline was influenced by factors such as security issues and migration in the region, leading to a significant reduction in the number of tourists. Yet, Van's geographical position as a gateway to Asia and its numerous alternative tourism types highlight its rich potential. Moreover, the province's unspoiled bays, coastal towns, and islands are major attractions. In this context, Van possesses significant natural, historical, and cultural tourism elements and resources that could substantially increase its tourism revenue and visitor numbers (Duman, 2016: 403-404; Alaeddinoğlu, 2007: 2). Van Lake, Akdamar Island and Church, Van Castle and Hoşap Castle, Muradiye Waterfall, Abalı Ski Center, Hüsrev Paşa Mosque, Altınsaç Church, Vanadokya, Old Van Houses, and the Van Cat are among the many tourist destinations that make Van a prominent tourism attraction center (Tourism Sector Report, 2024; History of Van, 2024; Şenol, 2016: 279-280).

A geographical indication (GI) is defined as a quality mark that guarantees and indicates to consumers the origin of a product, its characteristic features, and the connection between these characteristics and the geographical area. Through the registration of geographical indications, products that have attained a certain reputation due to their quality, traditional methods, and locally sourced raw materials are protected. In this regard, it is defined as a mark that signifies a product identified with a particular region, area, or country based on a distinctive quality, reputation, or other characteristics. Geographical indications are registered as either an Designation of origin or a geographical indication. Products such as food, agriculture, mining, handicrafts, and industrial goods can be subject to geographical indication registration. Thus, geographical indications fall within the scope of intellectual and industrial property rights. Regulations related to geographical indications in Turkey are conducted within the framework of the Industrial Property Law No. 6769, dated 22.12.2016. The institution responsible for handling processes related to geographical indications and issuing them in Turkey is the Turkish Patent and Trademark Office, affiliated with the Ministry of Industry and Technology of the Republic of Turkey (Turkish Patent and Trademark Office (TPMK), 2024a). Geographical indications (GIs) are expressed as a series of processes that turn a product, unique to a specific and defined region or country with at least one distinctive feature, into a brand (label, mark) associated with that field (Şahin, 2013: 24).

Designationg of Origin

When all or essential qualities of a product originate from natural and human factors specific to a particular geographical area, such geographical indications are referred to as "Designation of origin." For a product to qualify under this category, all stages of production, processing, and other related operations must occur within the boundaries of the designated geographical area. Accordingly, geographical indications registered as an Designation of origin have a very strong connection with the region from which they originate (Turkish Patent and Trademark Office (TPMK), 2024b).

Şekil 2.1. Designation of Origin Name Emblem

Geographical Indication

Geographical indications refer to products that, due to a distinct quality, reputation, or other characteristics, are identified with a particular geographical area, where at least one of the stages of production, processing, or other operations must occur within the designated geographical area. When a product's raw material or any stage of its production or processing takes place in the region, it can be registered as a geographical indication, even if other stages of production and processing are conducted outside the origin area (Turkish Patent and Trademark Office (TPMK), 2024b).

Şekil 2.2. Traditional Speciality Guaranteed Emblem

Geographical indications are classified into two categories when registered: Designation of origin and geographical indication. Products such as food, agricultural goods, minerals, handicrafts, and industrial items can be subject to geographical indication registration (TPMK, 2024b). An Designation of origin pertains to a geographical area, region, or, in very specific cases, a country, where all its qualities stem from the natural and human factors specific to that area, region, or country. Additionally, all stages of production, processing, and other operations must occur within this designated area.

On the other hand, a geographical indication pertains to a product associated with a geographically defined area, region, or locality, characterized by a specific quality, reputation, or other attributes linked to that area. For such an indication, at least one of the stages of production, processing, or other operations must take place within the specified geographical boundaries (Kanberoğlu and Yıldırımçakar, 2022; Saygılı, Demirci, and Samav, 2020).

In light of the above explanations, this study will examine the geographical indication (GI) products of Van province within the scope of four defined dimensions. The institution responsible for handling geographical indication processes and granting geographical indications in Turkey is the Turkish Patent and Trademark Office, affiliated with the Ministry of Industry and Technology of the Republic of Turkey (TPMK, 2024a). Data relevant to the study were obtained from the official website of the Turkish Patent and Trademark Office (TPMK), and the analysis was conducted accordingly.

Van province has a total of 18 geographical indication products. Among these, Jirkan Kilimi and Van Savatlı Gümüş İşlemesi belong to different product groups. The remaining 16 geographical indication products fall under the food category. These GI products were analyzed under the headings of type of GI, date of application and registration, food and beverage group, applicant/registrant institution.

METHOD

The aim of this research is to examine the geographical indication products in Van province under the headings of the type of geographical indication, the application and registration date, the food and beverage group, and the institution that applied for/registered the product. The secondary aim of the research is to evaluate the geographical indication products belonging to Van province within the scope of gastronomy tourism. For this purpose, data on geographical indications were obtained from the official website of the Turkish Patent and Trademark Office (TPMK) and analyzed accordingly. The study employed a qualitative research method. Qualitative research is a method where findings are produced without any statistical procedures

or other numerical tools (Coşkun, Altunışık, Bayraktaroğlu, and Yıldırım, 2015: 304), and it is necessary to answer questions that are difficult to express with traditional research methods (Büyüköztürk, Kılıç Çakmak, Akgün, Karadeniz, and Demirel 2016: 244). Therefore, qualitative research aims to understand the reasons and how of human and group behaviors (Gürbüz and Şahin, 2016: 400). The data for the research were obtained using the document analysis technique. Document analysis is a scientific research method that involves collecting, reviewing, questioning, and analyzing various documents as the primary source of research data (Gürbüz and Şahin, 2016: 400-423). In this context, many studies and websites were evaluated to access and compile the geographical indication products related to Van. The content analysis technique was used in the analysis of the obtained data. Within the scope of content analysis, geographical indication products were analyzed under the dimensions of the type of geographical indication, the application and registration date, the food and beverage group, and the institution that applied for/registered the product.

THE WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

Local food and beverages are significant indicators reflecting the eating and drinking cultures, lifestyles, and behaviors of the societies in a particular region. In this sense, the promotion of local and unique food and beverages is considered to contribute significantly to the promotion of any destination (Daşdemir, 2021; Ün and Okat, 2023). For many years, Van province's tourism potential has not been fully realized due to factors such as security and infrastructure. Among its important touristic products are its food and beverage products. Especially, the studies in the literature focusing on geographically indicated products specific to Van are limited to a single geographical product (Kanberoğlu and Yıldırımçakar, 2022; Saygılı, Demirci, and Samav, 2020), highlighting the importance of this study in filling the gap in this area. This study aims to thoroughly present the geographically indicated products of Van province. Additionally, it evaluates these geographically indicated products in terms of Van's gastronomic tourism potential.

There are some limitations within the scope of the research:

- The relevant websites examined to access and compile the geographically indicated products specific to Van can be considered a limitation.
- Another limitation is the evaluation of Van's geographically indicated products only under headings consisting of four dimensions.

ORIGINAL VALUE OF THE RESEARCH

The examination of 16 geographically indicated food products from Van province highlights the unique value of this study. When examining studies focused on gastronomy and geographically indicated products in Van province:

- Kanberoğlu and Yıldırımçakar (2022), in their study titled "The Role of Geographical Indications in Regional Development: The Case of Van Breakfast," examined the contribution of geographically indicated products, which have been used in Turkey since 1995, to the regional economy.
- Saygılı, Demirci, and Samav (2020), in their study "Geographically Indicated Turkish Cheeses," aimed to promote Van's herb cheese.
- Daşdemir (2021) evaluated the gastronomic tourism potential of Van province and emphasized that Van breakfast attracts significant interest in gastronomic tourism, highlighting that there are many unique dishes in the local culinary culture beyond breakfast.
- Ün and Okat (2023) evaluated the gastronomic tourism potential of Van province, aiming to determine the place of gastronomic tourism within the existing tourism potential.

- Ocak et al. (2021) aimed to set a route for local and foreign tourists visiting Van for gastronomy, contribute to the sustainability and preservation of local flavors, and promote and document these values.
- Zihni Yıldırım and Yılmaz (2023) worked on promoting and raising awareness of Van's local heritage and gastronomic identity.

These studies indicate that the research topics are gastronomy-focused and limited in number. Therefore, evaluating the geographically indicated food products of Van province in this study underlines its uniqueness.

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TASTE AND CONSISTENCY: FLAVOR HARMONIES IN TURKISH CUISINE

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INTRODUCTION

Gastronomy is an important reflection of cultural identity and social structure. Food not only meets a nutritional need, but also shapes a society's cultural heritage, history and social relations. Turkish cuisine has a history of thousands of years and has an important place in world gastronomy as a cuisine nourished by the rich historical and cultural mosaic of Anatolia. The richness and diversity of this cuisine has been shaped by contributions from different geographical regions, ethnic groups and historical processes. One of the characteristic features of Turkish cuisine is its remarkable harmony in terms of taste and consistency.

Taste and consistency refer to both the flavor profile and structural integrity of foods. In Turkish cuisine, these two elements are balanced

with great care during the preparation and presentation of dishes. For example, cooking techniques and presentation style, as well as the taste harmony of the ingredients in a dish, affect taste and consistency. Therefore, flavor harmony in Turkish cuisine appears as a process that is taken into account at all stages of the meal. This also ensures the uniqueness of this cuisine and its important place in global culinary culture.

Research has examined the effects of taste and consistency on the dining experience, revealing that these two elements are decisive on consumer satisfaction and gastronomic preferences. In Turkish cuisine, it has been observed that this harmony stands out in both the taste and textural properties of the dishes. While the balance created between flavor profiles increases the aromatic richness of the dishes, the element of consistency preserves the overall structural integrity of the dish. For example, the characteristic feature of this cuisine is that a kebab or pastry has a crispy outside and a soft inside structure, perfectly harmonizing in terms of both taste and consistency.

This study aims to examine how the elements of taste and consistency are in harmony in Turkish cuisine and the social representations of this harmony. The main problem of the research is to reveal what the social reflections of these flavor harmonies are and what social meaning Turkish cuisine has in this context. In this context, the main goal of the study is to investigate the effects of taste and consistency elements on consumer experiences and the social representation of these elements.

LITERATURE

Good pairing recommendations are crucial to the success of food and beverage in both retail and hospitality. Because of the complex nature of sensory interactions between foods and beverages, it is difficult to determine universal rules for creating good matches. Systematic studies of the general perception of food–drink pairings contribute to explaining why certain

pairings are perceived as more sensory appealing than others (Paulsen, Rognså, & Hersleth, 2015, p. 83).

There are numerous theories regarding pairing food and beverages in the culinary literature, but most approaches are subjective in nature and difficult to test objectively. Integrative terms such as “harmony” and “complexity” are frequently used in culinary literature to describe the general perception of food pairings in relation to how well flavors and aromas come together and the sensory diversity in the pairing. Such terms are seen in relation to the arousal potential of matches. Common features that determine the stimulating potential of foods are novelty, familiarity, adaptability, and personal preference (Lévy, MacRae, & Köster, 2006, p. 395).

No matter how far our food choices are from our innate preferences, food has cultural value. Taste is not only a matter of what suits the palate, but also a matter of fashion and vanity (Outram, 2007, p. 60). In this way, flavor combinations are used as a sign of group solidarity (Rozin, 2000, p. 137). Different cuisines are defined by unique flavor principles. These principles consist of unique combinations of ingredients seen in many dishes in a given culture. While Indian curry consists of ginger, cardamom, cloves and turmeric, Thai curry consists of ginger, fish sauce and lemon, and Moroccan cuisine is known for its Ras El Hanout spice mixture (Prescott, 2012, pp. 149-150).

Cooking with a spice mix makes new foods acceptable and acts as a buffer against food neophobia. Flavor combinations learned in childhood are also a part of national identity (Shepherd, 2013, p. 12). Traditions are often a result of exposure to and availability of certain content (Galmarini, 2020). Materials grown in the same region are consumed together, regardless of their chemical composition. Some spices are perceived as symbols of flavor in certain cultures, even though they are available worldwide. For example, cumin for the Middle East and Mexico, ginger and star anise for southern China, and cumin for northern Europe are such symbols (McGee, 2020, p. 268).

Western societies consume less vegetables, fruits, meat and fish than African and Asian cultures (Bode, 2000, p. 30). Western cuisine uses advanced preparation methods, creating complexity with fewer ingredients. The more a culture is based on herbal foods, the more spices are used; It is less in cultures based on animal foods (Rozin, 2000, p. 137).

In Western society, eating cats, dogs and rodents is rejected due to cultural disgust. In other parts of the world, bans generally cover certain animals. Among ancient taboos, avoidance of certain types of meat for emotional or mythical reasons is common (Alcock, 2006, p. 242). In some cultures, combining certain ingredients is prohibited. For example, in Eskimo culture, meat from land and sea are not eaten together, while in Jewish culture, meat and dairy products are not

consumed together (Bode, 2000, p. 217). Culture creates expectations for flavor combinations by allowing us to compare what we eat with past experiences (Prescott, 2012, p. 145).

A good flavor combination means that the combined flavor profile should provide the eater with a positive experience. The experience of eating two foods together must be more positive than eating two foods separately, otherwise the combination becomes meaningless. Harrington (2005) calls this basic purpose synergy. The hedonic value of food derives from the person, not the food itself (Prescott, 2012, p. 11). It may seem strange, therefore, that there is so much focus on food and so little on the culture that regulates human behavior. Although culture creates the framework for eating food together, there are individual differences in eating habits among groups of people and even among family members (Prescott, 2012, p. 10). Differences in psychological and genetic structure prevent food choice from becoming fixed across cultures (Prescott, 2012, p. 13).

Sensory information is filtered through a mental model that we use to determine what is good to eat. According to Alcock (2006, p. 228), a prototype of preferred foods in childhood is created and all new foods throughout life are compared to this original template. Genetic

inheritance, maternal nutrition, child-rearing practices, learning, cognition and culture all influence this (Prescott, 2012, p. 12).
The basic idea behind combining materials is to add levels of complexity by playing harmony and contrast between qualities (Lawless, 2000, p. 93). Research shows that complexity is a feature of a good combination, but depends on consumer acceptance of complexity and product attributes (Paulsen et al., 2015). Adding additional flavors adds cumulative value. Traditional cuisine often includes multiple sensory stimuli that harmoniously reinforce each other (Shepherd, 2013, p. 122).
A good combination is often described with terms such as harmony, balance, harmony and ideal couple. This refers to a school of thought that advocates the idea that no flavor component should dominate another in terms of intensity (Galmarini, 2020). Flavor harmony is the harmony of flavors to be consumed together or in successive short periods of time (Lawless, 2000, p. 92).
The effect of one flavor on another is viewed as modular in that one flavor can enhance, suppress or mask the intensity of another. The flavor of lamb pairs well with herbs due to the herbs' ability to mask unpleasant odor; The pairing of strong and distinctive flavors such as fresh and dried fruit with lamb is given as an example (McGee, 2020, p. 84: Schafheitle, 2000, p. 275).

METHOD

The aim of this study is to examine the flavor harmony in Turkish cuisine and to determine the factors affecting these harmony. The population of the research was determined as Erzurum, and the sample was determined as voluntary participants aged 18 and over in the central districts of Erzurum (Aziziye, Palandöken, Yakutiye).
An interview form consisting of open-ended questions was prepared to collect data suitable for the purpose of the research. The questions in the interview form were created in line with the information obtained as a result of the literature review. With the interview form, comprehensive and diverse information was collected from the focus group consisting of 84 people, the statements in the survey of the study were created with the collected information, and a survey was conducted with 398 people using the convenience sampling method in the central districts of Erzurum between May and June 2024.
The first part of the survey includes demographic information of the participants (age, gender, education level, profession and neophyte status).
In the second part of the survey, participants were asked about the factors that affect the taste of the food, the factors that show that the food is harmonious, the characteristics of traditional Turkish culinary culture, the harmony in combining spices and ingredients in Turkish cuisine, the balance between sweet and salty in Turkish cuisine, the harmony of fresh herbs used in Turkish cuisine, etc. questions are included.
In the third part of the survey, the participants were asked about the factors that are taken into consideration in the compatibility of food products with each other, Turkish dishes that are thought to be compatible with each other, the harmony in dishes formed by the combination of different ingredients (meat products, dairy products,
spices, vegetables), preferred food combinations in main meals, preferences in snacks. double or triple snack combinations, favorite sweet-salty food combinations, and the harmony of sauces served with Turkish cuisine dishes, etc. questions are included. The questions in this section were created to determine the personal palate preferences of the participants.
The data obtained were tested with analyzes (t test, ANOVA, etc.) determined according to the demographic variables of the participants in the statistical package program and shown in

tables.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

The widespread impact of this study is to help us better understand the uniqueness and social representations of Turkish cuisine in terms of taste and consistency. The research can provide valuable information for academics, chefs, nutritionists and cultural researchers working in the field of gastronomy. In this way, it can reinforce the place of Turkish cuisine in the global gastronomy scene and contribute to the preservation of cultural heritage. It can also provide practical recommendations for the food industry and restaurant operators by examining the effects of taste and consistency on consumer satisfaction.

Limitations of the study may include the limited demographic diversity of participants and the focus on a specific geographic region. This may limit the generalizability of the results obtained. Additionally, the subjective nature of the concepts of taste and consistency can create difficulties in measuring these elements. Aware of these limitations, it is recommended that future studies include larger participant groups and different geographical regions. Additionally, using quantitative and qualitative research methods together can contribute to obtaining more comprehensive and reliable results.

Overcoming these limitations will allow a more comprehensive evaluation of Turkish cuisine in terms of taste and consistency. Thus, it will be possible for the findings to find a wider field of application both locally and internationally.

UNIQUE VALUE OF THE RESEARCH

The unique value of this study stems from the fact that it fills an important gap in the field of gastronomy and cultural studies by thoroughly examining the social representations of the taste and

consistency elements of Turkish cuisine. Its scientific quality comes from systematically analyzing the concepts of taste and consistency using both qualitative and quantitative research methods and meticulously evaluating the obtained data. The distinctiveness and novelty of the research lies in revealing how the elements of taste and consistency gain meaning not only in gastronomic terms, but also in social and cultural contexts.

In the existing literature, examination of Turkish cuisine in terms of taste and consistency has been limited. This study aims to fill this gap and evaluate the social representations of Turkish cuisine from a broader perspective. It will provide new information and insights in the field of gastronomy, especially by examining the effects of taste and consistency elements on consumer experiences and satisfaction.

The research will also provide practical recommendations for the food industry and restaurant operators, guiding them to increase customer satisfaction and improve gastronomic experiences. By revealing the effects of taste and consistency elements on menu design and food presentation, it will help restaurants develop more conscious and effective strategies. Thus, this study will strengthen the place of Turkish cuisine in the global gastronomy scene and contribute to the preservation of cultural heritage by providing original contributions at both academic and applied levels.

SÜRDÜRÜLEBİLİR TURİZM KAPSAMINDA YEREL GASTRONOMİ ÜRÜNLERİNİN DESTİNASYON PAZARLAMASINDA KULLANILMASINA İLİŞKİN KAVRAMSAL BİR ÇALIŞMA

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GİRİŞ

Sürdürülebilirlik kavramına olan ilgi, 1972 yılında Birleşmiş Milletler tarafından Stockholm'de düzenlenen "İnsanın Çevresi" (UNCHE: United Nations Conference on the Human Environment) konulu konferansından sonra yoğunlaşmıştır. 1987 yılında yayınlanan Brundtland Raporu ile sürdürülebilirlik kavramı yeniden şekillenmiştir. Raporda sürdürülebilirlik kavramı, günümüzün ihtiyaçlarının, gelecekteki nesillerin kendi gereksinimlerini karşılama becerilerine zarar vermeden karşılanması olarak ifade edilmiştir (Alkan, 2015). Sürdürülebilirlik kavramını anlamlandırabilmek için kalkınma kavramının da tanımlanması gerekmekte olup "sürdürülebilir kalkınma" kavramının en yalın tanımı; doğa ile insan arasındaki dengenin kurularak, tabii kaynakları tüketmeden, gelecekte var olacak nesillerin ihtiyaçlarının giderilmesine ve kalkınmasına imkân tanıyacak biçimde bugünü ve geleceği inşa etmektir (Yüksek, 2010). Sürdürülebilir kalkınmada amaç, tabii kaynakların stoklarında bir azalma meydana gelmeden gelecek nesillere bugünkü nesillerin refah düzeyini sağlayabilmektir (Çetin, 2006).

Sürdürülebilir turizm kavramı ise sürdürülebilir kalkınma esasına dayanmaktadır (Hardy ve Beeton, 2009). Kalkınmadaki temel, tabii çevreye oluşan bilincin ve çevre konusundaki değerlendirmenin turizm sektöründe önem arz etmesidir. Sürdürülebilir turizm, çevresel kaynakların korunmasında, ekonomik gelişmelerde, turistlerin ve yerle halkın tatmini konusunda bir denge unsuru olarak kabul görmektedir (Hunter, 2002).

Turizm destinasyonlarının turizmi çeşitlendirmesi ve sürdürülebilirlik bakımından turizm paydaşlarına farkındalık katması ile alternatif turizm kaynaklarından görülen gastronomi turizmi, son yıllarda birçok turist tarafından ilgi görmeye başlamıştır. Söz konusu bu ilgi gastronomi turizmine olan talebin artmasını sağlamıştır. Artan talep ile birlikte turistlerin temel seyahat motivasyonlarından biri olmuştur (Yaşar ve Tekeler, 2023).

Bu çalışmada amaç, sürdürülebilir turizm kapsamında yerel gastronomi ürünlerinin destinasyon pazarlamasında kullanılmasına ilişkin bir değerlendirme yapmaktır.

LİTERATÜR

Alan yazında turizm faaliyetleri, ülkelerin ödemeler konusundaki önemli bir gelir kaynağı olarak ifade edilmektedir. Bu sebeple turizm, özellikle üretimde ve teknolojik imkanların yeteri kadar kullanılamadığı ülkelerde ithalat-ihracat dengesini sağlamada oldukça önemli rol oynamaktadır. Günümüz koşulları göz önüne alındığında hemen hemen bütün ülkelerde turizm

faaliyetleri konusunda avantajlar ve dezavantajlar mevcuttur. Bu bağlamda destinasyon pazarlaması, ürün farklılaştırmanın ve rakiplerinden ayrışarak rekabet avantajını elinde bulunduran önemli bir kavram olarak kabul görmektedir Crouch ve Ritchie, 1999; Saçık vd., 2019, Yaşar ve Tekeler, 2023).

Kavramsal olarak sürdürülebilirlik, üretkenliğin ve çeşitliliğin devamlılığın sağlandığı, daima var olabilme becerisini korumak olarak tanımlanmaktadır (Bozdemir, 2018). Alan yazında sürdürebilirlik kavramına ilişkin çeşitli tanımlamalar mevcut olup en kapsamlı tanım "*gelecek nesillerin ihtiyaçlarını tehlikeye atmadan, mevcut nüfusun temel gereksinimlerini gidermesine olanak sağlayan faaliyetler*" olarak ifade edilmektedir. Zolfani vd., (2015) göre sürdürülebilirlik, eksiksiz bir turizm deneyimini oluşturan tüm unsurları kapsar. Butler (1999) da temel sorunun, 'sürdürülebilir turizm' ile kesin olarak neyin ifade edildiğini, turizmdeki paydaşların tamamını, hatta çoğunu tatmin edecek biçimde ifade edilememesi olarak ifade etmektedir (Bayram, 2023). Sürdürülebilir turizm, ilkin olumsuz turizm etkileri, destinasyonların uzun süreçte varlığı ve refahı için bir çözüm olarak kabul edilmiştir (Lu ve Nepal, 2009). Diğer bir ifade ile sürdürülebilir turizm anlayışı, çevreci ve korumacı anlayış, nüfus refahı ve çevrenin korunması, ekonomik kalkınma olarak bütüncül bir yaklaşıma doğru ilerlemiştir (Yfantidou ve Matarazzo, 2017). Turizmin gerçek etkisini ve ulaşılan sürdürülebilirlik düzeyini değerlendirmek için derinlemesine araştırma, sosyal, çevresel ve ekonomik denetim gerekmektedir (Butler, 1999). Bu bağlamda sürdürülebilir turizm, kaynakların etkin kullanımını sağlarken, ayrıca bir bölgenin kültürel ve çevresel bütünlüğüne de yönelik olumsuzlukları da en az seviyeye indirebilir (Bayram, 2023).

Destinasyon kelimesi, Türk Dil Kurumuna göre "varılacak olan yer" olarak tanımlanmaktadır (TDK, 2024). Kavram, Lieper tarafından 1980'li yıllarda turizm literatürüne kazandırılmıştır (Karpova ve Khoreva, 2011). Lieper (2004)'e göre kavram, turistlerin bir ya da daha fazla bölge özellikleri ile ilgili turistik deneyimi (leisure experience) elde etme amacıyla bir süre kalmayı tercih ettiği yer şeklinde ifade edilmiştir.

Alan yazında destinasyonları ikiye ayırmıştır. Bunlar; "Makro destinasyon" ve "Mikro destinasyon" olarak ifade edilmiş olup makro destinasyonlar ülkeleri, mikro destinasyonlar ise bölgeleri, eyalet ve şehirleri, kasabaları karşılamaktadır. Bir destinasyonda var olan coğrafi, sosyal, kültürel, tarihi, vb. gibi çekici turistik unsurlar, turistleri destinasyona çekmede önemli faktör olmakla birlikte turistik destinasyonun ürününü tanıtmak için de etkili pazarlama aracını oluşturmaktadır (Tagmanov, 2023).

Destinasyon pazarlaması kavramı, bir destinasyonun temel niteliklerine uygun olarak oluşturulmuş kimliğin, etkin iletişim çalışmaları ile seçilen hedef kitleler için çekici unsur olarak sunulmasıdır. Destinasyon pazarlaması kavramını; bir bölgeyi, bir yeri veya alanı turistler veya tüketiciler için cazip hale getirmek ya da özel olduğunu göstermek amacıyla gerçekleştirilen pazarlama faaliyetlerinin bütünü şeklinde ifade etmek mümkündür (Aksu, vd., 2018). Destinasyon pazarlaması, küresel anlamda giderek rekabetçi bir hal almaktadır (Buhalis, 2000).

YÖNTEM

Çalışmanın temel amacı içerik analizi yaklaşımı ile sürdürülebilir turizm kapsamında yerel gastronomi ürünlerinin destinasyon pazarlamasında kullanılmasına ilişkin araştırmaların mevcut durumunu incelemektir. Bu bağlamda amaç sürdürülebilir turizm, destinasyon ve destinasyon pazarlaması, gastronomi ve yerel ürünlerin destinasyon pazarlamasında kullanımına ilişkin verilerin elde edilmesidir. Bu amaç kapsamında 2024 Haziran – 2024

Ağustos tarihleri arasında Google Akademik'te "sürdürülebilir turizm", "destinasyon ve destinasyon pazarlaması", "gastronomi", "yerel ürünler" "destinasyon pazarlaması ve gastronomi" bir zaman sınırlaması getirilmemiştir. Çalışma kapsamında bildiriler, kitap ve kitap bölümleri, bildiriler, yalnızca tam metnine ulaşılabilen hakemli dergilerde yayımlanan makaleler dahil edilecektir.

Nitel araştırma yöntemleri arasında bulunan içerik analizi yöntemi; görsel, yazılı ya da işitsel materyallerin içeriğini sistematik bir biçimde analiz etmeyi amaçlayan bir yöntemdir. Sözü edilen bu yöntem, araştırmacıların belirli bir konu ya da sorun üzerine bilgiler elde etmelerine, elde ettikleri bu bilgilerden anlamlı sonuçlar çıkarmalarına olanak tanımaktadır (Alanka, 2024).

Sosyal ve beşerî bilimlerde nitel araştırma verilerinin elde edilmesinde araştırmacıların rolünün ne olması gerektiğine dair çeşitli tartışmalar bulunmakla beraber, içerik analizi yöntemi araştırmacılar tarafından zengin bir yorumlama olanağı sunmaktadır. Genel geçer kabule kıyasla, niceliksel araştırma yapan araştırmacılar, bilginin objektif toplayıcısı olarak görülmekte olup bilgi kaynağına mesafeli duruşu olan tarafsız toplayıcısı olarak görülmektedir. Diğer yandan niteliksel çalışma yapanlar, bilgilerin elde edilmesi sürecinde karşılıklı etkileşim içerisinde bulunan, bilgiyi meydana getiren ve yordama yapan kişiler olarak kabul edilmektedir. Bu bakımdan araştırmacılar, "*bilginin tarafsız toplayıcısı*" olarak çeşitli görüşler tarafından kabul edilmektedir (Kümbetoğlu, 2008). İçerik analizi yönteminde, ilgili metinlerin içeriğinde bulunan kelimeler, terim ve anlamlardan hareketle ilk başta fark edilen ve kolayca algılanan unsurlara ulaşmaktan ziyade, üstü örtülü, metnin içerisinde kök salmış anlamların ortaya çıkarılması önem arz etmektedir (Alanka, 2024).

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Çalışmanın amacı sürdürülebilir turizm, destinasyon ve destinasyon pazarlaması, gastronomi ve yerel ürünlerin destinasyon pazarlamasında kullanımına ilişkin elde edilen verilerin derinlemesine incelenmesidir. Bu bağlamda belirtilen ifadeleri içeren çalışmalar içerik analizi yöntemi ile ele alınacaktır. Çalışmanın sınırlılığı sadece nitel araştırma yöntemlerinden içerik analizi yönteminin uygulanmasıdır.

Alan yazındaki çeşitlilik ve çok yönlülük, belirli bir konu ile ilgili ortaya atılan bilimsel bilgi ve bulguların durumunun, henüz cevabı verilmemiş soruların neler olduğunu ve alanın nasıl ileriye götürüleceğinin saptanmasını ve yorumlamasını zorlaştırıyor olmakla birlikte alan yazının derlenmesi ne biçimde yapılacağı, perspektifinin ve sınırlarının neler olacağı, araştırmacının tercihine bırakılmış bir durumdur. Söz konusu durum bazı dezavantajları getirmektedir (Yavuz, 2022). Bu sebeple, çalışmaların yöntem kısmında, çalışmaya dahil edilen yayınların belirlenme kriterleri (veri tabanları, sınırlılıklar, anahtar kelimeler) açıkça ifade edilmelidir. İçerik analizi yöntemi kendi içerisinde üçe ayrılmaktadır. Bunlar; meta-analiz, tematik içerik analizi (meta-sentez) ve betimsel içerik analizidir. Bu çalışmada betimsel içerik analizi yöntemi uygulanacaktır. Betimsel içerik analizi, belirli bir konu dahilinde yayınlanan, yayınlanmamış, bütün araştırmaların ele alınarak eğilimlerinin ve araştırma sonuçlarının tanımlayıcı bir şekilde değerlendirilmesidir (Ütay, Akyurt ve Ütay, 2021).

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Yerel gastronomi ürünleri destinasyonlarda turistik çekicilik unsuru bulundurmanın yanı sıra, bölgeye çarpan etkisi yapmaktadır. Turizm destinasyonlarında rekabet avantajını elde edebilmek için çeşitli çekicilik unsurları elde edilmesi gerekmektedir. Bir destinasyonun sahip olduğu yerel mutfak kültürüne ilişkin gastronomi ürünleri söz konusu bu rekabette avantaj sağlamaktadır (Kardeş Çolakoğlu ve Sarıışık, 2021).

Alan yazında sürdürülebilir turizm kapsamında birçok çalışma bulunmakta olup, konuları çeşitli bakış açıları ile ele almışlardır. Sürdürülebilir turizm kapsamında yerel gastronomi ürünlerinin destinasyon pazarlamasında kullanılmasına ilişkin içerik analizi yönteminin uygulandığı kavramsal bir çalışmaya alan yazında rastlanılmamıştır. Bu sebeple çalışmanın özgün olduğu düşünülmektedir. Yerel gastronomi ürünleri, destinasyonların ekonomik anlamda kalkınmasının yanı sıra sosyo-kültürel ve doğal çevrenin korunmasına katkı sunmakta ve yerel kültürü canlandırmaktadır (Bayram, 2023). Sürdürülebilir kalkınma politikaları için itici bir güç görevi gören gastronomi ürünlerine yönelik yapılan çalışmalar bu çalışmanın özgün değerini ortaya koymaktadır. Çalışma kapsamında elde edilecek verilere göre sürdürülebilir turizm kapsamında uzun vade de çalışılabilecek bazı araştırma boşlukları da tespit edilecektir.

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AN EKŞİ SÖZLÜK DATA ANALYTICS TOOL: THE BEST FOOD SCENES IN CINEMA HISTORY

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INTRODUCTION

Cinema is a powerful art form that offers unique experiences to audiences by combining visual and auditory elements. An important part of this experience is the food scenes in films. Food scenes can fulfil many functions, from character development to cultural representations, from symbolic expressions to emotional connections. These scenes can leave deep traces on the audience by combining the impressive power of cinema and the universal language of food (Yılmaz & Yüksel, 2021).

Ekşi Sözlük, one of the most popular social media platforms in Turkey (Tunçer, 2020), is an important digital medium where users share their opinions on various topics. The comments made under the title “The best food scenes in the history of cinema” provide a rich source of data to understand how Turkish audiences perceive these scenes, which scenes they find memorable, and why these scenes are important to them.

The main purpose of this study is to comprehensively analyse the comments on “The best food scenes in the history of cinema” through Ekşi Sözlük. The study will be conducted using a specially developed Ekşi Sözlük Data Extraction and Analysis Tool and in-depth qualitative analyses will be conducted on the scraped data. This will provide valuable insights into how Turkish audiences perceive the relationship between cinema and food culture.

LITERATURE

The relationship between cinema and food has become an increasingly popular research topic in film/communication studies and gastronomy. Food scenes are not only simple moments in films that show the nutritional needs of characters, but also function as carriers of complex narrative structures, cultural codes and emotional expressions (Bower, 2004).

Baron, Carson, and Bernard (2014), in their study examining the role of food scenes in films, revealed that these scenes are a powerful tool for processing themes such as character development, social criticism and cultural identity. Similarly, Keller (2006) emphasised that food scenes are an important part of symbolic narrative in films and are effective in increasing the emotional involvement of the audience.

Yumul (2021), who analysed the food scenes in Yeşilçam films in Turkish cinema, stated that these scenes play an important role in reflecting the changing socio-economic structure, cultural norms and table manners of Turkish society. However, a comprehensive study examining Turkish audiences' perceptions and evaluations of the best food scenes in cinema history on a global scale has not yet been conducted to the best of our knowledge.

Studies examining the relationship between social media and film criticism show that audience comments play an increasingly important role in the perception and evaluation of films (Tefertiller et al., 2020). Studies on Ekşi Sözlük emphasise the impact of the platform on popular culture and media consumption in Turkey (Akınerdem, 2012; Tunçer, 2020; Öğüt, 2020).

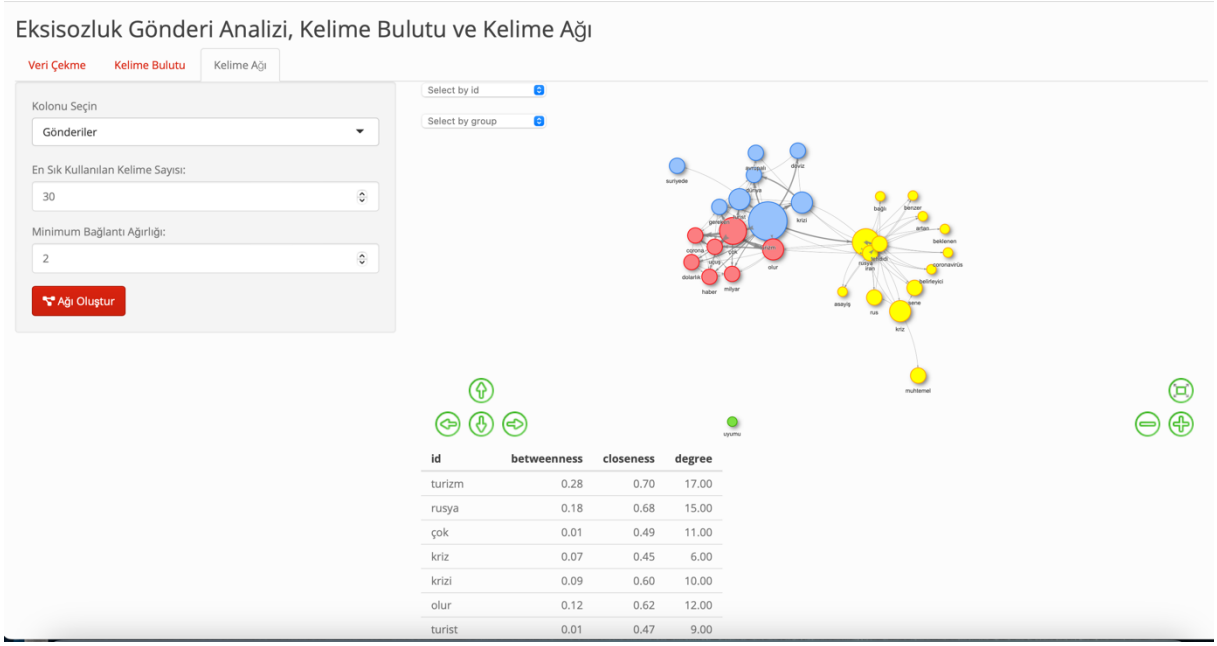
Based on the gap in the aforementioned literature, this research aims to contribute to the fields of gastronomy, communication studies and data analytics research by analysing how the best food scenes in the history of cinema are perceived and evaluated by Turkish audiences through Ekşi Sözlük data.

METHOD

This research will analyse the comments under the title “the best food scenes in the history of cinema” in Ekşi Sözlük using a mixed methodology. The data collection and analysis process will include the following steps.

Data Collection and Preprocessing

Using the specially developed Ekşi Sözlük Data Extraction and Analysis Tool, all comments under the relevant title will be scraped. This tool was developed in R programming language. With its shiny interface design, it extracts data from Ekşi Sözlük using ‘web scraping’ techniques and presents these data in a structured format without requiring advanced user knowledge (Figure 1). The collected data are cleaned and normalised using text mining techniques within this analysis tool (with the help of the R tm package). This process includes correcting spelling errors, removing unnecessary characters and bringing the texts into a standard format.



Şekil 1. Ekşi Sözlük Analysis Tool, Source: Added by Authors.

Data Analysis

Through the developed analysis tool, the relationships between words will be examined by network analysis to determine the general structure and trends of the comments. In addition, with the help of this analysis, clusters based on comments will be obtained. Basic R packages such as igraph and visNetwork are used in the analysis.

Word Cloud Analysis: Another feature of the analysis tool will be used to create word clouds with frequently occurring words in all comments. The wordcloud2 R visualisation package is used in the analysis.

Qualitative Analysis: Thematic analysis will be performed on the comments. This analysis will aim to identify the main themes, recurring topics and prominent opinions in the comments. The coding process will be carried out manually by the researchers and multiple coders will be used to increase reliability.

Content Analysis: The most frequently mentioned films, scenes and dishes will be identified and their frequency and context will be analysed. This analysis will reveal which food scenes are most liked by Turkish audiences and why these scenes stand out.

The sample of the study includes all users who commented on Ekşi Sözlük under the title "the best food scenes in the history of cinema". Since the number of the sample can be determined with the help of the analysis tool, purposive sampling method will be preferred and all comments will be used.The data collection process was carried out by observing the research ethics and in accordance with the terms of use of Ekşi Sözlük. In order to protect user privacy, comments will be processed and analysed anonymously.

BROADER IMPACT AND LIMITATIONS OF THE RESEARCH

This research is expected to have a wide impact on the fields of cinema/communication studies, cultural studies and data analytics research. Firstly, the study reveals the "Turkish audience perspective on the relationship between cinema and food culture". Secondly, it is thought to provide valuable insights to filmmakers and screenwriters about the audience's

approach to food scenes. Thirdly, a design has been developed that allows Turkish cinema to be compared with global cinema in terms of food scenes. Fourthly, it will highlight the relationship between social media and film criticism and provide important ideas to stakeholders engaged in media studies. Finally, it will contribute at the academic level by revealing intercultural perception differences and contributing to cultural studies.

Despite these impacts, our study also has some limitations. For instance, the fact that the data source is limited to Ekşi Sözlük may not fully reflect the views of a wider audience. Moreover, the subjective nature of user comments may affect the objectivity of the data. Similarly, changing user opinions and popular culture trends over time may affect the validity of research results. Although an innovative tool was developed, the technical limitations of the data collection tool may cause some comments and techniques to be overlooked. Finally, the fact that the study only covers Turkish comments may limit international comparisons.

ORIGINAL VALUE OF THE RESEARCH

The unique values of this research stand out with some methodological, practical and conceptual innovations. In terms of methodological innovation, the specially developed Ekşi Sözlük Data Extraction and Analysis Tool offers a new approach in social media analytic research in Turkey. It is thought that the analytical tool we have developed will set an example for similar studies by providing the opportunity to effectively collect and analyse large amounts of unstructured data. In addition, our study offers a rich and multidimensional analysis by bringing together different disciplines such as cinema studies, gastronomy, cultural studies and data analytics. By examining the perspective of Turkish audiences on food scenes in global cinema history, it reveals intercultural perception differences and similarities. This is thought to make significant contributions to the field of cultural studies. In addition, it adds a new dimension to the literature in this field by addressing the role of food scenes in cinema narrative from the perspective of Turkish audiences. It sheds light on changing media consumption habits by examining the impact of a platform such as Ekşi Sözlük on film criticism and perception, especially for those working in the field of communication and gastronomy. In addition, by comparing Turkish audiences' attitudes towards global and local food scenes, it offers potential development areas for Turkish cinema. It builds a bridge between gastronomy and media studies by examining how food culture is represented through cinema and how this representation is perceived by audiences. With these unique values, the research is intended to make significant contributions to both academic literature and practical fields.

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GLUTEN-FREE PRODUCT DEVELOPMENT WITH A ZERO WASTE APPROACH: OLIVE CRACKER TRIAL

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INTRODUCTION

The problem of waste occupies a very important place on the world agenda. The damages caused by waste pollution to natural resources, environment and economy are increasing day by day. In today's urbanized and industrialized world, if the recycling / recovery stages of the wastes generated between the production and consumption cycle are carried out effectively, it will contribute to the economy, the environment and thus the whole society (Kılınç Şahin, S., Bekar, A., 2018).

Food, one of the elements necessary for human survival, has been the main cause of major wars and crises throughout the historical process. With the increase in population, problems of access to food have also emerged and a deep gap has emerged between those who can and cannot access food. The unconscious consumption of food by those who can easily access food, their failure to prevent the formation of waste, or their lack of effort to recycle food waste has also created problems for those who cannot easily access food. Consequently, concepts such as food waste, food waste and food waste management have emerged.

Food waste is defined as "any food that occurs at any stage of the food chain and is not consumed by humans" (Kılınç Şahin, S., Bekar, A., 2018).

It is an approach that aims to protect the environment and human health and all resources by preventing/reducing waste generation in production, consumption and service processes, prioritizing reuse, collecting and collecting the generated wastes separately at the source and reducing the amount of waste to be sent to disposal by ensuring recycling and/or recovery. (Environment, T. C., & Ministry, Ş., 2022)

The aim of the study is to develop a product in accordance with the zero waste approach. On the other hand, the product obtained is beneficial to human health and can be consumed by people who eat gluten-free.

LITERATURE

Agricultural wastes are quite abundant and diverse in our country. Our annual amount of 62.2 million tons of vegetable waste cannot be sufficiently utilized. Some agricultural wastes generated in our country can be utilized as animal feed. However, most of the agricultural

wastes are left in the fields or burned after harvest. While agricultural waste is a problem in our country, it is of great importance to utilize agricultural waste, which is a valuable raw material in many sectors, especially in agriculture and industry. Studies on the utilization of agricultural wastes contribute to sustainable agriculture, reduction of ecological problems caused by environmental pollution and economy (Ünlü, A., Arslan, Z. F., Arslan, R., & Ceylan, F., 2023).

In the world and in our country, olive processing and olive oil sector has great economic importance. Olive and olive oil industry is one of the most special and important links of the human nutrition chain both as olive oil and table olives (Çelen, S., Aktaş, T., Karabeyoğlu, S. S., & Akyıldız, A., 2015). Not only the fruit of the olive tree and the oil extracted from its fruit, but also the leaf is also very important for human health. The olive leaf has been a part of the olive tree for centuries. In the geographies where it grows, it has been and is used as a medicine in traditional treatment. Today, there are many scientific studies showing the health benefits of olive leaves. There are many phenolic compounds in the composition of olive leaves. The most known phenolic compounds identified in olive leaf extracts are oleuropein, hydroxytyrosol, verbascoside, apigenin 7-glucoside and luteolin 7-glucoside (Gürbüz, M., & Öğüt, S., 2018).

Olive (Olea europea L.) fruit cannot be consumed directly as raw due to the bitter character of the phenolic compound called oleuropein in its content. Olives are largely processed into olive oil and table olives and consumed as an industrial product. While all other stone fruits are characterized by high sugar and low fat content, olives are characterized by high fat and low sugar content. (Conte, P., Fadda, C., Del Caro, A., Urgeghe, P.P., Piga, A., 2020). Olive pits are a waste generated in olive oil extraction and pitted table olive production (V. Hernández, J. M. Romero-García, J. A. Dávila, E. Gastro, and C. A. Cardona, 2014). It is responsible for 10-30% by weight of the fruit, which means that about 360000 tons of olive pith waste is generated annually (F. J. Gomez-de la Cruz, P. J. Casanova-Pelaez, J. M. Palomar-Carnicero, and F. Cruz-Peragon, 2014). Although olive pits are used in many fields, the vast majority are utilized as biofuels and have no use in the food sector. Known as a lignocellulosic material with cellulose, hemicellulose and lignin content, olive pits also contain significant amounts of phenolic compounds with antioxidant properties (Akilcioğlu-taş, E., & Ötleş, S., 2021).

Olive oil is made from the ripe fruits of the olive (Olea europeae L.) tree without any chemical processed by mechanical means without processing, with a distinctive taste and odor, in its natural formIt is an oil of vegetable origin that can be consumed (Özdoğan, D., Tunalıoğlu, R., 2017). While olive oil is classified in terms of variety and quality, it is evaluated according to acidity levels and categorized according to the "Turkish Food Codex Regulation" and the definitions of the Turkish Standards Institute. According to this regulation, olive oil cannot be mixed with other oils and other oils cannot be mixed with olive oil (Official Gazette, 2017).

Crackers are dry, thin and crisp bakery products that can be produced in different shapes with or without leavening. There are different types of crackers such as salt crackers, soda crackers, cheese crackers, semi-sweet crackers, graham crackers, cream crackers, water crackers, etc. (Yoneya T, Nip WK., 2006). Crackers are common snacks in the human diet. Their low moisture content makes them resistant to mold and mildew, which is a problem for many bakery products (Han J, Janz JAM, Gerlat M., 2010). Despite being important snack products in the human diet, scientific research on crackers is very limited. Kohajdova Z., Karovicova J., Magala M., 2013).

Buckwheat contains high amounts of protein, dietary fiber, vitamins, minerals, polyunsaturated fatty acids, antioxidants such as rutin and quercetin. Due to its high nutritional quality, it has an important potential for the functional food industry. Buckwheat is gluten-free, making it suitable for people with celiac disease (Wijngaard HH, Arendt EK., 2006).

Chickpea is an important source of dietary fiber as well as rich protein, mineral and vitamin content among legumes. The consumption patterns of chickpea vary according to the consumption habits in different regions and the structural characteristics of chickpea (Ertaş, 2013). The fact that chickpea is more affordable than meat and meat products in our country and the ease of transportation and storage has led to an increase in the demand for chickpea (Demir, 2008).

METHOD

In this research, quantitative research methods were used. In this context, product development and sensory analysis were conducted. Product development is defined as the production of an existing product more effectively or by improving it, or special study activities carried out in a field in order to be a pioneer in the market, which have never been produced but are planned to be produced in the future (Şahin & Arabacı, 2017). Sensory evaluation is a quantitative analysis method that enables the identification of the variability that may arise during the production phase of the products tasted in the panel and the determination of the sensory properties of the samples (Onoğur & Elmacı, 2019).

It was aimed to make gluten-free crackers with high protein, high protein, enriched in terms of dietary fiber and total phenolic matter content and increased antioxidant activity by using the leaves and pits separated as waste in olive production in powder form. On the other hand, in addition to improving the nutritional properties of crackers, the study aimed to increase the added value of olive production waste, pits and leaves by utilizing them in human nutrition. Chickpea flour and buckwheat flour were used as flour. Crackers were tested by adding different proportions of flour in cracker making.

For descriptive analysis, 8 to 12 panelists should participate in the sensory analysis as a reference. It is recommended that experienced panelists 3-10, semi-trained 8-25, untrained > 80 panelists be used in the sensory analysis solution (Onoğur and Elmacı, 2019). Ten trained panelists participated in our study. A quality rating test was given to the trained panelists. A 7-point Likert scale was used in this test. The selected samples were also subjected to a consumer taste test of 80 people. In this test, a 7-point Likert scale was used (1=I don't like it at all, 2=I don't like it, 3=I don't like it a little, 4=I neither like nor dislike it, 5=I like it a little, 6=I like it, 7=I like it a lot). The results obtained were evaluated statistically.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

The prominent feature of the cracker is that it is an alternative product that can be easily consumed by people with celiac disease, gluten intolerance and who want to eat healthy and therefore prefer to consume gluten-free products. Due to its high fiber content, it has the ability to keep you full and contributes to the healthy functioning of the intestines. It is thought that the developed product can be evaluated in the healthy product range due to the mentioned features.

Considering the product feature, the most important limitation is that the ingredients used are selected among gluten-free products. For this reason, chickpea flour and buckwheat flour were preferred. The fact that the research was conducted in a certain period of time constitutes a limitation in terms of time.

Sensory analysis evaluations are limited to trained panelists and consumers who agreed to participate in the sensory analysis panel of the research.

ORIGINAL VALUE OF THE RESEARCH

Based on the understanding of zero waste, a gluten-free durable cracker rich in the nutritional value of olives was made. The gluten-free cracker developed innovatively in this study includes people with celiac disease, one of the groups that have difficulty in terms of nutrition, especially in times of disaster. It is a gluten-free, nutritious, enriched, satiating and durable product using olive, flaxseed and chia seeds.

It will contribute to the variety of gluten-free products on the market. As the variety of gluten-free products in the market increases, it is thought that it will provide an alternative to consumers in accessing products as there will be economic mobility.

FOOD SECURITY IN THE AFTERMATH OF THE KAHRAMANMARAŞ EARTHQUAKES

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INTRODUCTION

Sensitivity to healthy nutrition, special dietary types, ethical consumption, sustainability, and local and organic products—in short, food security—has increased the need for cooperation between gastronomy science and the food and beverage industry (King et al., 2017). Additionally, the growing frequency of natural and human-made disasters highlights the importance of keeping food security on the agenda. One of the most striking examples of this is the impact of quarantine periods during the COVID-19 pandemic, which negatively affected access to food, a key dimension of food security. During that time, the significance of assessing the suitability of local food systems through ecological and gastronomic knowledge was underscored to mitigate the effects of COVID-19 and ensure the sustainability of safe food chains (Sõukand et al., 2021).

The starting point of this study is the deep impact that natural and human-made disasters have on various aspects of life, particularly food security. This qualitative research aims to prepare open-ended questions and ensure the content validity of these questions to thoroughly examine the food security problems faced by earthquake victims after the Kahramanmaraş earthquakes on February 6, 2023, and their coping strategies for these problems. The Lawshe Technique was used to ensure the content validity of the open-ended questions identified through a literature review. According to this technique, the content validity of the questions was established by obtaining the opinions of 10 experts, and the questions were subsequently finalized. Nine open-ended questions and nine demographic questions were determined to examine in depth the food security problems faced by earthquake victims and their strategies for coping with these problems.

LITERATURE

Drawing from economist Thomas Robert Malthus's work "An Essay on the Principle of Population" (1798), where he stated that the problem of food insufficiency would arise because populations tend to increase geometrically while the means of subsistence increase arithmetically (Rosegrant & Cline, 2003), it has been concluded that food security is one of the main concerns of many countries, including Turkey. According to the Food and Agriculture Organization (FAO), food security, a function of poverty and deprivation (FAO, 2011), was evaluated at the "World Food Summit" held in 1996. It was determined that countries should take precautions to ensure that everyone has physical and economic access to sufficient and safe food at all times, and to ensure sustainable agricultural production. Creating a peaceful, stable, and effective political, social, and economic environment; eliminating poverty; and ensuring the equal participation of men and women in development were emphasized as fundamental elements in achieving universal food security (Varol, 2002).

The concept of food security, which means that all people should always have access to adequate, safe, and nutritious food that meets their dietary needs and preferences physically, socially, and economically, in order to lead an active and healthy life, includes the *availability of food*, *the ability to access food*, *the ability to utilize food*, and *stability* (FAO, 2001).

- Availability of food refers to the existence of a food source that can meet the daily nutritional needs of a household. This situation is achieved and maintained through domestic production, imports, and donations.
- The ability to access food requires that households have both physical and economic access to the food sources they need (Jones et al., 2013).
- The ability to utilize food refers to the consumption of a diet that meets the body's energy and nutrient needs. Adequate nutritional intake depends on appropriate food consumption patterns.
- In addition to the above three dimensions, to ensure and maintain food security, there must be stability in the availability, accessibility, and utilization of food (FAO, 1996; FAO, 2008).

Although it is generally accepted that individuals have the right to access sufficient food to live a healthy life, the problem of food security has long been a major concern around the world. Wars, injustices in resource distribution, overpopulation, climate change, environmental degradation, rising food prices, agricultural instability, and unequal social and economic policies are causes of global food insecurity (Buhi, 2013). Additionally, natural disasters also cause food insecurity, especially affecting the poor in meeting their basic needs more deeply (Hidalgo & Baez, 2019).

Food insecurity is a situation where people do not have reliable access to sufficient, safe, and nutritious food, and it is a major concern following natural disasters. Although three years had passed since the earthquake in Japan in 2011, it was determined that 31.6% of individuals affected by the earthquake experienced malnutrition (Goryoda et al., 2019). After the earthquake in Haiti in 2010, 17.2% of families reported that their children went hungry, 22.5% stated that they skipped a meal, and 22.6% reduced the daily amount of food they consumed (Hutson et al., 2014). Additionally, the most important reason for rural-urban migration in Haiti is food insecurity (Heckert et al., 2015). In a study conducted after the 7.8 magnitude earthquake in Ecuador, it was determined that 33.3% of families experienced severe food insecurity, and 51.9% experienced mild food insecurity (Herrera-Fontana et al., 2020).

Studies in the literature prove that natural disasters have negative consequences on food security. In this qualitatively designed research, the aim was to ensure the content validity of the interview questions prepared to determine the food security problems experienced by the earthquake victims after the Kahramanmaraş-centered earthquakes that occurred on February 6, 2023, and how they coped with these problems using the Lawshe Technique. It is thought that the interview form, whose content validity will be ensured, will contribute to obtaining in-depth information in future research on safe food.

METHOD

For the interview form to be prepared in line with the purpose of the research, a relevant literature review was first carried out. The keywords used during this review were “food security,” “food supply,” “food insecurity,” “nutrition security,” “nutrition insecurity,” “disaster,” “natural disaster,” and “earthquake.” Studies identified with these keywords were examined, and relevant studies were used in preparing the interview questions (Hutson et al., 2014; Desiere et al., 2015; Bor, 2018; Goryoda et al., 2019; Otekunrin et al., 2021 etc.).

Eight open-ended questions and six demographic questions regarding food security were presented to experts for their opinion to ensure content validity and to finalize the open-ended questionnaire. Afterwards, the content validity technique developed by Lawshe in 1975 was used. Content validity is one of the techniques frequently used in the literature. This technique requires at least 5 and at most 40 expert opinions. Experts recommend that scale expressions be understandable, suitable for the target audience, use correct terms, select appropriate words, ensure clarity of meaning, and avoid words that may have more than one meaning (Şencan, 2005). They evaluate the expressions to see whether they are necessary, useful, and sufficient (Alpar, 2010).

The open-ended questionnaire was transformed into a form that experts could interpret and express their opinions on in terms of content validity. The prepared expert opinion form was submitted to 10 experts. The expert group consisted of food engineers, gastronomy experts, and academicians. Expert opinions were obtained via e-mail.

Experts evaluated open-ended questions as "essential", "useful but not essential, why?" or "not necessary, why?". They also provided written feedback on the issues they deemed necessary to be added. After the evaluations of the experts, the content validity ratios (CVR) of the questions were examined. CVR is obtained by subtracting "1" from the ratio of the number of experts expressing a "essential" opinion regarding any question to the total number of experts expressing an opinion regarding the question. Its formula is as follows:

$$CVR = [N_e / (N/2)] - 1$$ [1]

According to Equation 1, when half of the experts expressed their opinion as "essential" regarding the question, CVR = 0; if more than half of the experts expressed their opinion as "essential", then CVR > 0; and if fewer than half of the experts expressed their opinion as "essential" then CVR < 0. If CVR values are negative or contain "0" values, the questions are eliminated in the first place. For questions with positive CVR values, their significance was tested using statistical criteria. For this purpose, the minimum values of CVR were determined using Table 1 created by Veneziano and Hooper in 1997 at the statistically significant level of "α = 0.05" (Yurdagül, 2005).

Table 1. Minimum Values For CVR at A=0.05 Significance Level

Number of Experts	Min. Value	Number of Experts	Min. Value
5	0.99	13	0.54
6	0.99	14	0.51
7	0.99	15	0.49
8	0.78	20	0.42
9	0.75	25	0.37
10	**0.62**	30	0.33
11	0.59	35	0.31
12	0.56	40+	0.29

Reference: (Yurdagül, 2005)

[1] CVR: Content Validity Ratios
N_e: Number of experts who say the question is "essential"
N: Total number of experts;
N/2: Half of the total number of experts

Since the number of experts consulted is 10, the CVR value of each question must be 0.62 or above for the questions to be valid, according to Table 1. As a result of the CVR obtained through expert opinions, it was decided not to remove any question, but corrections and/or additions were made to some questions. For example, experts suggested that the time period in the question "Did you worry about not having enough food right after the earthquakes?" should be more specific, changing it to "Did you worry about not having enough food in the 30 days after the earthquakes?". Another example is the addition of the phrases "What measures did you take to ensure food security within 30 days after the earthquakes? How effective were these measures?" and "Did you cook your own food or did you get it from soup kitchens in the 30 days after the earthquakes?". After the suggestions, nine questions about food security and nine questions about demographic data were included in the interview form. The final version of the interview questions is as follows:

Table 2. Interview questions regarding food security problems of earthquake victims

	QUESTIONS
1.	Did you worry about not having enough food in the 30 days after the earthquakes?
2.	Did you have difficulty accessing food in the 30 days after the earthquakes? If yes, could you please explain the difficulties you experienced?
3.	Were you or someone close to you unable to consume the kind of food you wanted because there was not enough food within 30 days after the earthquakes? If yes, how did you try to solve this problem?
4.	Did you or someone close to you have to buy less food than you needed because there was not enough food in the 30 days after the earthquakes? If yes, how did you try to solve this problem?
5.	Did you or anyone close to you have to sleep hungry because there wasn't enough food in the 30 days after the earthquakes? If yes, how did you try to solve this problem?
6.	Do you think that food was delivered to those in need within 30 days after the earthquakes, in accordance with transportation, storage, and distribution conditions? Do you have any information about whether any precautions were taken regarding this? If yes, what were these precautions?
7.	Do you think that every individual affected by the earthquakes had equal access to food? Do you have any information about whether any measures were taken to achieve this? If yes, what were these measures?
8.	What measures did you take to ensure food security within 30 days after the earthquakes? How effective were these measures?"
9.	Did you cook your own food or did you get it from soup kitchens in the 30 days after the earthquakes?".

Demographic expressions in the interview form were "age", "gender", "marital status", "number of children", "education", "occupation", "average monthly income", "time spent in the region after the earthquake" and "post-earthquake accommodation".

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

In this research, the aim was to prepare open-ended questions and ensure the content validity of these questions in order to thoroughly examine the food security problems faced by earthquake victims after the Kahramanmaraş earthquake on February 6, 2023, and their strategies for coping with these problems. It is believed that open-ended interview questions

with content validity will provide important and in-depth information for investigating post-disaster food security problems from the perspective of disaster victims. The findings obtained from these questions may reveal the effects of natural disasters on food security and provide important clues for the development of disaster management and food policies.

The most significant widespread impact of this study is that the interview questions introduced to the literature will contribute deeply to understanding the steps to be taken to ensure food security after disasters such as earthquakes. Local governments, non-governmental organizations, academics, and policymakers can develop more effective and sustainable food security strategies in light of these questions.

The limitation of the research is that, although the interview questions were prepared based on expert opinions, they are based on the subjective evaluations of the participants. This may affect the accuracy and reliability of the data. This limitation can be overcome by reaching a larger group of participants using these interview questions. In conclusion, this research should be considered an important step in filling the knowledge gap on food security after natural disasters.

NOVELTY OF THE RESEARCH

It is thought that the open-ended questions prepared in this research, whose content validity has been ensured, and which examine in depth the food security problems faced by Kahramanmaraş earthquake victims and their coping strategies, will make significant contributions to the literature. Additionally, addressing the issue of food security in the context of natural disasters and attempting to eliminate the lack of knowledge in this field increases the original value of this research.

The open-ended questions created within the scope of the study are expected to allow for an in-depth examination of the effects of earthquakes on food security and to develop practical solutions for disaster management and food policies. Moreover, the study aims to highlight the concrete problems experienced by earthquake victims, such as disruptions in the food supply chain, difficulties in accessing food, and nutritional deficiencies, and to determine the necessary measures to be taken in these areas.

Another important point is that this research is expected to provide a methodological basis for similar studies to be conducted in the future, with the open-ended questions validated using the Lawshe Technique. Finally, the research increases awareness about food security and contributes to the consciousness of all segments of society on this issue. With these aspects, the study offers valuable and original contributions to both academic literature and practical applications. This study, which can serve as a guide for future research in the fields of food security and disaster management, also aims to be an important resource for policymakers and practitioners.

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FOOD STYLING AND FOOD PHOTOGRAPHY WITH GENERATIVE AI

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INTRODUCTION

The practice of food styling and photography, which forms an integral part of the culinary arts, engages a multitude of neurological and cognitive perceptions of the human brain, including those related to vision, taste, smell, hearing, and touch. The use of visually appealing food photography is not limited to a single field; rather, it is employed in a multitude of contexts, including education, the food and beverage industry, social media, gastronomic tourism, advertising, and promotional activities.In the contemporary era, the utilization of Artificial Intelligence (AI) is becoming increasingly prevalent across a multitude of domains, particularly in the realms of education, healthcare and finance. Concurrently, the capacity to stylize and visualize food is undergoing a period of accelerated development within this context. In the research, a series of food images generated by AI in accordance with aesthetic rules are subjected to evaluation by food stylist and photographer experts, who assess them in accordance with a set of predefined aesthetic criteria. While the artistic values and usability of the produced visuals are analyzed, the aesthetic values or usability of the prepared visuals are tried to be understood.

The objective of this study is to assess the aesthetic suitability of hyper-realistic AI food images. To this end, various food images produced by artificial intelligence will be analyzed according to aesthetic rules by food photographer experts. Furthermore, this study aims to explore the potential impact of AI on this field, including its strengths, weaknesses, opportunities and threats.

LITERATURE

Although the foundations of food styling and photography can be traced back to the 1950s, it has become a popular field of study and practice, particularly since the 2000s (Cankül et al. 2021). Research shows that the visual composition of the food on the plate affects people's thoughts about the food (Michel et al., 2015). Designing foods with visual aesthetic elements increases people's tastes and affects their consumption behavior (Michel et al. 2014). Food styling can be summarized as the art of preparing food for the camera and the food stylist prepares food to feed the eyes and the imagination (Custer, 2010). Food photographs enable people to have more satisfying experiences through emotions such as entertainment, personal identity and social interaction (Liu et al. 2012). The domain of food photography is a synthesis of compositional techniques, stylistic approaches, creative expression, and conceptual inquiry (Dujardin, 2011). The objective of food photography is to evoke the perception of flavor in food

visuals by engaging all five senses of the human being (Young, 2011). The stylization and

visualization of food, and the photography of visuals, have the effect of appealing to people's cognitive perception and increasing their aesthetic appreciation.

Generative AI can be defined as a technology that employs computational techniques to generate novel and meaningful content, including text, visuals, and audio, using relevant data sets (Feuerriegel et al., 2024). The latest advances in technology have made it possible to utilize AI in a wide range of fields (Değerli & Tatlısu, 2023). AI applications such as Dall-E 3, OpenAI ChatGPT, Microsoft CoPilot, and Google Gemini facilitate human-information interaction. In addition to the generation of text and visual content, these productive AI applications facilitate human activity in a multitude of domains, including information technology, production, education, health, and finance. While the use of generative AI is also developing in the field of food and beverage (Kumar et al. 2021), AI tools enable the development of visuals through prompts (Kolides et al., 2023). According to the research conducted by Goldman Sachs, the implementation of generative AI in the next decade is projected to increase global gross domestic product (GDP) by 7% and result in the replacement of 300 million knowledge-based jobs (Goldman Sachs, 2023).

With regard to the utilization of AI tools in the domain of gastronomy, a number of studies can be cited as illustrative examples. These include the creation of a food aesthetics evaluation model using computer-mediated deep learning (Gambetti & Han, 2022), the formulation of nutritional recommendations (Ponzo et al., 2024), the development of dietary recommendations for individuals with food allergies (Niszczota & Rybicka, 2023), the design of menus (Khan & Hoffmann, 2003) and the creation of vegetarian menus (Göktaş, 2023). Nevertheless, no studies on the subject of food styling and photography can be found in the existing literature.

METHOD

The study employed a qualitative research case study design, with the opinions of the participants evaluated according to pre-established themes and research questions. Content analyses were also conducted. The objective of qualitative research is to gain an understanding of the subject under investigation (Haradhan, 2018). In qualitative research, the case study design allows for the analysis of a situation, event, action or process (Merriam & Tisdell, 2015).

The research universe is expert food stylists and photographers. The sample was designed as a non-random, purposeful, typical sample (Baştürk & Taştepe, 2013) from volunteer food stylists and photographers who were deemed to be the most appropriate for the purposes of the research. It is not anticipated that a specific number of respondents will be obtained; however, it is appropriate to continue the process until key words and phrases are repeated. The number of participants in a sampling process can range from 10 (Sandelowski, 1995) to 30 (Boddy, 2016), with 20-30 participants typically used in grounded theory and 15-30 participants used in case studies. It is presumed that the study participants possess the requisite knowledge and equipment to engage with the subject matter of food styling, aesthetics and visual arts.

A comprehensive, structured questionnaire was devised by the research team for the purpose of data collection. In the research, Adobe Firefly 3 and OpenAI Dall-E 3 are used as AI visual development tools. The use of AI in the production of food images is combined with the input of real artists, with the resulting images then subjected to expert evaluation in order to enhance the reliability of the research process. The aesthetic evaluation criteria employed were light, color, composition and figure ground relationship (Gambetti & Han, 2022). Additionally, the opinions of two expert photographers were solicited for these criteria. Aesthetic evaluation

criteria of images are shown in Table 1. Furthermore, the opinions of expert photographers on the use of AI in food are explored through the following questions: "What are the strengths and weaknesses of the use of generative AI in food styling and photography?" and "What are the opportunities and threats in the use of generative AI in food styling and photography?". In the analysis of the data, content analysis techniques are employed for the purpose of analysis.

Table 1. Aesthetic Evaluation Criteria

	Criteria	Bad									Good
		1	2	3	4	5	6	7	8	9	10
1	**Light**	1	2	3	4	5	6	7	8	9	10
2	**Color**										
	Brightness	1	2	3	4	5	6	7	8	9	10
	Contrast	1	2	3	4	5	6	7	8	9	10
	Saturation	1	2	3	4	5	6	7	8	9	10
	Clarity	1	2	3	4	5	6	7	8	9	10
	Warm	1	2	3	4	5	6	7	8	9	10
3	**Composition**										
	Diagonal dominance	1	2	3	4	5	6	7	8	9	10
	Rule of thirds	1	2	3	4	5	6	7	8	9	10
	Horizontal and vertical physical visual balance	1	2	3	4	5	6	7	8	9	10
	Horizontal and vertical color visual balance	1	2	3	4	5	6	7	8	9	10
4	**Figure Ground relation**										
	Appropriate size	1	2	3	4	5	6	7	8	9	10
	Use of appropriate colours	1	2	3	4	5	6	7	8	9	10
	Appropriate texture	1	2	3	4	5	6	7	8	9	10

IMPACT AND LIMITATIONS OF THE RESEARCH

In terms of its first theoretical impact, it can be stated that by characterizing the aesthetic quality of real and AI-generated food images, it offers an innovative perspective for researchers working in the cognitive field with gastronomic experience in food styling. Secondly, from the perspective of food content creators, SWOT analysis of AI images can be predicted to open new horizons for researchers.

In terms of its practical effect, it can be postulated that this will prompt all food professionals to consider their own limits, thereby opening the doors of innovation and creativity for those engaged in the production of food visuals with aesthetic concerns, food and beverage operators, social media content producers, those working in the field of food advertising and marketing.

It is important to note that the research is subject to temporal constraints. Furthermore, the number of volunteer food stylists and photographers participating in the study in Turkey represents a limitation. The AI tools employed are Adobe Firefly 3 and Google Dall-E 3, which represents a limitation. Furthermore, alternative software such as OpenAI ChatGPT, Midjourney, or Anthropic AI applications may also be employed.

The number of real and AI visual contents for aesthetic evaluations can also be considered as a limitation. However, considering the time that volunteer expert evaluators would spend for the research, the visuals were kept limited.

ORIGINAL VALUE OF THE RESEARCH

Food styling and photography is a highly challenging pursuit. It can be predicted that AI will facilitate this visual art and help to prepare faster, innovative and creative visual content. It gives gastronomy researchers a different view and perspective for the following questions: Can AI visuals be hyper-realistic if the light, color, composition and shape-ground relationship are correctly constructed? Can these images be distinguished from real images? Can valid and reliable AI visual content be produced? How can AI help professionals work in the field of visual gastronomy?

Hyper-realistic AI gastronomy visuals produced with aesthetic concerns can also provide a new perspective for educator cooks and researchers to experiment with innovative and creative educational models.

The assessment of opportunities and threats presented by the utilization of AI for the creation of gastronomy-related visual content, coupled with an analysis of the strengths and weaknesses inherent to AI-driven visual production, has the potential to unlock new avenues of exploration for researchers engaged in this domain.

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GLUTEN İNTOLERANSININ SEYAHAT İÇİN KISITLAYICI BİR FAKTÖR OLARAK DESTİNASYON PAZARLAMASI KAPSAMINDA İNCELENMESİ: TÜRKİYE ÖRNEĞİ

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GİRİŞ

Gluten, tahıllardaki önemli tohum proteinlerini oluşturan ve suda çözünmeyen prolamin proteinlerinin bir karışımıdır. Prolaminler tahıl tanelerindeki nişasta endosperm proteinlerinin tamamına yakınını oluştururlar ve tahılın diğer kısımlarında bulunmazlar (Sabença, vd., 2021). En bol bulunan gluten prolaminleri gliadin ve glutenin ağırlıklı olarak buğdayda bulunurlar. Ancak prolaminler, arpada hordeinler olarak, çavdarda sekalinler olarak, yulafta aveninler olarak ve diğer yakından ilişkili tahıllar gibi farklı tahıl türlerinde bulunabilirler, ancak her biri farklı moleküler özelliklere sahiptir (Aljada, Zohni, ve El-Matary, 2021). Gluten içeren tahılların insan diyetinin temel bir parçası haline gelmesine rağmen bu tahılların tüketiminde bazı sorunlar ortaya çıkabilmektedir. Gluten ile ilişkili bir bozukluk olan çölyak hastalığı otoimmün özelliklere sahip bir enteropatidir, duyarlı bireylerde gluten içeren gıdalar tarafından tetiklenir ve klinik bulgular ile karakterizedir. Gluten intoleransı ise gluten içeren tahıllarla yapılan ürünlerin tüketiminden sonra gastointestinal ve ekstraintestinal semptomların tetiklenmesiyle ortaya çıkar (Cárdenas-Torres, vd., 2021). Gluten intoleransının sebep olduğu gastrointestinal ve ekstraintestinal semptomlar sebebiyle bu durumdan mağdur kişiler semptomlarını iyileştirmek için diyetlerini kısıtlama eğilimindedir (Araya, vd., 2020).

İnsan sağlığı açısından birçok olumsuz etkisi bulunan gluten intoleransı, insanların seyahatlerini kısıtlayan önemli bir faktör olarak görülmektedir. Seyahatleri süresince glutensiz yeme içme ürünlerine ihtiyaç duyan bireyler, bu ürünleri kolaylıkla temin edebilecekleri destinasyonları tercih etmektedir. Ailede var olan gluten hassasiyetli bir kişinin tüm ailenin hatta tüm grubunun seyahat planını etkileyeceği ortadadır (Šálková, ve Tichá, 2020). Bu bağlamda glutensiz ürün seçeneği bulunan destinasyonların pazarlama açısından bir avantaj elde edeceği söylenebilir.

LİTERATÜR

Çölyak hastalığı ya da çölyak dışı gluten duyarlılığından etkilenen kişilerin oluşturduğu pazar segmenti, dünya genelinde oldukça dikkat çekicidir. Avrupa Çölyak Dernekleri Birliği (AOECS), Avrupa'da yedi milyondan fazla kişinin gluten intoleransına sahip olduğunu, ancak bunların çoğunun teşhis edilmediğini belirtmektedir (AOECS, 2019). Bu pazar büyük olmakla birlikte, potansiyel risk algılarını azaltmak için özel seyahat koşullarına ve bilgilere ihtiyaç

duyan çok ilgili ve hassas bir pazardır. Çünkü algılanan risk, seyahat tüketicisini etkileyen önemli bir faktördür (Maser ve Weiermair, 2008). Gıda intoleransına sahip kişiler ya da yakınlarının seyahat kararları her zaman kendilerini savunmasız hale getirebilecek bir dizi gerçek ya da algılanan riskten etkilenmektedir (Cui vd., 2016; Wolff vd., 2019; Johns ve Davey, 2019; Olya ve Al-Ansi, 2018). Özellikle gıda intoleransı içinde gluten intoleransı olan ya da çölyak hastalığına sahip kişiler seyahate çıkmadan önce risk algısı hissettiklerinde savunmasız olduklarını düşünmektedir. Bu kişiler işletmelerde güvenilir yiyecek içecek bulmanın zorluğu nedeniyle kendilerini genellikle izole edilmiş hissetmektedir. Bu nedenle, bu tür turistler için destinasyon seçimi büyük ölçüde uygun ürün arzına ve kalitesine bağlıdır (Roma vd., 2010).

Gıda intoleransı nedeniyle sağlık sorunları olan bireylerin destinasyon ile ilgili bilgi arama sürecine odaklanan araştırmalar açıkça göstermektedir ki, destinasyonlarda yer alan turizm işletmelerinin konuya gösterdikleri önem ve hassasiyet bir tercih sebebi olarak ortaya çıkmaktadır (Muñoz-Mazon vd., 2021). Özellikle glutensiz bir yemeğin nasıl hazırlandığını bilememe korkusu, glutensiz yiyecek içecek seçeneklerinde çeşitliliğin eksikliği, glutensiz hizmet sunan yiyecek içecek işletmelerinin sınırlı sayıda olması ve destinasyona özgü yiyecekleri deneyememe endişeleri ön plana çıkmaktadır (Zarkadas vd., 2006).

YÖNTEM

Bu araştırmanın ana amacı gluten intoleransına sahip turistler için Türkiye'nin bir seyahat destinasyonu olarak potansiyelinin incelenmesi ve mevcut durumunun saptanmasıdır. Araştırma sonucunda destinasyon pazarlaması açısından sektöre öneriler geliştirmesi hedeflenmektedir. Bu amaç doğrultusunda turizm bağlamında "glutensiz ürün" içeriğe sahip olan web siteleri incelenmiştir. Araştırma verisi söz konusu web sitelerinden veri web kazıma tekniği ile elde edilmiştir. Web kazıma sürecinde bir programlama dili olan Python™ yazılımı kullanılmıştır. Yazılım bünyesinden bulunan "requests" ve "beautiful" modüllerinden yararlanılarak kodlar yazılmıştır. Kodlar aracılığıyla saptanan web sitelerinden elde edilen metinler içerik analizi tekniği ile incelenmiştir.

Python™, yaygın olarak kullanılan genel amaçlı, üst düzey bir programlama dilidir. Birden fazla programlama paradigmasını ve otomatik bellek yönetimini desteklemesi ile büyük ve kapsamlı bir standart kütüphaneye sahip olması programı birçok alanda kullanıma uygun hale getirir (Srinath, 2017). Bu çalışmada olduğu gibi birçok çalışmada veri toplamak ve analiz etmek gerekmektedir. Çoğu web sitesi, web sitelerinde görüntülenen verilerin bir kopyasını yerel depolama alanınıza kaydetmenize izin vermez, tek seçenek web sitesi tarafından gösterilen verileri bilgisayardaki yerel bir dosyaya manuel olarak kopyalayıp yapıştırmaktır. Bu çok zaman alabilen çok sıkıcı bir süreçtir. Python™, araştırmacıların birden fazla web sitesinden verileri tek bir elektronik tabloya veya veri tabanına çıkarmasına ve böylece verileri analiz etmeyi veya hatta görselleştirmeyi kolaylaştıran veri kazıma tekniği için uygun bir araçtır (Nigam, H., ve Biswas, P. 2021).

Python™ aracılığı ile yazılan kodlar neticesinde elde edilen metinlere yapılan içerik analizi incelemeleri sonucunda Türkiye'ye yönelik glutensiz seyahat kavramının, *glutenfree Turkey, glutenfree destination, glutenfree travel, glutenfree vacation, glutenfree tour, glutenfree hotel, glutenfree restaurant, glutenfree adventure, glutenfree holiday, glutenfree travel blog, glutenfree travel itinary, glutenfree travel specialist, glutenfree private tour, glutenfree trip, glutenfree travel group, glutenfree abroad, glutenfree travel tips, glutenfree travel plan, glutenfree guide, glutenfree holiday, glutenfree apps* kelimeleri ile eşleştiği tespit edilmiştir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Yiyecek tüketimi bireyin beslenme ihtiyaçlarını karşılamanın yanında aynı zamanda kültürel ve sosyal etkileşim aracıdır. Bunu en güzel örneği de turizm alanında görülmektedir. Gluten intoleransı olan kişiler genellikle izolasyon, utanç, huzursuzluk, rahatsızlık verme duyguları ile karakterizedirler ve seyahat etme konusunda çekinceleri vardır (Schiefert ve Matteucci, 2018). Bu çalışmada gluten intoleransı olan kişilerin ihtiyaçlarının karşılanmasına yönelik "glutensiz seyahat" kavramının ön plana çıkarılması ile sektörde farkındalık yaratma ve konunun önemine dikkat çekilmektedir. Ayrıca elde edilen veriler neticesinde Türkiye turizmi açısından bu alanda eksiklik olduğu görülmekle beraber turistlerin yaptıkları web aramalarının ise glutensiz seyahat konusunda talebin yoğunluğunu vurgulamaktadır.

Konunun öneminin sektör tarafından algılanması, uygulanması ve sürdürülebilirliğinin takip edilmesi özellikle tüketici deneyimi açısından turizme katkı sağlayacak olup bu alanda özellikle Türkiye için veri tabanı oluşmasına da zemin hazırlayacaktır. Bu çalışma ile turistin beklediği deneyimin sağlanması neticesinde bir sonraki seyahat rotasını belirleme konusunda tutum ve kararının da etkilenebileceği öngörülmektedir.

Tüm bunlara rağmen glutensiz seyahat kavramının Türkiye için oluşması ve sürdürülebilirliği sektör algısı ve farkındalığına bağlıdır. Burada süreci; maliyet, koşulların sağlanması, uygulanabilirlik, denetleme ve tüketici deneyimlerinin inceleyerek değerlendirmek gerekmektedir. Yine de glutensiz seyahat üzerinde çalışılması gereken bir konu olmakla beraber sadece sektör farkındalığı değil gluten intoleransı olan bireylerin de kendilerini huzurlu hissedebilecekleri ve beslenme sorunu yaşamadan tatil yapabileceklerini bilmelerini sağlamak memnuniyet açısından büyük avantaj sağlayacaktır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Turizm literatürü incelendiğinde gluten intoleransına sahip turistlerin seyahat öncesi, sırası ve sonrası deneyimine yönelik araştırmaların sınırlı olduğu görülmektedir. Bu çalışma, destinasyon pazarlaması literatürüne gluten intoleransı olan tüketicilerin, seyahate çıkmadan önce bilgi arama süreçlerinden etkilenerek destinasyon seçimine karar vermesi fikrini içermesi ve bu tüketicilere yönelik bilgi arama süreci, algılanan risk ve hizmet deneyimi aşamaları hakkında yeni bir bakış açısı geliştirmesi bakımından katkı sağlamaktadır. Ayrıca araştırma sonucunda, Türkiye için henüz gelişme aşamasında olan glutensiz seyahat kavramına ilişkin öneriler destinasyon pazarlaması bağlamında konaklama, yeme içme ve ulaştırma işletmeleri doğrultusunda geliştirilmiştir.

Doğası gereği turistik ürün bir deneyim ürünüdür ve deneyim ürünleri tüketiciler için daha yüksek bilgi ihtiyacının oluşmasına neden olur. Ayrıca, hizmet sağlayıcının hizmet sunumunda yüksek bir değişkenlik söz konusudur. Bu değişkenlik ise, tüketicilerin bu tür bir hizmeti satın alırken yüksek derecede performans riskiyle de karşılaşmasına neden olmaktadır (Mitra, vd., 1999). Bu nedenle gluten intoleransına sahip tüketiciler destinasyon seçiminden önce detaylı bilgi aramaya yönlenmektedir. Bu aşamada ise en çok başvurulan bilgi kaynaklarından biri web siteleridir. Bu araştırma ile Türkiye'nin bir turistik destinasyon olarak gluten intoleransına yönelik sunduğu ürün arzını ortaya koyan web siteleri incelenmiştir. Bu bağlamda yapılan araştırma, hem destinasyon pazarlamasına farklı bir pazar grubu açısından yaklaşması hem de web kazıma tekniği ile veri incelemesi bakımından alana katkı sağlayacak bir özellik taşımaktadır. Diğer yandan araştırmanın dezavantajlı bir tüketici grubunu ele alması nedeniyle sosyal sorumluluk yönü de bulunmaktadır. Araştırma sonucunda seyahat bilgi süreci açısından

tüketicilere, turistik destinasyonlarda sorumluluğu olan turizm paydaşları, yiyecek içecek işletmeleri ve konaklama yöneticilerine ve toplumun kendisine öneriler sunulmaktadır.

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A RESEARCH ON DETERMINING THE PROFESSIONAL QUALIFICATIONS OF CHEFS WITH WORKING EXPERIENCE IN RESTAURANTS ON LAND AND CRUISE SHIPS

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INTRODUCTION

Cruise tourism is in increasing demand day by day with developing technology and increasing globalization. In addition to the attractiveness of cruise ship routes, the food and beverage options and diversity on cruise ship ships are among the factors that create passenger satisfaction. Chefs working in restaurants on cruise ships have a key role in creating passenger satisfaction by presenting the flavors of different cultures to passengers from different cultures . The aim of this study is to examine the experiences of chefs who have worked on land and are working on cruise ships and to shed light on the subject for chefs and gastronomy students who are considering working on cruise ships.

LITERATURE

Cruise ship Cruise Lines International Association (CLIA- Cruise Lines According to the International Association) , “a person whose trip is pre-scheduled, in deep waterstwo or more days" (CLIA, 2012). Based on the definitions and literature review, it is defined as "accommodation, food and beverage, animation, where the routes to be visited and the duration of stay on these routes are determined in advance" (CLIA, 2012). It can be defined as "a tourism activity that operates by bringing together services such as land tours and prioritizes customer satisfaction by appealing to the special interests and especially the tastes of its passengers." With increasing competition, the importance of food and beverage departments of cruise ships is increasing day by day. For this reason, the concept of food and beverage on cruise ships is no longer just meeting needs, but also it has taken an important place in passenger satisfaction with its " fine - dining " concept . As a result of the literature review, it is seen that the studies are generally aimed at cruise ship passengers .

METHOD

The interview technique from the qualitative research approach was used in the research. Volunteerism was sought from the people interviewed. A semi-structured interview form was prepared and expert opinions were obtained by five academicians who are experts in the field.

Face-to-face interviews were held during their off hours with three chefs who work on cruise ships belonging to different companies and have previous experience working on land. The assumption of this research is that the statements in the interviews were made in honesty and good faith. The interviews were held in May-June 2024.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

This research was limited to chefs who had experience working in restaurants on land and cruise ships. According to the results obtained in the research findings, there are differences between working as a chef on a cruise ship and on land. It is emphasized that, in addition to the professional skills required to be a chef on cruise ships, psychological resilience is also an important factor to have. It is pointed out that working with a team consisting of individuals from many different countries with different languages and cultures in the kitchen of cruise ships brings with it some difficulties, especially when compared to working on land . The importance of making necessary plans regarding food supply and preservation on cruise ships is emphasized in terms of passenger health and satisfaction .

UNIQUE VALUE OF THE RESEARCH

The majority of the studies in the literature are on customer satisfaction, cruise ship menus, and service quality who received service from restaurants on cruise ships. The fact that there are few studies on the differences in working as a chef on land and on cruise ships increases the importance of this study and is thought to be a source for future studies.

COMPARISON OF CITIES INCLUDED IN THE UNESCO CREATIVE CITIES NETWORK OF IRAN AND TURKIYE IN THE FIELD OF GASTRONOMY

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INTRODUCTION

Turks, who brought their culture and traditions to the places they went to when they migrated from Central Asia, preserved their unique eating habits, but were influenced by these cultures and traditions when they encountered the new food cultures of the region they visited. The fact that the Seljuk and Ottoman states included many different ethnic and religious groups due to their imperial characteristics is one of the important factors that ensure the diversity of Turkish Cuisine. According to general opinion, Turkish Cuisine is one of the best cuisines in the world (Demirgül, 2018: 105).

Turkish Culinary culture has a history that covers a historical process and extends from Central Asia to the present day. The origins of the Turks, dating back to the 10th and 11th centuries, stem from nomadic cultures in Central Asia. Migration movements during this period caused the Turks to spread to different geographies and enter into the cultural interaction of these regions. Turks leaving Central Asia and settling in Anatolia and various other regions diversified and enriched their culinary culture. In addition, during the Seljuk and Ottoman Empires, the palace culture developed culinary arts and introduced new tastes. Throughout this historical process, Turkish Culinary culture has been influenced by various civilizations and evolved while preserving its unique characteristics. Today, Turkish cuisine is known worldwide for its rich variety of ingredients, traditional dishes and unique tastes. Turkish cuisine is considered a cultural heritage and continues its diversity today, reflecting an accumulation of knowledge nourished by the places where Turks have lived throughout history.

The unity provided by Islam should be perceived as an essential similarity, not as a homogeneity. This situation is seen in the kitchen, as in many areas throughout the Middle East. Although each region and even region has its own culinary understanding, it is possible to see many common behaviors in the same region and regions, such as not eating pork and mostly not drinking alcoholic beverages. Today's Middle Eastern culinary culture has been shaped and continues to be shaped by a series of parameters originating from history, geography and religion. While the region is adjacent to the Mediterranean on one side and has a share in the material civilization produced in that basin; On the other hand, it turned towards the Central Asian plateau and hosted migrations from the east, and also welcomed many dynasties. From the very beginning, the Middle East has been the inheritor of successive settled and agricultural civilizations; On the other hand, it is a region with a rich heritage that has been deeply influenced by nomadic communities and cultures. From Morocco to Iran, from Yemen to Central Asia, Middle Eastern peoples who share common ingredients and similar cooking methods can be grouped under several culinary traditions influenced by each other. In the region

where dozens of states are located, Turkish, Iranian and Egyptian cuisines stand out with their historical background, political importance and rich content (Közleme, 2012: 11-13).

Within the scope of gastronomy tourism, many activities are included, such as visiting the production places of products such as wine and olive oil, food tastings specially prepared by chefs, and gastronomy festivals. With gastronomy tourism, countries benefit from such events in order to increase their recognition, provide economic benefit, diversify their income sources and ensure rural sustainability, and increase or diversify their gastronomy tourism potential. UNESCO creative cities network, which makes significant contributions to the provision of these benefits and the effectiveness of gastronomy tourism, is a program created by UNESCO in 2014 and aims to ensure the sustainable development of cities. UNESCO selects cities under different themes within the scope of the program, and being selected for the creative cities network provides significant contributions to cities (Şahin and Ünlüönen, 2021:1205).

Within the scope of the UNESCO creative cities network, Gaziantep, Hatay and Afyonkarahisar from Turkey, and Kermanshah and Rasht from Iran were selected as "Cities of Gastronomy". For this purpose, the gastronomy values, features, food types and cooking practices of the cuisine of Iran's Kermanshah and Rasht provinces and Turkey's Afyonkarahisar, Gaziantep and Hatay provinces were reviewed in the literature and their similarities and differences were compared from different angles and revealed. Within the scope of the study, firstly, a literature review was conducted on two culinary cultures and then the data obtained was evaluated in line with Unesco criteria. As a result of the evaluation, it was determined that there were significant similarities, especially in cooking techniques, spice use, rice, bulgur and bread consumption. Although there are differences in their names and raw material preferences, it is noteworthy that there are a significant number of dishes that are similar in their preparation and appearance.

LITERATURE

Turkish cuisine

When Turkish Culinary culture is examined, we can see a historical process of the Turks dating back to the 10th and 11th centuries from Central Asia to the present day. Factors such as the diversity of products offered by Asian and Anatolian lands, the interaction with other cultures throughout the historical process, the presence of newly developed tastes in the Seljuk and Ottoman palaces, and the existence of Anatolian cuisine originating from Mesopotamia are the factors that provide the colorfulness and richness of variety of Turkish cuisine. Turkish Culinary culture, which dates back to the nomadic culture, Anatolia, Seljuk and Ottoman history, is very developed and mature until today. Turkish Cuisine culture, which has ancient roots, spread over a wide geography and has a rich variety, is among the greatest cuisines in the world. Turkish Culinary culture, which extends from nomadic culture to the Anatolian, Seljuk and Ottoman past, has shown great development and maturation over time. In Turkish local cuisine, which has a deep-rooted and versatile structure, the dishes traditionally served on the tables include soups, meat dishes, vegetables with olive oil, salads and desserts. Habits such as eating quickly at the table, eating together from the same plate, reciting the Bismillah before starting a meal, and performing a table prayer at the end of the meal have survived from the past to the present. It is observed that these traditional practices continue even today (Güler, 2010: 24-25).

Meat and fermented dairy products of Central Asia, grains of Mesopotamia, vegetables and fruits of the Mediterranean environment, combined with spices of South Asia, have created a rich food culture. With the Islamic religion, the meat of animals such as pigs, donkeys and frogs has been forbidden in Turkish cuisine. Today, consumption of grains and grain products ranks first throughout Türkiye, while vegetable consumption ranks second. The habit of consuming

olive oil is common in the Marmara, Aegean and Mediterranean regions. The highest fruit consumption is in the Aegean region, the highest fish consumption is in the Black Sea region, and the highest cola consumption is in the Mediterranean region. In the Southeastern Anatolia region, yoghurt consumption is higher than milk consumption, and in Central Anatolia, the consumption of poultry meat and fish is equal (Ertaş and Gezmen-Karadağ, 2013: 117).

Iranian Cuisine

Iran is a country located in the Middle East, bordering the Caspian Sea and the Persian Gulf, forming a high and dry plateau surrounded by mountains in the north. In these regions, winter months are generally cold and summer months are quite hot. Its soils are fertile and water is transmitted from the mountains to agricultural lands and orchards through underground channels. Along with viticulture, which has been going on for thousands of years, date and orange trees grow in the south. Iranian cuisine is a cuisine that has been shaped over a long historical process, resists Western styles and global diets, but interacts with various culinary cultures. The basic ingredients of Iranian cuisine are lamb, spices, rice and bulgur; Kebabs, meat dishes and dumplings are among the basic food types. In traditional cuisines, bread, which is important for Iranian cuisine, is often served as a plate under the meal. In addition to wheat, barley and rice, which have an important place in Iranian cuisine, saffron, cinnamon and coriander are the most preferred spices, and pickles and lavash are served at every meal (Pulluk, 2022: 16).

Iran, which has rich vegetation due to the diversity of its climate, is suitable for growing date trees due to the extreme temperatures along the Persian Gulf, and is defined as the land of vegetables due to the amount of rainfall the Caspian Sea coast receives. In Iran, wheat, rice, dates, tea, olives, peaches, apricots, pomegranates, grapes, pistachios, walnuts, eggs and milk production and chicken, sheep and goat breeding come to the fore. It is also the land of origin of Iranian spinach, from which rose water is obtained from world-famous roses. Iranian cuisine, which stands out with wheat, lamb, poultry, yoghurt, eggplant, stuffed vegetables and sweet pastries, dishes made with rice, and the use of fruit in meals, which are similar to Muslim Middle Eastern cuisines, has influenced many cultures (Pulluk, 2022: 16; Közleme, 2012: 16; Lahsaeizadeh, 2001: 131).

The reason why Iranian dishes, which have changed little over the centuries, have not spread throughout the Middle East is the habit of using sweet and sour elements together, which comes from the Persians and adds originality to Iranian cuisine. Lamb stew with spinach served with prunes, lamb with pomegranate juice and honey rice, beef with spinach and vinegar, duck with sour cherry or pomegranate sauce and served with yoghurt and walnut paste are among the most important aspects that give identity to this cuisine (as cited in Roger Közleme, 2012: 16).). Another feature of Iranian cuisine is the abundant use of fresh herbs such as parsley, dill, mint and cress in meals. Rice bears the mark of Iran, with its many different types, from the longest to the most delicious, being used in different ways. Although rice, which replaced wheat in the country towards the end of the Middle Ages, originated in East and South Asia, it was the Iranians who used and developed it in all its aspects. Iran's rice eating tradition is unlike that of any other civilization. Rice, which is highly respected in the country, is not replaced by another product such as bulgur or millet. If there is no rice, another dish is prepared (Közleme, 2012: 16).

METHOD

In the research, depending on the purpose of the study, first the relevant domestic and foreign literature was scanned and the concepts were explained, then a literature review was conducted

on the two culinary cultures and the data obtained was in line with the criteria in the study of Xiaomin, C. (2017), who detailed the eight criteria determined by the UNESCO Creative Cities Network and divided them into sub-dimensions. was evaluated accordingly.

Within the scope of the study, 8 criteria, 22 dimensions and 66 quantitative indicators used in the study of Xiaomin, C. (2017), which were thought to analyze the purpose, were used.Data will be collected online from websites between 15.11.2023-15.03.2024 (Afyonkarahisar İl Kültür ve Turizm Müdürlüğü, 2023; Afyonkarahisar Valiliği, 2023; Zengin ve Gürkan, 2019: 231; GastroAfyon, 2023; Gaziantep İl Kültür ve Turizm Müdürlüğü, 2023; Giritlioğlu vd. 2016:

134-135; Hatay Valiliği, 2023; Kermanshah University of Medical Sciences, 2023; Travelopersia, 2023; TakRecipe, 2023; TapPersia, 2023; TasteIran, 2023; Rasht, 2023).

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

In the internet resources used in the study, academic publications and websites of government institutions were tried to be used for the provinces of Afyonkarahisar, Gaziantep and Hatay, but all accessible sources for the Iranian cities of Kermanshah and Rasht were evaluated and valid findings were tried to be reached by comparison.

ORIGINAL VALUE OF THE RESEARCH

The unique value of the study is the gastronomy values, characteristics and characteristics of the cuisine of Iran's Rasht and Kermanshah provinces and Afyonkarahisar, Gaziantep and Hatay provinces, which have been accepted to the United Nations Educational, Scientific and Cultural Organization (UNESCO) Gastronomy Creative Cities Network (UCCN) as of 2021. It is to reveal the similarities and differences by comparing food types and cooking practices in line with the Gastronomy Creative Cities Network criteria.

KAHRAMANMARAŞ YEMEK KÜLTÜRÜ ÜZERİNE NİTEL BİR ARAŞTIRMA

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GİRİŞ

Kahramanmaraş mutfak kültürü, içinde bulunduğu coğrafyanın zenginlikleri sayesinde yeme içme unsurlarının genişçe yer bulduğu önemli bir yere sahiptir. Söz konusu bu mutfak kültürünün şekillenmesinde zengin bitki çeşitliliği ve flora zenginliğinin yanında kültürün şekillenmesinde önemli rol oynayan geçiş dönemleri (doğum, düğün, cenaze gibi) olarak bilinen evreler etkili olmaktadır.

Bu çalışmanın amacı, Kahramanmaraş'ın zengin mutfak kültürünü ve unutulmaya yüz tutmuş geleneksel yemeklerini detaylı bir şekilde araştırmak ve belgelemektir. Bu bağlamda, özellikle geçiş dönemlerine özgü yemeklerin tespit edilmesi ve bu yemeklerin kültürel ve tarihsel öneminin ortaya konulması hedeflenmektedir. Çalışma, hem yerel halkın hafızasında yer etmiş tarifleri derlemeyi hem de bu yemeklerin gelecek nesillere aktarılmasını sağlamayı amaçlamaktadır. Ayrıca, bu araştırma sayesinde Kahramanmaraş mutfak kültürünün tanıtılması ve korunmasına katkıda bulunulması hedeflenmektedir.

Çalışmanın önemi, yalnızca Kahramanmaraş'ın mutfak kültürünü koruma ve yaşatma noktasında değil, aynı zamanda bu kültürün tanıtılması ve daha geniş kitlelere ulaştırılması açısından da büyüktür. Geleneksel yemeklerin ve tariflerin belgelenmesi, hem akademik alanda önemli bir boşluğu dolduracak hem de gastronomi meraklıları için değerli bir kaynak oluşturacaktır. Bu araştırma sayesinde, Kahramanmaraş'ın mutfak kültürü ve bu kültürün arkasındaki tarihsel ve sosyal bağlam daha iyi anlaşılacak ve bu bilgi birikimi, gelecek nesillere aktarılarak korunmuş olacaktır. Ayrıca, çalışmanın bulguları, Kahramanmaraş'ın gastronomi turizmine de katkı sağlayarak, yerel ekonomiye olumlu etkilerde bulunabilecektir.

LİTERATÜR

Hem ulusal hem de uluslararası literatürde Kahramanmaraş mutfak kültürünü ve unutulmaya yüz tutmuş geleneksel yemeklerini konu alan neredeyse hiç nitel çalışmanın olmaması dikkat çekicidir. Ulusal kaynaklı çalışmalarda (Küpelikılıç, 2013; Küpelikılıç, Hösükoğlu & Ünal, 2013; Yılmazoğlu, 2014; Akbudak ve Turgay, 2022) Kahramanmaraş mutfak kültürü, (Aldıoğlu, 2022; Çelik & Özkaya, 2022) Kahramanmaraş mutfak kültüründe sumak ekşisi akıtının içeriği, üretim tekniği ve farklı tüketim şekilleri, (Altun, 2015; Gök, Sezgin & Yıldırım, 2017; Kaya, & Seçim, 2020) geleneksel olarak yapılan Kahramanmaraş tarhanası, (Kaya, Karabekmez Erdem, & Tekin, 2017; Çavuş, Türkmendağ & Güldoğan, 2018) turistik bir ürün olan Maraş dondurması, (Dayısoğlu, Yörükoğlu & Ançel, 2017) Kahramanmaraş'ın coğrafi işaretli ürünleri ve ilin potansiyeli, (Gül, 2022) Kahramanmaraş tematik mutfak müzesi ve dondurma müzesi, (Kadığolu Çevik, 1997) Türk mutfağının Akdeniz mutfak kültürünün genel özellikleri, (Karademir, Sandal, & Urhan, 2018; Kargiglioğlu, 2020; Kırmızıkuşak, 2022) Kahramanmaraş ilinin gastronomi turizmi potansiyeli ve algısı ele alınmaktadır. Ancak, bu

çalışmaların ya ürün odaklı olması ya da turizm potansiyeli gibi SWOT analizi şeklindeki çalışmaları kapsadığı dikkat çekmektedir. Bu noktadan hareketle, Kahramanmaraş'ın unutulmaya yüz tutmuş geleneksel yemeklerini, geçiş dönemlerine özgü yemeklerinin tespit edilmesi ve bu yemeklerin kültürel ve tarihsel öneminin ortaya konulması bakımından bir çalışmanın yapılması gerekliliği ortaya çıkmaktadır. Bu bağlamda, mevcut çalışmada (i) literatürdeki Kahramanmaraş mutfak kültürünü ele alan araştırmalarının gözden geçirilmesi, (ii) Kahramanmaraş mutfak kültüründeki unutulmaya yüz tutmuş geleneksel yemeklerin belirlenmesi ve (iii) geçiş dönemlerindeki gastronomik uygulamaların keşfedilmesi amaçlanmaktadır.

YÖNTEM

Bu çalışmada Kahramanmaraş mutfağı geçiş dönemi (doğum, evlenme ve ölüm) yiyecek ve içecekleri nelerdir?, Kahramanmaraş mutfak kültüründe unutulmaya yüz tutmuş yöresel yemekler nelerdir? ve Unutulmaya yüz tutmuş bu yemeklerin nesilden nesle aktarımı için neler yapılmaktadır? sorularına yanıt aranmaktadır. Kahramanmaraş mutfak kültürünün korunması ve gelecek kuşaklara aktarılması için yapılması gerekenlerin belirlenmesi amacıyla amacıyla nitel bir araştırma yaklaşımı kullanılmaktadır. Araştırma deseni olarak durum çalışması deseni benimsenmektedir. Bu sayede de derinlemesine ve kapsamlı bilgiye erişim sağlanacağı düşünülmektedir. Veri toplama tekniği olarak, belirli bir konuya dair katılımcıların duygu, düşünce, fikir ve deneyimlerini paylaşmalarını sağlayan bir veri toplama tekniği olarak görüşme yöntemi kullanılmaktadır. Araştırma evreni Kahramanmaraş'ta yaşayan kişiler oluştururken örneklemini ise Onikişubat, Dulkadiroğlu, Pazarcık, Göksun, Elbistan ve Afşin ilçelerinde yaşayan 50 yaş ve üzeri 13 kişi oluşturmaktadır. Araştırma verileri amaçlı örnekleme tekniğinden kartopu örnekleme tekniğine dayalı olarak 25 Nisan ile 25 Mayıs 2024 tarihleri arasında toplanmıştır. Verilerin analizinde içerik analizi ve betimsel analiz tekniklerinden yararlanılmıştır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu çalışmada, birçok çalışmada olduğu gibi bazı sınırlılıklar mevcuttur ve bu sınırlılıklar ileriki çalışmalar için öneriler olarak sunulabilir. İlk olarak, bu çalışmada yalnızca 13 kişi ile görüşülmüştür. Görüşülen kişi sayısı nitel çalışmalar için kabul edilebilir bir düzeyde olsa da, daha fazla katılımcı ile görüşmek sorunların çeşitlenmesine neden olabilir. İkinci olarak, bu çalışmada Kahramanmaraş mutfak kültürüne özgü geçiş dönemlerindeki gastronomik uygulamalar ve unutulmaya yüz tutmuş yöresel yemeklerin belirlenmesi ile bunların nesilden nesle aktarımıyla ilgili sorunlar sadece nitel araştırma yöntemi kullanılarak incelenmiştir. Gelecek çalışmalar, bu çalışmada tespit edilen sorunları da kullanarak, X, Y ve Z kuşakları üzerinde nicel araştırma yöntemini uygulayabilirler. Üçüncüsü, bu çalışmada sadece Kahramanmaraş'taki altı ilçe üzerinde durulmuştur. İlerleyen çalışmalarda, on bir ilçenin tamamı karşılaştırmalı olarak incelenebilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Kahramanmaraş mutfak kültürü konusundaki ana akım literatürde, nitel ve nicel çalışmaların sayısı (Akbudak ve Turgay, 2022; Aldıoğlu, 2022; Çelik & Özkaya, 2022; Kırmızıkuşak, 2022) giderek artmaktadır. Bu çalışmada, Kahramanmaraş'ın zengin mutfak kültürünü ve unutulmaya yüz tutmuş geleneksel yemeklerini detaylı bir şekilde araştırılarak, geçiş dönemlerine özgü yemeklerin tespit edilmesi ve bu yemeklerin kültürel ve tarihsel öneminin ortaya konması

amaçlanmaktadır. Bu amaçla, nitel bir araştırma yaklaşımı kullanılmakta, 13 yerli halktan katılımcıdan elde edilen veriler hem içerik hem de betimsel olarak analiz edilmiştir. Bulgulara göre, Kahramanmaraş mutfak kültürüne özgü bilgi birikimin genel olarak düşük olduğu ayrıca nesiller arasında geleneksel yemekleri tanıma ve bu yemekleri yapma konusunda yetersizliklerin olduğu belirlenmiştir. Kahramanmaraş mutfak kültüründe unutulmaya yüz tutmuş yemeklerin arasında pıtpıt lepesi, ıspanak lepesi, kabak lepesi, pirinç lapası, bulamaç, soğanlama sulusu, ekşili pancar sapı sulusu, galli li köfte, pirpirim aşı, ekşili turşu, ışgın kavurma (çiriş otu kavurması), bastık kavurmalı yumurta kocabaşlı yumurta, havuç ekşilisi, tarhana köftesi, tarhana kavurması, tarhana salatası, tereyağlı tarhana dövme aşı, ekşili et kabağı sulusu ve içecekler arasında ise revanda şerbeti olduğu tespit edilmiştir. Söz konusu bu yemeklerin unutulmaması için neler yapılması gerektiği ile ilgili elde edilen bulgular ise yöresel yemeklerin ticari restoranlarda yer alma durumunun yetersiz olduğu bu konuda yerel restoranların menülerinde yer verilmesi gerektiği görülmüştür. Bu sayede kenti ziyaret eden kişilerin yerel yemekleri deneyimlemelerine olanak sağlanmış olacaktır. Ayrıca yöresel yemeklerin yapımının meşakkatli oluşu ve yeni nesil tarafından çok fazla tercih edilmediği elde edilen bulgular arasında yer almaktadır. Bu bağlamda da geleneksel değerlerin kuşaklar arasında aktarımının sağlanması gerekmektedir. Dahası yerel halkın da yöresel yemeklerin farkındalığı tanıtım ve eğitim çalışmaları ile sağlanması gerekmektedir. Özellikle kırsal kesimlerde geleneksel yemeklerin hala sürdürülebilirliğinin sağlandığı, geçiş dönemi olarak bilinen doğum, evlenme ve ölüm gibi dönemlerde de eskiye nazaran birçok değişim ve dönüşümün olduğu belirtilmiştir. Bu dönemlere ilişkinde yerel yöneticilerin teşvikleri etkili olacağı düşünülmektedir. Çalışmanın teorik ve pratik etkilerinden de bahsedilmelidir. Kahramanmaraş mutfak kültüründe unutulmaya yüz tutmuş geleneksel yemekleri ve geçiş dönemlerindeki uygulamaları belirlemeyi amaçlayan bu çalışma ile yöresel mutfağa yönelik farkındalığın oluşması ve bu durumun da sürdürülmesi bakımından önem arz etmesi ve bu saye de literatüre katkı sağlayabileceği öngörülmektedir.

SYSTEMATIC REVIEW ON COST CONTROL PROCESS AND STANDARDS IN FOOD AND BEVERAGE

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INTRODUCTION

Food and beverage businesses, as a significant part of the service sector, must prioritize cost control to sustain their operations in a highly competitive environment, increase profitability and sales, and ensure customer retention and satisfaction. Compared to other businesses, cost control in food and beverage businesses is more challenging due to the perishable nature of food items, which cannot be stored for long periods, and the labor-intensive nature of the industry. However, the primary goal of all businesses, including food and beverage businesses, is to maximize profit. Therefore, food and beverage businesses need to increase their sales levels and use their resources efficiently. The fundamental task of cost control, which is an integrated process from purchasing to revenue control in food and beverage businesses, is to achieve this efficiency. In this context, the main objective of this study is to systematically synthesize and evaluate studies on cost control in food and beverage businesses. For this purpose, the study employs the systematic review technique as the research design to answer the question: "What is the trend and current status of research on cost control in food and beverage businesses in the national literature?"

LITERATURE

Cost control in food and beverage businesses involves eliminating excessive food, beverage, and labor costs through management oversight in all cost-related areas (Akbulut & Arslan, 2015). Hence, it is a critical element that directly impacts both the profitability and long-term sustainability of food and beverage businesses. Therefore, labor costs, material costs, and other operational expenses in food and beverage businesses must be continuously monitored and controlled (Dopson & Hayes, 2016).

The objectives of food and beverage cost control include analyzing revenues and expenses, establishing and maintaining standards, pricing, preventing waste and theft, and informing management (Erdinç, 2009). Food and beverage cost control is a process that starts with the purchasing of food and beverages, continues with receipt control, storage control, issuance from storage, production control function, and concludes with revenue control. This process occurs in an integrated manner (Özgür Göde, 2020). According to Çetiner (2002) and Rızaoğlu and Hançer (2005), effective cost control in food and beverage businesses requires the

establishment of five standards: standard material card, standard recipe, standard yield, standard portion, and standard food cost percentage.

The standard material card includes information that defines the materials used or to be used in restaurants in terms of shape, size, weight, color, durability, density, taste, etc., facilitating the recognition of materials by personnel during order receipt. The standard recipe is a fixed formula created to ensure a dish's consistency in quality, taste, and appearance (Gönen & Ergun, 2008), and it simplifies food preparation. The standard yield enhances the effectiveness of food cost control by facilitating the planning of products produced in restaurants (Kahya, 2004). The standard portion specifies the amount (size) of a particular dish to be served to a customer in restaurants (Yılmaz, 2005). The standard food cost percentage is the ratio of the cost of food sold to the revenue generated from food sales in restaurants (Schmidgall & Damitio, 1996; Köroğlu, 2007). These five standards function cohesively.

In this context, cost control, which is vital for preventing excessive costs, increasing profitability, and ensuring sustainability in food and beverage businesses, can be achieved through the continuous monitoring and control of labor and material costs, and by establishing and maintaining standards through revenue and expense analysis.

METHOD

In this study, which aims to synthesize and evaluate evidence regarding the concept of cost control in food and beverage businesses, the systematic review technique was used as the research design. Systematic review, also known as research synthesis, research review, or research compilation (Cooper, Hedges, & Valentine, 2019), is generally defined as the synthesis of publications related to a specific research question by bringing them together within predetermined criteria to answer a particular research question. The main characteristics of systematic reviews include the predefined identification of a research question, clarity on the scope of the review and which studies are eligible for inclusion, making every effort to find all relevant research, considering the issues of bias in included studies, and analyzing the included studies to reach unbiased and objective conclusions based on all identified research (Lasserson, Thomas, & Higgins, 2019). In this context, systematic reviews are structured and comprehensive syntheses of a large number of studies conducted with similar methods to determine the best available research evidence in their field by experts.

The systematic review technique involves several procedural steps. These steps are: defining the research question, determining inclusion and exclusion parameters, conducting the literature review, selecting the studies to be included, collecting and analyzing data, and interpreting and writing up the results (Gough, Oliver, & Thomas, 2012). This study was conducted considering these procedural steps.

The research question and sub-questions defined within the scope of this study and addressed using the systematic review technique are as follows:

- Research Question: What is the trend and current status of research on cost control in food and beverage businesses in the national literature?
- Sub-questions of the Research:
- What are the main findings reached in studies on cost control in food and beverage businesses?
- What is the distribution of studies on cost control in food and beverage businesses in the national literature over the years?
- What research methods are used in studies on cost control in food and beverage businesses in the national literature?

- What costing methods are used in studies on cost control in food and beverage businesses in the national literature?
- What is the distribution of keywords used in studies on cost control in food and beverage businesses in the national literature?

After determining the research question in systematic reviews, it is necessary to search for relevant studies. Therefore, in this study, to avoid potential bias, multiple electronic databases (DergiPark, Google Scholar/Google Akademik, and EBSCOhost) were used, focusing on studies on cost control in food and beverage businesses. Only peer-reviewed journal articles published in Turkish or English were considered, excluding books, conference papers, grey literature, and unpublished studies. The screening process for the systematic review was conducted between May and June 2024. Research on cost control in food and beverage businesses was searched in the titles and abstracts of the studies using the search formula ("cost" OR "cost control") AND ("food and beverage business" OR "food and beverage department" OR "restoran" OR "restaurant").

IMPACT AND LIMITATIONS OF THE RESEARCH

Food and beverage businesses provide numerous services together to ensure customer satisfaction, which significantly differentiates them from manufacturing businesses. This distinction makes it challenging to calculate the cost of the produced product. Cost control is defined as the process used by managers to regulate costs and protect against excessive costs. The primary goal of cost control is to eliminate excessive costs in food, beverage, and labor cost elements and ensure that entrepreneurs operate profitably (Köroğlu, Biçici, & Sezer, 2011).

Regarding the scientific/academic impact of the study, it contributes to the literature by focusing on the importance of the cost control process, its elements, and standards in food and beverage businesses. When the research results are evaluated from economic/commercial/social perspectives, it is seen that the systematic evaluation of the food and beverage cost control process will serve as a guide for businesses in calculating their costs. Additionally, as previously mentioned, business managers use cost control to determine costs and avoid excessive costs. Therefore, the findings of this study will provide food and beverage businesses with a competitive advantage.

However, the study has some limitations. These limitations are: 1) The study includes only articles published in Turkish and English in the national literature; 2) It consists solely of academic articles published in the DergiPark, Google Scholar, and EBSCOhost electronic databases; and 3) The limited number of articles related to the research topic in the national literature.

ORIGINALITY OF THE RESEARCH

Food and beverage businesses are an important part of the service sector within the social and economic structure of society. In this highly competitive sector, achieving sustainable success requires effective cost control. Through cost control, food and beverage businesses can provide the desired quality of service. Additionally, cost control allows for the development of standards, comparison of actual figures with standards, accounting for as many costdetermining factors as possible, and saving on controllable cost elements (Azaltun, 2007). The standards established help ensure consistency in the production process, enable the determination and control of costs in advance, assist in healthier pricing strategies in food and beverage businesses, and contribute to more accurate calculation of profit margins. In this context, the study is

significant as it deeply examines the importance of cost control in food and beverage businesses, its process, the effectiveness of standards, and the benefits provided by cost control.

A comprehensive literature review revealed that numerous studies on cost control in food and beverage businesses have been conducted (Çiftci & Köroğlu, 2008; Yandrasevich, 2011; Dönmez, Arıcı & Kutluk, 2011; Akbulut & Aslan, 2015; Anasız, 2019; Sahni & Khanduja, 2023). However, no systematic study has been found that systematically addresses the research findings. The theoretical contribution of the study is to contribute to the literature by systematically addressing the literature on cost control in food and beverage businesses. The practical contribution of the study is to guide businesses and managers in effectively using cost control and standard recipes.

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URLA'NIN GASTRONOMİK KİMLİĞİNİN DESTİNASYON İMAJINA VE DAVRANIŞSAL NİYETİNE ETKİSİNİ BELİRLEMEYE YÖNELİK BİR ARAŞTIRMA

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GİRİŞ

Destinasyonların markalaşmasında gastronominin rolü giderek daha belirgin hale gelmektedir Günümüzde turistlerin, belirli bir yemeği denemek, ünlü şeflerin yemeklerini tatmak ve gastronomi festivallerine katılmak gibi sebeplerle seyahat ettikleri bilinmektedir (Yazıcıoğlu & Akbulut, 2018).. Dünya Turizm Örgütü'nün Gastronomi Turizmi Raporu'na göre, dünya turizm gelirlerinin %30'u yeme-içme harcamalarından gelmektedir. Ayrıca, turistlerin %88,2'si destinasyon seçimi yaparken yemek faktörünün önemli olduğunu belirtmektedir (TÜRSAB, 2014).

Destinasyonlar, ziyaretçilerin duygusal deneyimleri, algıları, beklentileri ve önyargılarına bağlı olarak şekillenen ve çağrışımlar aracılığıyla belirli kişilik özelliklerini yansıtan turistik mekânlar olarak tanımlanabilir (Ekinci ve Hosany, 2006). Bu bağlamda, destinasyonların algılanan özellikleri ziyaretçilerin tercihlerini ve deneyimlerini belirlemede önemli rol oynar. Bu araştırma, destinasyon imajının ziyaretçi davranışları üzerindeki etkilerini anlamaya yönelik kapsamlı bir değerlendirme sunarak, turizm yöneticileri ve planlamacılar için stratejik yönlendirmeler sağlamayı amaçlamaktadır.

Çalışma, Temmuz-Ağustos 2024 tarihleri arasında Urla'yı ziyaret eden yerli turistlerin gastronomik kimlik ve destinasyon imajı algılarının davranışsal niyetlerine etkisini değerlendirerek katkı sağlamaktadır. Çalışma, kolayda örnekleme yöntemiyle 400 katılımcı üzerinde yürütülmüş olup, bu yöntemin sınırlılıkları ve metodolojik yaklaşımı net bir şekilde belirtilmiştir. Elde edilen bulgular, bölgenin gastronomik turizm potansiyelini anlamak ve yönetmek için kritik bir öneme sahiptir. Araştırmanın sonuçları, destinasyon yöneticileri ve turizm planlamacıları için stratejik kararlar alırken rehberlik sağlayabilir, aynı zamanda sürdürülebilir turizm politikaları geliştirilmesine katkıda bulunabilir. Bu çalışma, Urla'nın gastronomik kimliğinin ve destinasyon imajının turistik çekiciliğini artırma potansiyeline işaret etmektedir, gelecekteki benzer araştırmalar için bir temel oluşturarak literatüre katkı sağlamaktadır.

Bu araştırmanın amacı yeri turistlerin gastronomik kimlik algıları ve destinasyon imajı algılarının davranışsal niyetleri üzerindeki etkisini belirlemektir. Çalışmanın alan araştırması Temmuz-Ağustos 2024 aylarında Urla'da gerçekleştirilecek olup, veriler alanyazında geçerliliği ve güvenirliği kanıtlanmış ölçeklerin yer aldığı bir anket formu ile toplanacaktır. Urla'yı ziyaret eden yerli turist sayısına ilişkin net bir veri bulunmaması nedeniyle örneklem büyüklüğü uygulanacak anket formunda yer alan parametre sayısının 10 katı olarak belirlenmiştir. Veriler kolayda örnekleme yöntemi ile toplanacaktır.

Araştırma, kolayda örnekleme yöntemiyle toplanacak veriler aracılığıyla gerçekleştirilecektir. Çalışmanın örneklem büyüklüğü, anket formundaki soru sayısına dayalı olarak minimum 400 olarak belirlenmiştir. Anket formunda gastronomik kimlik, destinasyon imajı ölçeği, davranışsal niyet ölçeği ve katılımcıların demografik özelliklerini belirlemeye yönelik ifadeler yer almaktadır. Anket formu toplamda 51 sorudan oluşmaktadır. Kullanılan ölçeklerin yapısal geçerliliği keşfedici faktör analizi ile, güvenilirlikleri ise Cronbach alfa değerleri ile değerlendirilecektir. Hipotezler çoklu regresyon testleri ile sıralanacaktır.

Araştırmanın sonuçları, Urla'nın gastronomik kimliğinin destinasyon imajına ve davranışsal niyete olan etkilerini belirleyerek, literatürdeki boşluğu doldurmayı ve destinasyon yöneticilerine bölgenin gastronomi potansiyeli hakkında kararlar alırken rehberlik etmeyi hedeflemektedir. Bu bağlamda, araştırmada şu hipotezler test edilecektir: (H1) Gastronomi kimliği destinasyon imajını etkiler, (H2) Gastronomi kimliği davranışsal niyeti etkiler, (H3) destinasyon imajı davranışsal niyeti etkiler.

Bu araştırmanın, Urla ili ile ilgili gastronomik kimlik ve destinasyon imajına yönelik alan yazında ampirik bir araştırma olmaması nedeniyle literatürdeki boşluğu doldurması ve destinasyon yöneticilerine bölgenin gastronomi potansiyeline yönelik alacakları kararlarda ışık tutması / katkı sağlaması beklenmektedir.

LİTERATÜR TARAMASI

Gastronomi, Yunanca "gastro" (mide) ve "nomos" (kural, yasa) kelimelerinin birleşiminden türemiştir. Genel olarak gastronomi, kültür ve yemek arasındaki ilişkiyi inceleyen bir yeme içme bilimi ve sanatıdır. Daha geniş anlamda gastronomi; kültür, tarih, beceri ve deneyim gibi unsurlarla harmanlanmış bir yemeğin hazırlanması, sunulması ve bu süreçte tüketicinin keyif alması aşamalarını kapsar. Bu süreçte bir gastronomun emeği sergilenir (Aksoy & Sezgi, 2015). Gastronomi biliminin disiplinler arası bir çalışma alanını temsil ettiği ve bazı durumlarda oldukça özgül nitelikte olduğu görülmektedir. Bu bağlamda gastronomi, yeme içmenin tarihi, kültürel ve çevresel etkileriyle ilgili olarak "nasıl, nerede, ne zaman ve neden" sorularını içermektedir (Santich, 2004: 17). Son yıllarda büyüyen bir endüstri trendi, bölgesel yiyecekler, kültürel çeşitlilik ve mutfak turizmi konularına olan ilgidir. Örneğin, yerel mutfak sıkça şarap veya mutfak turizmi için potansiyel destinasyonları düşünen turistler için önemli bir faktör olarak tanımlanmaktadır (Canadian Tourism Commission, 2002). Bu genel trend, 1960'ların ve 1970'lerin "kimlik hareketinin bir devamı olarak görünmektedir ve nouvelle cuisine ve diğer sosyal hareketleri teşvik etmiştir (Harrington, 2005).

Gastronomik imaj, bir destinasyonun gastronomik ürünler ve yemek kültürü hakkında genel izlenimleri ifade etmektedir. Chang ve Mak (2018), destinasyonlarda gastronomik imajın oluşumunda sofra adabı, görgü kuralları, yeme alışkanlıkları ile ünlü gıdaların ve yemeklerin bilişsel ifadelerinin önemli olduğunu belirtirken, gıdaların sembolik anlamlarının gastronomik imajın duygusal yönleriyle ilişkili olabileceğini vurgulamışlardır. Gastronomik imaj üzerine yapılan araştırmalar, gastronomik kimlik çalışmalarında olduğu gibi oldukça sınırlıdır. Bu

çalışmalar genellikle tarım ve gıda politikaları bağlamında turizm imajı ve gıdaya dair gastronomi imajı üzerine odaklanmıştır (Yazıcıoğlu ve Akbulut, 2018).

Chi, Chua, Othman ve Karim (2013), Malezya'yı ziyaret eden turistlerin gıda imajı, gıda memnuniyeti, mutfak kalitesi ve davranışsal niyetleri arasındaki yapısal ilişkileri incelemişlerdir. Araştırmada, turistlerin gıda imajının doğrudan gıda memnuniyetini ve mutfak deneyiminin kalitesini etkilediği ve gıda imajının turistlerin davranışsal niyetlerini mutfak kalitesi aracılığıyla etkilediği bulunmuştur.

Bu araştırma, Temmuz-Ağustos 2024 döneminde Urla'yı ziyaret eden yerli turistlerin nasıl algıladıkları ve deneyimledikleri gastronomik kimlik ile destinasyon imajının, turistlerin gelecekteki ziyaret niyetlerine nasıl etki ettiğini anlamayı amaçlamaktadır. Çalışmanın sonuçları, Urla'nın gastronomik çekiciliğinin ve tanıtımının, bölgeye yönelik turistik ilginin artırılması ve yöneticilerin stratejik kararlar almasına rehberlik etmesi bakımından önem taşımaktadır.

YÖNTEM

Araştırmacıların en sık kullandığı veri toplama yöntemleri arasında öz değerlendirmeler, gözlem ve biyofizyolojik ölçümler bulunmaktadır. Araştırmacı hangi yöntemi kullanırsa kullansın, veri toplama yöntemleri yapı, ölçeklenebilirlik, araştırmacının müdahalesi ve nesnellik gibi dört önemli boyutta farklılık gösterir. Nicel çalışmalarda toplanan veriler yapılandırılmış bir plan doğrultusunda elde edilir; bu plan araştırmacıya hangi verilerin, ne kadar süreyle ve nasıl toplanacağını belirtir. Toplanan bilgiler, istatistiksel analizlerle nicelleştirilmelidir (Sadan, 2017). Araştırma, Urla'nın gastronomik kimliğinin destinasyon imajına ve davranışsal niyetine etkilerini incelemek amacıyla nicel araştırma yöntemlerinden anket ile veri toplama tekniği kullanılarak gerçekleştirilecektir. Çalışmada hedeflenen Temmuz-Ağustos 2024 aylarında İzmir'in Urla ilçesini ziyaret eden yerli turistlerin gastronomik kimlik ve destinasyon imajı algılarının davranışsal niyetlerine olan etkisinin belirlenmesidir. Araştırmanın evrenini, İzmir'in turistik ilçelerinden biri olan Urla'yı ziyaret eden yerli turistler oluşturacaktır. Örneklem, bu evrenden rassal olarak seçilecek 400 katılımcıdan oluşacaktır. Katılımcıların seçiminde, destinasyona farklı zamanlarda ve farklı motivasyonlarla gelen yerli turistlerin çeşitliliğini yansıtmak amacıyla kolayda örnekleme yöntemi kullanılacaktır.

Araştırma, kolayda örnekleme yöntemiyle toplanacak veriler aracılığıyla gerçekleştirilecektir. Araştırma sürecine katılmak isteyen ve kolayca erişilebilir olan herkesin örnekleme ve veri toplama sürecine dahil edilmesi hedeflenmiştir, bu da kolayda örnekleme yöntemi olarak adlandırılmaktadır (Altunışık vd., 2012, s. 142).

Veri toplamak için en yaygın kullanılan araç anketlerdir. Katılımcılar, yanıtlarını kâğıt-kalem ya da doğrudan bilgisayar üzerinde kendileri doldururlar. Anketler genellikle yapılandırılmış veya yapılandırılmamış olarak tasarlanabilir. Yapılandırılmış anketlerde hem sorular hem de yanıtlar önceden belirlenmiştir ve katılımcılar doğru yanıtları seçmek durumundadır. Yapılandırılmamış anketlerde ise katılımcılar önceden belirlenmiş sorulara kendi yanıtlarını serbestçe vermelidir. Yapılandırılmış anketler genellikle açık uçlu veya kapalı uçlu sorulardan oluşabilir. Açık uçlu sorularda katılımcılar kendi yanıtlarını detaylı olarak ifade ederken, kapalı uçlu sorularda ise belirli yanıt seçenekleri sunulur ve katılımcılar doğru ya da en uygun olanı seçmelidir (Sadan, 2017).

Anket formunda gastronomik kimlik, destinasyon imajı ölçeği, davranışsal niyet ölçeği ve katılımcıların demografik özelliklerini belirlemeye yönelik ifadeler yer almaktadır. Anketler, turistik destinasyonda yüz yüze görüşmeler yoluyla uygulanacaktır. Anket formu, katılımcılara

anketin amacı ve gönüllülük esasına dayandığı hakkında bilgi verilerek dağıtılacaktır. Anketlerin doldurulması yaklaşık 15-20 dakika sürecektir.

Kullanılan ölçeklerin yapısal geçerliliği keşfedici faktör analizi ile, güvenilirlikleri ise Cronbach alfa değerleri ile değerlendirilecektir. Hipotezler çoklu regresyon testleri ile sıralanacaktır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu çalışmanın çerçevesinde bazı sınırlılıklardan bahsetmek mümkündür. İlk olarak, araştırmanın Alan araştırması Urla'yı ziyaret yerli turistlerle sınırlandırılmıştır. Bu nedenle diğer destinasyonlara genellenenemez. Gelecekte farklı farklı destinsayonlarda daha büyük bir örneklemle çalışmalar yapılabilir.

İkinci sınırlılık alan araştırmasının zamanlaması ile ilgilidir. Veri toplama süreci 2024 yılı Temmuz ve Ağustos ayları arasında gerçekleştirilmiştir, 12 ay boyunca toplanacak veri ile Urla özelinde bulguların genellenmesi mümkündür Araştırmanın evreni büyüklüğü tam olarak belirlenememiş, bu nedenle anket formundaki parametre sayısı esas alınmış ve kolayda örnekleme yöntemi ile veri toplanmıştır. Evrenin özelliklerini toplanan veride görmek mümkün olmayabilir. Yapılacak araştırmalarda evren özelliklerini belirlenerek tabakalı örnekleme yöntemi kullanılabilir.

Bu araştırmanın alan yazına katkı sağlaması ve uygulayıcılara/karar alıcılara yön göstermesi beklenmektedir. Akademik katkıları açısından, Urla destinasyonu üzerine yapılan bu gastronomik kimlik ve destinasyon imajı algısı araştırması, literatürdeki boşluğu doldurarak ileriye dönük araştırmalar için temel oluşturabilir. Bu bulgular, turizm planlamacıları, yerel yönetimler ve işletmeler için pratik rehberlik sunarak bölgenin turistik çekiciliğini ve gastronomi turizmi olanaklarını geliştirme konusunda karar verme sürecine katkı sağlaması beklenmektedir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu çalışma, elde edilecek sonuçlar ışığında Urla destinasyonu ile benzer özellikler gösteren destinasyonlar için de çalışmalar yapılmasında yol gösterici olacaktır.

Urla'nın gastronomik kimliğinin destinasyon imajına ve davranışsal niyetine etkisini belirlemeye yönelik gerçekleştirilecek araştırma sonucu son yıllarda özelikle yerli turistler için oldukça popüler bir destinasyon haline gelen ve Michelin Rehberine giren yiyecek içecek işletme sayısı her yıl artış gösteren Urla ile ilgili literatürdeki önemli bir boşluğun doldurulacağı görülmektedir.

Bu araştırma, Urla'nın gastronomik kimliğinin destinasyon imajı ve ziyaretçilerin davranışsal niyetleri üzerindeki etkilerini inceleyen ilk kapsamlı çalışmalardan biridir. Literatürde gastronomik kimlik ve destinasyon imajı konularında yapılan çalışmalar sınırlı olup, özellikle Urla gibi gastronomi turizmi potansiyeli yüksek olan destinasyonlar için ampirik veriler eksiktir. Bu çalışma, turizm yöneticileri ve planlamacılar için stratejik kararlar alırken rehberlik sağlayacak somut veriler sunmaktadır. Ayrıca, araştırma sonuçları, destinasyonların markalaşması sürecinde gastronomik kimliğin rolünü vurgulayarak, gelecekte yapılacak benzer çalışmalar için de bir temel oluşturmaktadır. Urla'nın gastronomik kimliğinin ziyaretçilerin algıları ve davranışları üzerindeki etkilerini ortaya koyarak, destinasyonun turistik çekiciliğini artırma ve sürdürülebilir turizm politikaları geliştirme açısından önemli katkılar sağlaması beklenmektedir.

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THE IMPACT OF THIRD WAVE BREWING METHODS ON COFFEE CULTURE

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Abstract

In this study, the place and importance of coffee in gastronomy have been examined and emphasized. As a result of this examination, the effects of Third Wave coffees, or Third Generation brewing methods, on coffee culture have been explored, focusing on how the correct techniques and the right coffee beans, through various equipment and processes, provide satisfaction in terms of taste, aroma, texture, and mouthfeel. The influence of the environment where the coffee is grown on the created coffee aromas in terms of flavor and scent, and how these are brought out during the brewing process, highlighting the terroir of the coffee plant, has been investigated. The gastrointestinal science behind these coffee aromas has been examined, and the differences and results of various brewing methods have been established. Additionally, research has been conducted on the quality of water used in brewing methods, water temperature, types of coffee beans, grind sizes, and the water-to-coffee ratio.The Third Wave coffee movement is a revolutionary approach in the coffee industry that emphasizes quality and consumer experience at every stage, from production to consumption. This approach places great importance on the origin of coffee beans, cultivation conditions, harvesting methods, and roasting techniques, allowing consumers to enjoy richer and more complex flavor profiles and develop a deeper appreciation for coffee.

Third Wave brewing methods include innovative and diverse techniques such as Chemex, Aeropress, V60, Syphon, and Cold Brew. Chemex uses thick filter papers to produce a clear and clean taste. Aeropress achieves an intense coffee in a short time by using pressure. V60 allows control over the water flow rate and brewing time, providing a more controlled and consistent brew. Syphon, operating on a vacuum principle, brings out all the aromatic components of coffee and is visually impressive. Cold Brew offers a smooth coffee with low acidity by brewing with cold water for an extended period.

These methods provide coffee consumers with more sophisticated taste experiences and draw more attention to the stories, producers, and efforts behind the coffee. Coffee shops and baristas play important roles in this process. Baristas, using Third Wave methods that require more knowledge and skills, offer consumers the best versions of coffee. This transforms coffee shops and baristas from mere service points into centers of coffee education and cultural interaction. The Third Wave coffee culture also emphasizes sustainability and ethical production. Producing coffee beans under fair trade conditions, ensuring farmers receive fair compensation, and using environmentally friendly farming techniques are key components of this culture. Consumers consider these values when purchasing coffee and make informed choices. In conclusion, Third Wave brewing methods and coffee culture have significantly contributed to both the coffee industry and consumer habits. This movement positions coffee

as an experience and craft rather than just an ordinary beverage, fostering a more conscious and appreciative coffee consumption culture. This article comprehensively examines the effects of the Third Wave coffee movement on coffee culture and its contributions to the industry. This research consists of three sections.

The first section covers the journey of coffee and information about coffee beans. The second section addresses the preparation of coffee and the Third Generation coffee brewing techniques. The third and final section investigates the impact of these brewing methods on coffee culture.

Keywords: Coffee Culture, Aroma, Gastronomy, Third Wave Brewing, Brewing Methods

CASE STUDY ON HYPERLOCAL SUPPLY AND SUSTAINABLE RESTAURANT PRACTICES: CIRCLE BY VERTICAL

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INTRODUCTION

Sustainability concerns have been evident in the field of gastronomy for many years. In gastronomy, sustainability encompasses various aspects, including the preservation of tangible and intangible cultural heritage, contributions to the local economy, the transmission of traditional cooking and production techniques to future generations, the protection of local seeds, and waste reduction. Alongside these issues, another significant topic in the relationship between gastronomy and sustainability is the carbon footprint, and consequently, local sourcing. Historical studies on gastronomy and local sourcing indicate that the roots of this topic extend back to the production of Roquefort cheese in the 15th century (Lison, 2013).

Local sourcing provides economic, social, and environmental benefits, such as local development, cultural preservation, and the maintenance of traditional production techniques. From this perspective, initiatives like the Appellation d'Origine Contrôlée (AOC) in France and the Slow Food movement in Italy serve as milestones in the realm of local sourcing. These practices have evolved over time, often necessitated by emerging concerns. In contemporary times, sustainable, eco-friendly, or green restaurant practices are implemented in accordance with national and international standards. A prominent issue within these practices is local sourcing or carbon footprint reduction, leading many restaurants to seek self-production within their premises. However, it is important to acknowledge the various constraints faced by restaurants that attempt to produce on-site. While on-site production is feasible for restaurants in rural areas or regions with relatively low land investment costs, it is more challenging and often impractical for those in densely urbanized metropolitan areas. Consequently, this study aims to examine Hyperlocal Supply (HLS) practices conducted by businesses with limited space.

LITERATURE

The growing awareness of contemporary consumers is increasingly reflected in the environmentally friendly practices observed in gastronomy and the food and beverage sector. Modern consumers are interested in knowing the contents and production conditions of all food and beverages they consume, whether purchased from markets or consumed in restaurants. Health concerns drive people to avoid genetically modified foods, products of unknown origin, and similar items frequently highlighted in media reports. Additionally, existential gastronomic

tourists (Hjalager, 2004) and Type 1 gastronomic tourists (Boyne et al., 2003) tend to consume local and organic products that they know, see, or wish to learn about during their travels. To address the consumption sensitivities of both gastronomic tourists and the local population, concepts such as zero-kilometer and Hyperlocal Supply (HLS) have emerged as alternative solutions.

Zero-kilometer and HLS generally refer to sourcing all or part of the ingredients needed for producing desired food or beverages from within or around the establishment. Although the definitions of zero-kilometer and HLS may appear similar, significant differences exist between them. To understand these differences more clearly, it is useful first to explain what these concepts represent.

Different countries have varying standards for zero-kilometer or local food sourcing. For instance, the Food Standards Agency defines this distance as encompassing a 16-kilometer area (Kneafsey et al., 2013), while Petrini (2015) extends it to a 40-kilometer area due to the impracticality of zero-kilometer sourcing. On the other hand, the Institute of Grocery Distribution (IGD) defines this area as a 50 km radius, while the National Farmers' Retail and Markets Association (FARMA) states that the area representing zero kilometers can be up to 160 km in diameter, depending on the size of the city (Kneafsey et al., 2013). Furthermore, the 2008 U.S. Congress expanded the radius for local food production to 640 km in the Food, Conservation, and Energy Act, allowing food produced within a state to be considered local even if it exceeds this distance (Hand and Martinez, 2010).

The definitions related to zero-kilometer clarify that product sourcing should occur within distances determined by various institutions. In contrast, HLS represents actual zero-kilometer sourcing in a more tangible sense. To elaborate, HLS involves growing vegetables, fruits, dairy products, or eggs needed by a restaurant in its garden, designated areas within the restaurant, or on its roof (Knudson, 2014; Martin, 2012). Within this framework, restaurants use both traditional farming techniques and techniques known as soil-less farming under HLS. Soil-less farming practices are categorized into three groups: "Hydroponic," "Aquaponic," and "Aeroponic."

Traditional farming practices within the scope of hyperlocal supply can be conducted in the restaurant's garden or agricultural land, adhering to conventional methods, particularly in cities with relatively lower population density, ample agricultural land, and low rental costs. However, in densely populated cities with limited agricultural land and high rental costs, such as Tokyo, New York, Istanbul, or Moscow, soil-less farming techniques that allow for indoor or rooftop production are preferred. Studies on HLS in the context of gastronomy and sustainability reveal that, from a demand perspective, HLS is considered in terms of enriching the experience (Ipar and Babaç, 2021), water conservation (www.powerhousehydroponics.com), and minimizing the carbon footprint due to the absence of transportation (Knudson, 2014; Martin, 2012). From a supply perspective, De Chabert-Rios and Deale (2016) examine why restaurants implement HLS practices, Ipar and Babaç (2021) focus on differentiation, and Muneeb et al. (2023) discuss sustainable competitive advantage. The results of previous studies, as revealed by the literature review, support the relationship between HLS and gastronomy and sustainability.

METHOD

In this study, the case study method, a qualitative research approach, will be utilized. A case study is defined as "a detailed examination of an environment, a single person, a specific type of document, or an event" (Tuna & Besler, 2015, p. 185). It is also essential to describe the

research method and the research area together in a case study. The research area is the restaurant Circle by Vertical. This restaurant is located in the densely populated Kadıköy district (with a population of 485,000) in Istanbul, Turkey's most populous city (http://www.kadikoyakademi.org/tuik-verilerinde-kadikoy/). In Istanbul, other restaurants, such as Casa Lavanda and Sunset, also adopt HLS principles. However, while some of these restaurants are located in areas like Şile, where active village life continues and traditional farming practices are implemented, restaurants in the city center carry out traditional farming in pots of various sizes.

To better explain the reasons for selecting Circle by Verticalas the research area: Circle by Verticalis situated in a neighborhood with a long history of urbanization. The area has a high population density and is located in Suadiye, one of the neighborhoods with the highest land costs in Istanbul. Moreover, Circle by Vertical was chosen because it is the only restaurant in Istanbul that practices vertical farming within the restaurant and also implements various other eco-friendly restaurant practices.

The interview technique, a qualitative data collection method, will be used in the study. Additionally, document and internet searches will be conducted using the triangulation method to enhance the reliability of the collected data. The researchers will create a semi-structured interview form consisting of 5 questions relevant to the topic.

The interview with the participant will be conducted in the work environment, one of the preferred conditions in qualitative research methods, and a voice recording will be taken with the participant's permission. This voice recording will be transcribed by the researchers to obtain a transcript. Photos of sample applications in areas permitted by the business will also be taken. The process of obtaining permission from the management has been initiated, and the interview will be conducted after the submission of the abstract.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

The subject of HLS and Hyper Local Restaurants (HLR), which can be considered relatively novel, has not received sufficient attention in national and international literature. This study aims to contribute significantly to the literature. It is anticipated that the study will enrich the literature by elucidating different facets of the topic and serving as a resource for future researchers embarking on similar inquiries. However, the study is beset by several limitations. Foremost among these is the fact that HLR practices are implemented by a very limited number of establishments in Istanbul, categorized as a metropolis. Another critical constraint is the solitary adoption of vertical farming practices by a single establishment in areas characterized by high population density. These limitations impede the emergence of scientific, theoretical, or practical findings such as comprehensive understanding of the subject and its contextual nuances, in-depth exploration, elucidation of diverse dimensions, assessment of advantages and disadvantages, and generalization of outcomes. Furthermore, logistical and financial constraints precluded conducting comparable interviews with restaurants in other countries or within Turkey that embrace vertical farming practices under the purview of HLS activities.

THE UNIQUE VALUE OF THE RESEARCH

The literature review reveals a limited number of studies on HLS and HLR. Existing studies predominantly focus on definitions and conceptual frameworks within the local literature, with a noticeable absence of case studies on HLS and HLRs. Therefore, this study's findings on a business engaged in vertical farming in urban centers of Turkey are expected to make a

significant contribution to both national and international literature. Moreover, the study's results, when examined by industry experts, can foster awareness about HLS and HLRs and provide insights into the potential advantages and disadvantages for businesses considering similar practices.

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VEGAN BESLENME VE VEGAN PROTEİN KAYNAKLARI

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GİRİŞ

Veganizm, hayvanlardan elde edilen et, yumurta, süt, bal, deri gibi hiçbir ürünün tüketilmediği ve hayvanlara karşı her türlü istismarın ve zulmün dışlandığı etik vejetaryenizm olarak tanımlanır (Oxford Learner's Dictionary, 2024; The Vegan Society, 1944). Veganizm, hayvanların eşit yaşam hakkına sahip olduğunu savunur ve hayvanların birer nesne olarak değil, hisleri olan canlılar olarak görülmesi gerektiğini vurgular (Giroux, Valery, ve Larue 2021; Kalkandelen, 2021). Bu felsefe, hayvanların sömürülmesini, işkence edilmesini ve öldürülmesini önlemek amacıyla, mümkün olduğunca ve pratik olarak gerçekleştirilebilecek şekilde, yiyecek, giyecek ve diğer herhangi bir amaç için hayvansal ürünlerin kullanımını reddeder.

Literatür incelendiğinde vegan beslenmedeki en temel sorunlardan birinin günlük protein ihtiyacının karşılanması konusu olduğu göze çarpmaktadır. Hepçil diyete göre vegan diyet protein içeriği açısından daha yetersiz olduğu çalışmalarda dikkat çekse de, çeşitli bitkisel gıdalarla beslenen veganlar, protein gereksinimlerini kolayca karşılayabildikleri gözlenmektedir (Intakes,, 2005). Bu nedenle, bu çalışma, vegan beslenmede önemli bir yeri olan vegan protein kaynakları incelenmeyi amaçlamaktadır. Ayrıca, vegan diyetlerde protein ihtiyacının karşılanması, sağlıklı bir yaşam için kritik öneme sahip olduğundan, vegan protein kaynaklarının çeşitliliği, besin değerleri ve sağlık üzerindeki etkileri ele alınacak ve bu kaynakların dengeli bir şekilde nasıl kullanılabileceği incelenecektir.

VEGAN BESLENME

Veganizmin tanımı ve felsefesi:

Vegan kelimesi köken olarak 1944 yılında Watson ve Shirgley tarafından İngilizcesi "Vegetarian" olan vejetaryen kelimesinden türetilmiştir (Taylor, 2008). Bu çerçevede, "vegetarian" kelimesinin ilk üç ve son iki harfleri alınmış olup vejetaryenin başlangıcı ve sonu anlamını taşımaktadır. Vegan Kelimesi, Oxford Learner's Dictionary ise Vegan terimini "et, süt veya yumurta gibi hayvansal ürünleri yemeyen veya deri veya yün gibi hayvansal ürünleri kullanmayanlar" şeklinde tanımlamaktadır (Oxford Learner's Dictionary, 2024). Veganlık aynı

zamanda, hayvanlardan elde edilen et, yumurta, süt, bal, deri gibi ve primer ve sekonder hiçbir ürünün tüketilmediği, sadece sebze, meyve, tahıl, bakliyat gibi ürünlerin tüketildiği diyet anlamına gelmektedir (Francione ve Charlton, 2016). Vegan Derneği ise Veganlığı; mümkün olduğunca ve pratik olarak gerçekleştirilebilecek şekilde, yiyecek, giyecek ve diğer herhangi bir amaç için hayvanlara karşı her türlü istismarı ve zulmü dışlamayı hedefleyen bir felsefe ve yaşam tarzı şeklinde tanımlamaktadır (The Vegan Society, 1944). Bu doğrultuda, hayvanların gelişimini ve refahını teşvik eder. Veganlık, insanlar, hayvanlar ve çevre için faydalı olan hayvansal olmayan alternatiflerin kullanılmasını içerir ve beslenme açısından tamamen veya kısmen hayvansal ürünlerden vazgeçmeyi gerektirir. Robbins yazmış olduğu ‘’Amerika İçin Yeni Bir Diyet’’ kitabında; sanayileşmenin etkisinde kalan çiftlik yaşantısındaki çiftlik ve kümes hayvanlarının yaşadığı eziyet ve zulme vurgu yapmak istemiştir. Tarihte ilk defa veganizmin ve topluluğunun oluşmasında öncülük eden Robbins, veganların öncülerinden birisi olarak görülmektedir (Haddad ve Faed,2014). Veganlıkla ilgili tanımlara bakıldığında bu kavramın sadece beslenme ile ilgili olmadığı göze çarpmakta olup, öte yandan felsefi ve ideolojik bir anlam olduğu da dikkat çekmektedir.

Literatüre bakıldığında veganlıkla ilgili daha pek çok farklı tanımlamanın yapıldığı göze çarpmaktadır. Bu tanımlarda vegan yaşam tarzı haricinde felsefi, etik, ahlaki ve sosyal vurgulamalar dikkat çekmektedir. Bu çerçevede veganizm canlıların sömürüldüğü, işkence edildiği, kötü muameleye maruz kaldığı ve öldürüldüğü her türlü eylem ve aksiyondan kaçınmayı ifade etmektedir. Başka bir ifadeyle (Giroux, Valery, ve Larue 2021). Başka bir ifadeyle Veganizm, etik değerlere önem veren bireyler hayvan istismarı sonucunda üretilen her türlü durumdan uzak kalmayı yaşam tarzı haline getirmiş bireylere işaret etmektedir. Öte yandan Veganizm insanlarla hayvanların eşit olduğunu, yaşam hakkı açısından herhangi bir hiyerarşinin bulunmadığını ve hayvanlar ve insanların eşit bir şekilde değerlendirilmesi gerektiğini savunmaktadır (Kalkandelen, 2021). Bu çerçevede Veganizmin hayvanları bir nesne veya eşya olarak değil; hisleri olan, baskı altına alınmaması gereken bir görüşe sahip olduğu, bu çerçevede eşitçilik görüşünü vurguladığı görülmektedir. Toplumsal olarak yaşanan pek çok sorunun kaynağının et yemekten kaynaklandığını savunan pek çok yapısal görüşün olduğu da literatürde göze çarpmaktadır. Bu bağlamda, Asil (2021) aile içinde başlayan ve toplumun geneline kadar yayılan sorunların çözümünün veganlıkla mümkün olabileceğine işaret etmektedir.

Vegan beslenme türleri:

Ravistler:

Ravistler, yiyeceklerin pişirilmeden tüketilmesi gerektiğini savunmakla birlikte pişirmenin besin değerlerini azalttığına inanmaktadırlar (Miedziaszczyk vd., 2021). Bu beslenme tarzı, çiğ meyve, sebze, kuruyemiş ve tohumları içerir ve sindirimi kolaylaştırıp genel sağlığı iyileştirdiği düşünülmektedir.

Fruvitarianlar veya Früitistler:

Fruvitarianlar, yalnızca meyveler ve botanik olarak meyve kategorisine giren domates, salatalık, biber gibi sebzelerle beslenir ve tüketilen besinlerin doğal büyüme döngüsünü desteklediğine inanmaktadırlar. Bu beslenme tarzı, yüksek vitamin ve lif içeriğiyle sağlıklı olup, çevresel sürdürülebilirliğe katkıda bulunduğu düşünülmektedir (Miedziaszczyk vd., 2021).

Zenmakrobiyotik Diyet:

Zenmakrobiyotik Diyet, sebze, meyve, tahıl ve baklagillerden oluşan ve yin-yang prensiplerine dayanan dengeli bir beslenme yaklaşımıdır (Gökçen vd., 2019; Miedziaszczyk vd., 2021). Bu diyeti uygulayanlar, genellikle doğal, mevsimsel ve yerel gıdaları tercih ederek bedensel ve ruhsal sağlığı dengelemeyi hedeflerler.

Vegan beslenmenin etkileri:

Vegan besleme dendiğinde öne çıkan önemli konulardan birisi de sağlıktır. Ulusal ve uluslararası alan yazı incelendiğinde veganizmin beden ve ruh sağlığı üzerindeki etkilerinin sıkça ele alındığı gözlenmektedir. Bu çalışmalardan bazıları veganizmin sağlıklı olduğuna dair bulgular ortaya koyarken bazılarının sağlıksız olduğuna dair sonuçlar ortaya koyduğu gözlenmektedir. Bu noktada yapılan bazı çalışmalar, uygun düzenlenen vejetaryenlik ve vegan diyetlerin bazı hastalıklar açısından önleyici ve iyileştirici olduğu sonucunu ortaya çıkarmıştır (Melina, Craig & Levin, 2016). Söz konusu diyetler farklı yaş gruplarına, hamileler ve sporculara kontrollü koşullarda uygulandığında olumlu sonuçların elde edildiği çalışmalarca ortaya konmaktadır (Gökçen, Aksoy ve Ateş Özcan, 2019). Çalışmalar vegan yaşam tarzını benimseyen bireylerin bazı hastalıklara yakalanma olasılığının daha düşük olduğunu ortaya çıkarmıştır; buna göre: kardiyovasküler hastalıklar, diyabet, damar sertliği, obezite ve tansiyon gibi sorunların veganlarda daha az ortaya çıkmadığı görülmektedir (Tunçay, 2018). Tüm bu çalışmalara bakıldığında en çok vurgulanan noktanın düzenli ve yeterli beslenme olduğu dikkat çekmektedir. Yapılan çalışmalar yeterli beslenilmediği takdirde vegan diyetlerin, kansızlık, B12 vitamin eksikliği, kemik erimesi gibi sorunların ortaya çıktığını göstermektedir (Cramer vd, 2017 ve Dyett vd, 2014). Vegan diyetler genellikle daha fazla lif, magnezyum, folik asit, C ve E vitaminleri, demir ve fitokimyasal içerirken, daha az kalori, doymuş yağ, kolesterol, uzun zincirli omega-3 yağ asitleri, D vitamini, kalsiyum, çinko ve B-12 vitamini içermektedir (Davey vd., 2003). Genel olarak, vejetaryenler daha düşük kardiyovasküler hastalık, obezite, tip 2 diyabet ve bazı kanser riskine sahiptir. Vegan diyetler, koruyucu besinlerin alımını artırırken, kronik hastalıklarla ilişkilendirilen diyet faktörlerinin alımını azaltmada yardımcı olabilmektedir (Dewell, 2008). Diğer bazı raporlar ise, meyve ve sebzelerin kanser riskini azaltma, kardiyovasküler hastalık riskini düşürme ve osteoporoz riskini azaltma olasılığının yüksek olduğunu göstermektedir (Strohle, 2006). Ayrıca, tam tahıl tüketimi kolon kanseri, tip 2 diyabet ve kardiyovasküler hastalık riskini azaltmada etkili olabilirken, ceviz tüketimi kardiyovasküler hastalık riskini azaltabildiğini çalışmalar ortaya koymaktadır.

Öte yandan Vegan beslenmenin psikolojik ve nörolojik etkileri üzerinde pek çok araştırma yapılmıştır. Buna göre; veganlık ve vejetaryenlik ile depresyon, histeri, bunama, Parkinson, stres ve kaygı bozuklukları, duygudurum bozukluları arasındaki ilişkiye odaklanan pek çok araştırma yapılmıştır (Jain vd., 2022; Beezhold vd., 2015 ve Jayaram vd.,, 2013). Bu çerçevede özellikle, ilgi düşüklüğü, zevk alamama, umutsuzluk, uyku ve yeme sorunları, azalmış cinsel istekle karakterize bir sorun olan depresyona A vitamini, C vitamini, Çinko, Magnezyum gibi bitkisel bazlı maddelerin antidepresan etkileri olması nedeniyle iyi geldiği ve nörolojik açıdan önemli bir besleyici olduğu çalışmalarla ortaya konmaktadır (Meesters ve Meesters, 2021). Öte yandan başta B12 vitamini eksikliği olmak üzere yetersiz beslenmeden kaynaklı eksiklikler nörolojik dejenerasyon ve atrofiye neden olduğundan demans ve Alzheimer gibi hastalıklara daha yatkın hale getirmektedir (McCaddon vd,. 2002). Ayrıca Vegan yaşam tarzını benimsemiş bireylerin beslenme düzenlerinde Yağ asitleri, D vitamini, B12 vitamini, Çinko, Protein ve iyot gibi maddelerin yetersiz olması durumunda pek çok farklı sağlık sorununun tetiklemekte olup uzman danışmanlığında uygulanması önerilmektedir (Huang vd., 2014; Tunçay, 2018). Bitki bazı beslenme düzeninin anskiyete üzerindekini araştıran çalışmalar ise farklı sonuçlar ortaya koymaktadır; buna göre, bir çalışmanın sonuçlarıda bitki temelli beslenmenin anksiyete ve stres

düzeyini arttırdığı gözlenirken (Olfert, 2020) bir başka çalışmada, veganlığın daha düşük anksiyete ile ilişkili olduğunu ortaya koymaktadır (Meesters ve Meesters, 2020). Bunun dışında Yeme bozukluğu ve vegan beslenme arasında pozitif ilişki olduğu gözlenmiş olup bu çerçevede klinik anlamda yeme bozukluğu tanısının en fazla vegan gruplarda gözlenmektedir (Paslakis vd., 2020; Zuromski vd., 2015 ve Brytek-Matera, 2020). Öte yandan, Kristensen ve arkadaşlarının (2015) çalışmasına göre, veganlarda vitamin alımı ve plazma konsantrasyonları arasında farklılıklar bulunmaktadır. Örneğin, veganlar düşük A vitamini ve yüksek E vitamini alımına sahip olmalarına rağmen, bu bireylerin serum konsantrasyonlarının sağlıklı insanlarla aynı aralıkta olduğu bildirilmiştir. Bu durum literatürdeki bazı çalışmaların tersini gösteren bulgular arasında yer almaktadır. Öyle ki, Bitki temelli bir diyet ve mindfulness, bedensel egzersiz ve davranış yaşam tarzı değişikliği içeren bir müdahale programının uygulandığı bir çalışmanın sonuçlarına göre bitki bazı beslenmenin özellikle anksityete ve deprsyon tedavisinde olumlu sonuçlar veren faktörlerden biri olduğu görülmekledir (Null ve Penessi, 2017).

Tüm bu bilgiler ışığında, vegan beslemenin psikolojik ve bedensel sağlık üzerindeki etkilerinin sonuçlarına dair literatürde farklı sonuçların elde edildiği ve vegan beslenmenin en önemli belirleyicisinin sağlıklı, düzenli ve yeterli beslenme olduğu dikkat çekmektedir. Vegan yaşam tarzını benimseyen bireylerin uygun besin maddelerin ulaşmak bir hayli önemli olduğundan bir sonraki başlıkta vegan gıda grupları ele alınmıştır. Bu çerçevede özellikle Yağ Asitleri, n–3 Çoklu Doymamış Yağ Asitleri, Demir, B12 Vitamini, D Vitamini, Kalsiyum, Çinko ve Protein gruplarına yer ver verilmiştir.

Vegan Besin Ögeleri ve Alternatifleri:

Yağ asitleri:

Yağlar, enerji sağlamanın yanı sıra A, D, E ve K vitaminlerinin çözünmesine, kan lipid düzeylerinin düzenlenmesine ve lipoproteinlerin oluşumuna yardımcı olur (Özcan ve Baysal, 2016). Vegan diyetlerde balık tüketilmediği için omega-3 yağ asitleri genellikle daha azdır, bu da omega-6 yağ asitlerinin fazlalığına yol açar. Keten tohumu yağı, ceviz, chia tohumu ise Omega-3 Besini için alternatif bitkisel kaynaklar olarak karşımıza çıkmaktadır (Medikal Park, 2024). Omega-3 ve omega-6 dengesinin bozulması, büyüme döneminde görme ve beyin gelişimi sorunlarına, yetişkinlikte ise kardiyovasküler hastalıklara neden olabilir (Özcan ve Baysal, 2016). Bu nedenle, omega-6/omega-3 oranının 5-10:1 arasında olması önemlidir (Baysal, 2017).

n–3 Çoklu doymamış yağ asitleri:

Balık, yumurta veya deniz yosunları içermeyen diyetler, genellikle kardiyovasküler sağlık, göz ve beyin fonksiyonları için önemli olan eikosapentaenoik asit (EPA) ve dokosaheksaenoik asit (DHA) yağ asitlerinden yoksundur. Bitkisel n–3 yağ asidi olan alfa-linolenik asit (ALA), düşük verimle EPA ve DHA'ya dönüştürülebilir. Vejetaryenler ve veganlar, et tüketenlere kıyasla daha düşük EPA ve DHA seviyelerine sahiptir. Veganlar, DHA'yı mikroalg takviyeleri ve DHA ile zenginleştirilmiş gıdalardan alabilirler; EPA ise vücutta DHA'nın dönüşümüyle elde edilebilir. Yeni öneriler, erkekler için günde 1.6 gram, kadınlar için ise 1.1 gram ALA alımını tavsiye etmektedir. Veganlar, ALA açısından zengin yiyecekler ve DHA takviyeleri ile n–3 yağ asidi ihtiyaçlarını karşılayabilirler, ancak DHA takviyeleri dikkatli kullanılmalıdır, çünkü bu takviyeler bazı yan etkilere neden olabilir (Burdge vd, 2002; Burdge vd, 2003; Rosell vd., 2005; Geppert vd., 2006 ve Sanders vd., 2006).

Demir:

Bitkisel gıdalardaki HEM olmayan demirine kıyasla HEM demiri çok daha iyi emilmektedir. Ancak, veganlar ile et yiyenler ve diğer vejetaryenler arasında hemoglobin seviyeleri ve demir eksikliği anemisi riski benzerdir (Craig, 1994). Veganlar genellikle C vitamini açısından zengin yiyecekler tüketerek non-hem demirin emilimini artırırlar. Bazı veganlarda serum ferritin seviyeleri daha düşük olabilir, ancak ortalama değerler diğer vejetaryenlerle benzer ve et yiyenlerden daha düşüktür (Wilson ve Ball, 1999). Düşük serum ferritin seviyelerinin sağlık üzerindeki etkisi şu anda belirsizdir.

B12 Vitamini:

B12 vitamini, enzim reaksiyonları için gereklidir ve karaciğer, böbrek, yürek ve et gibi hayvansal kaynaklı besinlerde bulunur (Baysal, 2017). Buna göre, bitkisel besinlerde bulunmadığı için veganlarda eksikliği yaygındır. Bu eksiklik, sinir hasarı ve anemi gibi ciddi sağlık sorunlarına yol açabilir (McCaddon vd,. 2002). Özellikle bebekler, çocuklar, yaşlılar ve gebe-emzikli anneler için B12 vitamini çok önemlidir. Veganların soya sütü ve kahvaltı gevrekleri gibi B12 vitamini takviyeli besinler tüketmeleri ve takviye almaları önerilmektedir (Mahan &Raymond, 2017).

D Vitamini:

D vitamini, kemik sağlığı ve bazı hastalıklara karşı koruyucu etkiye sahiptir (Mahan & Raymond, 2017). Besinlerde sınırlı miktarda bulunur ve başlıca kaynakları hayvansal ürünlerdir (Alphan Tüfekçi, 2018). Bu doğrultuda, güneş ışığı, D vitamini ihtiyacının karşılanmasında en önemli kaynaktır. Vegan bireyler, hayvansal ürün tüketmedikleri için D vitamini eksikliği riski taşıyabilir. Bu nedenle, veganların yeterli D vitamini alımı için güneş ışığına maruz kalmaları önemlidir (Menal-Puey, Martínez-Biarge, & Marques-Lopes, 2018).

Kalsiyum:

Vegan bireyler için kalsiyum alımının yetersiz olması osteoporoz gibi kemik hastalıkları için risk oluşturabilir (Cramer vd, 2017 ve Dyett vd, 2014). Bu durumu önlemek için günlük kalsiyum ihtiyacını karşılamak önemlidir. Süt ve süt ürünleri dışında, yeşil yapraklı sebzeler, tahıllar ve kuru baklagiller de kalsiyum kaynağı olarak tercih edilebilir. Bu çeşitli besinler, kemik ve diş sağlığı için gereken kalsiyum miktarını sağlamak için önemlidir (Herby, 2024).

Çinko:

Çinko, bağışıklık, büyüme ve gelişme için önemlidir (Alphan Tüfekçi, 2018). Yetersizliği durumunda fiziksel aktivite azalır, büyüme geriler (Baysal, 2017). Baysal (2017) Çinko maddesinin kırmızı et, balık, süt, badem, ceviz gibi besinlerde bulunduğunu ifade etmektedir. Vejetaryen ve vegan diyetlerde çinko alımı genellikle yüksektir ancak çinko seviyeleri düşük olabilir çünkü bitkisel kaynaklardaki emilim hayvansal kaynaklara göre daha düşüktür (Özcan, ve Baysal, 2016).

Vegan beslenme, vücudun ihtiyaç duyduğu tüm bu besin ögelerinin dengeli bir şekilde alınmasını gerektirmektedir. Bunlar haricinde, vegan protein kaynakları önemli bir vegan besin ögesi olarak kendini göstermektedir. Bu bağlamda, vegan beslenme, sağlıklı bir yaşam için

besin çeşitliliği ve dengesinin gerekliliğini vurgular. Bu çalışmanın ikinci bölümünde vegan protein kaynakları hakkında detaylı bilgiler sunulacaktır.

VEGAN PROTEİN KAYNAKLARI

Protein fonksiyonları:

Van Vliet, Burd ve Van Loon (2015), bir protein kaynağının kalitesinin, bireyin metabolik ihtiyaçlarını karşılama ve vücut protein kütlesinin büyümesini ve korunmasını destekleme yeteneği ile ilgili olduğunu ifade etmektedir. Onlara göre, bir protein kaynağının kalitesi, içerdiği esansiyel amino asit miktarı, proteinin sindirilebilirliği ve bu proteinden türetilen amino asitlerin biyoyararlanımı ile belirlenir. Biyoyararlanım, tüketilen bir amino asidin tamamen sindirilip emilen oranını ifade eder.

Proteinler, sindirim sürecinde aminoasitlere ayrılarak aminoasit havuzunda birikir ve vücut, kas, saç, tırnak, hormon ve enzim gibi özel proteinlerin sentezi için bu havuzdan aminoasitleri kullanmaktadır. Karbonhidrat ve yağlar gibi ana enerji kaynakları yetersiz olduğunda, aminoasitler deaminasyon yoluyla enerjiye dönüştürülür. Bu nedenle, dengeli bir beslenme hem proteinlerin yapısal işlevlerini sürdürmesine hem de enerji sağlamasına olanak tanır (Benardot, 2012).

Proteinler, enerji reaksiyonları için karbon kaynağı sağlama kapasitesine sahiptir; belirli aminoasitler glikoza dönüştürülerek ATP üretimi için metabolize edilmekte veya yağ olarak depolanabilmektedir. Kan ve vücut dokularının osmolaritesi ile sıvı hacminin düzenlenmesinde kritik rol oynamakla birlikte fonksiyonlarıyla sıvı dengesini sağlamada önem teşkil etmektedir. Proteinler, amfoter özellikleri sayesinde optimal kan pH seviyesinin korunmasına katkıda bulunmaktadır. Öte yandan, organlar, kaslar ve kemikler gibi çeşitli vücut dokularının temel bileşenlerini oluşturup kandaki maddelerin taşınmasında rol oynamaktadırlar; örneğin, demir taşıyan proteine Transferin denmektedir (Benardot, 2012).

Proteinler, büyümeyi destekler ve kas, bağ dokusu, deri, saç, tırnak gibi dokuların onarımı ve yenilenmesini sağlar. Ayrıca, vücutta karbonhidratların depolanması ve kullanılması gibi önemli biyokimyasal süreçlerde görev alan enzimler, hormonlar ve nörotransmitterlerin yapısına katılırlar. Bağışıklık sisteminde antikorlar aracılığıyla önemli görevler üstlenirler. Özellikle dayanıklılık egzersizleri sırasında karbonhidrat depoları azaldığında, proteinler yakıt kaynağı olarak kullanılır ve vücutta sıvı dengesinin korunmasında kritik öneme sahiptir (Ryan, 2012).

Protein gereksinimi Değerlendirmesi:

Kuvvet, hız ve dayanıklılık antrenmanlarının yapılması günlük protein ihtiyacını artırır. Protein gereksinimi üzerinde egzersizin yoğunluğu ve süresi, enerji tüketimi, uyku, cinsiyet ve yaş gibi çeşitli faktörler etkili olur (Fink ve Mikesky, 2018; Kreider ve ark., 2010; Kınsey ve Ormsbee, 2015).

Diyet Referans Alım düzeyi (Dietary Protein Intakes- DPI) ve Önerilen referans düzeyi (Recommended Dietary Allowances- RDA) tarafından belirlenen protein ihtiyacı, 19 yaş ve üzeri bireyler için 0.8 g/kg/gün olarak önerilmektedir (Benardot, 2012). Yoğun güç ve dayanıklılık egzersizleri uygulayan sporcular için ise bu miktar ancak bir öğün beslenmeye denk gelmektedir (Phillips ve Van Loon, 2011). Uluslararası Spor Beslenme Derneği tarafından önerilenlere göre, vegan sporcuların günlük protein alımı 1.4-2.0 g/kg arasında olmalıdır. Vücut ağırlığı kaybı dönemlerinde ise bu miktar 1.8-2.7 g/kg'ye çıkmalıdır (Rogerson, 2017). Bu

çerçevede Literatüre bakıldığında veganlarda Günlük protein gereksinimi ile ilgili çalışmaların daha sporcularla yapıldığı gözlenmektedir.

Vegan beslenme tercih edenler için besin alternatiflerinin çeşitliliği artmıştır, bu da sağlıklı beslenmeyi kolaylaştırmıştır. Bu gelişme, veganların ihtiyaç duydukları besin ögelerini karşılamak adına önemli bir adımdır. Vegan yaşam tarzını benimseyenler için çeşitli ve erişilebilir besin seçeneklerinin artması, sağlık açısından daha sürdürülebilir bir beslenme biçimi sunmaktadır. Bu trend, vegan beslenmenin giderek daha popüler hale gelmesine katkıda bulunmuştur (Menal-Puey, Martínez-Biarge, & Marques-Lopes, 2018).

Baklagiller, soya ürünleri, kinoa, tohumlar ve fındık gibi besinler, protein gereksinimini karşılamak için ideal seçeneklerdir. Ayrıca, vegan protein tozları da bu ihtiyacı karşılamak için kullanılabilir. Bu alternatifler, vegan beslenmeyi tercih eden bireylerin günlük protein ihtiyacını karşılayarak sağlıklı bir yaşam tarzını destekler. Bundan sonraki bölümde ise, bitkisel protein kaynaklarına yer verilecek olup bu çerçevede vegan protein kaynaklarının bir sınıflaması yapılacaktır.

Vegan Protein Kaynakları:

Yağ tohumları

Yağlı tohumlar, son yıllarda artan küresel protein ihtiyacına yanıt olarak önemli bitkisel protein kaynaklarından biri olarak dikkat çekmektedir (OECD-FAO, 2016). Sağlıklı yaşam trendlerinin yaygınlaşmasıyla birlikte, bu tohumlara olan ilgi giderek artmaktadır. Ancak, yağlı tohumların fizikokimyasal özellikleri genetik yapılarına, yetişme ortamlarına ve işleme koşullarına bağlı olarak çeşitlilik göstermektedir (De Lamo, & Gómez, 2018). Dünya genelinde yağ üretiminin büyük bir kısmı bitkisel kaynaklardan (%86) sağlanmaktadır. Bu kaynaklar arasında soya fasulyesi ve soya küspesi (Preece vd.,2017), pamuk tohumu (Ma vd., 2018), keten tohumu (Mueller vd.,2010), kolza ve kolza küspesi (Ivanova vd., 2016), ayçiçeği küspesi (González─Pérez ve Vereijken, 2007), yer fıstığı unu (Gong vd., 2016), susam (Hassan vd., 2018), kenevir tohumu (Potin ve Saurel, 2020), chia tohumu (Bushway, Belyea ve Bushway, 1981), kabak çekirdeği (Habib vd,. 2015) Ceviz (Kafkas vd., 2020), badem (Özcan vd., 2011) ve fındık (Xu ve Hanna, 2010) gibi çeşitli içerikler bulunmaktadır. Konuyla ilgili bilgilendirme tablosuna aşağıda yer verilmiştir:

Tablo-1: Farklı yağ tohumlarının protein içeriği yüzdesi:

Ham Madde	Protein İçeriği Yüzdesi
Soya Fasulyesi	% 40
Soya Küspesi	% 50
Pamuk Tohumu	% 55-60
Keten Tohumu	%15-41
Kolza	%17-36
Kolza Küspesi	%36-40
Ayçiçeği Küspesi	%40
Yer Fıstığı Unu	%47-50
Susam	%23-30
Kenevir Tohumu	%26-36
Chia Tohumu	%23
Kabak Çekirdeği	%35
Ceviz	%14-26

Badem	%13-16
Fındık	%17

Tahıllar:

Tahıllar, sağlıklı bir beslenme için önemli bir kaynak olup, cildin sağlığını destekleyici ve sindirim sistemini düzenleyici etkilere sahiptir. Günlük diyette tüketildiğinde, karbonhidrat, mineral, protein, lif ve vitamin gibi önemli besin maddelerinin yaklaşık %70'ini karşılayabilirler. Gıda endüstrisinde, fonksiyonel özelliklere sahip yeni alternatifler geliştirmek amacıyla tahıllar üzerinde yoğun araştırmalar yapılmaktadır. Bu çalışmalar, tahılların sağlık üzerindeki olumlu etkilerini daha da anlamamıza ve beslenme açısından daha değerli bir kaynak haline getirmemize yardımcı olmaktadır (Culetu vd., 2021). Bu çerçevede, en çok protein içeren tahıl içeriklerinin buğday unu (Gammoh vd., 2018), Buğday (Olgun vd., 2013), Pirinç kepeği (Kaewka vd., 2009), yulaf (Ercili─Cura vd., 2015), bulgur (Qureshi, 2024), kepekli buğday (Elsahookie vd., 2021), kinoa (El-Hakim vd., 2022), Arpa (Fox, 2009; Ghupta, Abu-Ghannam ve Ghallagar, 2010; Vieira vd., 2014 ve Qi, Zhang ve Zhou, 2006), Çavdar (Kučerová, 2009 ; Sapirstein ve Bushuk, 2016 ; Laidig vd, 2017), Mısır (Hogan vd., 1955) ve amarant (Bressani ve Garcia-Vela, 1990) gibi ürünler olduğu literatürde görülmektedir. Her bir içeriğin protein değeri ile ilgili tabloya aşağıda yer verilmiştir.

Tablo-2: Farklı tahılların protein içeriği yüzdesi

Ham Madde	Protein İçeriği Yüzdesi
Buğday Unu	%10-15
Buğday	%9-14
Pirinç Kepeği	%9-15
Yulaf	%12-25
Bulgur	%12-15
Kepekli Buğday	%13
Kinoa	%17-18
Arpa	%8-30
Çavdar	%8-15
Mısır	%7-15
Amarant	%14

Bakliyatlar:

Binlerce yıldır insan beslenmesinde, özellikle bitkisel protein kaynağı olarak önemli bir konumda olan baklagiller, dünya genelinde ve ülkemizde temel bir besin kaynağıdır. Tarım arazilerinde, tahıllar genellikle en çok üretilen bitkiler arasında yer alırken, bunu yemeklik baklagiller izlemektedir (Gülümser, 2016). Baklagiller, yüksek protein içerikleriyle besleyici bir alternatif sunarlar ve sağlıklı bir diyetin ayrılmaz bir parçasıdırlar. Bu yönüyle baklagiller tahıllara oranla %20-30 daha zengin bir protein içeriğine sahiptirler (Shewry ve Halford, 2002). Baklagillere bakıldığında bezelye (Lam vd., 2018), mercimek (Urbano vd., 2007), mercimek unu (Ko vd., 2017), nohut (Rincón vd., 1998), acı bakla (D'Agostina vd., 2006), Soya fasulyesi (Michelfelder, 2009), kuru fasulye (Sathe, 2002) ve barbunya (Hayat vd., 2014) en temel protein kaynakları olarak görülmektedir. Söz konusu ögelerin protein içeriğine dair bilgilere aşağıdaki tabloda yer verilmiştir.

Tablo-3: Farklı bakliyatların protein içeriği yüzdesi

Ham Madde	Protein İçeriği Yüzdesi
Bezelye	%23-31

Mercimek	%21-31
Mercimek Unu	%23
Nohut	%20
Acı Bakla	%35- 40
Soya Fasulyesi	%35- 40
Kuru Fasulye	%15- 25
Barbunya	%26

Yeşil bitkiler:

Yeşil bitkiler ve yapraklar, protein ve besleyici bileşenler açısından zengindir ve potansiyel olarak bitkisel protein kaynağı olarak kullanılabilirler. Ispanak, pancar yaprağı ve çay gibi bitkilerde protein tespit edilse de proteinlerin ticari kullanımı henüz mümkün olmadığı ifade edilmektedir (Tenorio vd., 2016). Tenorio'ya (2016) göre Söz konusu proteinlerin kullanımını mümkün hale getirmek adına ekstraksiyon yöntemlerinin geliştirilmesi gerekmektedir. Dondurma işlemi, protein ekstraksiyon verimini artırabilirken, kurutma işlemi besleyici değerleri azaltabilir ve ekonomik olarak uygun değildir. Araştırmalar, yeşil bitki ve yaprak proteinlerinin gıda uygulamalarında daha yaygın olarak kullanılabilmesi için gerektiğini göstermektedir.

Bitkisel kaynaklar, küresel protein talebinin karşılanmasında önemli bir role sahiptir. Bu kaynaklar arasında yağlı tohumlar, tahıllar, baklagiller ve yeşil bitkiler öne çıkmaktadır. Ancak, bu potansiyel kaynakların ticari kullanımı ve protein ekstraksiyonu konularında çeşitli zorluklarla karşılaşılmaktadır. Daha etkin protein ekstraksiyon yöntemlerinin geliştirilmesi ve bu bitkisel protein kaynaklarının ticari uygulamalarda daha geniş bir şekilde kullanılabilmesi için daha fazla araştırma ve geliştirme çalışması gerekmektedir. Bu bağlamda, bitkisel proteinlerin sürdürülebilir gıda üretimindeki rolü ve potansiyeli, gelecek araştırmaların odak noktalarından biri olmaya devam edecektir.

SONUÇ VE ÖNERİLER

Vegan beslenme, yağ asitleri, B12 vitamini, D vitamini, kalsiyum, çinko ve protein gibi önemli besin ögelerini dengeli bir şekilde almayı gerektirir. Bu besinlerin bitkisel kaynaklardan sağlanması, vegan bireylerin sağlığı için kritik öneme sahiptir. Bu çalışma, veganların protein ihtiyaçlarını yağ tohumları, tahıllar, baklagiller ve yeşil bitkilerden karşılayabileceğini göstermektedir.

Gelecek çalışmalarda, yeşil bitkilerden ve yapraklardan elde edilen proteinlerin ticari kullanımı için daha etkili ve ekonomik ekstraksiyon yöntemlerinin geliştirilmesi büyük önem arz etmektedir. Bunun dışında, Nutrigenomik çalışmaları, vegan diyetlerin genetik etkilerini inceleyerek kişiselleştirilmiş beslenme yaklaşımlarına katkıda bulunabilir. Ayrıca, vegan beslenmenin kronik hastalıklar üzerindeki uzun vadeli etkilerini inceleyen araştırmalara ihtiyaç olduğu görülmektedir. Eğitim ve farkındalık programları, vegan bireylere dengeli beslenme konusunda rehberlik edebileceği düşünülmektedir. Bunun haricinde, B12 vitamini, D vitamini ve diğer besin eksiklikleri için uygun takviyeler ve fortifikasyon yöntemleri geliştirilmelidir. Öte yandan, vegan beslenmenin çevresel ve ekonomik etkilerini değerlendiren çalışmalar, sürdürülebilirlik ve ekonomik uygulanabilirlik konusundaki bilgi birikimini artırmalıdır. Sporcular ve farklı kesimler için uygun vegan beslenme planları geliştirilmeli ve performans üzerindeki etkileri incelenmelidir.

Sonuç olarak, vegan beslenmenin sağlık, çevre ve etik açıdan sunduğu faydalar dikkate alınarak, bu alandaki araştırmalar ve uygulamalar genişletilmelidir. Bu çalışmalar, vegan bireylerin sağlıklı ve dengeli beslenmelerine yardımcı olabilir ve toplumsal sağlığı olumlu yönde etkileyebilir.

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YABAN MERSİNİNİN MENTAL SAĞLIK ÜZERİNE ETKİLERİ

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ÖZET

Amaç: Son yıllarda serbest radikallerden kaynaklanan hastalıkların artması sebebiyle, bu hastalıkların önlenebilmesi amacıyla yüksek antioksidan içerikli, serbest radikalleri etkisiz hale getiren veya onlara karşı koruyucu etki gösteren fonksiyonel besinler üzerine araştırmalar artmaktadır. Bu besinlerden biri de yüksek polifenol içeriğine sahip olan yaban mersinidir (YM). Bu derlemenin amacı; Yaban Mersini tüketiminin mental sağlığa etkilerini (Demans, Parkinson, Alzheimer, Hafıza, Öğrenme üzerine etkileri vb.) araştırmaktır.

Yöntem: Bu derlemede insan ve hayvan deneklerde biliş üzerine hem akut hem de kronik yaban mersini müdahalelerinden elde edilen mevcut klinik araştırmalar ele alınmış ve bu konuda Dünya üzerinde yapılan çalışmalar literatür taraması ile derlenmiştir.

Bulgular: Polifenol açısından zengin olan YM özütünün insan ve hayvan çalışmalarında, özellikle nöral progenitör hücreler üzerindeki koruyucu etkileri, beyin kaynaklı nörotrofik faktör seviyeleri, organizmada yaşlanmaya bağlı değişiklikler ve oksidatif strese neden olan mekanizmaların YM tedavisi ile davranışsal ve metabolik açıdan potansiyel koruyucu etkisi, antioksidan, anti-inflamatuvar ve nöroprotektif özellikleri sayesinde nöropsikiyatrik hastalıkları önlemede veya tedavi etmedeki etkisi ve mental sağlık üzerine etkisinin yanı sıra, hafıza bozukluğu ve bilişsel işlev bozukluğu şeklinde kendini gösteren Alzheimer hastalığı gibi, insanların yaşam kalitelerini ciddi şekilde etkilemekte olan nörolojik problemleri önleyebileceği gösterilmektedir.

Sonuç: Mevcut çalışmalar çoğunlukla memeli hayvanlar üzerinde olumlu sonuçlar vermiş olsa da insanlar üzerinde yapılan çalışmalarda da olumlu sonuçlar elde edilmişir. Yine de insan çalışmalarında

kesinlik açısından daha çok çalışmaya ihtiyaç olduğu düşünülmektedir. Gelecek araştırmalarda; günlük kullanılacak doz, bilişsel görevler, sağlık durumu, cinsiyet ve yaş gruplarının dikkate alınması da önerilmektedir.

Anahtar kelimeler: Polifenoller, Flavonoidler, Yaban Mersini, Biliş, Oksidatif Stres, Antosiyaninler

EFFECTS OF BLUEBERRIES ON MENTAL HEALTH

ABSTRACT

Purpose: Due to the increase in diseases caused by free radicals in recent years, research on functional foods with high antioxidant content, which neutralizes free radicals or has a protective effect against them, is increasing in order to prevent these diseases. One of these foods is blueberries (YM), which have a high polyphenol content. The purpose of this review; To investigate the effects of Blueberry consumption on mental health (Dementia, Parkinson's, Alzheimer's, effects on Memory, Learning, etc.).

Method: In this review, existing clinical studies obtained from both acute and chronic blueberry interventions on cognition in human and animal subjects were discussed, and studies conducted around the world on this subject were compiled by literature review.

Findings: In human and animal studies, YM extract, which is rich in polyphenols, has been shown to have protective effects, especially on neural progenitor cells, brain-derived neurotrophic factor levels, aging-related changes in the organism, and potential behavioral and metabolic protective effects of mechanisms causing oxidative stress with YM treatment, antioxidant, Thanks to its anti-inflammatory and neuroprotective properties, in addition to its effect in preventing or treating neuropsychiatric diseases and its effect on mental health, it has been shown that it can prevent neurological problems that seriously affect people's quality of life, such as Alzheimer's disease, which manifests itself as memory impairment and cognitive dysfunction.

Conclusion: Although existing studies have mostly yielded positive results on mammals, positive results have also been obtained in studies on humans. However, it is thought that more studies are needed in terms of accuracy in human studies. In future research; It is also recommended to take into consideration the daily dose, cognitive tasks, health status, gender and age groups.

Key words: Polyphenols, Flavonoids, Blueberries, Cognition, Oxidative Stress, Anthocyanins

TURKISH CUISINE EXPERIENCES OF FOREIGN ACADEMICS AS A TOOL OF GASTRO DIPLOMACY

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INTRODUCTION

Used by countries as a touristic attraction and intercultural communication channel, food plays a unifying and sustaining role in diplomatic relations in the public sphere as well as in social life. Gastro diplomacy, which was first implemented by Asian countries in order to increase branding, image building and tourism revenues and was adopted and implemented by other countries over time, is a form of communication for countries not only to promote food culture or culinary strategies, but also to convey messages about the cultural codes of that country and to convey the originality and uniqueness of that nation in communicating cultural diversity (Wang, 2017). In fact, there are examples that many states have successfully carried out various activities including food in different periods (Akkurt, 2022). Countries such as Thailand, France, Italy and Japan have become a key element in gastro diplomacy by utilising their culinary wealth (Brown, 2019). Gastro diplomacy generally plays a healing role in terms of improving the culinary brand image, strengthening the political relations of nations and easing tensions between countries (Wang, 2017; Gaffar, 2022; Putri Indah, 2021).

The fact that the existence of a country is symbolically known through a food can be a universal attraction for people to better understand and analyse the culture of that nation and to develop motivation to visit that country (Amirunnaufal & Miavania, 2024). There are many applications of gastro diplomacy that have been implemented by Asian countries and adopted and implemented by other countries over time. In this context; as an example of gastro diplomacy initiatives; In 2002, the Thai government launched the ‘Global Thailand Campaign’ to revitalise tourism and develop the country's brand, the South Korean government launched the ‘Global Hansik Campaign’ and ‘Kimchi Diplomacy’ in 2009 to promote Korean food and culture, Taiwan launched the ‘Dim Sum Diplomacy’ to differentiate itself from China and strengthen its identity, and Peru developed and used promotional campaigns such as ‘Peruvian Cuisine for the World’ to create a national brand centred on its own cuisine (Baskoro, 2022; Ratri, 2018; Wilson, 2011).

Today, in the field of cultural diplomacy in Turkey, Yunus Emre Institute is one of the strongest stakeholders as the representative of Turkish culture in Turkey with the slogan ‘The World Knows Turkey Closer’ as the vision of 2023. Yunus Emre Institute is one of the most widely used centres of gastro diplomacy as the international brand face of Turkey (Durusoy, 2018; Demir, 2012).

In this study, the concept of gastro diplomacy is examined and gastro diplomacy practices in Turkey from past to present are presented chronologically. It was investigated to what extent the wings of foreign academics working at the university, which they formed through their experiences related to Turkish culinary culture, would contribute to the gastro diplomacy studies in Turkey. As a matter of fact, when the existing literature is examined, it is thought that there is no study in this regard and the study will contribute to the literature. The study was conducted using the interview technique, one of the qualitative research methods. In the interview, the participants were reached by snowball method and the questions were formed from semi-structured questions and directed to the participants.

LITERATURE

2.1. Gastro Diplomacy

The concept of gastro diplomacy was first used by Paul S. Rockower to refer to public relations and investment campaigns (efforts) made by states, often in co-operation with other state actors, to increase the brand value and position of the country through food by building emotional connections. Rockower (2012) defines gastro diplomacy as 'the act of winning hearts and minds through stomachs'. Rockower also states that nations that use culinary delights to appeal to the appetite of the global public through gastro diplomacy increase brand awareness and reputation. 'Gastro diplomacy', which is used within public diplomacy, is used as soft power to influence foreign public opinion and is characterised as an application area of cultural diplomacy.

Gastro diplomacy, which has been used as a popular cultural communication strategy to strengthen public diplomacy and country branding in the last few years (Rockower, 2012; Mayana & Santika, 2024), is an extremely powerful non-verbal communication method and is based on the nation's cuisine, which is the cultural source of nations. As a matter of fact, the cultural codes of the dishes that make up the national cuisine are very similar to the codes of cultural identity materials (Nirwandy & Awang, 2014). Gastro diplomacy is a strategy to create a positive image of countries by using their cultural heritage and food in international relations (Başarır & Zorlu, 2022). Accordingly, all processes involving food (e.g. food preparation, presentation, etc.) can be useful in creating common grounds and strengthening understanding between different parties. Although it is not always possible for gastro diplomacy to achieve positive diplomatic outcomes on its own, this type of diplomacy can be used as a tool to bring different parties to the same table and as a point where other diplomatic and political measures can be discussed and implemented (Kul, 2019).

In recent years, gastro diplomacy projects carried out by countries such as Thailand, South Korea, Taiwan and Malaysia, which are defined as middle powers, for branding, promotion, tourism and economic relations have attracted great attention worldwide. It is seen that the governments of these countries act with the desire to use the elements of gastronomy culture as a means of communication and develop strategies for the political and economic aspects of food by emphasising national identity. (Sali, 2023). In this context, gastro diplomacy is associated with diplomacy as much as it is related to food-related cultural endowments. Compared to traditional diplomacy, it is evaluated within the public diplomacy structure based on dialogue and two-way communication, where state and non-state actors gain importance, instead of the approach that conducts one-way communication through traditional channels (Soner, 2020).

2.2. Gastro Diplomacy Practices in Turkey

National cuisines are mirrors reflecting the historical, cultural, religious and political past and present of all the societies within those nations (Ögel, 2024). Turkish cuisine, which has an important recognition among the world cuisines, has a rich culinary culture with the Ottoman Empire period, which ruled on three continents when it passed to Anatolia in the continuation of the development process it started in Central Asia (Ülker, 2020). It has reached a great culinary richness by synthesising both the culinary culture it brought from Central Asia and the cuisines of other nations with which it came into contact. As a matter of fact, it has created this culinary richness that exists today by blending Central Asian, Anatolian, Balkans, Middle Eastern and Mediterranean cuisines thousands of years ago (Karaman,

2023). Because the fact that a dish, which is one of the important criteria of culinary richness, is prepared with different methods in different cities, cooked and served using different spices gives us important clues about the richness of Turkish cuisine. (Solmaz, 2018). Turkey has done and continues to do many different studies from past to present in order to introduce its culinary richness to the nations of the world and to provide cultural attraction by using gastro diplomacy, which is considered as the soft power of public diplomacy.

It is possible to find important examples of gastro diplomacy, which has been put into practice by many countries, especially for image building and tourism attraction, in Turkey. As a matter of fact, Turkey's first accepted example of gastro diplomacy is the 'Black Sea Ship' project, which set out in 1926 under the leadership of Atatürk to create a nation brand and visited 12 European countries. With the 86-day project, products specific to Turkish culture such as Turkish delight, hazelnuts, grapes and figs were introduced (Başarır & Zorlu, 2022). Turkey, which has made significant developments in the field of gastronomy especially in the past 20 years, has carried out important gastro diplomacy activities with Turkish cuisine-themed cooking competitions, publications on Turkish cuisine, promotion days/weeks, activities on Turkish coffee and history. In 2004, the 'Turquality Project' was put into practice by the Ministry of Trade and a certificate programme was organised to create awareness and brand image. What makes this project, which still continues as a branding support programme, important is that it contributes to the promotion of Turkish culinary culture and is the first and only state-sponsored branding project (Turquality, 2024).

One of the projects that strengthens Turkey's brand image and is very important in terms of the promotion of culinary culture is the G20 summit working dinner held in 2015 and watched live all over the world. Some of the classics of Turkish cuisine such as cherry leaf rolls, imambayıldı, muhammara, hummus, ravioli, döner, lahmacun, pita bread, clotted cream ice cream, baklava, pistachio rolls, şöbiyet, tamarind sherbet were served to the world leaders in a synchronised manner and this practice had a great impact.

Thanks to these gastro diplomacy initiatives, many cultural values of Turkey have been included in UNESCO's Intangible Cultural Heritage List. Some of these values and their acceptance years are as follows; 'Traditional Ceremonial keşkeği' in 2011, 'Mesir Macunu Festival' in 2012, 'Turkish Coffee and Tradition' in 2013, 'Bread making and sharing tradition' in 2014, 'Tea Culture' in 2022, 'Iftar and Socio-Cultural Traditions' in 2023 (unesco.org., 2024; (Aldemir, 2023). As can be understood from the gastro diplomacy practices given chronologically above, important activities have been carried out in Turkey from past to present. However, in the globalising world, it is obvious that no work without continuity will have long-term gains. For this reason, nations need to popularise gastro diplomacy not only at the level of states and local authorities but also in civilian life.

METHOD

The research design of the study was based on qualitative analysis and descriptive analysis method was used in the study. Descriptive analysis is a method that aims to directly describe, define and explain a subject (Ekiz, 2009;76). In this direction, the study was supported by making direct quotations from the interviews in order to support the data obtained from the interviews with the participants. Since the study benefited from the experiences of the participants, phenomenology was used in the research. The phenomenon in the research is the situation and potential of measuring the perception of gastro diplomacy as a result of foreign academics' experiences of Turkish food, which is an element of soft power. In order to reveal this potential, one of the appropriate and useful research methods is descriptive phenomenology (Sundler et al., 2019; 733-739). Those who have knowledge about the phenomenon are foreign academics. Content analysis method was also used to analyse the data in the study. Content analysis is the categorisation of data systematically taken from a text, searching and discovering certain themes (Mutlu & Doğan, 2021). The data obtained from the interviews were analysed in MAXQDA qualitative data analysis software. The verbal data obtained can be analysed and stored thanks to MAXQUDA and allows coding and sub-coding with the relevant data (Kuckart & Rädiker, 2021: 305-318). During the decoding of the data, word frequency analysis was performed and the number of characters was determined to be minimum one in the MaxDictio module analysis, which is the active

module in the MAXQDA programme. The data transferred to the programme were separated and deciphered within the system and reported by dividing them into codes and categories. Another important issue in qualitative research is validity and reliability criteria. In order for scientific research to be reliable, the same analysis should be repeatable at different times and conditions (Doğan & Özaltın, 2022;7). In this regard, the process was carried out objectively in order to report the data in detail and to make the finalisation process detailed, and four expert opinions were obtained by taking support from the existing literature while formulating the research questions.

WIDER EFFECT AND LIMITATIONS OF THE RESEARCH

In order to ensure the feasibility of the study, the scope of the study was limited to foreign academics. The study data were obtained from the volunteers among the foreign academics working at Bingöl University. In order to analyse the data collected from the interviews, the data were categorised into themes and sub-themes. In determining the themes, research questions were utilised and deductive method was used. The data obtained were subjected to content analysis; data validity and reliability were determined by taking into account features such as credibility, transferability, consistency and confirmability (Merriam, 2018). From this point of view, it can be said that the study provides internal and external validity. The research is reliable because reporting is done by avoiding subjective evaluation while preparing the findings of the study. Thus, the research provides internal reliability (consistency) and external reliability (confirmability).

In the study, it was determined how foreign academics evaluate food in terms of Turkey's gastro diplomacy, which is an element of soft power, by taking into account their Turkish food experiences and perceptions about food. The first result of the study is that food and food products have the effect of strengthening national identity and that food can be used not only as a touristic attraction but also as a diplomatic communication tool. Another conclusion is that significant contributions will be made to the development of gastro diplomacy in Turkey through activities such as providing online courses such as practical training, participating in international events, participating in international food festivals and gastronomy events to promote Turkish cuisine and local products, inviting foreign chefs to events, sending students or professors from Turkey to study or give training abroad, organising Turkish Culinary Week events. One of the outputs is the view that the dishes that can represent Turkey in the diplomatic arena can be dishes such as roasting, water pastry, baklava, stuffed meatballs, raw meatballs and lahmacun. In addition, considering the sensory characteristics of the dishes belonging to Turkish cuisine, it was concluded that they have a very good reference in terms of delicious edible, taste, odour, consistency and appearance. It has been determined that foreign academics prepare and consume Turkish dishes such as stuffed meatballs, raw meatballs, roasting, casserole, lahmacun, pita bread and baklava and present them to their guests. In addition, it has been concluded that products such as hazelnut, isot, Turkish delight, honey, orcik sausage, dry roasting are used especially during foreign visits or in the context of hosting foreign guests and exchanging gifts, and that these products contribute to culture in the context of gastro diplomacy. In addition, during the interview, many of the participants stated that they take products such as Turkish delight, Kayseri Sausage, Bingöl Honey, Urfa isotu, Antep Baklava, hazelnuts, Elâzığ orciği, also called walnut sausage, as gifts to their own countries and promote these products. Another positive result reached with the statements of the participants is that Turkey has improved diplomatic relations in the field of gastro diplomacy not only through food, but also by providing food and grain products to the victim countries, especially during wars, creating food corridors, and allowing the passage of aid and grain ships. When the studies conducted in the field of gastro diplomacy are analysed, the evaluation of the effect of Turkish food on gastro diplomacy by foreign academics will create awareness as it is the first in the literature review and will create a source for further studies.

Since the study data were limited to foreign academics working at Bingöl University, it would be useful to conduct future studies with a larger number of foreign academics using different variables (food, folklore, etc.) in terms of generalisability of the results. It is also recommended that this study, which was applied to foreign academics working in Turkey, be applied to academics who are Turkish citizens and carry out academic studies in different countries.

ORIGINAL VALUE OF THE RESEARCH

In the literature, various studies have been found indicating that gastro diplomacy activities provide many positive benefits for countries such as creating a brand image, promoting culinary cultures and that nations implementing gastro diplomacy create significant added value. It has also been determined that there are studies on gastro diplomacy in Turkey in the literature and a significant portion of these studies consist of studies conducted through official authorities. However, no study was found in which the issue was addressed in terms of foreign nationals. In this respect, it is possible to say that the study differs from other existing studies and has a unique value. As a matter of fact, foreign tourists and foreign nationals reside in the country for a certain period of time and gain practice by living intertwined with the cultural values specific to the country. To reveal to what extent these people represent Turkey in their own countries by taking individual initiative in the axis of gastro diplomacy based on their experiences of Turkish culinary culture without official duty, diplomatic knowledge and responsibility makes the study both different and important.

YOZGAT ŞEHİR KİMLİĞİNİN OLUŞUMUNDA GASTRONOMİ TURİZMİNİN KATKILARI

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GİRİŞ

Gastronomi turizmi, bir şehrin soskültürel durumunun tanınmasında önemli bir rol oynamaktadır. Gastronomi turizmi, o şehrin tarihi ve kültürel mirasını ortaya çıkarmada, kentin mutfak ve yerel lezzetler açısından kimliliğinin önemli bir bölümünün tanıtılmasında ciddi bir yere sahiptir. Gastronomi turizmi, bir şehri bu bakımdan farklı kılarak turistlerin ilgisini çekmekte ve şehrin kimliğinin daha belirgin hale getirilmesinde de önemli bir yere sahiptir. Bir şehrin yerel halkının gastronomi üzerinden gerçekleştirdiği sosyokültürel bağlar ve bunun ekonomiye katkıları, kentin kimliğinin oluşmasını destekleyen unsurlar arasındadır. Yerel lezzetlerin sürdülebilir üretim ve tüketimi de kentin kimliğinin oluşmasında etkilidir. Günümüzde Online platformlar ile çok geniş bir kitleye ulaşan gastronomi turizmi şehirlerin daha hızlı ve her yönüyle tanıtılmasını sağlamakta ve ayrıca o şehrin gastronomi kimliğinin ortaya çıkmasında şekillendirici bir etki yapmaktadır.

Bu veriler doğrultusunda bu araştırmanın problemi "Gastronomi turizminin az gelişmiş bir destinasyon örneği olan Yozgat'ta katkıları ve etkisi nedir?" olarak ortaya çıkmıştır. Araştırmanın bu sorunsalı doğrultusunda bu araştırmanın hedefi, Yozgat'ın gastronomik turizm ürünlerinin şehir kimliğin üzerindeki rolünün literatür çerçevesinde belirlenmesidir. Yozgat'ın gastronomik çeşitliliğinin sosyokültürel ve ekonomik katkıları ortaya konulmak istenmiştir.

LİTERATÜR

Yunanca "gastri (mide)" ile "nomos (yasa, kurallar)" kelimelerinden türeyen "gastronomi" kavramı, Fransızcada "yemeği iyi yeme merakı; sağlığa uygun, iyi düzenlenmiş, hoş ve lezzetli mutfak, yemek düzeni ve sistemi" anlamlarına gelmektedir (Çakır 2009; 48-50; Can vd. 2012; 875-882). Gastronomi kavramın ilk kez 1801'de Joseph Berchoux'un "Gastronomi ya da Tarladan Sofraya İnsan" eserinde kullanılmış, Fransızcaya yerleşmiştir. Buna ilaveten Charles Monselet gastronomiyi "bütün şart ve yaşlarda tadılabilen haz" olarak tanımlamış ve bu kavram 1835 yılında Fransız Akademisince literatüre girmiştir (Scarpa 2002; 53-58; Mil 2009; Göker 2011). Gastronomi kavramı, tarihi geçmişi çok ötelere giden bir kavram olmasına rağmen aynı zamanda bir bilim dalını da ifade etmektedir. Buna karşılık gastronomi turizmi, özellikle son yıllarda çok tartışılan ve farklı bakış açılarıyla literatüre yeni çalışmaların kazandığı bir alan durumundadır (Sezgin, 2018; 80-83).

Gastronomi turizmi kavramı ve ilgili araştırmalar oldukça yenidir. Bu yenilik ülke ve bölgeleri, yeni bir turizm pazarı oluşturma ve turizm gelirlerini arttırma konusunda heveslendirmektedir. Coğrafya, tarih, etnik çeşitlilik, mutfak görgü kuralları, hakim tatlar ve tarifler bir ülkenin "mutfak kimliğinin" belirlenmesinde en temel unsurlardır. Çevre faktörü içerisinde ise coğrafya, iklim, mikro iklimler, yerel ürünler ve yeni ürünlerin bölgeye adaptasyonu, kültürel faktörü, bölgenin tarihi, etnik çeşitliliği, deneme yanılmayı, gelenekleri, inançları ve değerleri ise alt unsurları oluşturmaktadır.

Gastronomide dış çevre faktörü, araştırmacılar tarafından içecek, yiyecek ve restoran işletmeciliği ile ilgili çeşitli konularda öne sürülen önemli bir endişe alanı olmuştur: şarap üretimi, gıda üretimi, yönetim ve ürün yenilikleri literatürü. Kültür kelimesi ve gıda ürünlerine dair kültürel çalışmalar, XX yüzyılda sosyolog ve antropologlarca verimli çalışmalar ortaya konulsada istenilen nitelik ve niceliğe sahip

çalışmalar yetersizidr. YÖK Ulusal Tez Merkezinin arama tabanından "yiyecek turizmi-gastronomi" anahtar sözcükleriyle tarama yapıldığında bu alanla ilişkili ilk yüksek lisans tezinin 1987'de tamamlandığı görülmektedir. 2024 yılı itibariyle yapılan tez çalışmalarında büyük artışlar olduğu görülmüştür. Ancak gastornomi turizminin Yozgat ve yöresinin kimliğine katkılarına ışık tutan tez ve diğer bilimsel araştırmaların istenilen sayı ve seviyede olmadığı söylenebilir.

Yozgat'ın turizm kaynakları ile ilgili bugüne kadar yapılan çalışmalar incelendiğinde; Türkiye'nin ilk milli parkı olan Yozgat Çamlığı Milli Parkı, Dünyada iki tane bulunan ve bir tanesi Yozgat Sarıkaya ilçesinde bulunan Tarihi Roma Hamamı (Basilica Therma), İç Anadolu Bölgesi'nin blok halindeki en büyük çam ormanları olan Akdağmadeni ve Çayıralan Ormanları, Türkiye'nin en büyük barajları arasında yer alan Çekerek Barajı, Türkiye'de tek olan ve yaklaşık bin dönümlük bir arazi üzerinde bulunan Lavanta Adası, Türkiye'nin tek parça halindeki en büyük meyve bahçesi olan Kabalı Meyve Bahçesi, yaklaşık 1 km.'lik uzunluğu ile her mevsim rafting sporuna uygun Çekerek Saklı Bahçe Rafting Parkuru, Aydıncık Kazankaya Kanyonu, Hisarbey Yaylası, Şirinyayla, Uzunçayır Yaylası, Eğriağız Yaylası ve Cennet Deresi gibi el değmemiş yaylaları, pek çok bölgesine yayılmış bulunan jeotermal su kaynakları, coğrafi işaretli ürünlerinin yanı sıra tarihi milattan önceye uzanan antik şehirleri, geçmişi 800 yıla kadar giden tarihi camileri, kiliseleri ve tarihi konakları ile önemli bir kırsal turizm destinasyonu olma potansiyeli barındırdığı görülmektedir. Diğer taraftan ilin Türkiye'nin UNESCO kültürel miras listesinde bulunan en önemli turistik destinasyonlarından Kapadokya Bölgesi ve Hattuşaş'ı birbirine bağlayan geçiş güzergâhında bulunması da turizm konusunda benzersiz bir avantaj oluşturmaktadır (Atsız, 2021, 225-235).

YÖNTEM

Toplumların birbirinden farklı olan yaşam koşulları, örf, adet, gelenek ve görenekleri beslenme tarz ve alışkanlıklarını ve dolayısıyla da şehirlerin kimliklerinin oluşumunu farklılaştırmıştır. Bir topluma özgü, onu diğer toplumlardan ayıran yiyecek üretim, tüketim, taşıma, depolama ve tüketim alışkanlıklarının bütünü "gastronomik kimlik" kavramı ile açıklanmaktadır. Yozgat ilinin etken değişkenler ışığında sahip olduğu gastronomik kimliğin belirlenmesi ve ürün çeşitliliğinin ortaya konulması bakımından bu araştırmada gastronomi turizminin Yozgat'ın şehir kimliğinin oluşumuna katkıları incelenmiştir. Bunun nedeni Yozgat'ın yerel lezzetlerinin gastronomi turizmindeki ve kent kimliğinin keşfindeki yerinin belirlenmesinin Yozgat'da alternatif turizm açısından değerlendirilmek istenmesidir. Bu amaçla Yozgat'ın yerel mutfağının öncelikle gastronomik kimliği üzerinde sonrasında ise kent kimliğindeki ilişkiyi belirlemede durum analizinden faydalanılmıştır. Araştırmanın amacı doğrultusunda şu sorulara yanıt aranmıştır:

1. Gastronomi turizminin Yozgat'ın şehir kimliğinin oluşumuna katkıları nelerdir?
2. Yozgat'a ait gastronomi ürünlerinin kent kimliği oluşumunda kullanılma durumu nelerdir?

Bu araştırma sorularına ayrıntılı cevap aramak için nitel araştırma yöntemi kullanılmıştır. Bu modelde elde edilen verilerin yorumlanmasında tümdengelim tekniğinden faydalanılmıştır. Bu teknik ve yöntemin tercih edilmesinin bu araştırmanın orjinalliği için uygun bir yöntem olduğuna karar verilmiştir. Yozgat'ın yerel mutfağına ait ürünleri, bu ürünlerin turizmde kullanılma durumu ve bunun şehir kimliğinin oluşum sürecine katkısının ortaya konulması açısından nitel araştırma yönteminin uygun olduğu söylenebilir. Araştırmada nitel araştırma yöntemlerinden biri olan doküman incelemesi usulü kullanılmıştır (Bowen, 2009, 30-38). Böylece bu çalışmada Yozgat'ın mutfak kültürü, gastronomi turizmi ve gastronomik turizm ürünlerinin ortaya çıkarıldığı kitaplar, makaleler, akademik çalışmalar, haber siteleri incelenen kaynaklar arasında yer almaktadır. Bu araştırmada doküman incelemesi yöntemi kullanıldığı için herhangi bir etik kurul iznine ihtiyaç olmamıştır. Araştırmada kullanılan kaynaklar ile araştırmanın soruları cevaplanmaya çalışılmış, içerik analizi yoluyla da bulgular ortaya konulmuştur. Bu araştırmada bilimsel araştırmaların referans ve alıntı verilerini sağlayan "WoS ve Google Schoolar" platformları ayrıntılı olarak kullanılmıştır. Bu platformlarda "Yozgat ve gastronomi, Yozgat mutfağı, Yozgat yerel lezzetleri vb." kvarmalar arattırılımştır. Elde edilen sonuçlardan sadece makale türündeki çalışmalar incelenmiştir. Buradaki bilimsel çalışmalar elde edilen dökümanların temelini oluşturmuştur. Bu platformlarda toplam 46 makale incelenmiştir. Ayrıca Yozgat'ın turizm potansiyeli ve sorunlarına

ilişkin II. Uluslararası Bozok Sempozyumunda sunulan bildiriler derinlemesine incelenmiştir. kitabındaki Elde edilen veriler tarama, tespit etme ve dahil etme aşamalarıyla kullanılmıştır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Gastronomi turizminin yeni bir kavram olması, ilgili araştırma sayısında özellikle son on yılda önemli bir artışa zemin hazırlamıştır. Gastronomi kavramının çağdaş kaynaklardaki tanımı gastronomi bilimini açıklamada yetersiz kalmaktadır. Bununla birlikte gastronomi kavramının kökeninden ziyade kavramsal anlamını ortaya koymak daha önemli bir konudur. Yozgat ve yöresinin gastronomik turizm ürünlerine medya ve akademik çalışmalarda yeterli bir tanıtıma ya da bilgiye yer verilmemesi hala büyük bir eksiklik olarak görülmüştür. Bu durum bu araştırmayı gereklive değerli kılmıştır. Bu nedenle çalışmada ağırlıklı olarak akademik çalışmalardan faydalanılmış ve buradaki eksiklikler ortaya çıkarılmaya çalışılmıştır. Yozgat ve yöresinde bölge ve şehrin sosyokültürel özelliklerini yansıtan tanıtıcı festival vb. Programların eksik olması bölgeyle ilgili çaşlışmaları da olumsuz etkilemiştir. Tüm bu olumsuzluklara rağmen Yozgat ve yöresiyle ilgili çalışmaların hatırı sayılır nicelikte olması sevindricidir.

Türk turizminin belirli bir sezona bağlı kalmadan tüm yıla ve ülkeye yayılabilmesi için gastronomi önemli bir alan olarak görülmektedir. Yozgat ve yöresiyle ilgili gastronomik faaliyetlerin iklim ve yerel şartların olumsuzluklarına bağlı olarak sekteye uğraması büyük bir olumsuzluk olmakla birlikte bu çalışmanın sınırlılıkları içerisinde önemli bir yer işgal etmektedir. Gastronomi turizminin Yozgat il, ilçe ve köylerinnin tanıtılması ve bunun yöreye kattığı katkılar burada ele alınacaktır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Günümüzde insanların turizmden beklentisi sadece deniz, kum ve güneş olmaktan çıkmıştır. İnsanlar farklı turizm çeşitlerini deneyimlemek için ülke içinde ve dışında değişik yerlere seyahat etmeye başlamışlardır. Bu çeşitlilik bağlamında gastronomi turizmi son yıllarda ülkelerinin kültürel değerlerinin en önemli parçası olarak değerlendirilmeye başlamıştır. Bu durum tüm dünyada gastronomi turizmi eğilimini ve bu alandaki araştırmaları arttırmıştır. Ülkemiz ve Yozgat yöresi gastronomik değerler açısından son derecede zengindir.

Literatür incelemesi sonucunda her ne kadar Yozgat'ın Gastronomi turizmiyle ilgili çok sayıda araştırma ve incelemeler olsa da bölgenin gastronomik kültürünün oluşumu ve bunun uluslararası boyutta tanıtılmasına katkısının yeterli düzeyde olmadığı görülmektedir. Bu araştırma ile bu sorunsalın çözümüne katkı sağlamak hedeflenmiştir. Hem yerel halkın hem de bölgeye gelecek olan turistlerin şehrin kültürel değerleri ve gastronomi turizminde işgal ettiği yerin tespitine yönelik farkındalık yaratmaya yardımcı olmak bu çalışmayı özgün ve değerli kılmaktadır. Bu çalışmanın ülkemizde çok yeni olan gastronomi turizminin önemini ortaya koyarak Yozgat'ın gastronomi turizmi alanına yeni bir bakış açısı kazandırabileceği düşünülmektedir.

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CLASS HABITUS AND PROFESSIONAL RESPECTABILITY PERCEPTION RELATIONSHIP: GASTRONOMY AND CULINARY ARTS STUDENTS' VIEWPOINTS ABOUT THE POSITIONS OF "GOURMET" AND "EXECUTIVE CHEF"

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INTRODUCTION

Choice of profession is one of the most crucial steps that an individual takes throughout his/her life. There are various variables that affect an individual's decision-making process and some variables that are affected by these decisions. When the related literature is analyzed, it can be seen that although the topic of decisions about profession has been studied from different dimensions, it hasn't been throughly analyzed by taking factors such as class habitus and perception of professional respectability into consderation. Socio-economic status is an important factor that affects the thoughts, emotions and socio-economic status of social classes (Manstead, 2018). Individuals generally behave according to the norms and habits of social classes that they believe they belong as a result of their socio-economic status. Class habitus, develops as a result of this process (Stuij, 2015). On the other hand, habitus (Gaulter & Mountford-Zimdars, 2018) and the perceived professional respectability are two highly significant factors that affect individuals in terms of determining their career goals and forming their expectations about status (Jaoul-Grammare, 2024).

The relationship between class habitus, which is determined by socio-economic status, and professional respectability perception are analyzed in this study. The topic is evaluated in terms of the effect of class habitus on the choice of profession. The purpose is to carry out an analysis about this relationship based on gastronomy and culinary arts students' viewpoints about gourmetism and executive chef positions. Their career choices are selected as the baselines of the analysis frame.

LITERATURE

There are fewer studies about the choice of profession when compared to education and income (Fujishiro et al., 2010). Professional respectability is an important indicator of an individual's social status gained by a profession (Fujishiro et al., 2010). According to Weber (2012, p. 427) status is defined through the respectability attained to an individual according to different factors such as lifestyle, education and profession (Altun Aslan, 2020).

It is important to analyze individual and social variables together in researches about career development, but individual features have usually been the focal points of such researches and studies in the literature (Vilhjálmsdóttir & Arnkelsson, 2003). It is thus important to analyze the topic in terms of social dimension. Habitus, which is an important concept used in social analyses, is developed by French sociologist Pierre Bourdieu. It focuses of how mutual interaction between society and individual affects behaviors of individuals (Bourdieu, 1993). According to Reay (2004), this concept is one of the complex, yet important theoretical frames created by Bourdieu. Habitus is an important variable about the issues of perception and decision about profession (Vilhjálmsdóttir & Arnkelsson, 2013).

Respectability and status are important factors about career preferences. In the studies indicating that social disadvantages are transmitted through generations, it is mentioned that access to higher education is class-based (Thompson & Subich, 2006). Middle-class families, who aim at improving their children's position in society, prefer private schools that might ensure cultural capital for their children (Altun Aslan, 2020). Status of the original family affects career development process of an individual (Brown, 2004; Metheny & McWhirter, 2013). Class of the family affects important decisions made by an individual about his/her career. For instance, according to the research by Abrahams (2017), the use of nepotism varies according to the families from middle class and working class. Students from working class do not think that attending middle class is exactly legitimate, which is why nepotism is not morally acceptable (Abrahams, 2017).

This study, which analyzes the class habitus and professional respectability perception together, aims at finding answers to these questions: (a) How can class habitus explains individual's perception about professional respectability? (b) How do the features of individual habitus affect their career choices?

METHOD

Basic concepts used in the research are the class habitus and professional respectability perception. It is aimed to analyze the relationship between class habitus and professional respectability perception through Gastronomy and Culinary Arts students' viewpoints about gourmetism and executive chef positions as career choices. The most popular study about professional respectability in the literature is the research study prepared by North and Hatt in 1947 (North and Hatt, 1947). The use of expressions about professional respectability in this study is similar to the use of them in the study by Buzea and Scârneci (2011). Researchers of this study benefited from the questions for class habitus used in Bindik's research (2021).

A form made of semi-structured and structured questions is prepared for collecting data. The form is sent online to Gastronomy and Culinary Arts department students in seven Public Universities and four Private Universities. As known, courses at school are very important in career choices (Guichard et al., 1994). This is why, students who study at the same department and the ones who voluntarily participated in the study are included in the research group. Purposeful and convenience sampling methods are used in the research. While collecting data, at a specific point, it is determined that students started to give same answers to open-ended questions, which indicated data saturation. As a result of this, data collection process is completed with 38 participants. Answers in the form are analyzed, participants who selected the option "executive chef", are taken into consideration answers of 21 participants, who might contribute to the study are evaluated. Answers are descriptively analyzed and interpreted.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

The research may present viewpoints for two different fields; sectoral and academic. Educational background and works of individuals in the sector can contribute reaching new experiences and gaining capital. In this process, individuals get to know their abilities and capacities better and shape their future career. The role of class habitus given by the original family can be reshaped by raising of capital. There are some specific limitations of this research. The effect of courses received by an individual is highly important (Guichard et al., 1994). This is why, students receiving education in the same department are included in the research group. Students from different departments can be included in future studies and research results can be expanded. Family support is a very important factor for career development besides socio-economic status of family (Metheny & McWhirter, 2013). Role of family support can be included in future studies. Results of this research mostly reflect middle and lower class individuals' viewpoints; reaching individuals from high socio-economic class and reflecting their viewpoints can increase the richness of research results. In this research, it is understood that dominant characteristics of individuals might affect their answers. Because of that, it is believed that analyzing individual and social features simultaneously can be beneficial.

ORIGINAL VALUE OF THE RESEARCH

The relationship between class habitus, determined by socio-economic status, and professional respectability perception is analyzed in this study. Evaluations about the effect of class habitus on the choice of profession are presented to readers. It can be said that the research has an original characteristic in terms of its purpose. It is determined that the participants' perceptions about professional respectability of gourmetism are more negative when compared to executive chef position. Individuals firstly evaluated their personal experiences, skills and necessities in their answers to the questions of the study. It is observed that there are positive and negative factors that affect individuals in the process of choosing a profession. Habitus is an important variable in this respect (Vilhjálmsdóttir & Arnkelsson, 2003). Social and cultural capitals are necessary for Gastronomy and Culinary Arts students to make progress in their career. This department can also improve the types of capital that an individual has. For instance, having a powerful sense of taste and knowledge in the field is an opportunity that a habitus can present. It is possible to advance from lower and middle classes in the profession of executive chef. Additionally, it is perceived as an income-generating profession. All these factors, combined with the fact that it presents social and cultural capital, contibute to having a positive viewpoint about the profession. On the other hand, it is observed that cultural contexes are some of the reasons why individuals do not prefer the profession of gourmetism. For instance, a participant stated that he wouldn't prefer this profession as he doesn't eat pork. Job security, income level, job environment are other significant elements that affect choosing either gourmetism or executive chef positions.

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APPROACHES SUPPORTING SUSTAINABLE GASTRONOMY TOURISM

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INTRODUCTION

The concept of sustainability is gaining importance in various sectors and living spaces today. Basically, sustainability is based on the understanding that while using natural resources to meet the needs of current generations, it also considers the needs of future generations. This comprehensive approach aims to manage the balances and resources on earth in a sustainable manner by bringing together environmental, economic and social dimensions. The origins of the concept of sustainability are rooted in the deep history of humanity's interaction with nature. However, sustainability in the modern sense started to gain more popularity in the second half of the 20th century with the increasing environmental problems. Problems such as industrial activities, depletion of natural resources, climate change and damage to biodiversity have made the issue of sustainability more important.

Sustainable tourism has emerged in an effort to apply general sustainability principles to the tourism sector. Tourism creates some threats to natural and cultural resources with the impact of visitors to a destination. Sustainable tourism aims to increase the positive effects of tourism and minimise its negative effects by balancing the needs of tourists and the local community.

Gastronomy is defined as an art and science that describes the food culture of a culture. Gastronomy has an importance that reflects cultural identity beyond meeting the nutritional needs of people historically. Dishes, traditional recipes, local ingredients and cooking techniques reflect the history, geography and social fabric of a society. Gastronomy tourism refers to travelling to explore this delicious world. In recent years, gastronomy tourism has gained importance not only as an experience of tasting food, but also in the context of sustainability and the protection of local cultures. In order to protect the resources on which gastronomy tourism is dependent, it is necessary to act in line with the principles of sustainability. While gastronomy tourism offers tourists the opportunity to discover the flavours of a destination, it has the potential to support local producers and promote sustainable agriculture.

In this study, various organisations and activities that support the sustainability of gastronomy tourism were examined. This relationship that emerges in the context of sustainable tourism and gastronomy tourism plays a key role in shaping the future of both the tourism industry and the gastronomy world. In this context, examining various organisations and activities that support sustainability in gastronomy tourism plays an important role in the development of destinations that stand out with gastronomy tourism in line with sustainability principles. In the existing literature, there are few studies that comprehensively examine the relevant organisations that are the subject of the study and the activities carried out within this scope. In addition, the number of organisations supporting sustainability and their activities need to be updated. Within the scope of the research, the current data obtained from the existing literature and the official websites of the organisations were compiled by document analysis method. It is aimed that the suggestions presented in the light of the data obtained as a result of the research will contribute to tourism stakeholders, destination managers and the literature.

LITERATURE

Sustainability in Gastronomy Tourism

Sustainable gastronomy tourism is a system in itself. It is an important field of study in gastronomy management and open to worldwide developments. Hu, Parsa and Self (2010) mentioned that ensuring sustainability in gastronomy can be possible by ensuring the continuity of local cuisine and transferring it to future generations. Sustainable gastronomy tourism, especially in rural areas, contributes to the preservation and promotion of local food and traditions, the creation of regional identity and the development of tourist destinations (Visković & Komac, 2021). These definitions are based on principles such as the preservation
of local food culture, sustainable use of natural resources, support for the local economy and community participation. Sustainable gastronomy tourism aims to balance environmental, socio-cultural and economic impacts. In this context, it is important to promote sustainable practices such as encouraging organic farming practices, using local agricultural products, reducing food waste. In addition, sustainable gastronomy tourism plays an important role in the participation of local people and the protection of cultural heritage. Movements such as organic farming, authentic cuisine, eco-museums, green restaurants, eco-gastronomy and slow-food, which support sustainability in gastronomy tourism, play a valuable role for local development. The basic principle of these movements is the promotion of environmentally friendly activities and the protection of resources, thus supporting sustainable gastronomy tourism (Bratec, 2008; Güneş, 2019; Güneş & Sabur, 2023b; Çirişoğlu & Akoğlu, 2021; Akgöz, Varol, & Öksüz, 2023).

Slow-Food Movement

Slow-food was officially legalised in 1989 with the slogan of good, clean and fair food. Slow-food is a non-governmental organisation where volunteering is essential with its actions and activities. On the official website of the Slow-food movement, their vision is conveyed by the authorities as follows; We dream of a world where everyone can access food that is good for everyone, good for the producer and good for the planet. The way to achieve this dream is to create a worldwide network with activists by mobilising local communities that defend cultural and biodiversity, promote food education, and influence public and private sector policies (Slow-food International, n.d.). Today, it operates in more than 160 countries (Güneş & Sabur, 2023). Slow-food movement carries out its activities under sub-themes such as slow fish, slow wine, slow food travel, slow cheese.
The themes within the scope of the Slow-food movement support the development of sustainable gastronomy tourism. Finally, the slow-food movement, which aims to oppose the forgetting of local culinary heritage and the uniformisation of eating habits, is also a philosophy. The philosophy of slow-food advocates the consumption of local foods in season, local and traditional food production techniques, ancestor seeds, local markets, while increasing the quality of the dishes prepared while increasing the pleasure received (Işıldar, 2016; Çetin, Çirişoğlu & Albayrak, 2021).

Cittaslow (Slow/Calm Cities)

The Cittaslow movement argues that it is possible to sustain life at a slower pace, more sensitive to nature and more focused on human values (Sandıkçı & Albayrak, 2020; Cittaslow International, 2024). In other words, slow cities are the implementation of the basic philosophies of the slow-food movement and sustainable development approach in a city with certain criteria.
The first condition sought for cities that will become a member of the union is a population of less than 50,000 (Cittaslow International, 2024). With this criterion, the human population living in cities is kept in balance, thus supporting the solution of problems such as unplanned urbanisation, traffic problems, air and environmental pollution. In the content of the other criteria, it is possible to say that it is aimed to protect human values and facilitate human life by adopting and disseminating the principles of sustainability in cities. As a matter of fact, within the framework of environmental policies, a number of projects related to air pollution, removal of solid wastes, waste management, energy saving and protection of biodiversity should be implemented. The creation and dissemination of bicycle paths, eco transportation activities, alternative solutions that will facilitate the lives of disabled people, family life and practices that support women's life in the city with infrastructure policies, and the creation of social

green areas with urban life policies and the protection of those and sustainable urban planning are also among the criteria sought for membership in the union (Numanoğlu & Güçer, 2018).

Gastronomy Themed Tours and Routes

Gastronomy tourism is an area of great interest among alternative tourism types. In this respect, gastronomy tours can reduce the participation in mass tourism activities in terms of eco-gastronomy. Gastronomy tours, which reduce the population and burden of the destination and attract more responsible tourists, support the sustainability of gastronomy tourism (Belber & Kamış, 2022; Akgöz, Varol, & Öksüz, 2023). In this context, destination managers also tend towards projects that emphasise the gastronomic identity and heritage of destinations. Tours organised to gastronomy routes have emerged as a highly popular touristic product in recent years within the scope of gastronomy tourism (Aksakallı & Bayraktar, 2018). Gastronomy tours are organised to destinations that stand out with their culinary culture and are generally located close to each other (Lopez & Martin, 2006; Gheorghe, Nistoreanu, & Filip, 2013; Üzülmez & Akdağ, 2020; Güneş & Sabur, 2023). The programmes determined within the scope of these tours include activities such as accommodation points, transportation vehicles, restaurants, local markets, thematic museums related to food and beverage, living kitchen practices, workshops, culinary practices carried out together with the public, festivals (Güneş & Sabur, 2023). Tourists purchase the gastronomy tour that suits them by examining the tour programmes created for the region they are interested in. These programmes, which are created to meet the motivation and expectations of tourists to participate in these tours, offer an unforgettable and enjoyable experience for tourists. The routes determined within the tour programme are introduced to tourists through various brochures, websites and guides (Üzülmez & Akdağ, 2020; Erbay & Sabur, 2022). Gastronomy tours bring gastro-tourists and local people closer to each other with these activities. Therefore, gastronomy tours also affect destinations as a means of cultural interaction. Gastronomy tours are also considered within the scope of cultural tourism with these features (Zainal, Zali, & Kassim, 2010).

Geographical Indication Registration

Products with geographical indication are products that are identified with the geographical region where they are produced and reflect the unique production techniques of the region. On the official website of the Turkish Patent and Trademark Office, Geographical Indication Portal, it is stated that more than 1500 products have geographical indication registration (Türkpatent, n.d.). According to the Industrial Property Law No. 6769, products with geographical indication are evaluated in 3 subcategories. When the products with geographical indication registration are analysed, more than 1200 of the products are food products (Türkpatent, n.d.). This situation and the definitions of registration categories show that geographical indication registration supports sustainable gastronomy tourism.

Geographical indication registration plays an important role in promoting sustainable gastronomy tourism. GI registration provides a number of advantages such as protecting local products, supporting cultural heritage and sustainable agriculture, strengthening the local economy, and stimulates gastronomy tourism by increasing tourists' interest in the region (Visković, & Komac, 2021; Hadelan, et al., 2021). Geographical indication registration is an application that indicates the geographical origin of a particular region, product or service and protects the qualities specific to the product or service with this feature. Within the scope of sustainable gastronomy tourism, geographically marked products contribute to the protection and development of local flavours, producers and destinations.

UNESCO Creative Cities Network / Cities of Gastronomy

Gastronomy is one of the indispensable themes of the UNESCO Creative Cities Network. Nelson (2015) stated that gastronomy contributes significantly to the development of a city and to improving the quality of life of local residents and visitors. It is also emphasised that the reputation of a city participating in the gastronomy theme can be strengthened through gastronomy tourism.

A total of 3 cities from Turkey are among the gastronomy cities. These cities are Gaziantep (2015), Hatay (2017) and Afyonkarahisar (2021). In addition, in 2021, Turkey's national list includes cities such as Balıkesir, Kayseri, Adana, Diyarbakır and Konya in the field of gastronomy. In 2023, Nevşehir and Tokat were finally included in the national list (UNESCO Turkish National Commission, 2024).

Living Kitchen Practices

Within the scope of gastronomy tourism experiences, new trends that synthesise the culinary culture of destinations with culinary practices come to the fore. Approaches that appeal to people's 5 senses in terms of tourist experiences provide unforgettable experiences to the participants. In this context, living kitchen practices that occur in this context, tourists perform practices related to the cuisine of the destination they travel to in accommodation establishments or through the gastronomy tours they participate in. With living kitchen practices;

- Discovering the destination culture in a theoretical and practical way by spending a day with the chef,
- Practising the recipes and recipes they follow in the virtual environment in groups or individually in the kitchen,
- Training kitchen applications in order to develop children's hand skills,
- Participation in food and beverage themed festivals,
- Visit to local farms and markets,
- Conversations and practices about culinary culture with local people,
- Activities such as tasting products are carried out in determined local restaurants (Erdem & Akyürek, 2017; Erbay & Sabur, 2022).

These practices also enable stakeholders such as local food producers, chefs, restaurant managers, local markets, local people and destination managers to work in cooperation. Living kitchen practices and sustainable gastronomy tourism represent an approach that includes various elements such as the protection of traditional food and food cultures, sustainable agriculture and food production, support for the local economy and the participation of local communities.

Gastronomy Museums

Gastronomy-themed museums are specialised venues that exhibit local food culture and the history, traditions and techniques related to gastronomy. Such museums provide visitors with information on the preparation of local dishes, tell the history of local products and transfer traditional cooking methods to visitors. At the same time, gastronomy-themed museums contribute to the preservation and promotion of local food and culinary culture.

Green Restaurants

Green restaurants are restaurants that continue their activities in the light of sustainability principles and aim to minimise the damage caused by food businesses to the environment. Green restaurants play an important role in the sustainability of gastronomy tourism. Because within the scope of gastronomy tourism, tourists visit restaurants that offer local cuisine products. During their daily production activities, restaurants use products such as water, electricity, raw materials, human labour, capital, waste paper, packaging, food and beverage residues and offer them to nature as output. Horovits (2008) stated that restaurants consume almost 5 times more energy than other commercial enterprises. While green restaurants contribute to the sustainability of gastronomy tourism, they also offer healthy and delicious food to tourists. As a result, green restaurants make a significant contribution to the sustainability of gastronomy tourism.

IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism)

IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism) is a non-profit organisation specialised in the fields of gastronomy, culture, arts and tourism since 2010.
IGCAT carries out activities to promote and support projects related to the protection of gastronomy and cultural heritage, sustainable development and tourism (Sorcaru, 2019). IGCAT's philosophy is to protect and improve human health, the future of the world and local economies on the axis of sustainability. IGCAT carries out various programmes to develop, share and promote gastronomy tourism projects in Europe and around the world. It also provides training and consultancy services to increase the capacity of local communities and businesses in the fields of gastronomy, culture and tourism.

Platforms Similar to EatWith, EatAway and Withlocals

Websites such as EatWith is a platform that allows local hosts to host their guests in their homes and

allow them to experience local food (EatWith, 2024). Similarly, platforms such as "EatAway" and "Withlocals" offer local food experiences by bringing local hosts and tourists together (EatAway, 2024; Withlocals, 2024). Such platforms offer tourists the opportunity to discover local cultures and traditional dishes, while providing additional income to local hosts. Such experiences support sustainable gastronomy tourism. It also supports the use of local products and the preservation of local cultures.
To promote sustainable gastronomy tourism, such platforms emphasise the use of local products and the preservation of local cultures (Güneş & Sabur, 2023). In addition, it ensures sustainability in local economic development by providing training and support to hosts and local chefs on sustainable agriculture and food production.

METHOD

In this study, various organisations and activities that support the sustainability of gastronomy tourism were examined. This relationship that emerges in the context of sustainable tourism and gastronomy tourism plays a key role in shaping the future of both the tourism industry and the gastronomy world. In this context, examining various organisations and activities that support sustainability in gastronomy tourism plays an important role in the development of destinations that stand out with gastronomy tourism in line with sustainability principles.
In line with the aim of the study, document analysis technique, one of the qualitative research methods, was preferred. Document analysis technique helps to access documents, confirm their authenticity and authenticity, understand and analyse the data obtained, and determine a road map on how the data can be used (Kıral, 2020). Document analysis technique, which is preferred as a research method, is preferred in qualitatively designed studies due to the aim of exploring a single phenomenon, event and phenomenon (Stake, 1995; Yin, 1994). In the study conducted within the scope of the document analysis method, which is used to examine and evaluate documents in order to create an understanding of the research topic, develop empirical knowledge and make sense, academic studies and organisation websites that examine sustainability in gastronomy tourism were examined (Corbin & Strauss, 2008). The data obtained were evaluated by descriptive content analysis method. "The descriptive content analysis method is preferred for in-depth examination and organisation of qualitative and quantitative studies conducted independently of each other on a particular subject or field. As a result, general trends about the subject being studied are determined" (Ültay, Akyurt, & Ültay, 2021). Descriptive content analysis was preferred in order to compile the data obtained by document analysis method in a systematic way and to present them in a correct and systematic way for the purpose and scope of the study. In the light of the data obtained as a result of the research, recommendations were developed in the last part of the study.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

In this study, a comprehensive literature review was conducted on the organisations and activities supporting the sustainability of gastronomy tourism and the information obtained from the official websites of the organisations was used. However, there was not enough data on some organisations or activities. The research did not focus on a specific region. Therefore,
the inability to make comparisons between practices in different geographical regions is among the limitations of the research. In addition, while activities for sustainable gastronomy tourism are better documented in some regions, such information is more limited in other regions. Document analysis was used as the research method and this method is based on subjective interpretations of qualitative data. Therefore, the researcher's perspective and interpretations may affect the results. Gastronomy tourism and sustainability issues are constantly evolving. The study was carried out in line with the existing literature and resources. New trends and practices that may emerge in the future will expand the scope of this study.
The study makes a significant contribution to the literature by providing a comprehensive review of organisations and activities that support the sustainability of gastronomy tourism. It provides a reference for future research. It aims to raise awareness about the importance and applicability of sustainable

gastronomy tourism. It is possible for stakeholders operating in the tourism sector to learn more about sustainable practices thanks to this study. Tourism managers and stakeholders can be informed about sustainable practices in line with the findings obtained from this study.

ORIGINAL VALUE OF THE RESEARCH

The study has an approach to fill the gaps in the literature by providing comprehensive information about the organisations and activities that support the sustainability of gastronomy tourism. Considering the limited number of studies examining the relationships that emerge in the context of sustainable tourism and gastronomy tourism, this study makes a significant contribution to the literature. The study offers an in-depth perspective to the literature by addressing a wide range of issues related to sustainable gastronomy tourism. The analysis under different themes such as the Slow-food movement, cittaslow cities, local flavour tours, geographical indication registration, UNESCO Creative Cities Network reveals in detail how gastronomy tourism should be handled in terms of sustainability.

This study, which brings together gastronomy tourism and sustainability issues, adopts a multidisciplinary approach. This approach combines environmental, economic and social dimensions to comprehensively examine how sustainability principles can be applied in the tourism sector. The study uses existing literature and up-to-date data from the official websites of the organisations. The findings on gastronomy tourism and sustainability will contribute to practices at both local and global levels.

As a result, it is assumed that this study will make a significant contribution to the literature by providing a comprehensive, innovative and multidimensional examination in the field of sustainable gastronomy tourism in terms of its original value. The recommendations put forward as a result of the study will be guiding for stakeholders in the sector and will increase awareness on sustainable gastronomy tourism practices. It will also have a significant impact in terms of popularising these practices.

EVALUATION OF WINE TOURISM WITHIN THE SCOPE OF SUSTAINABLE TOURISM: THE CASE OF YEDİ BİLGELER

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INTRODUCTION

Turkey is a country favorable for tourism with its natural beauties, gastronomic values, historical and cultural values. However, it requires to protect these values with a sustainable management. Sustainability is one of the most important issues in tourism as in other sectors (Yılmaz et al., 2015). Considering the grape varieties that Turkey has from past to present and the factors that constitute the terroir such as the favorable climate and soil structure for viticulture, it is seen that Turkey is suitable for wine tourism. Viticulture has been going on for years in the history of Turkey. Turkey's grape varieties and vineyard areas should be managed sustainably today (Sağlam and Sağlam, 2018). There are tourism enterprises that offer wine, which is a gastronomic product, as a whole with historical and cultural values. Yedi Bilgeler, Turkey's first slow city business, is one of these businesses (Dinçer, 2018). The Yedi Bilgeler brand takes its name from the seven sages who allegedly lived in the region in the past and uses the names of these seven sages in its wines (Yedi Bilgeler, 2024). The problem of the study is how to evaluate wine tourism in the context of sustainable tourism in Turkey. Therefore, the aim of the study is to evaluate wine tourism in the context of sustainable tourism. For sustainable tourism, the Yedi Bilgeler brand was selected as an example for wine tourism in Turkey.

LITERATURE

Sustainable tourism is defined as protecting these places for the future and improving opportunities while fulfilling the needs of the tourism sector, tourists, local people and the environment (World Tourism Organization, 2013). Wine tourism includes attractions such as production systems, wine products, local residents and their lifestyle, cultural and heritage assets, and leisure activities (Williams, 2001). Viniculture and wine tourism with sustainable practices are seen as important local development tools for raising environmental awareness, protecting the values of local residents and improving business performance. If a sustainable management is not adopted, the negative environmental impacts on the carrying capacity of the region as a result of vineyard and wine tourism mobility cause local people to react negatively to wine tourism (Süer and Keskin, 2023). For the tourism sector, wine tourism is an important source of attraction for rural areas and an important incentive to visit the region (Hall, 2002). Wine tourism is an alternative type of tourism that has increased its importance and has been developing in recent years (Kasaroğlu vd., 2021). Sustainable tourism is a type of tourism that adopts the principle of fulfilling the expectations and needs of today's tourists and host communities while establishing and developing opportunities to create the future. The framework of sustainable tourism development supports cultural integration, ecological environment, biodiversity and vital systems, while planning the management of all resources to fulfill economic, social and aesthetic needs (Kahraman and

Türkay, 2012). Wine grapes are grown in many regions of Turkey, which has been favorable for viticulture from past to present (Teyin, 2023). There are 7 grape varieties with geographical indication in Turkey. These are; Arapgir Köhnü Grape, Çimin Grape, Aegean Sultani Grape, Elazığ Öküzgözü Grape, İsabey Cekirdeksizi, Kalecik Karası, Tarsus White Grape (TPE, 2024). It is one of the important sources of livelihood for local people in the Aegean, North-West Marmara, Central Anatolia, Eastern and Southeastern Anatolia regions of Turkey (Bakkaloğlu, 2023). Viticulture and wine production, which is an important resource for local development, is also an added value creator for the national economy (Demiray, 2022). The Aegean region has terroir suitable for many wine grape varieties. Considering the favorable conditions and vineyard areas of the Aegean region for wine grape production, wine production in the region is an important investment for the region (Zeren, 2023). Yedi Bilgeler, a brand created by using architectural elements that have left a trace in the 2500-year history of the region, has the title of Turkey's first slow city friendly business with its sustainable works (Yedi Bilegeler, 2024). The subject of the study is the evaluation of wine tourism within the scope of sustainable tourism.

METHODOLOGY

Alternative tourism is a type of tourism that has emerged in order to reduce the negative effects that arise in line with the demand for the sea, sand and sun trio, which are mass tourism products, and to meet the needs and desires of different demands (Kozak & Bahçe, 2009). In order to fulfill the needs and desires of consumers, businesses prefer niche marketing strategies instead of mass marketing (Shani & Chalasani, 1992). Yedi Bilgeler brand is one of the examples of boutique winemaking, which is one of the important products of wine tourism, which is an alternative type of tourism with its niche marketing strategy. The aim of this study is to examine wine tourism within the scope of sustainable tourism. The research was conducted on the Yedi Bilgeler brand, which is the first slow city friendly business in Turkey. Within the scope of the study, a semi-structured interview was conducted with the founders of the brand and semi-structured interviews were conducted with consumers to evaluate the brand. SWOT analysis is a method that provides important information about examining and analyzing the current situation of a brand or phenomenon and evaluating that brand or phenomenon. SWOT analysis enables internal and external evaluations such as the competitiveness, functioning, weaknesses, current position in the sector, opportunities and threats in the external environment (Shahabi et al. 2014). In summary, the purpose of SWOT analysis is to develop plans and strategies for the maximum utilization of opportunities by revealing the strengths of the brand by taking into account the internal and external factors, and at the same time to eliminate or reduce the effects of possible threats and weaknesses (Yüksel & Dağdeviren, 2007). With the findings obtained, a SWOT analysis was conducted to identify the strengths and weaknesses of the Yedi Bilgeler brand and to evaluate the brand within the scope of sustainable wine tourism by considering opportunities and threats. It is seen that the Yedi Bilgeler brand is managed with an environmentally sensitive business policy in line with sustainable principles. It is seen that the brand differentiates from other brands by synthesizing the past and the future. Consumers prefer the brand because it offers quality products and is a sustainable business. Viticulture, which can make great contributions to the national economy, should be supported. Wine grape producers should transfer our past values to the present and future generations with conscious production and sustainable practices. Therefore, Turkey, a country with a terroir suitable for wine production such as soil structure, climate and latitude, can become a more preferred brand for wine tourism in the future.

THE WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

The viticulture and wine production sector contributes to the Turkish economy in the areas of labor force, sub-industry, tax, added value and tourism (Uğurlu, 2013). Wine tourism is an important type of tourism for the promotion of local products, direct sales to tourists and opening up to wider markets. Traveling to regions with wine tourism contributes to local and national development and thus wine

tourism gains importance (Hall & Mitchell, 2001). In this context, based on the findings of the study, suggestions have been made to develop wine tourism and increase its contributions. It is thought that wine tourism, which contributes significantly to the country's economy, will provide more efficient effects with a sustainable management. The study was limited to the Yedi Bilgeler enterprise in the Aegean region, which is rich in grape varieties and viticulture potential. Due to time constraints, 15 wine tourism consumers could be reached for interviews. Yedi Bilgeler brand was chosen because it is the first slow city friendly business in Turkey. The recommendations given in the light of the findings of the study consist of academic, sectoral and public recommendations. In the future, qualitative and quantitative studies can be carried out with other wine producer companies and wine tourism consumers.

THE ORIGINALITY OF THE RESEARCH

The subject of the study is the evaluation of wine tourism within the scope of sustainable tourism. The study was conducted on the Yedi Bilgeler brand. Yedi Bilgeler brand is important in terms of sustainability approach as it is the first slow city friendly business in Turkey. The Aegean region has a very important potential in terms of wine grape varieties and terroir. The study is a original study in terms of the subject and sample of the study and the findings obtained are important in terms of filling the gaps in the literature. The findings obtained at the end of the study provide academic recommendations and sectoral recommendations for sustainable practices. Recommendations for wine production and marketing in Turkey are presented. Turkey's wine tourism potential was evaluated. Wine tourism is important for local development as well as for the national economy. In order for Turkey to become a wine brand like France and Italy, the strengths and weaknesses of wine producers should be determined and recommendations should be made by considering opportunities and threats. Thus, Turkey can become a wine brand with better practices and sustainable management. Wine tourism investments can be increased with government support and incentives.

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BIOMETRIC ANALYSIS OF STUDIES ON MINDFUL EATING

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INTRODUCTION

Mindful eating is a mindfulness approach that enables individuals to focus on the eating process in a mindful and conscious way. This method helps individuals develop healthy eating habits through mindfulness by focusing on what they eat, how they eat, and how they feel during their eating experiences (Kristeller & Wolever, 2011). Mindful eating is often used as part of mindfulness-based interventions and is seen as an effective tool in combating eating disorders such as binge eating and emotional eating (Kabat-Zinn, 1990; Baer et al., 2006). Research shows that mindful eating practices make individuals' eating behaviors healthier and help weight control (Mason et al., 2016; Forman et al., 2009). The aim of this study is to examine the scope and development of the literature in this field by conducting a bibliometric analysis of scientific publications on mindful eating. This analysis aims to reveal the breadth of research areas related to eating mindfulness and the impact of the studies conducted in this field and to shed light on new scientific studies by identifying the gaps in the literature in this direction.

LITERATURE

Mindful eating can be explained as a conscious and selective awareness intervention in which individuals experience food with all sensory organs at the same time during eating and fully realize what they eat, how they eat and the eating experience. Mindful eating has become an important topic in both academic and clinical research in recent years (Brown & Ryan, 2003). Especially with the popularity of mindfulness and meditation-based approaches, the effects of these methods on eating behaviors have been extensively studied (Kabat-Zinn, 1990). This interest, which started with Kabat-Zinn's mindfulness-based stress reduction programs, has spread to areas such as eating disorders and obesity (Kabat-Zinn, 1990; Baer et al., 2006). Scales such as the Mindful Attention Awareness Scale (MAAS) developed by Brown and Ryan (2003) are widely used in mindful eating studies. In addition, the Mindful Eating Questionnaire (MEQ) developed by Kristeller and Hallett (1999) is one of the main measurement tools in this field (Kristeller & Wolever, 2011). Studies on mindful eating in the literature were generally conducted using experimental and quantitative research methods (Mason et al., 2016). These studies show that mindful eating programs positively affect participants' eating behaviors and lead to weight loss (Mason et al., 2016; Forman et al., 2009). In addition, mindful eating practices are also reported to have positive effects on stress reduction, emotional well-being, and overall quality of life (Brown & Ryan, 2003; Kristeller & Wolever, 2011; Tapper et al., 2009). Forman et al. (2009) showed that mindful eating reduces overeating behaviors and helps weight control. However, more research is still needed in this area. For example, more studies can be conducted on the long-term effects of mindful eating interventions and their applicability in different populations (Kristeller & Wolever, 2011; Baer et al., 2006). Considering that the studies conducted are mostly quantitative studies, it is thought that conducting exploratory research with qualitative studies in the field of social sciences on mindful eating will contribute to the literature.

METHOD

In this study, a bibliometric analysis of scientific publications on mindful eating was conducted. The data used in the study were obtained from international scientific databases such as Web of Science, Scopus and Science Direct. The articles obtained as a result of searches with the keyword "Mindful Eating" were analyzed in terms of variables such as distribution by years, number of authors, research methods, journals in which they were published, and authors' institutions. Excel and SPSS software were used to analyze the data. The distribution of publications by years, frequencies and percentages were calculated and visualized with graphs. In addition, bibliometric data such as collaborations between authors and impact factors of publications were also analyzed. The population of the study consisted of all scientific articles published on "mindful eating". The validity and reliability of the data collection tool were ensured and the data were analyzed in detail (Kristeller & Wolever, 2011; Baer et al., 2006). In order to evaluate the research comprehensively, similar bibliometric analysis studies in the literature were also referred to (Brown & Ryan, 2003; Kabat-Zinn, 1990; Tapper et al., 2009).

WIDESPREAD IMPACT AND LIMITATIONS OF THE STUDY

This research makes an important contribution to understanding the scope and development of the scientific literature on mindful eating. Bibliometric analyses can provide guidance for future studies by revealing research trends and common collaborations in this field (Mason et al., 2016). However, the study has some limitations. First of all, data were collected only from specific databases and studies found in other sources were not included in this analysis. In addition, only the keyword "mindful eating" was used and studies that included similar concepts but defined with different keywords were ignored. These limitations may limit the generalizability of the results obtained. In future studies, more comprehensive analyses can be conducted by using more databases and different keywords. In addition, the difficulties encountered during the implementation phase of the study and the limitations experienced during the data collection process may also be among the limitations of the study. However, comparing the findings of the study with other studies in the general literature and evaluating whether they are compatible with these studies is important for the validity of the results of the study (Forman et al., 2009).

ORIGINAL VALUE OF THE RESEARCH

This research will make an important contribution to the knowledge in this field by providing a comprehensive bibliometric analysis of the literature on mindful eating. Evaluating the scope and impact of mindful eating studies, which have increased especially in recent years, is critical to determine in which directions scientific studies in this field are progressing and which gaps exist. The study can provide guidance for future studies by identifying gaps and potential research areas in the literature on mindful eating. Furthermore, by examining scientific collaborations and impact factors of publications on mindful eating, this study can provide a better understanding of academic networks and research trends in the field. In these ways, the study makes an important and original contribution from both academic and practical perspectives. Such studies on mindful eating can also help to develop strategies to solve public health problems such as eating disorders and obesity (Kabat-Zinn, 1990; Tapper et al., 2009). In addition, since it is a current issue, it is thought that mindful eating, which is thought to be a subject of research in different disciplines, is thought to be an enlightening study to be the subject of qualitative research. Thus, it is expected that mindful eating can be discussed in terms of different disciplines by conducting exploratory research and will make rich contributions to the literature.

ASSESSING THE SOCIAL GASTRONOMY MOVEMENT AROUND THE WORLD AND IN TURKEY: AN OVERVIEW OF BEST PRACTICES

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INTRODUCTION

Food has been one of the strongest tool to form bonds among people; not only shared for pleasure but also for socializing purposes. It is also a tool that triggers social change. Most industries and disciplines are impacted by food just as human being; including the environment, agriculture, economy, health, and even social interactions (Mendini et al., 2019). Yet, it is evident that a contradicting situation exist around food. Although hunger and wasting food is at the opposite ends of the continuum, both stands as a significant issue on the agenda of various stakeholders to fight against these global threats and adopt the principles of sustainable development goals. It's an undeniable fact that one-third of the food that is produced is wasted along the food chain and one in nine people go hungry (concernusa.org). In addition to this, topics such as sustainability, carbon footprints, food miles are on top of culinary agenda. As a result, there has been an increase in the number of official bodies, organizations and movements fighting for sustainable food systems (Damasceno et al., 2023). Consequently, more and more chefs and food service professionals are also taking responsibilities on their behalf by engaging in social gastronomy practices. They use the power of food and engages in social responsibility and social gastronomy to make things better for everyone and the vulnerable part of the society in particular. They are aware of the impact that they can have on world beyond their kitchens (Mueller, 2019). So this research reviews the literature and best practices around the globe and in Turkey to understand how chefs and others in food industry put social gastronomy into practice and how it impacts the environment and people.

LITERATURE REVIEW

Social responsibility emphasizes a holistic approach where actions contribute to the greater good, fostering a sustainable and equitable world. In other words, social responsibility is the ethical framework that suggests individuals and organizations have an obligation to act for the benefit of society at large (Liu and Lin, 2020). So, businesses and individuals are expected to operate in ways that enhance society and the environment, beyond their financial and legal obligations. This can involve sustainable practices, ethical labor standards, community engagement, philanthropy and the like (Kushi and Divya, 2023).

All around the world, chefs are now aware that they can combine their culinary knowledge with creativity, entrepreneurship and leadership to contribute to the transformation of society. One way of doing this is engagement in social gastronomy movement. Social gastronomy in its simplest term is using the power of food and culinary practices to create social change as well as community building, and addressing social issues (socialgastronomy.org). Social gastronomy movement is an international movement of collective actions for shared meals including establishing connections and collaborations, building resilient communities, alleviating social inequalities, restoring food ecosystems as well as creating a worldwide pool of related actors, members and local communities all around the globe. The aim is to create food systems towards a more inclusive and caring society while serving several sustainable development goals such as no poverty, zero hunger, reduced inequilites, climate action, responsible consumption and production. This concept often involves initiatives that aim to improve food security, promote sustainable agriculture, provide culinary education, and create opportunities for marginalized communities (Damasceno et al., 2023; Eris et al., 2022).

METHODOLOGY

This research is exploratory and descriptive in its nature as it tries to discover a recent gastronomy-related topic. Yet, the existing body of literature is scarce and there are only a few number of articles about social gastronomy as the main topic. On the other hand, social responsibility, social entrepreneurship and serving sustainable development goals are becoming more and more widespread in recent years as a means to address social and environmental issues while pursuing economic sustainability. Social gastronomy bridges all these concepts in the context of food and gastronomy. Thus, this review aims to compile social gastronomy initiatives and practices both on the global and local scale and inspire other stakeholders for potential future entrepreneurships. Secondary data was used to delve into phenomenon and create the list of best practices to create the list of best practices. Secondary data can be used to describe events or trends. It refers to data collected by someone other than the researcher or used for an additional purpose than the original one. Two terms, 'Social gastronomy' and 'Sosyal gastronomi', were used to collect data from three major sources: namely, Google, Scholar Google and tez2.yok.gov.tr. Although no thesis was found about the topic at tez2.yok.gov.tr; scholar google listed 154 sources for the english and 14 sources for the turkish terms. Yet; not many of the articles were directly related to topic but mentioned as part of gastronomy-related researches. Google was mainly used for creating the list of best practices.

THE WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

This research addresses several major points important for understanding social gastronomy in depth. It sets the conceptual framework with an overview of literature and assessment of social gastronomy movement; both from service providers' and beneficiaries' perspectives highlighting their goals and activities. Then, it extends the topic to several best practices around the world and Turkey to highlight how gastronomy can be used to for the greater good. By reviewing several social gastronomy initiatives and practices, it is aimed to create awareness about what similar practices can be adopted for a sustainable gastronomy; inspire chefs as well as other food professionals about the concept and provide a basis for further researches.

However, there are limitations of the research. Firstly, analysis is limited to a small number of articles related to social gastronomy. Secondly, most studies analyzes social entrepreneurship on single-case studies but impact studies are rare. So, it is expected that this work will contribute to a better understanding of the impacts that social gastronomy can achieve.

THE ORIGINALITY OF THE RESEARCH

The paper introduces and defines the conceptual framework for social gastronomy while reviewing several best practices. It tries to explain the scope of their activities to help a comprehensive understanding of what constitutes the phenomenon. It starts with the foundation of food-related problems and definitions of social responsibility and social responsibility; then elaborates the topic with the acquirements of the beneficiaries and finalizes with the best practices on a global and national scale.

As a result, by understanding the basics of social gastronomy goals and their applications with practical and creative solutions, the idea is to emphasize how both our own lives and the lives of others can be made easier by using the resources we have and everything we own in an orderly manner.

This study aims to be inspiring for food and beverage industry, chefs and all related stakeholders in order to increase awareness and foster similar initiatives for a more sustainable world.

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INVESTIGATING THE E-WOM FEATURES INFLUENCING CUSTOMERS' INTENTION TO CHOOSE KOREAN RESTAURANTS IN TURKIYE BASED ON SOR THEORY

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INTRODUCTION

The development of technology has also increased the use of social media platforms in Turkey. The spread of Hallyu (Korean Wave) through social media platforms started with K-Pop (Korean Music) and then spread to K-Food (Korean Cuisine). With the increasing interest in K-Food, the number of Korean restaurants in Turkey has also increased. The increasing use of social media platforms has led to the reliance on e-WOM (electronic Word-of-Mouth) as a determinant of restaurant choices. This study aims to investigate the impact of e-WOM features including celebrity sponsorships, influencer recommendations and customer reviews on consumers' intention to choose Korean restaurants in Turkey. Within the scope of the research, data collection was carried out through a five-stage questionnaire prepared on Google Forms.

LITERATURE

The existence of customer satisfaction is recognized by marketers and academics (Anderson & Sullivan, 1993; Curtis et al., 2011; Korkofingas, 2010). One of the most important consequences of customer satisfaction (Whyte Jr, 1954) is referred to in the literature as word of mouth (WOM) (Berger, 2014; Gildin, 2022; Lang & Hyde, 2013). WOM is defined as communication about a brand, product or service based on personal experiences (Gildin, 2022) between a non-commercial person and a purchaser (Anderson, 1998; Dichter, 1966; Westbrook, 1987). With technological developments and the increasing use of the Internet, WOM, which is traditionally considered as face-to-face communication (Bansal & Voyer, 2000; Brown & Reingen, 1987), is becoming widespread in online shopping (Dellarocas, 2003) through websites, blogs, chat rooms and e-mails (Hennig-Thurau et al., 2004). The dissemination of user-generated content (USG: User generated content) via the internet is defined as e-WOM (electronic word of mouth) (Christodoulides et al., 2012).

Internet and social media use is on the rise in this century. While the rate of individual internet users worldwide is 66.2% (Digital 2024: Global Overview Report - DataReportal - Global Digital Insights, n.d.), this rate increased by 2% compared to the previous year and was determined as 87.1% (TÜİK Corporate, n.d.) in our country according to the data of TÜİK (Turkish Statistical Institute), 2023. In direct proportion to the increase in the use of the internet and social media, the rate of purchasing goods and services online is also increasing. While the rate of online shoppers worldwide is 74.3% (Digital 2024: Global Overview Report - DataReportal - Global Digital Insights, n.d.), this rate is 49.5% in Turkey (TÜİK Kurumsal, n.d.).

With consumers preferring online platforms, the marketing sector is shifting to online platforms and advertising revenues generated through marketing activities reached 225 billion dollars (7.3% annual increase), the highest level recorded between 2022 and 2023 (TÜİK Kurumsal, n.d.). Considering globalization and the statistics published at the beginning of 2024 (Digital 2024: Global Overview

Report), studies claim that eWOM is more effective than traditional WOM (Hennig-Thurau et al., 2004; Phelps et al., 2004) and eWOM is used as a marketing tool due to the increase in internet users.

In addition to the internet and social media, one of the trends in Turkey is the Korean Wave, where cultural contact starts with TV series (Toprak, 2024). South Korea, which successfully manages gastrodiplomacy activities to promote the country's cuisine, which is a part of promoting culture (Herningtyas, 2019; Lipscomb, 2019; Ongkowidjojo & Muhammad, 2015), is therefore investing in the expansion of Korean restaurants around the world (Kim Hyul Cheol, n.d.; Kuznetsova, 2014; Lee Hyo Sik, n.d.). In the study conducted by Toprak (2024), Korean restaurants, which are one of the ethnic restaurants that are increasing day by day in our country, have been experienced at least once by the participants in the study and the participants stated that they shared their experiences, their knowledge of culture and cuisine and their experiences on social media as traditional or e-WOM. (Güvenç et al., 2023) revealed that experiences of Korean restaurants are among the experiences shared on online platforms.

This study aims to investigate how e-WOM features, including celebrity sponsorships, influencer recommendations, and customer reviews of consumers who have experienced Korean restaurants in Turkey, affect restaurant preferences on online platforms. The SOR model is widely used in behavioral science to study consumer behavior (van Zeeland & Henseler, 2018) and assumes that stimuli are factors that influence the organism's response (Matos & Krielow, 2019). The SOR model can be considered in the context of word-of-mouth marketing (Mehrabian & Russell, 1974) as we have stimuli (assets) that influence consumer evaluations (consumer trust, flow state), which in turn leads to consumers' reactions (impulsive buying behavior).

METHOD

The questionnaire used in this study aims to measure whether and to what extent consumers are influenced by e-WOM features (celebrity sponsorships, influencer recommendations, and customer reviews) when choosing Korean restaurants, and whether they share about the product/service on the internet, taking into account demographic variables. The data used for the research were collected from primary sources via Google Forms. In order to reach more consumers regardless of demographic characteristics, convenience sampling method, one of the non-probability sampling methods, was used. The questionnaire consists of five sections including demographic questions, the most reliable e-WOM method, and questions about features of e-WOM (celebrity sponsorships, influencer recommendations, and customer reviews). At the beginning of the survey, a section consisting of photographs and explanations was added to explain the types of e-WOM to the participants. The survey questions were compiled from two relevant sources (Debataraja et al., 2024; Kalpaklıoğlu, 2015) after a literature review. After the survey questions were prepared, a pilot study was conducted and it was observed that the questions were understandable.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

This research aims to investigate the importance of e-WOM in the decision-making process of consumers who prefer Korean restaurants, which have become widespread in our country with the influence of Hallyu, and which of the e-WOM types is more effective. The findings of this research aim to provide valuable information about the effects of e-WOM on restaurant operations in Turkey with an emphasis on Korean restaurants in Turkey. Since the study will include people who go to Korean restaurants and have internet access, it is thought that participants who do not use the internet and social media intensively and who have been to Korean restaurants may affect the results of the research.

ORIGINAL VALUE OF THE RESEARCH

In the national literature, there is no study on the extent to which e-WOM affects the preference for Korean Restaurants and which of the e-WOM types is more effective on consumers. It has been observed that there are studies in Asian countries (Taiwan, South Korea, etc.) that closely follow gastrodiplomacy activities and widely use social media (Debataraja et al., 2024; Quintal & Reddy, 2023; Shetu, 2020; Yan et al., 2018; Yang, 2017).

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MEDITERRANEAN DIET AND TRADITIONAL CUISINE HARMONY: THE EXAMPLE OF İZMİR CUISINE

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INTRODUCTION

The Mediterranean diet, renowned for its numerous health benefits, has long been known as one of the most balanced and nutritious dietary patterns in the world. Characterized by high consumption of herbs, legumes, whole grains, fruits, vegetables, olive oil, nuts, and seeds, and moderate intake of fish and poultry, this diet has been linked to lower risks of chronic diseases and improved overall health (Widmer et al., 2015). This study explores the harmony between Mediterranean diet and traditional cuisine, with a specific focus on İzmir, a prominent city on the Aegean coast of Turkey.

Known for its use of fresh, locally sourced ingredients, İzmir's food culture emphasizes simplicity and flavor. Typical dishes such as "zeytinyağlılar" (olive oil-based vegetable and herb dishes) and seafood specialties highlight the integration of healthy eating habits with traditional recipes (Matalas & Yannakoulia, 2000). This study aims to explore how İzmir cuisine maintains its traditional essence while aligning with the principles of the Mediterranean diet. By examining the particularities, ingredient choices, and cooking methods used in İzmir cuisine, the study aims to explain the harmony between traditional food practices in İzmir cuisine and modern dietary recommendations suggested by the Mediterranean diet.

LITERATURE

The Mediterranean diet is a dietary pattern characterized by a high intake of plant-based foods, inspired by the traditional features of the Mediterranean basin. It has existed for 5000 years or more, originating from Mesopotamia and the Eastern Mediterranean. The term encompasses all dietary patterns inspired by the traditional features of various Mediterranean countries. The Mediterranean diet is defined as the entirety of long-standing eating habits that have diversified and enriched according to the cultures of the people living around the Mediterranean basin. Individuals' daily dietary intake is influenced by different factors such as tradition, culture, religious beliefs, and economy, leading to various variations of the Mediterranean diet (Sahyoun & Sankavaram, 2016).

İzmir cuisine, an exemplary model of traditional Mediterranean culinary practices, reflects these principles through its diverse and rich food culture. The cuisine revolves around the abundant use of olive oil, which not only adds flavor but also enhances the nutritional value of dishes. “Zeytinyağlı yemekler” (dishes cooked with olive oil) and various vegetable stews are among the staples of İzmir cuisine. Situated on the Aegean coast, İzmir is also abundant in the use and consumption of fresh seafood. Moreover, the fertile soil of the Aegean region yields a wide variety of fresh vegetables, which play a central role in both cooked and raw dishes.

Studies on the Mediterranean diet often highlight the importance of cultural context in dietary practices. For instance, Bach-Faig et al. (2011) emphasize that the Mediterranean diet is not only a dietary pattern but also a cultural heritage that encompasses traditions, culinary techniques, and eating habits. This cultural aspect is vividly seen in İzmir, where food is an integral part of social life and local identity (Renna et al., 2015). Moreover, the sustainability aspect of the Mediterranean diet is evident in İzmir cuisine. The reliance on seasonal, locally-sourced ingredients minimizes environmental impact and supports local agricultural production (Gussow & Clancy, 1986). This aligns with the growing global emphasis on sustainable diets that promote a healthy eating pattern (Renna et al., 2015). In conclusion, the harmony between the Mediterranean diet and İzmir cuisine showcases how traditional culinary practices can align with modern nutritional guidelines suggested by the Mediterranean diet.

METHODOLOGY

Within the framework of the research, the harmony between the principles of Mediterranean diet and İzmir cuisine was examined. The study utilizes secondary data to explore traditional food product groups and dishes specific to İzmir cuisine. The primary sources for this data include culinary books, such as those by Atilla (2001), articles on İzmir cuisine, such as those by Ağlamaz & Çivici (2018) and Çakmak (2022), and information gathered from official governmental institutions like the İzmir Provincial Directorate of Culture and Tourism. The data collection process involved compiling a comprehensive list of typical İzmir dishes, detailing their ingredient lists and cooking methods. These dishes were carefully selected to represent a wide array of traditional İzmir cuisine, ensuring a thorough analysis of the region's culinary practices. Each dish's recipe was carefully examined to identify the core components and preparation techniques. Subsequently, these dishes were analyzed to assess their adherence to the Mediterranean Diet principles. This analysis focused on key aspects such as the proportion of vegetables, fruits, legumes, nuts, and olive oil used, along with the inclusion of fish and poultry. The frequency and manner of using these ingredients were compared to the established guidelines of the Mediterranean Diet. The study not only captures the nutritional aspects of the cuisine but also its cultural and historical context. Thus, the research provides a holistic view of the synergy between traditional İzmir cuisine and the principles of the Mediterranean Diet.

THE WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

The exploration of the Mediterranean diet and its harmony with traditional İzmir cuisine has widespread implications for have broad implications for both public health and cultural preservation. Firstly, this research underlines the health benefits of traditional dietary patterns, promoting the Mediterranean diet as a model for healthy eating (Willett et al., 1995). By highlighting İzmir cuisine, it offers a practical example of how traditional food practices can align with modern nutritional guidelines, potentially influencing dietary recommendations and public health policies. Additionally, this study contributes to showcase how local and seasonal ingredients used in İzmir cuisine support environmental sustainability (Gussow & Clancy, 1986).

However, there are limitations to this research. The analysis is constrained by the availability of culinary texts that the authors were able to access. Also, the focus on İzmir may limit the generalizability of the findings to other regions with different culinary traditions. While İzmir cuisine is representative of the Mediterranean diet, regional variations exist, and these differences can affect the applicability of the results.

THE ORIGINALITY OF THE RESEARCH

The originality of this research on the harmony between the Mediterranean diet and traditional İzmir cuisine can be examined from several aspects. For instance, by focusing on İzmir cuisine, the study tries to promote the Mediterranean diet, enriching the understanding of its practical applications (Bach-Faig et al., 2011). This research bridges the gap between traditional culinary practices and modern health

guidelines, illustrating how İzmir's dietary habits align with a contemporary, healthy lifestyle. Moreover, the study highlights the sustainability of the traditional diet through the use of local and seasonal ingredients, thus promoting environmental conservation (Gussow & Clancy, 1986). This approach offers a novel framework for connecting health, culture, and sustainability in future research related to the linkage of culinary traditions and types of diets.

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YEREL MUTFAKLARIN ÖNEMİNİN "AKILLI" BİR BİÇİMDE DEĞERLENDİRİLMESİ

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GİRİŞ

Endüstri 5.0, güçlü, akıllı ve doğru makinelerle iş birliği yapmak için uzmanların benzersiz yaratıcılığından yararlanmak üzere kavramsallaştırılmıştır. (Nahavandi, 2019). Beşinci sanayi devrimi olarak düşünülen Endüstri 5.0, dijital akıllı toplum, sanal ve fiziksel alanların birleştirilmesi, robotlar, arttırılmış gerçeklik, beyin-makine arayüzü gibi araçları oluşturmakta ve gelişmeye devam etmektedir (Zengin ve Zengin, 2022).

Kamu ve özel kuruluşlar Endüstri 5.0'ın ortaya çıkardığı sorunları ele almak için çok çeşitli son teknoloji ve yenilik stratejilerinden yararlanmaktadır (Holroyd, 2022). Bunlardan biri olan "Generative Artificial Intelligence (GenAI), insan tarafından sağlanan bir sisteme yanıt olarak metin, kod, simülasyonlar, fotoğraflar, 3B nesneler ve videolar gibi verileri üreterek akıllı görünmelerini sağlayan bir tür yapay zeka teknolojisidir (Peres, Schreier, Schweidel ve Sorescu, 2023). Önceki araştırmalar, bu kavramın komplike olduğunu ve bir dizi uygulama ve çıkarımı kapsadığını göstermektedir (Bach, 2020).

Yapay zekanın bir dizi araştırmadaki kullanımı, uygulamasının hızla arttığı hem doğa bilimlerinde (Biswas, 2023) hem de sosyal bilimlerde (Bail, 2023) görülmektedir. Bu anlamda, dil modellerinin yapay zeka üzerine önemli bir ilerleme olduğu düşünülmektedir (Kasneci vd., 2023). Bu yapay zekâ modellerinden biri de insan benzeri "akıllı" metin üreten ChatGPT'dir.

GenAI, çeşitli ve gerçekçi içerik oluşturma, yaratıcı keşif ve yeniliği kolaylaştırma, zaman alan görevleri otomatikleştirme, kişiselleştirme ve öneri sistemlerini geliştirme ve ilerlemelere katkıda bulunma yeteneği bulunarak çeşitli alanlara katkı sağlamaktadır (Fusté-Forné ve Orea-Giner, 2023). Bu yapay zeka metin ve dil model türleri tüketici pazar gücünü ve tüketici verimliliğini arttırmaktadır (Dwivedi vd., 2021). Konaklama, turizm ve gastronomi alanlarında GPT'nin rolünü analiz eden çalışmalar sınırlıdır (Carvalho ve Ivanov, 2023; Erul ve Işın, 2023; Fusté-Forné ve Orea-Giner, 2023). Carvalho ve Ivanov (2023), ChatGPT'nin turizm süreçleri üzerindeki etkisini ilk inceleyenlerdir. Dil modellerinin, şirket içi işlemlerde müşteri hizmetlerini daha da kolaylaştırabileceğine katkıda bulunacağını belirtmektedir. Erul ve Işın (2023), ChatGPT'nin turizm alanına katıklarını sunmuşlardır. Fusté-Forné ve Orea-Giner (2023) ise, gastronomi turizmi yönetimi ve pazarlamasının bugünü ve geleceği hakkındaki ChatGPT perspektiflerini ortaya çıkarmıştır.

Literatürün henüz başlangıç düzeyinde olduğu düşünüldüğünde gastronomi çalışmalarından biri olan yerel mutfak üzerine akademik çalışmanın bir yapay zekâ dil modelleriyle görüşmeler yapılarak ve yapay

zeka modelleri tarafından incelenmesi, çalışmanın güncelliğini ve özgünlüğünü göstermektedir. Bu çalışmanın amacı, yerel mutfak çalışmalarının bugünü ve geleceği hakkında yapay zekâların perspektifini keşfetmeyi amaçlamaktadır. Bunun yanı sıra, gerçek dünyadaki bir katılımcı gibi düşünen yapay zekâlar sayesinde gastronominin önemli bir parçası olan yerel mutfakların teknoloji ile ilişkisini incelemek, yapay zekâ modeli olarak yerel mutfakların pazarlanmasına katkı sağlayarak, bu katkının değerlendirmesini yapmaktır. Son olarak, bu çalışma bir yapay zekâ modelinin yenilikçi ve güncel olan gastronomi çalışmalarına yeni bir bakış açısı kazandırmayı hedeflemektedir.

LİTERATÜR

BBC ile söyleşisinde MIT Bilgisayar Bilimleri laboratuvar yöneticilerinden Edward Fredkin, "Tarihte üç büyük olay vardır: Bunlardan ilki kainatın oluşumudur. İkincisi yaşamın başlangıcının olmasıdır. Üçüncüsü de yapay zekanın ortaya çıkışıdır." ifadelerini kullanmıştır. Yapay zekayı anlamak için beyin ile bilgisayar arasındaki farklar ve benzerlikler üzerinde durulmalıdır. Beyin, yaklaşık bir buçuk kilo ağırlığında, ceviz görünümlü bir organdır ve 60 yıllık bir ömürde saniyede 600 birimlik bilgiyi kaydedip işleyebilir. Bu, dakikada 3,600, saatte 2,160,000 ve günde 51,840,000 bitlik bilgi demektir. Dr. V. Grey Walter'in araştırmalarına göre, insan beynine benzeyen bir makine yapabilmek için 300 trilyon dolardan fazla para gerekmektedir. Böyle bir makinenin çalışabilmesi için ise 1 trilyon wattlık elektrik enerjisine ihtiyaç vardır. Scott Witt'in tespiti ise şöyledir: "Yaşamımız boyunca beyin, gözlerinizle, kulaklarınızla, burnunuzla, parmaklarınızla ve diğer duyu organlarınızla devamlı olarak elektrik sinyalleri şeklinde bilgi alır, depolar ve gönderir. Beyninizden geçen milyarlarca gerçek ve hayal, doksan milyon kalın kitabı doldururdu." Zekanın ne anlama geldiği ve ne kadarının ölçülebildiği konusunda ise tam bir görüş birliği yoktur. Ancak genel bir tanımla, zeka, beynin bilgiyi alıp hızlı ve doğru analiz etme yeteneği olarak tarif edilebilir. Şuur, bilinçaltı ve ruh gibi soyut kavramlar nedeniyle zekanın evrensel bir tanımı yapılamamıştır (Prim, 2006).

ChatGPT, Open AI tarafından geliştirilmiştir ve kullanıcılara sunulan bir yapay zekâ programıdır. Bunula beraber, ChatGPT, GPT dil modeli teknolojisine dayanan tüm kullanıcılara açık bir araçtır (Kirmani, 2022). Bu çok yönlü araç, kullanıcı taleplerini anlama ve yorumlama yeteneği sayesinde çeşitli işlemleri yapabilir. Örneğin, basit soruları yanıtlamak, teşekkür mektupları oluşturmak ve üretkenlik sorunları hakkında zorlu tartışmalarda bireylere rehberlik etmek gibi yollar izleyebilir (Liu vd., 2021). ChatGPT, kullanıcı isteklerini anlamak ve yorumlamak amacıyla kapsamlı veri tabanlarından, verimli tasarımından ve algoritmalar tarafından oluşturulan konuşma yanıtlarını sağlamak için üretken yapay zekâ (AI) tekniklerini uygulayan bir yapay zeka doğal dil işleme (Natural Language Processing) modelidir.

Derin Öğrenme modelleri, doğal dil işleme (NLP) görevlerinde dikkate değer başarılar elde etmiştir (Brown vd., 2020; Devlin, Chang, Lee ve Toutanova, 2018; Lewis vd., 2019). ChatGPT, OpenAI tarafından geliştirilen bir doğal dil işleme (NLP) sistemidir. Bir konuşmanın bağlamını anlayarak ve uygun yanıtlar üreterek insan benzeri konuşmalar oluşturmak için tasarlanmıştır. ChatGPT, büyük bir konuşma veri kümesi üzerinde eğitilen GPT-3 adlı bir derin öğrenme modeline dayanmaktadır (Deng ve Lin, 2022; Zhu, Jiang, Yang ve Ren, 2023). Gelişmiş doğal dil işleme (NLP) yetenekleriyle ChatGPT, insan dilini daha önce hiç olmadığı gibi anlayıp yorumlayarak kullanıcıların sohbet havasında ve sezgisel bir şekilde soru sormasına ve yanıt almasına olanak tanımaktadır (Zhu vd., 2023).

ChatGPT, kullanıcıların isteklerini analiz etmekte ve neredeyse doğal insan dilinde uygun yanıtlar üreterek yanıt verebilmektedir (Lund ve Wang, 2023). ChatGPT'nin pratik uygulamalarına ek olarak, insana yönelik eş değer bir dil üretme ve karmaşık gibi gözüken paragrafları tamamlama yeteneği gibi özelliklerin olması, programın kendisini doğal dil işleme ve yapay zekâ alanında önemli bir öncü haline getirdiğini göstermektedir. Özellikle bu tür uygulamaların pandemi sonrası dönemde kullanıcılarında düşünme, davranma ve yaşama şekillerinde farklılar yaratmıştır (Paul, Ueno ve Dennis, 2023). Bunun nedeni, bu tarzda olan yapay zeka ve doğal dil işleme sohbet robotları son zamanlarda tüketici pazarlamasının gücünü müşteri hizmetlerinin etkinliğini artırdığını göstermiştir (Balakrishnan ve Dwivedi, 2021; Dwivedi vd., 2021). Bu bağlamda, tüketiciler, yapay zekalı dijital asistanlardan duydukları memnuniyeti dile getirmişlerdir (Pizzi, Scarpi ve Pantano, 2021). ChatGPT'nin büyük

popülaritesiyle birlikte, tüketiciye yönelik AI ve NLP sohbet robotlarının kullanımına yönelik eğilimin hızla artması beklenmektedir (Wang, Miao, Li, Wang ve Lin, 2023). Bunun çıkarımını ise Ahmed (2023) tarafından yazılmış olan bir internet yazısında tanınmış şirketlerin 1 milyon kullanıcıya ulaşması çok daha uzun sürmüştür. Bu yazıya göre, Netflix 3,5 yıl, Airbnb 2,5 yıl, Twitter 2 yıl, Facebook 10 ay, Dropbox 7 ay, Spotify 5 ay ve Instagram 2,5 ayda tanınmıştır (Ahmed, 2023). Ancak ChatGPT ise, lansmanı yapılmasından 5 gün sonra ChatGPT'nin 1 milyondan fazla kayıtlı kullanıcısı olduğunu ve yaklaşık olarak bir ay içinde ChatGPT'nin aktif kullanıcı sayısının ise 100 milyonu geçtiğini belirtmiştir. ChatGPT'nin çok yönlülüğü, sohbet robotları, dil çevirisi ve metin oluşturma görevleri de dahil olmak üzere çeşitli uygulamalarda kullanılmasıyla ortaya çıkmaktadır. ChatGPT, doğal ve insan benzeri yanıtlar verir, cevapları özelleştirilebilme esnekliğine sahiptir ve kullanıcı taleplerini karşılamak için cevapları da formata göre ayarlayabilmektedir (Paul vd., 2023).

Çağdaş dijitalleşme çağında, internetin ve teknolojik ilerlemelerin yaygınlaşması benzeri görülmemiş bir hızda gerçekleşmektedir (Kraugusteeliana, Surjati, Ausat, Pramono ve Prabu, 2023). ChatGPT (Generative Pre-trained Transformer) gibi yapay zekâ sistemlerinin ortaya çıkışı, kayda değer bir teknolojik ilerlemeyi temsil etmektedir (Sudirjo, Ausat, Rijal, Riady ve Suherlan, 2023). Bu sistemler, turizm endüstrisi de dahil olmak üzere çeşitli alanlarda bilgi alma ve karar verme süreçlerini kolaylaştırma ve hızlandırma potansiyeline sahiptir (Ausat, Azzaakiyyah, Permana, Riady ve Suherlan, 2023).

YÖNTEM

Bu çalışmanın amacı, yapay zeka araçlarının yerel mutfakların önemini değerlendirme konusundaki yanıtlarını incelemektir. Araştırma, nitel veri analizi yöntemleri kullanılarak gerçekleştirilmiştir. Çeşitli yapay zeka araçlarından elde edilen cevaplar karşılaştırılmış ve bu yanıtların yerel mutfakların kültürel, sosyal ve ekonomik değerleri hakkında sağladığı içgörüler değerlendirilmiştir (Dale, 2017). Çalışmada kullanılacak yapay zeka araçları, metin tabanlı yanıtlar sağlayabilen çeşitli dil modelleri ve doğal dil işleme (NLP) araçlarından seçilmiştir. Bu araçlar arasında OpenAI'nin GPT-4, Google AI'nın BARD, ve Microsoft AI'nın Turing-NLG modelleri bulunmaktadır. Araçların seçimi, popülerlikleri, performansları ve erişilebilirlikleri göz önünde bulundurularak yapılmıştır.

Toplanan yanıtlar, nitel veri analizine uygun olarak tematik analiz yöntemiyle incelenmiştir. Yanıtlar, belirli temalar ve alt temalar etrafında gruplandırılmıştır. Tematik analiz süreci şu adımları içermektedir:

- Yanıtların ön incelemesi ve kodlanması
- Ana temaların belirlenmesi
- Temaların ayrıntılı olarak incelenmesi ve yorumlanması
- Farklı yapay zeka araçlarının yanıtları arasındaki benzerlikler ve farklılıkların karşılaştırılması

Yanıtların içeriği, yerel mutfakların kültürel, sosyal ve ekonomik yönleri açısından değerlendirilmiştir. İçerik analizi sürecinde aşağıdaki adımlar izlenmiştir:

- Metinlerin dikkatlice okunması ve anlam birimlerine ayrılması
- Anlam birimlerinin kategorilere ayrılması
- Her kategorinin frekansının belirlenmesi ve yorumlanması
- Yapay zeka araçlarının yerel mutfakların önemini nasıl ve ne derece vurguladığının incelenmesi

Her bir yapay zeka aracının verdiği yanıtlar arasında karşılaştırmalar yapılmıştır. Bu analiz, her aracın yerel mutfakların önemini değerlendirme konusundaki performansını ortaya koymayı amaçlamaktadır. Karşılaştırmalı analiz sürecinde aşağıdaki kriterler dikkate alınmıştır:

- Yanıtların doğruluğu ve tutarlılığı
- Kültürel, sosyal ve ekonomik boyutların kapsanma düzeyi
- Araçların verdiği yanıtların derinliği ve detaylılığı

Araştırmanın güvenilirliğini sağlamak için veri toplama ve analiz süreci titizlikle yürütülmüştür. Aynı soruların farklı zamanlarda ve oturumlarda tekrarlanması, yanıtların tutarlılığını artırmak için

kullanılmıştır. Kodlama sürecinde birden fazla araştırmacının bağımsız olarak çalışması sağlanarak iç güvenirlik artırılmıştır. Geçerlilik, araştırmanın amacına uygun olarak doğru sonuçlar üretme kapasitesiyle ilgilidir. Bu çalışmada, geçerliliği artırmak için çeşitli yapay zeka araçlarının kullanılması ve bu araçlardan elde edilen yanıtların kapsamlı bir analizinin yapılması sağlanmıştır. Ayrıca, literatürdeki bilgilerle karşılaştırmalar yapılarak bulguların geçerliliği teyit edilmiştir. Yapay zekâ araçlarının yerel mutfakların önemini değerlendirme konusundaki performanslarını analiz etmek, bu teknolojilerin kültürel ve sosyal bağlamlarda nasıl kullanılabileceğine dair değerli bilgiler sunmaktadır. Çalışmanın sonuçları, yapay zekâ teknolojilerinin kültürel mirasın korunması ve tanıtılması konusundaki potansiyelini değerlendirmek için önemli bir temel oluşturacaktır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu çalışma, yerel mutfakların kültürel, sosyal ve ekonomik değerlerinin yapay zeka araçları kullanılarak değerlendirilmesi konusunda önemli katkılar sunmaktadır. Çalışmanın yaygın etkisi şu şekillerde özetlenebilir:

1. **Kültürel Bilinç ve Tanıtım:** Yapay zeka araçlarının yerel mutfakları analiz etme yetenekleri, bu mutfakların uluslararası platformlarda tanıtımını kolaylaştırabilir. Bu, yerel kültürlerin korunmasına ve küresel düzeyde tanıtılmasına yardımcı olabilir.
2. **Turizm ve Ekonomi:** Yerel mutfakların ekonomik katkıları ve turizm üzerindeki etkileri yapay zekâ ile analiz edilerek, yerel yönetimlerin ve işletmelerin stratejik planlamalar yapmasına yardımcı olunabilir. Böylece, yerel ekonomiler canlandırılabilir ve sürdürülebilir turizm teşvik edilebilir.
3. **Eğitim ve Bilinçlendirme:** Yapay zeka ile yapılan bu tür çalışmalar, yerel mutfakların önemini eğitim müfredatlarına dahil etmek ve kamuoyunu bilinçlendirmek için kullanılabilir. Bu, genç nesillerin kültürel mirasa olan ilgisini artırabilir.
4. **Gıda Güvenliği ve Beslenme:** Yapay zeka, yerel mutfakların besin değerlerini ve gıda güvenliği standartlarını analiz ederek, sağlıklı beslenme alışkanlıklarının teşvik edilmesine katkıda bulunabilir.

Çalışmanın bazı sınırlılıkları ve zorlukları da bulunmaktadır:

1. **Veri Kalitesi ve Erişimi:** Yapay zeka modellerinin başarısı, kullanılan verilerin kalitesine ve erişilebilirliğine bağlıdır. Yerel mutfaklarla ilgili detaylı ve doğru verilerin elde edilmesi zor olabilir.
2. **Algoritmik Önyargılar:** Yapay zeka modelleri, eğitim verilerindeki önyargıları yansıtabilir. Bu durum, yerel mutfakların yanlış veya eksik değerlendirilmesine yol açabilir.
3. Dil ve Kültür Farklılıkları: Yerel mutfaklarla ilgili verilerin farklı dillerde ve kültürel bağlamlarda bulunması, yapay zeka araçlarının doğru analiz yapmasını zorlaştırabilir.
4. **Teknolojik Sınırlılıklar:** Yapay zeka araçlarının teknik kapasiteleri ve sınırlamaları, bu tür kapsamlı analizlerde bazı eksiklikler yaratabilir. Özellikle, daha derin ve kompleks kültürel analizler için mevcut teknolojiler yeterli olmayabilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu çalışmanın özgün değeri, yapay zeka teknolojilerinin kültürel analizlerde yenilikçi bir şekilde kullanılmasıdır. Araştırmanın özgün değerini şu şekilde özetleyebiliriz:

1. **İnovatif Yaklaşım:** Yerel mutfakların yapay zeka kullanılarak analiz edilmesi, kültürel mirasın korunması ve tanıtılması konularında yeni ve inovatif bir yaklaşım sunar.
2. **Disiplinlerarası Katkı:** Bu çalışma, bilgisayar bilimleri, gıda bilimleri, kültürel çalışmalar ve ekonomi gibi çeşitli disiplinler arasında köprü kurarak, geniş bir etki alanı yaratır.
3. **Pratik Uygulamalar:** Elde edilen bulgular, yerel yönetimler, turizm sektörü, eğitim kurumları ve sağlık sektöründe pratik uygulamalar için yol gösterici olabilir.
4. **Toplumsal Farkındalık:** Çalışma, toplumun yerel mutfakların önemine dair farkındalığını artırarak, kültürel çeşitliliğin ve mirasın değerinin daha iyi anlaşılmasını sağlar.

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RAKI IN TURKISH CULINARY CULTURE ON THE BASIS OF SEMIOTICS

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INTRODUCTION

Signs convey information about an object or situation in an indirect way. At this point, signs can replace objects/situations. The first emergence of semiotics dates back to a hundred years ago. While its research area was limited to linguistics when it first emerged, today it can be said that it can find a common working area with many branches of science. It supports the reading of deep meanings in advertisements, movies, texts, visuals, food, etc. (Güzey, 2023, pp. 19-21).

Semiotics is a science that supports the reading and interpretation of cultural phenomena by examining them on a process basis (Tınmaz & Yılmaz, 2022, pp. 264). In other words, it is an approach to search for the ideology and culture underlying the meanings that are desired to be explained (Parsa & Olgundeniz, 2014, pp. 89). Cuisine, on the other hand, is a phenomenon formed from the dynamics that make society exist. Turkish raki is one of the drinks that has an important place in Turkish culinary culture. In this study, the place of this product, which has its own characteristics, presentation and table manners, in Turkish culinary culture was examined through semiotics.

Within the scope of the study, data were obtained using document analysis technique. The data obtained were divided into themes using descriptive analysis method. The relevant findings were analyzed and interpreted on the basis of culinary culture and semiotics. In this context, culinary culture and Turkish culinary culture were first analyzed, and then the connection between semiotics and cuisine was tried to be revealed. In the last part of the study, the history, presentation, equipment and table manners of Turkish raki are analyzed through identity and symbolic emphases.

LITERATURE

Semiotics can be defined as a field of research whose aim is to produce meaning. This meaning can be any text, photograph or symbol (Parsa & Olgundeniz, 2014, pp. 89). According to the definition of the Turkish Language Association, semiotics means "The science that examines the structure and functioning of all kinds of sign strings used for communication; science of signs, semiology, semiotics." It covers the use and applications of indicators in language (Türk Dil Kurumu, 2024a). In terms of linguistics, the concept of sign is defined as "a linguistic unit consisting of the fusion of a signifier and a signified, a token" (Türk Dil Kurumu, 2024b). The concept of signifier also means a tool that helps to establish communication through the associations it evokes. At this point, it should be emphasized that the sign is not the item itself that is evoked. Based on the definition, it can be said that semiotics is a linguistic method that tries to analyze various signs outside of language such as music, social relations and visual arts (Oymak, 2023, pp. 28).

Symbols can appear as maxims, systems, objects or individuals that show certain emotions, attitudes or behaviors in the socio-cultural environment of a society. Symbols enable any physical or spiritual

element to be visualized in the mind and made more palpable. Symbols, which are kneaded with the perspective of the society they are in, can manifest themselves in different cultures. However, when symbols are analyzed historically, it would be wrong to assume that each culture has found a similar symbol on its own (Atasağun, 1997, pp. 370, 376). Therefore, it can be interpreted that common symbols indicate a common cultural bond (Yılmaz, Uyanık, & Yaman, 2019, pp. 1298).

Many living things need to take food in order to survive. But for humans, nutrition has become increasingly important as it has evolved from its natural state to a cultural process. It would not be wrong to say that this process has brought the semiotic study of cuisine to the fore (Jurado, 2016, pp. 248). As Levi-Strauss points out, beyond the experience of taste, cooking is a technical condition that enables the transition between nature and culture (as cited in Stano, 2015, pp. 647). Culinary culture acts as a bridge for the transmission of the various cultural and social elements it contains. This bridge is important in terms of keeping culture and identity alive, supporting feelings of unity and solidarity, providing direct connections with the geography, and contributing to the visibility and visibility of tourism. From this point of view, culinary culture can be considered as a valuable tool (Alyakut, 2023, pp. 1013).

Every cuisine has been shaped by anthropological and socio-cultural factors. Indeed, cuisine is seen as a semiotic system that gives meaning to the transformation of nutrients into potential dishes. Elements organized in various ways allow space for the existence of different types of cuisine and, by extension, various cultural identities. Therefore, semiotic studies in the field of cuisine help to reveal how the holistic meaning of the food and drinks consumed by cultures is constructed (Jurado, 2016, pp. 247-250).

If the phases of Turkish cuisine are analyzed, it can basically be divided into two parts: pre-Islamic and post-Islamic. In the pre-Islamic period, it is divided into Central Asian Turkish Cuisine; after Islam, it is divided into sub-branches as Principalities and Seljuk Cuisine, Ottoman Cuisine (palace cuisine and folk cuisine) and Republican Turkish Cuisine (traditional cuisine and modern cuisine) (Solmaz & Altıner, 2018, pp. 109). In general, Turkish cuisine is based on agriculture and animal husbandry. However, meals may vary according to the geographical region and the socio-cultural structure of the region. Various changes can also occur for special days and ceremonies. At the same time, the culinary structure is influenced by customs, traditions and religious beliefs of the society. Therefore, when it comes to Turkish cuisine, in addition to food and beverages, the preparation, cooking, preservation, table manners, beliefs, tools and equipment used, and all practices in the kitchen should come to mind (Kesici, 2012). Traditional beverages can be defined as beverages that can be learned from the elders of the family or society, passed down from generation to generation, and in this context, the production and presentation technique can be learned and maintained. These beverages are usually included in the intangible cultural heritage of societies. As part of this heritage, many traditional beverages have become icons in their region. The symbolization of beverages has positive effects on the promotion and authenticity of the region. Examples such as Susurluk ayran, Turkish coffee or Vefa boza can be evaluated in this context (Altun & Çavuşoğlu, 2022, pp. 245).

According to the Turkish Language Association, içecek (means drink or beverages in English) is defined as "all beverages that can be drunk cold or hot, such as water, tea, soft drinks, etc.". The Turkish word içki has taken its place in the dictionary as a drink containing alcohol (Türk Dil Kurumu, 2024c). GoTürkiye, a digital publication of the Republic of Turkey Ministry of Culture and Tourism, includes boza, sherbet, salep, black tea, Turkish coffee, raki and ayran drinks under the title of Turkish Cuisine (GoTürkiye, 2020). The first gastronomic product with a geographical indication in the Republic of Turkey was "Turkish Raki". In 1996, the registration of Turkish raki pioneered the products in the field of gastronomy, and the list started to be developed by registering Pistachio in 1997, Bozdağ chestnut sugar in 1999 and Malatya apricot in 2000 (Yayla, Ekincek, & Aktaş, 2018, pp. 1341). The Council of Europe Committee of Experts on Spirits also recognizes raki as a Turkish spirit (Öncü, Ögel, & Çakmak, 2002, pp. 32).

When the literature is examined, it is noticeable how deep-rooted and rich Turkish cuisine is. It is also understood that Turkish raki and the cult of raki have a special place in this cultural richness, as it is the first gastronomic product to receive a geographical indication. It is seen that semiotics is utilized in the field of cuisine within the scope of analyzing meals and traditional beverages. However, there is no study

in the literature in which the raki culture, which is important for Turkish cuisine, is analyzed on the basis of semiotics.

METHODOLOGY

The data of the study were collected through document analysis. Therefore, it was aimed to obtain detailed data on the subject examined within the scope of the study and to analyze these data. Yıldırım and Şimşek (2021, pp. 194) state that document analysis can basically be carried out in 5 stages. These stages are listed as accessing documents, checking authenticity, understanding documents, analyzing data and using data. In the study, all stages specified by Yıldırım and Şimşek (2021) were used.

In the light of the data obtained within the scope of the study, the place of raki culture in Turkish cuisine was analyzed by the authors using semiotics. Semiotics, also known as semiotics, was first proposed by Ferdinand de Saussure, a linguist. The basic phenomenon is to investigate "how people attribute meaning to objects other than sound". Finding an answer to this question depends on semiotics analyzing objects or phenomena with the cultural and social aspects of society (Tınmaz & Yılmaz, 2022, pp. 264).

In Barthes' observations, the elements that affect consumption habits such as health and ethics come from cultural values. In his opinion, every food is a symbol of a certain meaning. These can be health, celebration or sadness (Barthes R., 2018). The analysis of these symbols through semiotics is possible through reading. In this context, the link between the concepts that make up the sign should be examined. Barthes analyzed the interpretation of texts in three different relations. The first one is defined as plain meaning, also known as literal meaning. The second is the connotative meaning. The relationship with myths and stories reveals the third and final meaning. During the analysis, it is essential to interpret the text together with the meanings contained in the identified indicators. In the final stage of the analysis, general judgments about the text are reached. Through this process of interpretation, the system of concepts that help understanding such as culture or identity is tried to be revealed (Alyakut, 2023, pp. 1013; Barthes R., 2014; Kozak, 2017, pp. 139).

Descriptive analysis method was used to categorize the data into themes. The findings of the study were analyzed and interpreted with semiotic analysis. The research data were collected during the period from October 2023 to January 2024.

THE WIDESPREAD IMPACT AND RESEARCH LIMITATIONS

Raki is a product integrated with Turkish culinary culture. It has a special ritual and is an important drink (Türk Patent Enstitüsü, 2009). Turkish raki has reached today by being carried from generation to generation with its tradition from the past. With the research carried out, it was ensured that an element (Turkish raki culture), which is limited in the literature and which is included in Turkish culinary culture, was examined with semiotic analysis. Within the scope of the subject discussed in detail, firstly, culinary culture and Turkish culinary culture were analyzed. In the second stage of the study, the connection between semiotics and cuisine was tried to be revealed. In the last part of the study, Turkish raki culture is discussed. In this context, the history, presentation, equipment and table manners of raki were analyzed and analyzed through identity and symbolic emphases with the help of semiotic analysis. Among the aims of the research is to contribute to the elimination of the relevant gap in the literature and to serve as a source for future studies on Turkish culinary culture and Turkish raki culture. Within the scope of the study, data were obtained through document analysis. Therefore, research data were obtained from secondary data sources. This situation constitutes the limitation of the study.

THE ORIGINALITY OF THE RESEARCH

Turkish raki has survived from generation to generation with its tradition from the past. From this point of view, it has developed its own production, presentation, presentation, service, table, utensils and finally table manners. All these rituals contribute to the cultural and identity value of Turkish raki. It is

no coincidence that Turkish raki was the first product to be registered geographically. This situation can be considered as an indicator of the cultural value given to raki.

The unique value of this study is that the indicators of Turkish raki culture, which has an important place in Turkish culinary culture, are analyzed and evaluated within the scope of Turkish culinary culture. When the literature is examined, there are examples of Turkish raki in the analysis of novels, films or advertisements through semiotics. Şimşek (2021) examined the food culture at the raki table and the use of raki within the scope of gastronomy tourism in his study. However, it has been observed that there is no study in the literature that examines the history, presentation, equipment and table manners of raki, including Turkish raki culture, through identity and symbolic emphasis. The related product was analyzed within the scope of Turkish culinary culture. This research aims to fill this gap in the literature.

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A QUALITATIVE STUDY ON THE USE OF GAZIANTEP PISTACHIO IN CREATING A GASTRONOMIC IDENTITY

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INTRODUCTION

The importance of creating a gastronomic identity is increasing today. A region or The use of local products is of great importance in creating this identity of the city. A the products produced in a society are determined by the geography, climate, economic situation and production capacity. Gastronomic identity is the distinctive, nutritional identity of a society. The forms, production and consumption of food, and the characteristics that will express the culture of the society. It is expressed as a concept used for the purpose of explaining. Gastronomic identity environmental and cultural issues have an important place in the formation process. In this study, Gaziantep it is aimed to examine how pistachios are used in creating a gastronomic identity.

Gaziantep pistachio is known as an important part of the city's cultural and gastronomic heritage and used in various ways in local cuisine. Within the scope of this study, in Gaziantep in the light of the data obtained from interviews with kitchen chefs working in Gaziantep the role of pistachio nuts in dishes, their usage patterns and the gastronomic identity of the city contributions were evaluated.

Through interviews with local chefs and in-depth culinary research, the study aims to provide information on how pistachio is used in various dishes in Gaziantep cuisine, the historical and cultural framework of this use, the chefs' experiences with pistachio and its contribution to the local economy. This study aims to provide important clues for the protection and promotion of local food culture and to contribute to the strengthening of Gaziantep's gastronomic identity.

LITERATURE

Köşker et al. (2018), aimed to determine the situation regarding the evaluation of Ottoman strawberry as a gastronomic identity element. In this direction, they collected data through face-to-face interviews with 22 participants. In the light of the data obtained, it was concluded that the Ottoman strawberry, which is unique to Karadeniz Ereğli, has been grown in the region for about 100 years, and is different from other strawberry varieties with its delicate structure, small and medium-sized appearance, different smell and flavor. It is also one of the results of the research that Ottoman strawberry is a fruit that can create the gastronomic identity of Karadeniz Ereğli.

Balcı (2024) investigated the effect of honey and cheddar cheese on the formation of gastronomic identities of Ardahan and Kars provinces. In this direction, the effect of honey and cheddar cheese on

gastronomic identity was examined on the axis of the relationship between environment and culture. As a result of the research, the importance of culture in the formation of gastronomic identity was emphasized. The differences of honey and kashkaval produced in Ardahan and Kars provinces compared to those produced in other provinces were determined and it was concluded that gastronomy culture positively differentiates these provinces.

METHOD

In this research, it is aimed to determine the situation for the evaluation of the gastronomic identity potential of Gaziantep pistachio. Qualitative research method was used in the research. Qualitative research method is a type of research in which data collection methods such as observation, interview and document analysis etc. are used, and which enables the study to reveal the situation, perception and events in a realistic and holistic way in the natural field (Yıldırım & Şimşek, 2016: 39). Interview technique, one of the data collection methods, was used in the study and a semi-structured interview form was prepared. The questions in the form were prepared by the researchers. Purposive sampling method was used as a sampling technique.

In this direction, interviews were conducted with kitchen chefs who are thought to have an opinion on Gaziantep pistachio and gastronomic identity.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

This study is limited to the opinions of kitchen chefs. Another limitation is that the study was conducted only in the Gaziantep province sample. In future studies, the Southeast region or provinces where pistachio production is realized can be included in the scope of the research.

Studies on gastronomic identity and Gaziantep Pistachio are rarely encountered. In this context, the study can provide a reference for future research. The findings of the research can improve the current Gaziantep Pistachio policies. Gastronomic identity and culture are closely related issues. In this direction, the results of the research conducted in this direction can contribute positively to creating a social awareness about the study and forming a new set of opinions.

More academic research can be conducted on the history, cultural importance and gastronomic use of Gaziantep pistachio. These studies can contribute to strengthening local identity by examining the contributions of pistachios to cultural heritage in depth.

ORIGINAL VALUE OF THE RESEARCH

The results of this study can be evaluated to reveal how Gaziantep pistachio functions not only as a product but also as an important symbol of the city's cultural heritage and identity, providing a valuable resource for future gastronomic strategies. The benefits of this study include strengthening gastronomic identity, contributing to the local economy and protecting cultural heritage.

BIBLIOMETRIC ANALYSIS OF RESERCHES ON GASTRONOMY AND SOCIAL MEDIA: A RESERCH ON SCOPUS

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INTRODUCTION

Recently popularized web-based new media tools have become very interesting especially for the new generation. Various media such as websites, blogs, portals, etc. on the internet are platforms where people have fun and socialize. Social media tools, which are one of the new media tools, are online platforms such as instagram, facebook, linkedin, etc., which are constantly developing and where users are both sharers and targets of messages. Through social media, it is possible to produce, transfer and consume information, share experiences and create an interactive environment. For this reason, the function of social media platforms, on which people spend a lot of time, and their impact on people cannot be underestimated.

When the use of social media is considered within the scope of gastronomic activities; it is possible to say that it has a wide range of contributions such as marketing and promotion of gastronomic elements, contributing to the formation of gastronomic culture, providing support for the promotion and sustainability of the gastronomy sector, and developing motivation in the travel planning process by discovering recipes from new and different cultures. Considering the various advantages it provides to gastronomy businesses, destinations producing gastronomic products and gastronomy tourists within the social system, it is important to examine the scientific research on social media in the literature. In this context, it is aimed to conduct a bibliometric analysis of the studies on "Gastronomy and Social Media" on the Scopus database.

LITERATURE

There are various national and international studies on the relationship between gastronomy and social media in the literature. These studies reveal that social media has many contributions to the development of gastronomy. From the point of view of the producer; with social media, businesses can advertise and increase their brand value by providing easy access to their target audience. This provides an important advantage especially for medium and small-scale businesses with low budgets. In addition, tourism businesses and destinations also use social media platforms as an effective marketing tool today. In addition, through social media, businesses can learn the positive and negative feedback of individuals who have experienced service. In this way, it is possible for businesses to continuously improve their product and service quality by taking feedback into account. Taking into account the feedback received through social media platforms and giving appropriate responses also plays an important role in customer loyalty and new customers' preference for the business.

From a consumer perspective, individuals can discover new recipes and culinary cultures through social media and learn about the topics they are curious about. In addition, it is possible to search for restaurants suitable for every budget through social media and to make choices by getting ideas in line with the comments of people who have had restaurant experience. Social media provides opportunities especially for women to prepare and serve food at home. In addition, job postings and internship opportunities shared for individuals who want to pursue a career in gastronomy can be shown as examples of the advantages of social media.

Another concept that emerged as a result of the interaction between social media and gastronomy is food photography. People have started to use the food photos they share on social media as a tool to define themselves and become visible. This has led to the emergence of new food trends and changes in eating and drinking habits. Today, food and beverages, which have become visually consumable, have gone beyond the process of satisfying needs and pleasure.

METHOD

In the research, it is aimed to conduct a bibliometric analysis of the research on "Gastronomy and Social Media". Bibliometric analysis method is mainly used to analyze scientific literature in quantitative ways with the help of bibliometric indicators. Through this method, researches can be statistically analyzed by classifying them in various ways such as citation, person, subject, distribution of countries or publication type such as books, articles, etc.

The data in the study were obtained through the Scopus database. Scopus database is an international, informative and easily accessible research platform covering more than 16,000 journals. The Scopus database provides access to a wide range of scientific research and references in these researches, thus enabling the researcher to search both forward and backward time. Scopus database was searched with the words "social media" and "gastronomy" in "keyword", "title" and "abstract" and a total of 72 publications were obtained. The data obtained were analyzed in terms of various aspects such as the year of publication, keywords, type of publication, subject areas, source of the publication, country of publication and number of citations, and were shown in tables and graphs.

The links between keywords, authors and countries obtained as a result of the analysis were visualized through the VOSviewer program. VOSviewer is designed to analyze academic studies and can visualize data from various angles such as co-authorship, co-occurrence, citation, bibliographic merging and co-citation. VOSviewer is a freely available computer program that can be used to create and display bibliometric maps.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

It is necessary to consider social media tools, which are becoming more and more influential every day, within the scope of gastronomic practices in order to adapt to the changing world order. For this reason, scientific research on the relationship between social media and gastronomy is important for the development of gastronomy. In this context, it is important to examine the current situation with the bibliometric analysis of the studies in the literature and thus provide a guiding source for future studies. There are many national and international online research platforms. On these platforms, information on various studies such as articles, reviews, book chapters and conference proceedings can be obtained. Among the online research platforms, the Scopus database is one of the international platforms offering the widest range of research data. However, the fact that other important research platforms such as Web of Science "WOS" were not included in the study can be expressed among the limitations of the study.

ORIGINAL VALUE OF THE RESEARCH

Studies have revealed the positive effects of social media tools on gastronomy. Social media tools can provide important opportunities for both producers and consumers. In addition, it is necessary to understand the relationship between social media and gastronomy in order to adapt to today's changing consumption habits. In this way, the new generation consumer group can be reached and gastronomy practices can be developed accordingly. This situation is important not only in the context of producers and consumers, but also in terms of the development of the country's gastronomy and the development of sustainable awareness. In this context, it is important to conduct various studies on the relationship between social media and gastronomy and to develop recommendations. In this study, it is aimed to reveal the place of social media and gastronomy research in the existing literature and to develop suggestions for future research in line with the potential contributions of these studies. Thus, it is thought that the study will provide a guiding resource for the field.

NUTRITION IN IKIGAI PHILOSOPHY AND OKINAWA DIET

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INTRODUCTION

Japan is one of the countries with the longest life expectancy in the world. Okinawa Island has a longer life expectancy compared to the rest of Japan (Misoch, 2021). This situation is associated with the Ikigai Philosophy adopted by people on Okinawa Island and the diets shaped by this philosophy. Ikigai Philosophy represents a way of life that defends that every person has a purpose in life, that finding this purpose is essential for a happy life, and that life is worth living. Within this philosophy of life, it also contains some suggestions and directions on nutrition, one of the most basic needs of human beings. It is thought that the Okinawa diet was created within the framework of the aforementioned philosophy, influenced by environmental factors. Ikigai Philosophy has attracted attention in the international literature in recent years, and today it is not limited to Okinawa Island but has started to spread all over the world. However, it is observed that there is limited information on the subject in the national literature. Within the scope of this research, Ikigai Philosophy and Okinawa diet are analysed and it is aimed to add to the national literature by giving place to the thought structure that forms its foundations. Other aims of the study are to promote healthy living in Turkey and to contribute to health policies.

LITERATURE

The research covers the study of the origin of the Ikigai Philosophy and its contributions to human life, its effects on the Okinawa diet, and its effects on health and nutrition. The research also covers the basis, components and content of the Okinawa diet. Within the scope of the research, data on the countries with the longest life expectancy in the world and Turkey's average life expectancy are analysed. Ikigai Philosophy supports increasing the quality of life and happiness as well as longevity. The importance of the research increases as it provides the first step to popularise the philosophy in Turkey and integrate it with Turkish culture.

In the study conducted by Okuzono et al. (2022), data on physical and psychological health, social welfare, subjective well-being and social behaviours of adults aged 65 and over were examined nationwide. As a result of the study, it was found that adults with the Ikigai Philosophy were healthier in their physical health as well as their psychological health compared to adults who did not live with this philosophy.

In the study conducted by Kato, Kojima & Hu (2023), 622 Japanese adults aged between 20 and 59 were surveyed on healthy eating motivations, exercise motivations, sense of coherence, social support and Ikigai well-being. The results of the study show that the social support and sense of coherence provided by the Ikigai philosophy indirectly provide motivation for healthy eating and exercise.

In the book on the Okinawa diet published in Willcox, Willcox & Suzuki (2001), the daily lives and eating habits of people living on the island of Okinawa were collected through a twenty-five-year study. It has gone down in history as the most concrete and large-scale study in the literature on the Okinawa diet.

In the experiment conducted by Sone et al. (2008) on 43,391 Japanese adult subjects, the subjects in question were grouped as having and not having Ikigai philosophy. During the seven-year follow-up period, 3048 of the subjects were observed to have died, and while an increase in the risk of death was observed in all subjects who did not have the Ikigai philosophy, the main reason for this increase in risk was determined as cardiovascular diseases.

METHOD

The research was prepared using the literature review method. Literature review is one of the qualitative research methods. Qualitative research methods represent research methods that aim to measure facts, thoughts and phenomena that cannot be measured with numerical values (Rother, 2007). Within the scope of the research, the literature review method is used by collecting and analysing the findings available in the national and international literature.

WIDESPREAD EFFECTS AND LIMITATIONS OF THE RESEARCH

At the beginning of the widespread effects of the research, it is thought that Ikigai Philosophy and Okinawa diet can offer a new perspective in the field of gastronomy in Turkey by transferring the national literature. This situation is predicted to contribute to the creation of new studies that can be done in the future and to create literature. Ikigai Philosophy and Okinawa diet, which offers a different diet type and eating habits than the diets adopted in Turkey, can contribute to the field of nutrition in this respect. The results of the research can be an important source in shaping new health policies and practices to improve the health and quality of life of both individuals and society. The research is also considered to have a widespread impact in terms of introducing a Far Eastern culture to Turkey.

There are more than one philosophy and diet in Japan, this study is limited to Ikigai Philosophy and Okinawa diet. Within the scope of the research, the two mentioned phenomena will be discussed and their basic principles and thought structures will be tried to be conveyed by using the literature review method. At the end of the research, the data collected will be interpreted and included in the study. Finally, recommendations will be presented within the framework of Turkey's eating habits.

ORIGINAL VALUE OF THE RESEARCH

The original value of the research stems from the fact that the Ikigai Philosophy, which is increasingly valued in the international literature, is brought to the national literature and new scientific studies are encouraged and literature is created. The fact that the research covers the Okinawa diet has a unique value in terms of its contribution to the literature. Basically, the research has unique values such as bringing a new perspective to health awareness by transferring Ikigai Philosophy and Okinawa diet to the national literature from cultural, health and scientific perspectives, mentioning the applications that can be added to health policies and creating new research areas in the literature.

İKLİM KRİZİNİN TÜRKİYE GASTRONOMİSİNE ETKİLERİ VE ALINABİLECEK ÖNLEMLER

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GİRİŞ

İklim krizi, Türkiye'nin gastronomi kültürünü çeşitli yönlerden etkilemektedir. Yükselen sıcaklıklar, değişen yağış desenleri ve ekstrem hava olayları, tarımsal üretim ve gıda güvenliğini tehdit ederek yerel mutfağın temel bileşenlerinin verimliliğini ve kalitesini olumsuz yönde etkilemektedir. Örneğin, kuraklık ve su kıtlığı, tarımsal sulama sistemlerini zorlamakta ve ürün çeşitliliğini azaltmaktadır. Ekstrem hava koşulları ise mahsullerin hasat zamanlarını ve miktarlarını değiştirerek ekonomik kayıplara neden olmaktadır.

Ayrıca, iklim değişikliği gıda kaynaklı patojenlerin ve parazitlerin dirençliliği ile coğrafi dağılımında da değişikliklere yol açmaktadır. Artan sıcaklıklar, gıda kaynaklı enfeksiyonların artmasına sebep olurken, sel ve taşkınlar gibi ekstrem olaylar su kaynaklı hastalıkların yayılmasına zemin hazırlamaktadır.

Bu olumsuz etkileri hafifletmek ve Türkiye'nin gastronomi kültürünü korumak için çeşitli tedbirler alınabilir. Öncelikle, sürdürülebilir tarım uygulamalarının yaygınlaştırılması ve su kaynaklarının etkin yönetimi büyük önem taşımaktadır. Yerel tohum çeşitliliğinin korunması ve iklime dayanıklı tarım tekniklerinin geliştirilmesi gerekmektedir. Eğitim ve farkındalık artırma çalışmaları ile çiftçilerin ve gıda üreticilerinin iklim değişikliğine uyum sağlamalarına yardımcı olunmalıdır. Son olarak, gıda güvenliğini artırmak amacıyla gıda işleme ve depolama tekniklerinin iyileştirilmesi ve altyapının güçlendirilmesi kritik önemdedir.

LİTERATÜR

Bu araştırma, iklim değişikliğinin Türkiye'nin gastronomi kültürü üzerindeki geniş kapsamlı etkilerini analiz etmeyi amaçlamaktadır. Araştırmanın kapsamı, iklim krizinin tarımsal üretim, gıda güvenliği ve yerel mutfak kültürü üzerindeki doğrudan ve dolaylı etkilerini incelemektedir. Araştırmanın önemine gelince, iklim krizi günümüzde küresel ölçekte tarım ve gıda sistemlerini tehdit eden en kritik sorunlardan biridir.

İklim krizi olgusu ve nedenleri incelenmiş olup iklim krizinin etkilediği gıda güvenliği boyutu ele alınmıştır. Küresel olarak geçmişten günümüze kadar iklim krizi ve gıda güvenliği konuları

bağlamında çalışmada asıl olarak Türkiye açısından sorunlar, üretilen çözümler ve hangi noktada yetersiz kaldığı sonucuna ulaşılmıştır (Bilek, 2023).

Dünyadaki gıda krizi, insanlığın en temel gereksinimi olan beslenmesini etkilemektedir. Bunu etkileyen etmenlerden bazıları ise şöyledir; tarımsal ürünlerin arz artışının yavaş olması ve tarım ürünlerindeki stokların az olmasıdır (Gürlük ve Turan, 2008).

Tarım, iklim değişikliğinden çok fazla etkilenen bir sektör olup iklim değişiklini azaltan ve iklim değişikliğine sebep olan tarımsal faaliyetler bulunmaktadır. Daha önce yapılan çalışmalar doğrultusunda tarım ve iklim değişikliği ilişkisi açıklanmış, Türkiye'nin ne durumda olduğu izah edilmiş ve öneriler sunulmuştur (Dellal, 2021).

İklim değişikliğinin yarattığı krizi önlemek adına karbonsuz bir ekonomi benimsenmeli. Bu bağlamda yeni yeşil düzene geçilmesi önemlidir. Yeni yeşil düzene geçilmesi artan sıcaklıkların ortaya çıkaracağı kötü sonuçlardan korunma adına uygulanabilir bir çözüm olduğu öngörülmekte olup bu çalışmada bunun önemine vurgu yaparak benimsenen politikalar konusunda çıkarım yapmaktadır (Kanberoğlu ve Aksoy, 2022).

Küresel olarak gıda krizine karşı alınabilecek önlemler sonucunda hedeflere yönelik tarımsal kooperatiflerin sunabileceği seçenekler incelenecektir (Uzun, 2023).

Kriz ve risk açısından iklim değişikliğinin ekonomi politiği ve değişime uyum bağlamında tarım sektörü kapsamındaki yönetimi tartışılmakta olup yeşil politikanın parçası olarak tarımın sürdürülebilirliği ve sonrasında sağlanacak gıda güvenliği sorununun doğal kaynakların verimli kullanılmasıyla doğal çözümler aşılabileceği tüm etkenlerin bütün bir mücadelede bulunması gerektiği sonucuna varmaktadır (Kara ve Yereli, 2022).

İklim krizinin gıda üretim ve tüketimiyle bağlantısı ve bu bağlamda ortaya çıkan etkilere yanıt olarak geliştirilen ve geliştirilebilecek önlemleri göz önüne sermektedir. Krizin boyutu ve şiddetinin artarak ilerleyeceği düşünüldüğünde daha hızlı ve kapsamlı bir çözümle hem toplumsal hem de kurumsal örgütlenmelerin hızla yapılması gerekmektedir (Akyüz, 2019).

YÖNTEM

Bu araştırma, iklim krizinin Türkiye gastronomisi ve buna bağlı olarak gıdanın başlangıç noktası olan tarımsal üretim üzerindeki etkilerini ve alınabilecek önlemleri kapsamlı bir şekilde değerlendirmek amacıyla derinlemesine bir literatür taraması yöntemi kullanılarak gerçekleştirilmiştir. Bu yöntemde, ulusal ve uluslararası düzeyde yayımlanmış akademik makaleler, raporlar, kitaplar ve diğer bilimsel kaynaklar titizlikle incelenmiştir. Literatür taramasının amacı, iklim değişikliği, tarımsal üretim, gıda güvenliği ve gastronomi konularında mevcut bilgileri derleyerek, Türkiye bağlamında bu etkilerin bütüncül bir analizini sunmaktır.

Araştırma sürecinde, iklim değişikliğinin tarımsal üretim ve gıda güvenliği üzerindeki etkilerini ele alan çalışmalar, iklim değişikliğinin yerel mutfak kültürü üzerindeki doğrudan ve dolaylı etkilerini inceleyen yayınlar ve sürdürülebilir tarım uygulamalarına yönelik literatür detaylı bir şekilde taranmıştır. Bu kapsamda, artan sıcaklıklar, değişen yağış düzenleri ve aşırı hava olaylarının tarımsal üretim üzerindeki etkileri ile ilgili bulgular derlenmiş ve analiz edilmiştir. Ayrıca, üzerinde çok durmadan gıda kaynaklı patojenlerin ve parazitlerin dirençliliği ile coğrafi dağılımının iklim değişikliği sonucu nasıl etkilendiği üzerine yapılan çalışmalar da değerlendirilmiştir.

Elde edilen bulgular, Türkiye'nin farklı bölgelerindeki yerel gastronomi kültürünün sürdürülebilirliğini sağlamak amacıyla, su kaynaklarının etkin yönetimi, yerel tohum çeşitliliğinin korunması, iklime dayanıklı tarım tekniklerinin geliştirilmesi gibi konularda somut öneriler geliştirilmesine olanak sağlamıştır. Araştırma, ayrıca iklim dostu restoranlar ve gıda işletmelerinin iyi uygulamalarını tanıtarak, bu alanda yenilikçi yaklaşımların yaygınlaştırılmasını teşvik etmeyi amaçlamaktadır.

Sonuç olarak, bu araştırma yöntemi, iklim krizinin Türkiye gastronomisi üzerindeki etkilerini kapsamlı bir şekilde ele almakta ve bu alandaki bilgi boşluğunu doldurarak, sürdürülebilirlik ve iklim değişikliğine uyum stratejileri konusunda değerli katkılar sunmaktadır. Hem akademik literatüre hem de pratik uygulamalara ışık tutan bu çalışma, tarım ve gıda güvenliği politikalarının şekillendirilmesinde de rehber niteliğindedir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu araştırma, iklim krizinin Türkiye gastronomisi üzerindeki etkilerini kapsamlı bir şekilde analiz ederek, tarım ve gıda sektörlerinde sürdürülebilirlik ve dirençliliğin artırılmasına yönelik önemli katkılar sunmaktadır. Çalışma, iklim değişikliğinin yerel mutfak kültürüne olan olumsuz etkilerini ortaya koymakta ve bu bağlamda sürdürülebilir tarım uygulamalarının yaygınlaştırılmasının gerekliliğini vurgulamaktadır. Özellikle yerel tohum çeşitliliğinin korunması, su kaynaklarının etkin yönetimi ve iklime dayanıklı tarım tekniklerinin geliştirilmesi gibi konularda somut öneriler sunulmaktadır. Ayrıca, iklim dostu restoranlar ve gıda işletmelerinin iyi uygulamaları incelenerek, bu modellerin yaygınlaştırılması için stratejiler geliştirilmiştir. Bu araştırma, hem akademik çevrelerde hem de politika yapıcılar arasında farkındalık yaratmayı amaçlamakta olup, tarım ve gıda güvenliği politikalarının şekillendirilmesine rehberlik edebilir. Aynı zamanda, gıda üreticileri ve tüketiciler arasında sürdürülebilirlik bilincinin artırılmasına katkı sağlamaktadır.

Araştırmanın sınırlılıkları arasında, kullanılan verilerin yerel kaynaklardan elde edilmesi nedeniyle kapsamlarının sınırlı olması, Türkiye'nin farklı bölgelerinde iklim değişikliğinin etkilerinin ve tarımsal koşulların farklılık göstermesi, iklim krizinin uzun vadeli etkilerinin öngörülmesindeki zorluklar ve tarım ile gıda sektörlerindeki ekonomik ve sosyal dinamiklerin önerilen önlemlerin uygulanabilirliğini etkileyebilmesi yer almaktadır. Bu sınırlılıklar, bulguların genelleştirilebilmesini zorlaştırmakta ve önerilen çözümlerin tüm bölgelerde eşit derecede etkili olmasını kısıtlayabilmektedir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu araştırma, iklim krizinin Türkiye gastronomisi üzerindeki etkilerini derinlemesine inceleyerek, bu alanda yapılmış çalışmalara önemli bir katkı sağlamaktadır. Araştırmanın bilimsel kalitesi, literatürdeki mevcut bilgileri analiz etmesi ve bu bilgileri Türkiye'ye özgü tarım ve gastronomi bağlamında yeniden değerlendirmesi ile öne çıkmaktadır. Çalışma, hem niteliksel hem de niceliksel veri analizlerini bir araya getirerek kapsamlı bir değerlendirme sunmaktadır.

Araştırmanın farklılığı ve yeniliği, Türkiye'nin gastronomi kültürünün iklim krizi karşısında nasıl şekillendiğini ortaya koymasında yatmaktadır. Daha önce yapılmış çalışmalardan farklı olarak, bu araştırma iklim krizinin Türkiye'yi gastronomi bağlamında tarımsal üretim konusunda incelenmesidir. Ayrıca, yerel mutfak kültürünü oluşturan temel bileşenlerin sürdürülebilirliğini sağlamak amacıyla, bölgesel bazda spesifik öneriler sunmaktadır. Araştırmanın yenilikçi yönlerinden biri de, iklim dostu restoranlar ve gıda işletmelerinin uygulamalarını inceleyerek, bu alanda örnek teşkil edebilecek başarılı modelleri ortaya koymasıdır. Bu işletmelerin kullandığı sürdürülebilir tarım ve gıda işleme tekniklerinin yaygınlaştırılmasına yönelik stratejiler önerilmektedir.

Bu araştırma, iklim krizinin gastronomi üzerindeki etkilerine dair literatürdeki eksiklikleri gidermeyi hedeflemektedir. İklim değişikliğinin tarım ve gıda güvenliği üzerindeki etkileri üzerine yapılan çalışmaların çoğu, genellikle makro düzeyde kalmakta ve detaylara yeterince odaklanmamaktadır. Literatürdeki iklim krizi ile ilgili çalışmalar incelendiğinde farklı disiplinlerin konu edindiği görülmektedir. Araştırmanın özgün katkıları arasında, iklim değişikliğine uyum sağlamak için alınabilecek önlemler konusunda somut ve uygulanabilir öneriler sunulması yer almaktadır. Örneğin, su kaynaklarının etkin yönetimi, yerel tohum çeşitliliğinin korunması ve iklime dayanıklı tarım tekniklerinin geliştirilmesi gibi konular, hem kısa vadeli hem de uzun vadeli çözümler sunmaktadır.

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KARADENİZ BÖLGESİ APİTURİZM ROTASI OLABİLİR Mİ? APİTURİZM YOLUYLA KIRSAL KALKINMA VE DOĞAL MİRASIN KORUNMASI

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GİRİŞ

Turizm sektörü, sosyoekonomik kalkınmada, istihdam yaratılmasında, yoksulluğun azaltılmasında ve bölgeler arası gelişmişlik farklarının ortadan kaldırılmasında önemli bir rol üstlenmektedir (Sharma ve Tham, 2023, s. 15). Ayrıca, kültürel ve doğal değerlerin korunmasında turizmin önemi büyüktür. Günümüzde artan kentleşme ve şehir yaşamının etkileri insanların stres ve kaygı düzeylerini artırmaktadır. Yaşanan bu gelişmeler insanları daha sakin bölgelere itmektedir (Suna, 2020, s. 19). Alternatif turizmin doğadan çok insanlara önem vermesi günümüzde rejeneratif kalkınma yaklaşımının önemini artırmaktadır. Rejeneratif turizm bir bölgedeki insan ve doğa arasındaki ilişkiyi turizm aracılığıyla olumlu olarak etkileme potansiyeline sahiptir. Son yıllarda bu gelişmelerle birlikte çevre yanlısı ekoturizm, agro turizm, doğa ve kültür turizmi gibi alternatifler daha fazla tercih edilmeye başlanmıştır (Woś, 2014, s. 66). Bu temel motivasyonlar arasında sağlık, kültür, ekoloji ve tarım turizmleriyle içi içe geçmiş apiturizm talep edilmeye başlanmıştır (Dönmez, 2023, s. 687). Özellikle Covid-19 pandemi döneminde insanlar daha sağlıklı yaşam tarzına yönelmeyi, pandemi sürecinde evde kalma uygulamaları ise insanların doğaya ve doğala olan talebinin artmasına neden olmuştur. Avrupa ve Asya arasında bir köprü durumunda olan Türkiye, coğrafi özellik, iklim ve bitki varlığıyla diğer ülkelerden ayrılmaktadır. Türkiye'de zengin bir bitki varlığından söz etmek mümkündür. Ülkede bulunan bitki türlerinin önemli bir kısmı endemik özellik göstermektedir. Türkiye'de bulunan 12 bin bitkinin yaklaşık %34'ü endemik özellik göstermektedir (Uyanık vd., 2012, s. 126). Diğer yandan arıcılık konusunda Türkiye kovan sayısında dünyada 9,2 milyon kovan ile 3. sırada, bal üretiminde ise 114,886 ton ile Çin'in ardından 2. sırada yer almaktadır (Tarım ve Orman Bakanlığı, 2024). Dünyada bulunan 27 arı ırkından 5'i Türkiye'de bulunmaktadır (Kayaboynu, 2022). Bu özellikleriyle önemli bir potansiyeli içinde barındırmaktadır. Türkiye'nin sahip olduğu bu avantajların doğru kullanılmasıyla ürün, istihdam ve ekonomik kalkınma bakımından katkı sağlaması olasıdır (Aşkan, 2023, s. 2).

Çalışmamızın konusu olan Karadeniz Bölgesi incelendiğinde ise Ordu ili 611,465 kovan ile en fazla kovana sahip 2. şehir durumunda, bal üretiminde ise 19,006 ton 1. sırada yer almaktadır. Diğer yandan Karadeniz Bölgesinde 8 adet coğrafi işaret almış bal bulunmaktadır (Anadolu Ajansı, 2024). Artvin ili Camili Bölgesi Kafkas arı ırkının gen merkezi ve koruma alanı konumundadır (Günbey ve Gençer, 2020, s. 42). Ayrıca Karadeniz Bölgesinde bölgenin farklı iklim ve bitki örtüsü yapısına uyum göstermiş özgün arı ekotipleri bulunmaktadır. Günümüzde özgün ekotiplerin tanımlanasına yönelik çalışmalar sınırla kalsa da, Batı Karadeniz bölümünde Düzce-Yığılca, Sinop-Türkeli, Orta Karadeniz bölümünde Tokat ekotipi, Doğu Karadeniz bölümünde Ordu-Korgan ve Giresun ekotipi bulunmaktadır (Günbey ve Cengiz, 2020, s. 114; Güler ve Toy, 2008, s. 196; Türkiye Kalkınma Vakfı, 2019, s. 22). Karadeniz Bölgesinde nektar akımı incelendiğinde ise bölgedeki illerin coğrafi konum ve özelliklerine göre nisan

ayından ekim ayına kadar nektar akımının olduğu yapılan çalışmalarda görülmüştür (Cınbırtoğlu, 2021, s. 45). Bu özellikleriyle Karadeniz Bölgesinin apiturizm açısından elverişli bir potansiyeli oluşturduğu düşünülmektedir. Apiturizm potansiyelinin değerlendirilmesiyle bölge turizminin gelişimine, arıcılığın sürekliliğine, yerel halka yönelik ekonomik ürünlerin çeşitlendirimesine fayda sağlayağı öngörülmektedir.

LİTERATÜR

Rejeneratif turizm bir destinasyonunun büyümesini, geçmişe göre öneminin kaybetmiş destinasyonların ise yeniden eski haline döndürülmesine yardımcı olan yenileyici bir seyahat biçimi olarak tanımlanabilmektedir (Dilek ve Dilek, 2023, s. 56). Yenileyici turizm paradigması sonucu ortaya çıkan rejeneratif turizm, turizm destinasyonun çevresini, yerel ekonomisini ve seyahat endüstrisinin gelişim şeklini dönüştürmeyi amaçlamaktadır. Geleneksel turizmin ekonomik büyüme odaklılığına karşın, rejeneratif turizm sürdürülebilirliğe, yerel toplulukların güçlendirilmesine ve kalkınmaya dayanan bir denge kurmayı hedeflemektedir (Gascón ve Gil, 2023, s. 188). Özellikle kentleşme seviyesi yüksek ülkelerde kırsaldaki kesimin iyi şartlarda ayakta kalabilmesi talep edilen bir durumdur. Bu nedenlerden dolayı arıcılığa odaklanan turizm türleri sosyal, ekonomik ve ekolojik olarak kırsal kesimin sürdürülebilir ve yenileyici gelişimini desteklemektedir (Izquierdo-Gascón ve Rubio-Gil, 2023, s. 752).

Apiturizm kavramı Latince “apis mellifera” olan bal arısı ve İngilizce “tour” (seyahat etme) kelimelerinin birleşiminden oluşmaktadır. Apiturizm geleneksel olarak arıcılık, ekoloji, gıda ve tıbbi arı ürünleriyle ilgili bir turizm çeşididir (Woś, 2014, s. 67: Jovanović vd., 2023, s. 82). Arıcılığa yönelik faaliyetler içerisinde arı ürünleri, apiterapi, arı kovanı havası, arı müzeleri, üretim faaliyetleri, tarihi arıcılık faaliyetlerini kapsamaktadır. Bunun yanı sıra apiturizm sürdürülebilir üretim faaliyetleri, sağlık turizmi, tarih ve miras kavramlarını da beraberinde getirmektedir (Topal vd., 2021, s. 4). Ziyaretçilerin temel motivasyon kaynağı bal tadımı yapmak ve arıcılık rotalarını ziyaret etmekten oluşmaktadır. Temel motivasyona Nepal’deki bal avcıları ve Slovenya’daki apiturizm rotaları örnek olarak sunulabilmektedir (Arnedo vd., 2022, s. 1144). İkincil motivasyon kaynağı olarak da agroturizm, ekoturizme ve sağlık turizmine yönelik ilgi, arıcılığın turizmle ilişkilendirilmesine olanak tanımaktadır (Pantoja vd., 2017, s. 140). Literatür incelendiğinde apiturizme yönelik çeşitli çalışalar yapılmıştır. Bu kapsamda yapılan çalışmalar bu aşağıda gösterilmiştir.

Vladimirov (2021) yaptığı araştırmada Bulgaristanda turistlerin %65 oranında apiturizm hakkında bilgisinin olmadığını ortaya çıkarmıştır. Yeterli ölçüde gelişmemiş bölgelerin bölgesel farklılaşma kapsamında stratejik ürünlere ihtiyacının olduğunu savunarak apiturizmin geliştirilmesinin önemli olduğunu vurgulamıştır.

Lyubenov ve Dimitrov (2021) çalışmasında apiturizmin geliştirilmesinin sonucunda hem yerel hem de bölgesel turizmin mevsimselliğinden kurtularak diğer turizm türleriyle birlikle geliştirilebileceğinden bahsetmektedir.

Fathi vd. (2022) İran’da yaptıkları çalışmada apiturizmin gelişimi için dört farklı senaryo ortaya koyarak apiturizmin gelecekte şekillenmesini etkileyen itici güçleri belirlemişlerdir. Mevcut arıcılık potansiyeli olan bölgelerin diğer turizm türleriyle birlikte bir seçenek olarak daha fazla üzerinde durulması gerektiği vurgulanmıştır.

Lyubenov vd. (2022) çalışmasında arıcılık bakımından uygun bölgelerin ulusal dğzeyde politikaların geliştirilmesiyle bölgesel kalkınmanın hızlanacağı, bölgenin rekabet güzü elde edceğinden bahsetmektedir. Apiturizme birlikte üretim eğitim ve yenilik faaliyetlerinin geliştirilebileceği vurgulanmaktadır.

Bhattacharya (2023) Hindistanda yaptığı çalışmada ariturizme yönelik potansiyel barındıran bölgelerin tarım turizmi, sürdürülebilirlik ve kalkınma arasındaki dengenin sağlanmasında önemli bir yapıya sahip olduğunu vurgulamıştır. Diğer yandan eko ve agro turizmle birleştilen apiturizmin kırsal alanlarda işsizlik ve ekonomik sorunlara çözüm olacağı vurgulanmaktadır.

Uzun vd. (2023) Muğla Marmaris ilçesinde arı turizminin yapılabilirlik potansiyeline ilişkin çalışmalarında katılımcıların çoğunun bu turizme olumlu olarak baktığını, apiturizmle birlikte ekonomik, sosyal ve kültürel yönden olumlu etkilerinin olacağını düşündüklerini belirtmiştir.

İlgili literatür incelendiğinde apiturizmin bölgesel ve kırsal kalkınmada önemli bir potansiyel olduğu söylenebilmektedir. Ayrıca tarım arazilerinin bölünerek azaldığı Karadeniz Bölgesinde gelirin çeşitlendirilmesi, istihdam sağlanması, kırsal yerleşim alanlarının desteklenmesi, kültürel ve çevresel mirasın korunması, kırsalda yaşayan yerel halkın turizme katılması gibi önemli faydaları apiturizm içinde barındırmaktadır (Gascón ve Gil, 2023, s. 189).

YÖNTEM

Yapılan çalışmada nitel araştırma yöntemi kullanılmıştır. Nitel araştırma gözlem, doküman analizi, görüşme gibi veri toplama araçlarını kullanarak olayları bütünsel olarak inceleyen bir araştırma yöntemidir (Yıldırım ve Şimşek, 2018, s. 41). Çalışmanın veri toplama tekniğini ise doküman analizi oluşturmaktadır. Doküman analizi belirli bir amaca yönelik olarak ilgili kaynakları bulma, okuma, not çıkarma ve değerlendirme aşamalarını kapsamaktadır (Sak vd., 2021, s. 230). Yapılan çalışmanın araştırma örneklemini ise Karadeniz Bölgesi oluşturmaktadır. Karadeniz Bölgesinin seçilmesinin nedeni arıcılığın bu bölgede geçmişten günümüze ulaşan bir kültür olmasının yanında iklim ve bitki örtüsü bakımından zengin olmasıdır. Karadeniz Bölgesi bugün orman ve bal ormanı varlığı bakımından Türkiye'de ilk sırada yer almaktadır. Karadeniz Bölgesi bu özellikleriyle arıcılık potansiyeli bakımından oldukça önemli bir yere sahip olduğu düşünülmektedir (Koday ve Karadağ, 2019, s. 1231; Orman Genel Müdürlüğü, 2021, s. 43).

Çalışmanın temel problemi: Karadeniz Bölgesinin apiturizm için sunduğu doğal ve kültürel kaynaklar nelerdir?

Araştırmanın alt problemleri: Karadeniz bölgesinde gerçekleştirilen arıcılık faaliyetleri apiturizme nasıl entegre edilebilir?

Apiturizmin kırsal kalkınmaya potansiyel etkileri nelerdir?

Apiturizmin Karadeniz Bölgesindeki biyoçeşitlilik ve ekosistemler üzerindeki potansiyel etkileri nelerdir?

Yapılan araştırmanın temel amacı Karadeniz Bölgesinde geçmişten günümüze yapılan arıcılığa yönelik farkındalığı artırmayı amaçlamaktadır. Apiturizm tarım, sağlık ve ekoturizmle iç içe bulunmasının yanında farklı arı ürünleri sunma potansiyeliyle gastronomi turizmiyle de ilişkisi bulunmaktadır. Karadeniz Bölgesinde farklı iklim ve bitki varlığı nedeniyle nisan ayından ekim ayına kadar arıcılık faaliyletleri yürütülmektedir. Bu özellikleriyle bir rota dahilinde arı ürünülerinin tadımının yapılarak bilinirliğini artırılması bölge ekonomisi, kırsal kalkınma ve bölge biyoçeşitliliğinin korunması adına önemli görülmektedir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Günümüze arıcılık faaliyetlerine yönelik talep azalmaktadır. Karadeniz Bölgesindeki arıcıların yaş ortalaması ise 50,5 olarak açıklanmıştır. Arı ürünleri içerdiği besin öğeleriyle birlikte tedavi edici, iyileştirici ve koruyucu özellikler taşımaktadır. Bu özellikleriyle arı ürünleri fonksiyonel özellikler taşımaktadır. (Türkiye Kalkınma Vakfı, 2019). İlgili literatürde apiturizm ve apiturizm rotalarına ilişkin çeşitli çalışmalar bulunmaktadır. Ancak bitki ve orman varlığı bakımından zengin olan Karadeniz Bölgesine yönelik çalışmalar sınırlı kalmaktadır. Çalışmanın bir diğer önemli sınırlılığı araştırmada saha çalışmasının bulunmamasıdır. Gelecek çalışmalarda bölge paydaşlarının araştırma içerisinde yer almaları önemli olarak görülmektedir. Diğer yandan apiturizm daha çok sağlık, tarım ve ekoturizmle ilişkilendirilerek araştırılmaktadır. Arı ürünlerinin çeşitliliği ve fonksiyonel özellikleri düşünüldüğünde gastronomi turizmi açısından da önemli bir alan olduğu düşünülmektedir. Yapılacak çalışma ile bu boşluğun doldurularak bölge ekonomisi için alternatif bir alan oluşturmanın yanında biyoçeşitlilik ve günümüzde ilginin azaldığı arıcılığa katkı sağlayacağı düşünülmektedir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Gastronomi ve gastronomi turizmine yönelik talep artmaktadır. Yeni deneyimler yaşamak amacıyla turizme katılan bireyler yeni yerler keşfetmenin yanında farklı lezzetleri de deneyimlemeyi arzu etmektedirler. Günümüzde pek çok destinasyon yeni ürün geliştirerek ya da mevcut ürünlerini markalaştırarak pazarlama amacı gütmekte ve destinasyona yönelik çekicilik oluşturmayı amaçlamaktadır. Diğer yandan geliştirilen turizm rotaları bölgelerin sosyoekonomik gelişimine olumlu yönde etki etmektedir. Özellikle az nüfuslu kırsal bölgelerin kalkındırılması için bu rotalar fırsat olarak görülmektedir. Apiturizm alternatif ürünler sunmanın yanında doğayı ve biyoçeşitliliği koruyan bir yapıdadır. Bu açıdan değerlendirildiğinde apiturizm Karadeniz Bölgesi için önemli bir alternatif ürün olarak görülmektedir.

Çalışmanın birçok yönden alana katkı sağlayacağı düşünülmektedir. Yapılacak çalışmayla birlikte, arıcılığın ve arı ürünlerinin fonksiyonel özelliklerinin ortaya çıkarılması, apiturizm kapsamında gerçekleştirilecek etkinliklerin incelenmesi, Karadeniz Bölgesinin apiturizm potansiyelini yansıtan doğal ve kültürel zenginlikleri, bölgede üretilen arı ürünleri ve alternatif ürünlerin araştırılması, apiturizme yönelik turizm potansiyeli ve Karadeniz bölgesine potansiyel etkilerinin değerlendirilerek incelenmesi çalışma kapsamında incelenecektir. Önceki çalışmalar incelendiğinde arıcıların çoğunluk olarak bal üretimi gerçekleştirdiği diğer arı ürünlerine yönelik üretim faaliyetlerinin düşük olduğu ve genel olarak bu ürünlerin satışında zorlandıkları görülmektedir (Kekeçoğlu ve Rasgele, 2013, s. 29). Apiturizmin bölgede yaygınlaşmasıyla birlikte polen, propolis, arısütü, apilarnil, perga ve arı zehri gibi diğer arı ürünlerinin üretiminin artırılması satış ve pazarlama faaliyetlerinin daha kolay gerçekleştirilebileceği düşünülmektedir.

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EN YAYGIN ÜRETKEN YAPAY ZEKA ROBOTLARININ GASTRONOMİ TURİZMİ ÇIKTILARI AÇISINDAN KARŞILAŞTIRILMASI

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GİRİŞ

OpenAI, San Francisco da yerleşik bir teknoloji şirketi tarafından geliştirilen yeni dil modeli olan ChatGPT, piyasaya sürülmesinden bu yana çok çeşitli alanlarda büyük ilgi görmüştür. (Https://chat.openai.com/chat). Geçtiğimiz yıl yapılan çalışmalara bakıldığında, endüstri de birçok alanda kullanılan bu model, turizm alanında salt eğitim ve araştırma alanında kendine karşılık bulmuş, gastronomi, destinasyon pazarlaması, özel kişiselleştirilmiş rota önerisi gibi alanlarda yapılan çalışmaların kısıtlı bir sayıda olduğu gözlenmiştir.

Bu çalışma Generative Pre-trained Transformer (GPT), Üretken Ön Eğitimli Dönüştürücü, olarak adlandırılan Büyük Dil Model (LLM, Large Language Model) yapısı kullanılarak geliştirilen yazılımlardan en popüler olan ChatGPT ile sohbet teorisi kullanılarak sorular sorulmuş ve cevaplar alınmıştır.

Bu kapsamda sorgu ekranına altı adet soru yöneltilmiştir.

Görüşme soruları Fusté-Forné ve Orea-Giner (2023) tarafından yapılan çalışmaya referansla hazırlanmıştır, ancak GPT'nin Gastronomi Turizminde kullanımına ilişkin soru ifadeleri daha genişletilerek, çeşitlendirilerek ve yerelselleştirilerek prompt olarak sorulmuştur.

Soru cevap olarak ilerleyen yöntem sonucunda GPT den alınan ekran görüntüleri tablolar halinde sıralanmış ve yanında açıklamalar ile sunulmuştur. Bu tablolarda özetlenen hangi cevapların gastronomi turisti davranışı üzerindeki etkisi olduğunu ve bu tip turizm aktivitesi içerisinde nasıl kullanılabileceği, işe yarayacağı ve sektörü yönlendireceği sorgulanmış. Ardından sonuçlar, yaratıcılık, entellektüellik, güvenilirlik, özgünlük, yenilik, içerik, etik, mahremiyet gibi başlıklar altında irdelenmiştir. Turizm destinasyonlarının pazarlanmasında nasıl bir büyüme sağlayacağı tartışılmış ve endüstriye yön verebilecek bulgular ortaya konmaya çalışılmıştır.

LİTERATÜR

ChatGPT, 30 Kasım 2022'deki tanıtımından sonraki iki ay içinde 100 milyondan fazla kullanıcıya ulaştığı açıklanmıştır (https://www.demandsage.com/chatgpt-statistics/)

Çalışma prensibi bağımsız olarak öğrenen büyük dil modellerine (LLM'ler) dayanmaktadır.

Son bir yılda Nature dergisine sunulan çalışmaları inceleyen editörler, ChatGPT kullanımının çok hızlı bir şekilde ivme kazandığına ve sayıca arttığına vurgu yapmışlardır Nature (Else, 2023). Çok geçmeden, yaklaşık iki hafta sonra, bu konu ile ilgili olarak, Nature (Stokel-Walker, 2023), ChatGPT'nin çeşitli akademik makalelerde ortak yazar olarak ortaya çıktığını bildirmiştir.

Durum böyle olunca gerek saygın dergi editörleri, gerekli Akademik kurumların tümü bu konu için acil sonuçları düşünmek zorunda kaldıklarını bildirmişlerdir.

Araştırma sorusu şöyle olabilir: “ChatGPT ortak yazar olabilir mi? Nasıl olmalı, Yapay Zekâ tarafından oluşturulan araştırmalarda nasıl değerlendirme yapmalıyız?”

Birçok alanda devrim yaratan ve neredeyse yaşamımızı etkileyen bir yardımcı olarak fark edilmiş ancak aynı zamanda ChatGPT’nin olumlu veya olumsuz yönleri de tartışılmaya başlanmıştır. Bu yazılım, örneğin dil bilimleri, eğitim bilimleri, sağlık bilimleri, sosyal bilimler vb. alanlarda kullanılmaya başlanmıştır. Ancak, literatürde ChatGPT’nin turizm ile ilgili seyahat, ulaşım, konaklama, eğlence gibi sektörlere nasıl katkı sağlayacağı ve turizm sektörü için önemini araştıran birkaç çalışmanın haricinde çok ta fazla, konu ile alakalı farklı bir araştırmaya rastlanmamıştır.

YÖNTEM

Araştırmanın amacına uygun olarak ChatGPT, GPT'nin Gastronomi Turizmi üzerindeki etkisi, uygulanmasını çevreleyen zorluklar, Yeme içme sevdalısı turistler için etkileri, Rota ve menü düzenleme konusunda yetkinliği ve geçerliliği hakkında fikir toplamak için sohbet teorisi kapsamında soru-cevap olarak kullanılmıştır.

Veri Toplama Prosedürleri:

Çalışmada görüşmeci olarak ChatGPT kullanılmıştır. ChatGPT, kullanıcılardan gelen bir dizi soruyu ve uygulamadan gelen yanıtları içeren konuşma yoluyla etkileşim kurmayı amaçlamaktadır (Rospigliosi, 2023). Turizm alanında benzer konularda yapılan araştırmalarda da aynı metodoloji uygulanmıştır (Carvalho ve Ivanov, 2023; Dwivedi vd., 2023; Erul ve Işın, 2023)

Soruların yanıtlarını elde etmek için OpenAI web sitesinden erişilebilen, araştırma öngörünüm sunan ve ücretsiz olan ChatGPT’nin ‘ChatGPT 4’ versiyonundan (ChatGPT, 2023) yararlanılmıştır. Birkaç kez Türkçe sorulan sorulara yanıtların üretilmesi sırasında hata oluşmuştur. Son olarak 7 Haziran 2024 tarihinde Türkçe sorulan sorulara yanıtlar hatasız olarak elde edilmiştir. ChatGPT sorgulama ekranına (https://chat.openai.com/chat) **altı adet soru** yöneltilmiş. Görüşme soruları Fusté-Forné ve Orea-Giner (2023) tarafından yapılan çalışmadan referans alınarak hazırlanmıştır.

ChatGPT'nin yanıtları tablolaştırılmış ve zayıf yönleri, riskleri, hatalı cevapları ve bunun gibi birden fazla parametre ile açıklayıcı bir şekilde sunulmuştur. ChatGPT’nin verdiği cevaplar doğrultusunda çıkarımlar ve önerilerde bulunulmuştur.

BULGULAR ve TARTIŞMA

Son yıllarda teknolojinin gastronomi turizmi üzerindeki etkisi artmış, sosyal medya ve sanal deneyimler dijital turizm sisteminin ana aktörleri olarak ortaya çıkmıştır. Önceki araştırmalar (örneğin bkz. Fusté-Forné, 2023; Okumus, 2021) teknolojinin yalnızca deneyimsel gastronomik deneyimlerin keşfedilmesini kolaylaştırmakla kalmayıp aynı zamanda gastronomi turizminin bugününü ve geleceğini de şekillendirdiğini göstermektedir. Bu perspektif, Open AI'nin ChatGPT'sinin gösterdiği gibi GPT'lerin turizmde gastronominin önemini artırma ve turistleri gastronomik deneyimlere dahil etme potansiyelini vurgulamaktadır.

ÖZGÜNLÜK, SONUÇ ve ÖNERİLER

Bu çalışma, ChatGPT ile çalışarak gastronomi turizmi, kişiselleştirilmiş rota önerisi yaratmaya çalışan ve araştıran başlıca makalelerden birisidir.

Veri analizi ile, ChatGPT’den gelen yanıtlar tablolaştırılarak açıklayıcı bir şekilde sunularak bu cevapların analizleri yapılmaya çalışılmıştır.

Çalışmanın özgün yanı, GPT'nin Gastronomi Turizmi alanında kullanımına ilişkin detaylı bilgi veren Türkçe ilk çalışmalardan birisi olmasıdır.

THE ROLE OF PRODUCT AWARENESS IN CREATING THE BRAND VALUE OF LOCAL GASTRONOMIC ITEMS: EXAMPLE OF WATER BUFFALO PRODUCTS FROM BALIKESİR REGION

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INTRODUCTION

Gastronomy refers to the perfect flow of the stages of production, cooking, preparation and presentation of food and beverages (Scarpato, 2000). Gastronomic elements are among the motivations of people to visit a place (Kivela & Crotts, 2005). In other words, gastronomic elements have become a part of tourists' destination experiences (Gupta & Sajnani, 2019). Since it is aimed to highlight the attraction elements in the marketing of destinations, efforts to make local gastronomic elements attractive in gastronomy cities will contribute to the positive marketing of the destination (Björk & Kauppinen-Raisanen, 2016). Eating and drinking is a basic need of human life. Strengthening this basic need with the ingredients used, special production methods and rich flavours makes it popular among people. Experiencing the local foods and beverages of different regions and having an idea about them adds social and cultural enrichment to people. According to Yüncü (2009), eating and drinking activities can be a guide in learning the cultural structure of a society. The promotion of local foods produced especially in rural areas and finding a place among popular gastronomic items both supports local development and contributes to the international recognition of countries (Wolf, 2006). Because only increasing the quality of a product can increase the demand for it, and quality promotion efforts for the product should also be continued (Ertuğrul & Demirkol, 2007). For customer satisfaction and economic gain to be obtained as a result of product promotion efforts, it is necessary to pay attention to consumer benefit (Erdem & Swait, 1998). In this way, since the brand value of the products that are promoted in a healthy way for consumers will be high, consumer satisfaction will be ensured while the local people will gain profit with repeated purchases. The promotion of local gastronomic products makes it possible to sustain cultural values by transferring them to future generations. Polat (2017) emphasised that geographically marked products such as olive oil, woven carpets and local products of the province can easily meet with conscious consumers and contribute to national-international promotion through correct promotional procedures. It was emphasised that successful promotional activities will contribute positively to the development and progress of the region. According to the bovine import and export report of the Ministry of Agriculture and Forestry in Turkey; in order to support bovine breeding; roughage production capacities

are prioritised in order to maintain the productive life span of breeding bovine animals. In addition, animal shelters are located on a sloping land for easy cleaning and the soil structure is permeable. Every detail in the construction process, including the roof, walls, door, chimney and floor of the shelters, ventilation and heating systems are designed with attention to animal health. In addition, attention is paid to the areas where animals can lie down and move freely during design (Ministry of Agriculture and Forestry, 2024). The rural development that will be realised through support for animal breeding is important for the welfare of the local population and for the development and promotion of local gastronomic products.

Within the scope of this research, local buffalo products of Balıkesir region are discussed. In the light of the literature, the research question: "Is it possible to determine the buffalo products of Balıkesir region?". Upon answering the research question, the main objective of this study is to determine and promote the potential of buffalo products of Balıkesir region within the scope of local gastronomic elements. Another aim of the research is to determine the awareness of the local people in the process of creating brand value of local buffalo products. In Balıkesir, buffalo breeding constitutes the livelihood of the locals. Buffalo breeding has been carried out for many years in various regions of the region for generations. The production and marketing conditions of buffalo products, their economic and social contributions to the local people, and the promotion and awareness stages of brand value creation are discussed within the scope of this research. It is possible to say that the successful promotion of local buffalo products will contribute to the local people and the national economy. These products, which have been produced and consumed by the locals for generations, will ensure the transfer of their ancient culture to future generations.

LITERATURE

The main objective of the study is to determine and promote the potential of buffalo products of Balıkesir region within the scope of local gastronomic items. The research is important in terms of revealing and promoting the potential of local products and supporting local, regional and national economic and social development.

Balıkesir, located in the Marmara Region of Turkey, has an important position in terms of climate and natural resources due to its coasts to both the Marmara Sea and the Aegean Sea. Balıkesir is bordered by Bursa to the northeast, Kütahya and Manisa to the southeast, İzmir to the southwest, and the Aegean Sea and Çanakkale to the west. In terms of its physical structure, it has mostly undulating plains. These plains are divided by river valleys. There are 20 districts; Altıeylül, Ayvalık, Balya, Bandırma, Bigadiç, Burhaniye, Dursunbey, Edremit, Erdek, Gömeç, Gönen, Havran, İvrindi, Karesi, Kepsut, Manyas, Marmara Island, Savaştepe, Sındırgı and Susurluk (Balıkesir Provincial Directorate of Culture and Tourism, Physical Features, 2024). Due to its geographical location, Balıkesir Province experiences the Mediterranean climate on the Aegean coasts, with hot and dry summers and mild and mostly rainy winters. Since the Black Sea climate prevails on the Marmara coast, summers are relatively cool. In the interior of the province, continental climate prevails and cold weather is felt in the region (Balıkesir Provincial Directorate of Culture and Tourism, Climate, 2024). Balıkesir has 45% forest land, 32% cultural land, and 15% unused land. The majority of the forest land consists of larch, red pine, beech, hornbeam, oak, willow, tamarisk, sycamore and olive trees in Dursunbey, Bigadiç, Sındırgı, İvrindi and Edremit regions as well as beech, hornbeam, oak and chestnut trees in Susurluk, Kepsut, Gönen, Bigadiç and Bandırma. Animals such as hedgehogs, snakes, wolves, jackals and wild boars live in these forested areas. Balıkesir is located on one of the important bird migration routes. Approximately 3 million birds such as cranes, falcons, flamingos, cormorants, pelicans, woodpeckers, starlings and many other bird species stay and hatch in this region every year. Since Balıkesir is home to two different seas; it has a rich fauna in terms of many fish species such as carp, rudd, catfish, pike, sardine, anchovy, mackerel, sea bass (Balıkesir Provincial Directorate of Culture and Tourism, Flora and Fauna, 2024).

Within the scope of livestock breeding, which is the source of livelihood of rural areas in Balıkesir, beef and veal are mostly produced in red meat production, while sheep meat production is also quite widespread. Although red meat is consumed directly, it is also used in sausage, bacon, roasting, salami,

ham, sausage, burger meat and ready-made meatballs. Bovine and ovine animal production in Balıkesir is mostly carried out in Balıkesir Centre, Susurluk, Kepsut, Gönen, Bandırma, Manyas, Sındırgı, Bigadiç and Dursunbey (Balıkesir Provincial

Directorate of Culture and Tourism, 2024). Balıkesir ranks in the top two in Turkey with an annual average milk production of 750 thousand tonnes. In this context, approximately 160 enterprises in Balıkesir produce 5 thousand tonnes of butter, 90 thousand tonnes of cheese and 50 thousand tonnes of yoghurt annually. Milk production is carried out in almost all districts including Balıkesir Centre, Gönen, Susurluk, Manyas, Havran and Savaştepe. Basket Cheese and curd made in İvrindi, Ayvalık, Edremit and Burhaniye, Kirli Hanım Cheese and curd of Ayvalık, Kelle and Manyas Cheese of Gönen, Manyas, Erdek and Bandırma, Goat Cheese of Sındırgı, Bigadiç, Kepsut and Dursunbey districts stand out as important dairy products specific to Balıkesir (Balıkesir Provincial Directorate of Culture and Tourism, 2024).

Buffalo breeding is of great importance in Balıklı and Yakupköy neighbourhoods of Altıeylül, the central district of Balıkesir. Buffalo breeding is one of the livelihoods of the people of the region. Buffalo breeding has been carried out in this region with state support since 2011, and sales of buffalo products reached the highest levels during the pandemic period in 2020. It was stated that mostly cream and yoghurt are produced from buffalo milk in this region. Even in the Balıklı neighbourhood alone, according to the data dated 2021, more than 500 buffaloes are raised. The producers of the region want to continue buffalo breeding by transferring it to future generations. Products such as cream, yoghurt and cheese obtained from buffalo milk are sold to neighbouring districts and provinces (NTV News, 2021).

The tourism map of Balıkesir on the website of the Ministry of Culture and Tourism does not include any mention of buffalo breeding. Balıkesir region has suitable conditions for water buffalo breeding in terms of climate and is in a position where breeding is already available but does not receive sufficient promotion and support within the scope of gastronomic items. It is thought that this study will draw attention to the mentioned points and provide a sectoral and scientific contribution in terms of both the development of the local people and the transfer of gastronomic values to future generations.

Everything related to the production, presentation and consumption of food and beverages belonging to a culture constitutes gastronomic items. Gastronomic items provide information about the lifestyles, values and tastes of various cultures. Knowing the gastronomic elements and transferring them to future generations by preserving them is important for ensuring cultural sustainability.

Brand equity as an intangible asset is created through marketing activities and the value of goods and services offered to consumers through the brand name and symbols can increase or decrease (Aaker, 1991). Brand equity is also designed by changes in consumers' responses to brand information (Keller, 1993). According to consumer-based brand equity, in order to ensure brand awareness, it is necessary to ensure brand awareness, position the brand in the mind, consumers' responses to this brand perception and establish a bond between the brand and the consumer (Keller, 2001). Brand equity consists of four dimensions: brand loyalty, brand awareness, brand associations and perceived quality (Aaker, 1991).

Although it is seen that the studies revealing the potential of local products, which are compatible with the purpose of this research, mention the contribution of the products to the region and their evaluation within the scope of geographical indication, it is generally seen that studies on local products of a certain city are carried out and a qualitative method is preferred as a research design. In the literature, there are sample studies from the literature on determining the potential of local products. In order to determine the gastronomic potential of local products, local products of provinces such as Artvin (Oğan et al., 2024), Gökçeada (İmroz) (Çavuşoğlu & Altun, 2023), Ankara (Yıldırım, 2023), Kayseri (Özer, 2021), Osmaniye (Üzülmez, 2020), Çorum (Şahin, 2019), Manisa (Hazarhun & Tepeci, 2018), Kahramanmaraş (Daysıoğlu et al, 2017), Sivas (Şimşek et al., 2017), Mardin (Yiğit & Bucak, 2017), Bolu (Lök & Yıldız, 2015). Kantaroğlu and Demirbaş (2018) conducted a research on the determination of potential geographically marked products in Turkey. In this study, it is aimed to address the buffalo products of Balıkesir region, which

have not been addressed before. With this aim, it is aimed to determine the role of the awareness of buffalo products on the residents of the region in the creation of the brand value of Balıkesir Province local buffalo products, which can be evaluated within the scope of gastronomic items.

In this study, it is possible to reconcile the role of product awareness in the branding of buffalo products

of Balıkesir Region in the context of local gastronomic products with the Social Exchange Theory. According to this theory pioneered by George Homans and Peter Blaubu, which emphasises that there is a social benefit rather than an economic benefit in both individual and collective communication between people and societies (Aydın, 2017; Özkalp, 2005), there is an exchange in the social relationship between people. Criteria such as respecting, valuing, considering and honouring play a role in this exchange (Wallace & Wolf, 2004). According to the theory; when the benefit between people decreases, the negative costs of the relationship increase and the relationship comes to an end (Gonzalez et al., 2018). Therefore, for a healthy exchange to take place, the costs of the relationship should not exceed the benefits and these should be mutually observed.

METHOD

The population of the study consists of residents of the neighbourhoods of Balıklı, Halalca, Yakupköy, Karaman and Ayşebacı who are engaged in buffalo breeding in Balıkesir Province. Population information is as follows according to 2019 data (Balıkesir Metropolitan Municipality, 2019): Balıklı neighbourhood residents 1630 people, Halalca neighbourhood residents 1402 people, Yakupköy neighbourhood residents 1508 people, Karaman neighbourhood residents 2192 people, Ayşebacı neighbourhood residents 1720 people, in total 8452 people constitute the population of this research. The interview questions was directed to 42 participants determined by the Maximum Diversity Sampling technique. Maximum diversity sampling creates maximum diversity in participants by creating a small sample group within the sample size (Yıldırım & Şimşek, 2018:120). If attention is paid to the differences in terms of age, gender, and experience of the possible participants, it allows data collection in as wide a framework as possible (Baltacı, 2018; Merriam, 2018). In this type of sampling, it is also possible to make comparisons between participants who differ significantly (Patton, 1987). The number of participants was determined by considering the number of people reached in similar studies (Güney, 2022). Content Analysis was applied to the findings obtained from the data obtained through MAXQDA Qualitative Data Analysis Programme. In addition, the evaluation criteria of local gastronomic products and the results of the analyses are interpreted. The results of the analyses obtained from the research was evaluated in the context of 10 criteria: product supply, production volume, sufficient employment for production, harmony of production with the environment, market power, historical background of the product, comparative advantage, gastronomic supply and demand balance, geographical indication, interest of producers. In line with the results of the analyses, the adequacy level of the promotion of each product in terms of product brand awareness, which is the first step of the product brand value creation process, are evaluated. Based on the results obtained from the research, various strategy suggestions are presented for the promotion and awareness dimension of the product brand value creation process for local gastronomic products. Thus, it is thought that with the suggestions that will guide national and international marketing efforts for the development of local product brand value, both the sector will contribute to the economic gain of the sector and the strengthening of social capital by increasing local recognition.

"Semi-structured interview" form are used in the qualitative data collection phase of the research. Qualitative research enables in-depth research on the subject of interest, on-site examination of events and phenomena, and evaluation of participants' thoughts about these events and phenomena. In addition, it is possible to collect data with a semi-structured research form in which researchers can ask in-depth questions about the subject, and the questions can be expanded and re-directed according to the course of the subject (Merriam, 2018:13-16). In this direction, within the scope of the research, firstly the buffalo products and then the buffalo products of Balıkesir region were determined. The research questions were prepared for the evaluation of buffalo products, which are prominent in production and consumption in the region, together with economic, sociological and environmental dimensions. The interview questions to be used within the scope of the research were prepared based on the "Product Evaluation Form" prepared by Barrera and Bringas (2009) with 10 criteria and updated by Aydemir (2023) by enriching one of the criteria, in line with the general literature and following the scale (semi-structured interview form) development processes. The product evaluation form are evaluated in the context of various issues such as representativeness, supply sustainability, relations with the environment, employment in

production, comparative advantages, market situation, historical background, development priorities / geographical indication, interest of producers, gastronomic supply and demand. This research is conducted using qualitative research technique. An interview form was used as a data collection tool in the research. Since it is thought that the semi-structured interview forms used in the studies on the identification of local products in the literature would be insufficient to explain the problem identified in this research, a new interview form was developed. The purpose of the developed semi-structured interview form is to determine the buffalo products of Balıkesir region and to determine the role of product awareness in the creation of brand value of local buffalo products. While developing the interview form, the items should explain a single feature and the item should be suitable for the structure to be determined (Gültekin, 2012; Tekin, 2000). In the developed interview form, it was paid attention that each question was related to a separate dimension of buffalo products. After the interview form is prepared, questions should be directed to experts to eliminate a series of problems such as scientific errors, difficulties in comprehensibility and grammatical errors (Atılgan et al., 2013). The interview form prepared to conduct semistructured interviews was revised by submitting it to four experts working at different universities. Each question was prepared in a clear and precise manner, taking care not to be similar to the answers to be received from the participants in the context of the research topic. There are 11 questions in total in the interview form and the duration of the interview are approximately 30 - 35 minutes. According to Coşkun et al. (2017) and Lin (1976:137), data collection tools prepared based on literature review and expert opinions add an exploratory feature to research. In this research, a new interview form was prepared with a deductive logic with the support of the literature and expert opinions were consulted to finalise this form. This research, which has an inductive approach in terms of creating a new interview form and accessing a large pool of information within the scope of the research, has an exploratory characteristic in general terms. This is because exploratory research has the purposes of providing preliminary information, revealing whether more comprehensive research will be conducted on the subject, and developing data collection tools to be used in future research (Earl, 2004:88). Before the final field research, it is useful to conduct a preliminary test to determine the points that may be difficult to be understood by the respondents (Crocker & Algina, 1986). In this sense, questions were asked to two participants before the field research and necessary corrections were made. For the validity test of the data obtained from the interview questions, the results of the analyses were presented to two experts in this research. The validity test of the interviews was approved by concluding that the results of the analyses were related to the subject aimed to be determined in the research. After applying content analysis to the data, the reliability formula suggested by Miles and Huberman (1994) was used for the reliability test. The formula for reliability calculation: Reliability Coefficient = Number of Agreed Terms / (Number of Agreed Terms + Number of Disagreed Terms) x 100. According to the formula, the reliability coefficient is expected to be at least 80% for an adequate level of

internal reliability (Baltacı, 2017:8). The interviews were conducted between 29 May 2024 and 26 June 2024. The data were obtained from 42 people who responded positively to the interview request. During the data collection phase, verbatim note technique was applied and audio recording was made with the permission of the participants.

Within the scope of this research, 4 products were evaluated namely Buffalo Milk, Buffalo Yoghurt, Buffalo Milk Cream and Buffalo Milk Cheese, which are produced intensively in Balıkesir region, especially in Balıklı and Yakupköy Villages. Each participant is expected to give a score between 0 and 4 for each product. The interpretation of the total scores was made as shown in the table below.

Table 1: Product Category Table by Total Score

Category	**Total Points**	**Description**
Great Product	36-40 points	It makes an outstanding contribution to the development of the regional economy.
Superior Product	30-35 points	It makes a significant contribution to the development of the regional economy.
Suitable Product	20-29 points	It makes a sufficient contribution to the development of the regional economy.

Ordinary Product	6-19 points	Makes a small contribution to the development of the regional economy.
Inadequate Product	0-5 points	Does not contribute to or harms the development of the regional economy.

Source: Adapted from Barrera and Bringas (2009).

According to Table 1, the production of those categorised as Ordinary or Inadequate Crops should not be adversely affected and can be integrated to support other crops (Barrera and Bringas, 2009). In the light of the categories determined as a result of the analysis, the production of those in the Ordinary or Inadequate Product category should not be negatively affected and can be integrated with each other to support other products (Barrera and Bringas, 2009). With the second analysis to be conducted in the research, the extent of the economic contribution of buffalo products produced in Balıkesir to the region are determined. In future studies, it was determined which products need more promotion and marketing efforts. Thus, by taking necessary precautions and supporting the production of products that have remained in the background, both the local people will be developed and the sustainability of local flavours will be contributed by transferring them to future generations.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

Within the scope of the research, Balıkesir is considered because it has a suitable climate and fertile soils in terms of agriculture and animal husbandry. Within the scope of the research, Balıkesir is considered because it has a favourable climate and fertile soils in terms of agriculture and animal husbandry. In addition, the research has a limitation in that it was conducted with people who responded positively to the offer to participate within the framework of maximum diversity sampling. The scope of the research is also limited to Balıkesir region and local buffalo products. The reason why the scope of the research is limited to buffalo products among the local products in Balıkesir is that buffalo products are consumed in Balıkesir region and throughout the country and they constitute an important source of livelihood for the local people. Red meat consumption in Turkey is below the expected level (Saygın & Demirbaş, 2018). According to another study, it was determined that veal – beef consumption was almost 2 times higher than sheep meat consumption in the period from 2010 to the present (Saygın & Demirbaş, 2018). In a study conducted in 2007 on the determination of the distinctions of beef consumption, the product with the highest percentage in beef consumption was determined as beef minced meat with a per capita consumption ranging between 0.47 and 0.54 kilograms/month (Demirkol, 2007:114). Within the scope of livestock breeding, which is the source of livelihood of rural areas in Balıkesir, beef and veal are mostly produced in red meat production, while sheep meat production is also quite widespread. Although red meat is consumed directly in Balıkesir, it is also used in sausage, pastrami, roasting, salami, ham, sausage, burger meat and ready-made meatballs. Bovine and ovine animal production is carried out in almost all districts of Balıkesir (Balıkesir Provincial Directorate of Culture and Tourism, 2024).

In addition, it is thought that the study to be conducted in this region, where buffalo products, which are very beneficial for human health, have insufficient recognition, will contribute to the academia and the sector. It is thought that an economic contribution will be provided as the number of people who want to buy these products will increase with more recognition of the buffalo products produced locally in the research. Since it is thought that the recognition of buffalo products will spread to wider segments with national and international marketing efforts, it is thought that the study will provide a social benefit by making the local gastronomic culture sustainable. It is also thought that a scientific contribution will be made by comparing local buffalo products with the local products of different regions or possible studies to be carried out on the branding of the products.

The subject of the research covers the examination of the role of product awareness in the creation of brand value of local gastronomic items. In this context, regions such as Balıklı and Yakupköy where buffalo products are produced in Balıkesir constitute the data collection areas in the research. Within the scope of the research, the role of product awareness in the creation of brand value of buffalo products,

which constitute one of the gastronomic elements of Balıkesir region, is discussed. For the purpose of the study, the buffalo products will be determined. Interviews were conducted with local people and a way was followed in order to determine the awareness towards branding of these products. Thus, suggestions that can guide local producers to support their production activities and local administrations to increase product awareness and branding of products are presented.

ORIGINAL VALUE OF THE RESEARCH

In line with the findings of the research, suggestions will be made to support local people in the production of local products. It is thought that this research will be a guide for the design of technological tools and equipment that will enable local people to make their production more effortless and with an affordable budget. It is thought that buffalo milk products are in an easily perishable structure due to their high protein content, and environmentally friendly refrigerators that can preserve the products can be one of them.

Since it is thought that local, regional and country-wide economic and social development will be supported by the promotion of local items, the research is of great importance. In this study, the promotion of buffalo products, a local gastronomic item of Balıkesir region, shows the originality of the research in terms of being a subject that has not been studied in this region in the literature. In addition, this study has a unique value in terms of addressing the potential and promotion of buffalo products, a local gastronomic item of Balıkesir region, in terms of tourism assets and guiding the studies to be carried out for similar assets. The promotion of local gastronomic items is important in terms of brand awareness, which is the first step in creating product brand value, and it is predicted that it will increase the purchasing behaviour of consumers over time. In this context, it is thought that the creation of product brand value, which will be developed in line with the research findings, will make a significant economic contribution to the local people.

TÜRKİYE'NİN COĞRAFİ İŞARET TESCİLİNE SAHİP ÜRÜNLERİNDE BÖLGELER ARASI YOĞURT KULLANIM FARKLILIKLARI

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GİRİŞ

Yoğurt, laktik asidin fermantasyonu ile üretilen ve canlı laktik asit bakterileri içeren fermente bir süt ürünüdür (Yıldırım vd. 2014: 1063). Yoğurt, Türk Dil Kurumu tarafından ise “maya katılarak koyulaştırılmış beyaz, kıvamlı bir süt ürünü” olarak tanımlanmıştır (TDK). Kelimenin kökenine bakıldığında ise Türklerin bu kelimeyi "yoğurmak" fiilinden türettiği ve bu fiilin koagüle olmak, pıhtılaşmak, kesilmek gibi anlamlara geldiği belirtilmektedir (Mcgee, 2007:48). Bahsi geçen bu süt ürünü Türk mutfak kültüründe de oldukça önemli bir yer tutmaktadır. Yüzyıllar boyunca sofralarda yer alan yoğurt ülkemizde çorbalar, yemekler, soğuk başlangıçlar ve bazı tatlılarda ana malzeme olarak kullanılmasının yanı sıra sos, bağlayıcı vb. gibi görevlerde de kullanılmaktadır. Bu sebeple araştırma Türk Patent ve Marka Kurumu “yemekler ve çorbalar”, “peynirler”, “peynirler ve tereyağı dışında kalan süt ürünleri”, “işlenmiş işlenmemiş et ürünleri”, fırıncılık ve pastacılık mamulleri hamur işleri ve tatlılar”, “diğer ürünler” “alkolsüz içecekler”, “çikolata, şekerleme ve türevi ürünler” kategorisinde yer alan ürünlerde yoğurt kullanımını bölgelere göre analiz ederek ortaya koymayı amaçlamaktadır.

LİTERATÜR

Yoğurt, dünya çapında yüzyıllardır tüketilen ve beslenme ile sağlık açısından pek çok faydası tanınmış fermente bir süt ürünüdür (Weerathilake vd. 2014). Yoğurdun yüksek besin değeri, sindirimi kolaylaştırması, sindirim sistemini düzenlemesi, bağışıklık sistemini güçlendirmesi ve laktoz intoleransı olan kişiler tarafından rahatlıkla tüketilebilmesi gibi özellikleri nedeniyle insan beslenmesinde önemli bir rol oynadığı bilinmektedir (Şireli ve Onaran, 2012:3). Bu özellikleri, yoğurdu vazgeçilmez bir gıda maddesi haline getirmiştir.

Literatür incelendiğinde yoğurt ile ilgili çeşitli çalışmalara rastlanmıştır. Yangılar ve Karaca (2023), yoğurt mayalarken kullanılabilecek farklı ürünlere değinmişlerdir. Say ve diğerleri (2020) tarafından Hatay Bölgesi'nde yoğurttan üretilen süt ürünleri üzerine bir çalışma yapılmıştır. Pazarlama alanında ise Perker ve Yalçın (2011), yeni bir ürünün pazara sunulmasında markanın önemini probiyotik yoğurtlar örneğinde incelemişlerdir. Eryılmaz ve diğerleri (2019), Silifke Yoğurdu’nun gastronomi turizmi açısından değerlendirilmesini ele almışlardır. Yoğurdun sağlık açısından faydalarının incelendiği çalışmalarda ise Perdigon ve diğerleri (2002) yoğurdun kolon kanserini önleyici rolünü araştırmışlardır. Morris (2018), hastalıkları önlemek için mikrobiyal floranın yoğurt ile optimize edilmesini ve Sanjay (2013) ise yetişkinlerde ve çocuklarda yoğurdun sağlığa faydalarını incelemiştir.

Yoğurt ile ilgili literatürde pek çok çalışma gerçekleştirilmiştir; ancak coğrafi işaretli ürünlerde yoğurt kullanımına benzer bir çalışmaya rastlanmamıştır. Bu durum, çalışmamızın konusunun belirlenmesine neden olmuştur. Coğrafi işaretli ürünler, belirli bir bölgeye özgü olan ve bu bölgenin coğrafi özelliklerini taşıyan ürünlerdir. Bu tür ürünlerin üretiminde yoğurdun nasıl kullanıldığını incelemek, hem bu

geleneksel ürünlerin korunması hem de yoğurdun çeşitli kullanım alanlarının ortaya konulması açısından önemlidir. Bu araştırma, söz konusu boşluğu doldurmayı ve coğrafi işaretli ürünlerde yoğurt kullanımının çeşitliliğini belirlemeyi hedeflemektedir.

YÖNTEM

Bu araştırma, Türkiye'nin coğrafi işaretli ürünlerinde yoğurt kullanımının çeşitliliğini belirlemeyi amaçlayarak coğrafi işaretin önemini vurgulamaktadır. Bu amaç doğrultusunda, “yemekler ve çorbalar”, “peynirler”, “peynirler ve tereyağı dışında kalan süt ürünleri”, “işlenmiş ve işlenmemiş et ürünleri”, “fırıncılık ve pastacılık mamulleri, hamur işleri ve tatlılar”, “tereyağı ve tereyağı dâhil katı ve sıvı yağlar”, “alkolsüz İçecekler”, “çikolata, şekerleme ve türevi ürünler” gibi kategorilerde coğrafi işaret almış ürünler çalışmanın evrenini oluşturmaktadır. Bu çalışmanın veri tabanını oluşturan bilgiler, Türk Marka ve Patent Kurumu'ndan sağlanmıştır.

Bu çalışmada ikincil veriler kullanılmıştır. Araştırma yöntemi olarak nitel araştırma yöntemlerinden biri olan "Döküman İncelemesi" yöntemi benimsenmiştir. Döküman incelemesi, incelenen olgular hakkında bilgi içeren yazılı materyallerin analizini kapsar (Yıldırım ve Şimşek, 2011: 187). Bununla birlikte doküman analizi, elektronik ve basılı materyalleri kapsayarak tüm belgeleri incelemek ve değerlendirmek için kullanılan sistemli bir yöntem olarak bilinmektedir. Tıpkı diğer nitel araştırma yöntemlerinde olduğu gibi doküman analizi yönteminde anlam çıkarmak, konu hakkında bir anlayış oluşturmak, ampirik bilgi geliştirmek için verilerin incelenmesi ve yorumlanması gerekmektedir (Kıral, 2020: 2).

Dökümanlar, nitel araştırmalarda önemli bilgi kaynakları olarak kabul edilir. Bu dokümanlardan elde edilen veriler, nitel veri analiz yöntemlerinden biri olan "içerik analizi" yöntemi kullanılarak değerlendirilmiştir. İçerik analizi yöntemi, yazılı materyallerdeki temaları ve kavramları ortaya çıkarmada kullanılan bir tekniktir ve bu çalışmada bu yöntemle elde edilen veriler detaylı bir şekilde analiz edilmiştir. Bu sayede Türk Patent ve Marka kurumunda yer alan 81 şehrin coğrafi işaretli ürünlerinde yoğurt kullanım alanları ve önemi derinlemesine incelenmiştir. İnceleme sonucunda bölgelere göre yoğurt kullanımının farklılıkları yoğurdun hangi bölgelerde ve şehirlerde daha fazla kullanıldığı ortaya konmaya çalışılmıştır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu çalışmanın veri tabanını oluşturan bilgiler, Türkiye’de coğrafi tescil almış ürünlerin yer aldığı Türk Marka ve Patent Kurumu'ndan elde edilmiştir. Ancak, coğrafi işaretler portalının dinamik yapısı göz önüne alındığında, bulgular bölümünde sunulacak olan analizler 20 Mayıs 2024 tarihine kadar toplanan veriler neticesinde sınırlı kalacaktır. Bu durum, araştırmanın sınırlılığı olarak değerlendirilmektedir. Araştırma, Türkiye'de coğrafi işaretli yoğurt ürünlerinin bölgesel kullanım farklılıklarını sistematik bir şekilde ortaya koyarak, bu alandaki bilgi ve literatür eksikliğini önemli ölçüde gidermeyi amaçlamaktadır. Çalışmanın potansiyel sonuçları incelendiğinde, Türkiye'nin çeşitli bölgelerindeki coğrafi işaretli yoğurtların kültürel ve ekonomik değerlerini açığa çıkaracak ve bu ürünlerin bölgesel ekonomi üzerindeki etkilerini anlamamıza yardımcı olacaktır. Böylece, bölgesel gıda ürünlerinin korunması ve sürdürülebilirliği açısından kritik bir rol oynayabilecektir. Bu yaygın etkiler ve sınırlılıklar, çalışmanın potansiyel katkılarını ve göz önünde bulundurulması gereken noktaları öne çıkarmaktadır, bu da çalışmanın bilimsel ve pratik önemini artırmaktadır. Ayrıca, araştırma sonucunda elde edilecek olan bulguların, gelecekteki araştırmalara yön verecek nitelikte olması beklenmektedir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu araştırmanın özgün değeri, Türkiye'de coğrafi işaretli yoğurt ürünlerinin bölgesel kullanım farklılıklarını detaylı bir şekilde ortaya koyması ve bu konuda yapılmış olan kapsamlı bir literatür çalışmasının eksikliğini giderecek olmasıdır. Şimdiye kadar yapılan literatür taraması neticesinde

bilimsel çalışmalar incelendiğinde, yoğurdun sağlık üzerindeki etkileri, yoğurdun pazarlamasında kullanılabilecek olan stratejiler, yoğurt mayalarken kullanılan malzemeler gibi çeşitli alanlarda yapılan çalışmalar incelenmiştir. Ancak, coğrafi işaretli ürünlerin genel olarak incelendiği fakat yoğurt kullanımının bölgeler arası farklılıklarının spesifik olarak ele alınmadığı görülmektedir. Bu çalışma, Türkiye'nin 7 bölgesindeki coğrafi işaretli yoğurt ürünlerinin kullanım sıklığını ve çeşitliliğini belirlemekte, böylece bu alandaki bilgi boşluğunu doldurmayı hedeflemektedir. Ayrıca, bölgesel farklılıkların kültürel ve ekonomik etkilerini de ortaya koyarak, yoğurdun Türkiye'deki gastronomi zenginliğinin bir parçası olarak nasıl değerlendirildiğini anlamamıza katkı sağlayacaktır. Sonuç olarak, bu çalışma, Türkiye'nin zengin kültürel mirasını ve coğrafi çeşitliliğini yoğurt gibi önemli bir gıda ürünü üzerinden anlamamıza yardımcı olacaktır. Bu bağlamda, elde edilecek verilerin akademik çalışmalara önemli katkılar sunması beklenmektedir.

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DETERMINING THE ATTITUDES OF FUTURE CULINARY PROFESSIONALS TOWARDS ARTIFICIAL MEAT (IN VITRO): THE CASE OF ATATÜRK UNIVERSITY

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INTRODUCTION

In the global world, environmental problems such as rapid population growth, ecosystem degradation, and climate change cause individuals to have difficulties in accessing protein sources. Searches for easy access to food and to solve environmental problems are on the agenda (SÜGAEV, 2020). Today, there are 820 million people who cannot access enough food. 70% of the total agricultural land and usable water resources are used for animal husbandry. 15% of greenhouse gas emissions are due to animal husbandry (UN, 2018; FAO, 2019; WHO, 2019). This situation causes air and water pollution, greenhouse gas emissions, deforestation and loss of biodiversity.

Red meat, which is important for balanced nutrition and protein among animal sources, is a delicious food source rich in minerals, vitamins and protein (Yıbar and Çetin, 2014). Changes in eating habits have led to increases in the production and consumption of red meat. It is predicted that meat production should be increased by 73% in 2050 to meet the per capita red meat need of the globally increasing population (Choudhury et al, 2020). Therefore, reasons such as rapid population growth, ecosystem degradation, limited agricultural areas, insufficiency of water resources and difficulty in easy access to food cause the search for alternative protein sources that can replace animal foods (Sürek and Uzun, 2020). There are also plant-based meats available in the market to replace traditional meat. However, in vitro meat (artificial meat) produced using culturing techniques from live animal cells in a laboratory environment is recommended as an alternative protein source (Zhang et al., 2021). It is also stated that consuming the meat of animals that have an impact on greenhouse gas emissions invites cancer and cardiovascular diseases, and the consumption of artificial meat is recommended to the world (Laestadius and Caldwell, 2015; Ireland, 2019). It is thought that the consumption of artificial meat (in vitro meat) will help solve the environmental problems caused by animal husbandry.

With the increase in technological developments at the global level, changes are seen in gastronomy, as in many sectors. At this point, artificial meat, which has an important protein source, also attracts attention in the field of gastronomy. Therefore, determining the opinions of prospective kitchen professionals who will work in the kitchens of hotel businesses and food and beverage establishments where food is produced in the future, on artificial meat, is considered important for the development of this issue. The research carried out in this context aims to determine the parameters that affect the attitudes and perceptions of students studying in the field of gastronomy and culinary arts towards artificial meat.

LITERATURE

With the increase in animal food and nutrition requirements brought about by rapid population growth, it is considered to switch to artificial meat as an alternative protein source to traditional meat. Artificial meat is seen as a food that is produced in a controlled manner for nutrition and does not adversely affect human health (Hocquette, 2016). In this context, the research covers attitudes and perceptions towards artificial meat. It is thought that the subject is important for research, as it is thought that reducing traditional meat consumption and switching to artificial meat consumption will contribute to the sustainability of nutrition.

When we look at the studies examining the concept of artificial meat, studies from different disciplines can be seen in the literature. However, studies on the subject in the field of gastronomy are limited. Regarding the subject within the scope of national literature, in the studies of Sürek and Uzun (2020), artificial meat began to be evaluated as an alternative protein source of the future by revealing the emergence of artificial meat production, its development process, production methods and problems that may arise in the future. In the study conducted by Baran (2020) to measure the attitudes of Atatürk University Erzurum Vocational School students towards artificial meat, it was concluded that the students were willing to try artificial meat, but there was confusion regarding the perception of artificial meat. Ekici et al. (2022) in their study to measure the attitudes of Faculty of Health Sciences students towards artificial meat, they stated that alternative protein sources will be needed in terms of food sustainability and that artificial meat obtained by growing animal cells in the laboratory has a future. They also stated that the participants were distrustful and prejudiced against artificial meat. In the study conducted by Ede and Yalçın (2023) to measure the attitudes of nutrition and dietetics department students towards artificial meat consumption, they concluded that most of them were willing to try artificial meat, but artificial meat would be less preferred in the long term.

Within the scope of international literature, a study conducted by Hocquette (2016) on people with high education levels (undergraduate senior students and scientists) concluded that the majority will not accept artificial meat in the future. Wilks and Philips (2017) concluded in their study that 1/3 of the participants would prefer artificial meat over traditional meat. Slade (2018)'s hypothetical study, where the prices and taste of traditional and artificial meat burgers were equal, revealed that 11% of the participants were willing to consume artificial meat. Stephens et al. (2018) investigated in their study whether artificial meat would be accepted or not.

METHOD

The aim of this study is to determine the parameters that affect the attitudes and perceptions of students studying in the field of gastronomy and culinary arts towards artificial meat. In parallel, the simple random sampling method was applied in the study, which was created with an experimental design, which is a quantitative research method.Simple random sampling is a sampling method in which each member of the population can be selected with a certain probability. With this method, all members of the population are selected by a random method such as a lottery draw, and each member has an equal probability of being selected. Therefore, the sample represents the population and allows inferences to be made (Özdamar, 2001).The sample size was determined by the formula below.

$$n = \frac{\mathrm{N}\ (t1 - a)^2(\mathrm{p.q})}{S^2(N-1) + S^2(p.q)}$$

N: Number of people in the universe. The value in the research is 600 people.

p: Frequency of the situation under investigation

q: Frequency of occurrence of the condition under investigation

s: Sampling error

t: Significance level

The number of samples determined using the formula is 395 people.The research was conducted face to face with volunteer students between April and June 2024. The population of the research consists of

600 students studying in the field of Gastronomy and Culinary Arts at Atatürk University. 395 students participated in the research voluntarily. Participants were informed about the subject before starting the survey.

First of all, the participants were asked about their demographic information. Then, participants were asked about their perceptions of artificial meat. A rubric about the experiment was presented to all participants. Ekici et al. The survey questions prepared by (2022) have been edited. Participants were asked how they perceived artificial meat compared to normal meat. These questions are presented on a Likert-type scale between 1 (yes, definitely) and 5 (no, definitely). After the answers to the 4th and 5th questions in the survey, participants were offered a versatile option in the 6th question. After the 6th question, they were asked to move on to other questions. In the 6th question, 5 options were presented regarding whether they wanted to try artificial meat (ethical concerns, religious reasons, taste of the product, appearance of the product and other). Other questions of the survey were prepared according to a 5-point Likert-type scale to measure thoughts and attitudes about artificial meat and participants were asked to answer them.

SPSS 22.0 (Statistical Package for the Social Sciences) package program was used to analyze the data. For qualitative variables, the number of observations and percentages are given as descriptive analysis. For quantitative variables, mean and standard deviation are given as descriptive statistics. The relationship between two qualitative variables was determined by the Chi-square test. Survey questions were asked using a 5-point Likert-type scale. The significance level was determined as 10%.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

There are some elements to develop and disseminate the production of artificial meat on a global scale, which has been on the agenda lately due to rapid population growth and insufficiency of resources and is seen as an alternative protein source. Solving environmental problems, effective use of sustainable resources, food safety, contribution to human health and animal welfare are among these elements. It is thought that artificial meat will have positive effects on greenhouse gas emissions, energy, water resources and climate compared to traditional meat. In addition, factors such as consumer expectation, acceptability, socio-economics and religious beliefs also play a role in affecting the use of artificial meat. There are various publications on the subject to understand and identify the perspectives of industrial companies, academia, politicians, farmers and consumers. It is thought that this research will scientifically benefit the attitudes of individuals in the field of gastronomy towards artificial meat. It is also expected that it will shed light on research in the field of gastronomy.

The acceptability and consumption of artificial meat by society, inadequacy of data sources, and interest levels of the participants were seen as limitations of the research. Also Ataturk UniversityThe inclusion of students studying in the field of Gastronomy and Culinary Arts at the Faculty of Tourism is also among the limitations of the research.

UNIQUE VALUE OF THE RESEARCH

The production, development and dissemination of artificial meat are among the important issues of recent times. Because it is thought that rapid population growth will cause a number of problems in the future and access to food will be insufficient. It is envisaged to switch to alternative protein sources by 2050 at the latest. For this reason, various researches and publications are being carried out on artificial meat, which is among the future sustainable food alternatives at the global level and is seen as a source of protein.

When we look at the research on artificial meat, it can be seen that the research is carried out in disciplines such as the faculty of veterinary medicine, nutrition and dietetics, faculty of health sciences and the department of food. However, artificial meat is not included in studies conducted in the field of tourism and gastronomy. In this research, it is planned to reveal the attitudes and perceptions of future kitchen professionals studying in the field of Gastronomy and Culinary Arts at Atatürk University

Faculty of Tourism, towards artificial meat. However, this research can be considered original as it will enrich the studies on artificial meat in the field of gastronomy.

İSTANBUL'UN GASTRONOMİ DEĞERİ KAPSAMINDA SİLİVRİ VE KANLICA YOĞURDU

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GİRİŞ

Yoğurt, tarih boyunca pek çok kültürde önemli bir besin maddesi olarak yer almış, sadece besleyici özellikleriyle değil, aynı zamanda sağlık açısından faydalarıyla da ön plana çıkmıştır (Fisberg ve Machado, 2015; Aladeboyeje ve Şanlı, 2021). Türkiye, yoğurt üretiminde köklü bir geleneğe sahip olup, ülkenin çeşitli bölgelerinde farklı yoğurt türleri üretilmektedir. Bu yoğurt türleri, hem üretim yöntemleri hem de lezzet profilleri açısından çeşitlilik göstermektedir. Bu çalışmada, İstanbul'un iki önemli yoğurt üretim bölgesi olan Silivri ve Kanlıca'nın yoğurtları incelenecektir.

Silivri yoğurdu, coğrafi işaret almış bir ürün olarak bilinirken, Kanlıca yoğurdu uzun yıllardır geleneksel yöntemlerle üretilen ve bölgede büyük bir üne sahip olan bir yoğurt çeşididir (Ceylan ve Biberoğlu, 2013). Bu iki yoğurt türünün üretim yöntemleri, kültürel değerleri ve pazarlama stratejileri üzerine yapılacak olan bu çalışma, yoğurt üretiminin yerel kültür üzerindeki etkilerini ve coğrafi işaretlerin bu süreçteki rolünü anlamayı amaçlamaktadır (Demir vd., 2018).

Araştırmanın ilk kısmında, yoğurt üretiminin tarihsel gelişimi ve Türkiye'deki yoğurt çeşitleri üzerine genel bir bakış sunulacaktır. Ardından, Silivri ve Kanlıca yoğurtlarının üretim teknikleri, kültürel önemi ve pazarlama stratejileri ele alınacaktır. Bu bağlamda, her iki bölgeden seçilen örnek işletmelerle yapılan derinlemesine görüşmeler ve literatür taramaları doğrultusunda elde edilen veriler analiz edilecektir.

Bu çalışmanın temel araştırma problemi, İstanbul Bölgesi'nde Silivri ve Kanlıca yoğurtlarının üretim ve kültürel farklılıklarını ortaya çıkarmaktır. Bu kapsamda, yoğurtların tanınırlığı ve coğrafi işaret üzerine farklılığı değerlendirilecektir. Araştırmanın amacı, Silivri ve Kanlıca yoğurtlarının üretim süreçlerini, kullanılan teknikleri ve bu yoğurtların kültürel önemini karşılaştırmalı olarak incelemektir. Böylelikle, bu iki yoğurt türünün yerel kültür üzerindeki etkileri ve pazarlama stratejilerindeki farklılıklar daha iyi anlaşılabilecektir.

LİTERATÜR

Yoğurt, dünyada en yaygın süt ürünlerinden biridir. Aynı zamanda önemli bir kültürel miras ve ekonomik kaynaktır (Yotova, 2018). Etimolojik olarak yoğurt kavramı Osmanlı Türkçesinden türetilmiştir. Kelime "yoğurmak" veya "pıhtılaştırmak, koyulaştırmak" anlamına gelen yoğurtmak fiiliyle ilişkilidir (James, 1980). Türk Dil Kurumu ise yoğurt kavramını "*maya katılarak koyulaştırılmış beyaz, kıvamlı bir süt ürünü*" olarak tanımlamaktadır (TDK, 2024). (Şirin, 2019). Oxford Sözlük ise yoğurt kavramını "*süte bakteri eklenerek yapılan, soğuk olarak ve sıklıkla meyve eklenerek servis edilen koyu beyaz sıvı bir yiyecek*" olarak tanımlamaktadır (Oxford, 2024).

Yoğurdun oluşması için ortamda bir süt ürünün ve mayanın olması gerekmektedir. Yoğurt elde etmek için kullanılan maya ise Streptococcus Thermophilus ve Lactobacillus Delbrueckii variantı olan Lactobacillus Bulgaricus türüdür (Michaylova vd., 2007). Araştırmacılar mayanın genom analizini yapmıştır ve sonuçlara göre bu maya bitki yüzeylerinde ortaya çıkmıştır (Wang vd., 2023). Süt mayaların

bulunduğu bitkilerle temas ederek veya evcil süt hayvanlarının memelerinden bakterilerin bulaşması yoluyla ilk yoğurt oluşmuş olabilir (Robinson vd., 2006). Yoğurdun kökenleri tam olarak bilinmese de, muhtemelen M.Ö. 6000 civarında Orta Asya ve Mezopotamya'daki Neolitik insanlar tarafından, ilk süt hayvanlarının evcilleştirilmesi sırasında keşfedilmiştir (Fisberg ve Machado, 2015). Araştırmacılara göre sütü fermente etmek yöntemi tesadüfen bulunmuştur ve yoğurt ilk defa ortaya çıkmıştır. Yoğurt bu şekilde birçok farklı yerde farklı zamanlarda bağımsız olarak keşfedilmiştir (Ramani, 2018).

Yoğurt birçok farklı medeniyette farklı isimlerde anılmaktadır. Günümüzden 6000 yıl öncesinde Hint, Ayurveda yazıtları fermente süt ürünlerinin tüketiminin faydalarını anlatmaktadır (Brothwell ve Brothwell, 1998). Yoğurt sadece Hint kültüründe değil Batı Medeniyetlerinin temelini oluşturan Roma ve Yunan İmparatorluklarında da iyi biliniyordu. Antik Yunanistan'da M.Ö 100 yılından kalan yazıtlarda yoğurdun barbar kavimler tarafından kullanıldığını belirtilmektedir (Prajapati ve Nair 2003). İncil (Eyüp Kitabı)'nda ise İbrahim Peygamber'in uzun ömür ve verimliliği yoğurt tüketimine borçlu olduğu anlatılmaktadır (Hersh, 2021).

Yoğurt kelimesinin etimolojik açıdan Türkler tarafından geldiği kesindir. Ortaçağ Türklerinin yoğurt kullanımı, 11. yüzyılda yazılmış olan Mahmud Kaşgari'nin "Divân-ı Lügati't-Türk" ve Yusuf Has Hacib'in "Kutadgu Bilig" adlı eserlerinde kaydedilmiştir (Gülsevin, 2010; Yıldız, 2016). Bu metinler, "yoğurt" kelimesini ve göçebe Türkler tarafından kullanımını anlatmaktadır. Türkler ayrıca yoğurdun ishal ve kramplar gibi çeşitli hastalıklar ve belirtiler için tıbbi kullanımını değerlendiren ilk toplumdur ve güneş yanığının rahatsızlığını hafifletmek için yoğurdu kullanmışlardır (Aladeboyeje ve Şanlı, 2021).

Moğol İmparatorluğu'nun kurucusu Cengiz Han'ın, askerlerine cesaret aşılayacağı inancıyla yoğurt yedirdiği söylenmektedir (Weatherford, 2010). Cengizhan'ın ordusunda bulunan askerler Moğol ve Türk askerlerinden oluşmaktadır (Hildinger, 1997). Bu iki toplumun temel diyetlerinde yoğurt bulunmaktadır.

Orta Asya'dan dünyanın farklı yerlerine hareket eden Türkler birçok farklı devlet ve imparatorluk kurmuştur (Yozgat, 2019). Bu ülkeler arasında en önemlilerinden biri Osmanlı İmparatorluğu'dur. Osmanlı'nın Avrupa'nın içine doğru seferler yapması sayesinde Batı ve Doğu kültürleri sıkça karşılaşmış ve etkileşime girmiştir (Renda, 2006). 1542 yılında Osmanlı İmparatoru Kanuni Sultan Süleyman ve Fransa Kralı I. François müttefikliği yoğurdun Avrupa'ya aktarımı için önemli bir andır. I. François, Türk müttefikleri tarafından şiddetli ishal nöbetleri için tedavi olarak kendisine yoğurt sunulmasıyla bu süt ürününü Batı Avrupa'ya tanıtmıştır (Yıldırım vd., 2014). İlerleyen dönemde Avrupa'da yoğurt tarçın, bal, meyve ve tatlılarla karıştırılarak tüketilmiştir.

20. Yüzyıla kadar Türkler haricinde yoğurt tüketiminin sağlık ile olan ilişkisini açıklayan araştırmacılar olmamıştır. 1905 yılında, Bulgar Tıp öğrencisi Stamen Grigorov, yoğurt kültürlerinde kullanılan bir laktik asit bakterisi olan Bacillus bulgaricus'u keşfeden ilk kişi olmuştur (Nancheva, 2019). Grigorov'un bulgularına dayanarak, 1909'da Paris'teki Pasteur Enstitüsü'nden Rus Nobel ödüllü Yllia Metchnikoff, yoğurttaki laktobasillerin Bulgar köylü nüfusunun uzun ömürlülüğü ile ilişkili olduğunu öne sürmüştür (Stoilova, 2011). 20. yüzyılın başlarında yoğurt, sağlık yararları nedeniyle tanınmaya başlamıştır ve eczanelerde ilaç olarak satılmıştır (McFarland, 2015).

1874 yılında Selanik'te doğan Sefarad Yahudisi İzak Karasu dünya savaşı sonrasında İspanya'ya göç etmiştir ve Barcelona'da reçel ile yoğurdu karıştırıp satarak ticari başarı elde etmiştir. Nazi İşgali sonrasında İzak'ın oğlu Daniel Karasu Fransa'da Danone şirketini kurarak yoğurt satışına başlamıştır (Özden, 2008; Raphael, 2012).

Anadolu topraklarında yoğurt köklü bir geçmişe sahiptir. Türkler Orta Asya'dan Anadolu'ya gelmeden önce de yoğurt üretip tüketen bir halktır. Bu sebepler sayesinde Türkiye yoğurt kültürünün yoğun olduğu ülkelerden biridir (Demirgül, 2018). Türkiye'de yoğurt üretimi geleneksel şekilde yapılmaktadır. Üretim genellikle evde veya köylerde bulunan küçük işletmelerde yapılmaktadır. Süte eklenen yoğurt mayası sıcak bir ortamda bekletilerek fermantasyon işlemi gerçekleşir. Bu basit yöntem Türkler tarafından neredeyse hiç değişmeden devam ettirilmektedir (Ceylan ve Biberlioğlu, 2013). Geleneksel yoğurt üretimi günümüzde büyük şehirlerde yok olma tehlikesiyle karşı karşıya kalsa bile kırsal alanlarda yoğurt üretimi özellikle kadınlar tarafından devam ettirilmektedir. Yoğurt yapımı Anadolu köylerinde yapılan toplumsal bir etkinliktir (Özden, 2008). Ancak, günümüzde endüstriyel yoğurt üretimi de şehirleşmeyle birlikte oldukça yaygın hale gelmiştir. Endüstriyel üretim, daha büyük

ölçekli işletmelerde gerçekleştirilir ve genellikle daha kısa sürede, çok daha büyük miktarlarda yoğurt üretme kapasitesine sahiptir (Okur vd., 2008).

Endüstriyel olarak üretilen yoğurt çeşitleri arasında sade yoğurt, meyveli yoğurtlar, probiyotik yoğurtlar ve aromalı yoğurtlar yer almaktadır. Sade yoğurt, en temel endüstriyel yoğurt çeşididir ve Türk mutfağında birçok yemekte kullanılmaktadır (Yıldırım vd., 2014). Meyveli yoğurtlar içine meyve püreleri veya meyve parçaları eklenerek yapılan yoğurtlardır (O'Rell ve Chandan, 2013). Probiyotik yoğurtlar sindirim sistemine faydalı, içerisinde canlı bakteri kürleri bulunduran yoğurtlardır. Aromalı yoğurtlar ise genelde vanilya, çikolata ve diğer lezzetlerle zenginleştirilmiş yoğurt çeşitleridir (Kroger, 1976). Türkiye genelinde geleneksel yöntemlerle yapılan birçok yoğurt çeşidi bulunmaktadır. Bu yoğurtların bazılarına Türk Patent tarafından coğrafi işaret verilmiştir (Karaahmet, 1995). Türkiye'de şu anda on adet yoğurt coğrafi işaretlidir. Türkiye'de 2024 yılı itibariyle coğrafi işaret alan yoğurtların dört tanesi menşe işaretli, altı tanesi ise mahreç işaretlidir. En eski başvuru tarihi 28.09.207 tarihi ile Ereğli Koyun Yoğurdu'dur. En son tescillenen yoğurt 26.09.2023 tarihinde verilen Kandıra Manda Yoğurdu'dur (Çakmakçı ve Salık 2021).

YÖNTEM

Bu çalışmanın amacı, İstanbul Bölgesi'nde yapılan Silivri ve Kanlıca yoğurtlarının üretim, kültür ve pazarlama faaliyetleri açısından farklılıklarını ortaya çıkarmaktır. İstanbul şehrinde Google üzerinden yapılan tarama sonucunda on beş adet yoğurtçu tespit edilmiştir. Bu yoğurtçuların ağırlıklı olarak Silivri ve Kanlıca bölgesinde bulunmaktadır. Elde edilen verilere göre yoğurt üreten işletmelerin Silivri ve Kanlıca'da kümelendiği gözlemlenmiştir. Bu doğrultuda, İstanbul'da Silivri ve Kanlıca bölgesinde yoğurt üretimi yapan en eski iki işletme örneklem olarak seçilmiştir. Ayrıca bu iki bölgenin seçilmesinin sebebi bölgenin yoğurtlarının Türkiye genelinde ünlü olmasıdır. Silivri ilçesinin yoğurdu coğrafi işaret almışken Kanlıca semtinin yoğurdu coğrafi işaret almamıştır. Bu araştırma sayesinde bölgelerin yoğurtlarının coğrafi işaret üzerinden değerlendirmesi de yapılacaktır (Demir vd., 2018). Nitel vaka çalışmalar karmaşık sosyal olguları analiz etmekte faydalıdır (Creswell, 2009; Yin, 2014). Ayrıca yüz yüze nitel görüşmeler yardımıyla insan deneyimini ortaya çıkarmanın ve bilgiye dönüştürmenin mümkün olduğu ifade edilmiştir (Denzin, 2001). Araştırmaya dahil edilen iki işletmeye çalışma hakkında bilgi verilecektir. Literatür taramasına dayalı olarak yarı yapılandırılmış görüşme soruları sorulacaktır. Literatür taraması doğrultusunda altı adet açık uçlu soru geliştirilerek katılımcılara yöneltilecektir. Bu soruların geçerliliğini ve güvenilirliğini artırmak amacıyla, alanında uzman üç araştırmacıya gönderilecek ve onların geri bildirimleri doğrultusunda gerekli düzenlemeler yapılacaktır. Görüşmeler, belirlenen örneklem grubu ile yüz yüze gerçekleştirilecek ve verilen cevaplar ayrıntılı olarak yazıya dökülecektir. Elde edilen veriler, tema ve kategorilere ayrılarak analiz edilecektir. Kodlama süreci, nitel araştırma yöntemleri konusunda bilgi ve deneyime sahip iki bağımsız araştırmacı tarafından manuel olarak gerçekleştirilecektir. Kodlama sürecinde, verilerin tutarlılığı ve güvenilirliği sağlamak amacıyla interkodlayıcı güvenilirlik analizi yapılacaktır. Tüm bu süreçler, nitel veri analizinin bilimsel standartlarına uygun olarak yürütülecek ve elde edilen bulgular literatürdeki mevcut çalışmalarla karşılaştırılarak yorumlanacaktır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu araştırmanın yaygın etkisi, Silivri ve Kanlıca yoğurtlarının üretim yöntemleri, kültürel değerleri ve pazarlama stratejilerini karşılaştırarak, bu iki yoğurt türünün yerel ve ulusal düzeydeki önemini ortaya koymaktır. Bu bağlamda, araştırma, yerel yoğurt üreticilerine, coğrafi işaretlerin ürünlerinin tanınırlığını ve pazarlama potansiyelini nasıl artırabileceği konusunda değerli bilgiler sunabilir. Ayrıca, geleneksel yoğurt üretiminin modern endüstriyel üretim karşısındaki konumunu ve sürdürülebilirliğini değerlendirmeye yardımcı olabilir. Araştırmanın sınırlılıkları arasında, veri toplama sürecinin yalnızca belirli bir zaman diliminde gerçekleştirilmiş olması ve katılımcı sayısının sınırlı olması sayılabilir. Ayrıca, araştırma kapsamı yalnızca İstanbul'un Silivri ve Kanlıca bölgeleri ile sınırlıdır. Bu sebeple diğer bölgelerde üretilen yoğurtlar ve yoğurt üretim süreçleri hakkında genelleme yapılamaz. Katılımcıların verdiği cevaplar kişisel görüş ve deneyimlerine dayandığı için, elde edilen verilerin nesnelliği konusunda

sınırlamalar bulunmaktadır. Ancak, bu araştırma, belirli bölgelerdeki yoğurt üreticileri için önemli bilgiler sunarak, yerel ürünlerin tanıtımı ve sürdürülebilirliği konularında farkındalık yaratacaktır. Gelecek araştırmalar, daha geniş katılımcı grupları ve farklı bölgeleri kapsayarak, yoğurt üretiminin Türkiye genelindeki durumunu daha kapsamlı bir şekilde ele alabilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu araştırmada, Silivri ve Kanlıca bölgelerinin yoğurtlarının üretim süreçleri, kültürel değerleri ve pazarlama stratejileri incelenecektir. Bu çalışma, Türkiye'nin geleneksel yoğurt üretimindeki zenginlik ve çeşitliliği bilimsel bir perspektifle ortaya koymayı amaçlamaktadır. Araştırmada ele alınan iki bölge, yoğurt üretiminde Türkiye'de tanınmış yerlerdir. Silivri yoğurdu coğrafi işaret almışken, Kanlıca yoğurdu henüz bu statüyü kazanmamıştır. Bu araştırma, ortak bir coğrafyada yer alan iki farklı ürünün neden birinin coğrafi işaret aldığı, diğerinin ise alamadığı sorusunu yanıtlamayı hedeflemektedir. Aynı zamanda, bu yoğurtların kültürel bağlamlarını ve coğrafi işaretlerin bu bağlamdaki rollerini incelemek, araştırmanın özgün yönlerinden birini oluşturmaktadır. Yapılan literatür taraması sonucunda, Yükseköğretim Kurulu (YÖK) Tez Merkezi bünyesinde yoğurt ile ilgili 422 tez bulunduğu tespit edilmiştir. Bu tezlerden sadece biri Gastronomi ve Mutfak Sanatları ile ilgilidir. Kalan tezler ağırlıklı olarak Gıda Mühendisliği ve Beslenme ve Diyetetik alanlarında yapılmıştır. Bu tezlerde genellikle yoğurdun üretim süreçleri, kimyasal değerleri ve hijyen konuları ele alınmıştır. Ancak, yoğurdun kültürel boyutu, pazarlanması ve gelecek nesillere aktarılması ile ilgili çalışmalar oldukça sınırlıdır. Bu çalışma, Türkiye'de üretilen yoğurdun gastronomik ve kültürel boyutlarını ele alan özgün araştırmalardan biri olma özelliği taşımaktadır.

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CONSUMER AWARENESS TOWARDS THE FOOD SHARING ECONOMY

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INTRODUCTION

With the change in production and consumption cultures in the 2000s, an economic model proposal called "sharing economy", focusing on producer-consumer interaction, emerged. The focus of the sharing economy (Gössling and Hall, 2019: 75), which emphasizes social sharing and exchange, is the short-term use of less used assets by different actors within the economy, thanks to the developments in information and communication technologies; has shifted from products and services to the experience economy (Camilleri and Neuhofer, 2017: 2322-2323). New companies based on the sharing economy are emerging every day as people tend to borrow and share goods and services instead of purchasing them (Heo et al., 2019: 1-2). Growing in both scale and scope across various sectors, the sharing economy has given rise to internet-enabled platforms that allow people to share their underutilized assets. Sharing platforms, which include applications such as AirBnB for accommodation, Blablacar for cars, and Peerby for tools, enable more efficient use of goods, saving scarce resources normally needed for production (Böcker and Meelen, 2017: 2).

Increasing interest in the sharing economy day by day makes its use widespread in the tourism sector; Businesses based on the concept of sharing economy continue to grow rapidly (Heo, 2016: 166-167; Çiftçi and Şengel, 2024: 1). Tourists can now travel with a local driver using Uber, sleep in an apartment in AirBnB, and be invited to dinner at a local house with EatWith (Ketter, 2017: 2; Hossain, 2021: 1). One of the latest trends in the sharing economy is food sharing. Online food sharing platforms provide individuals with socialization and culinary experience around home-cooked meals prepared by the host (Heo et al., 2019: 1). Food sharing, an emerging sub-branch of the sharing economy, is attracting great interest from local chefs and gastro-guides as eating together strengthens connections through social platforms. The food sharing economy reshapes the tourism and accommodation interaction by changing eating habits, recipes and culinary skills (Çiftçi and Şengel, 2024: 1).

While there are many national and international studies on the sharing economy today, it seems that there are a limited number of studies on the food sharing economy, which is a new concept in the literature. The aim of this research is to evaluate the food sharing economy from the perspective of consumers.

LITERATURE

Thanks to the developments in information and communication technologies, the global society is more interactive than ever before, allowing individuals to not only easily connect with others in different parts of the world, but also to share their assets with others, making the dream of having a shared economy feasible and accessible. The sharing economy is defined as peer-to-peer activity for obtaining, giving or sharing access to goods and services, coordinated through community-based online services (Hamari et al., 2016: 2047). The sharing economy consists of online platforms that facilitate the sharing of underutilized assets or services between peers (Mody et al., 2021: 1713). Today, there are many examples

of sharing economy applications such as Airbnb, Uber, eBay and Letgo. Apart from these sharing economy examples in the service sector, there are also examples that do not serve commercial purposes. People now prefer to share a product among themselves rather than renting and selling it, they want to travel far to interact with new and different cultures, and they gain experience by staying in other people's homes instead of booking accommodation. They also gain experience by eating in other people's kitchens and interacting with the local culture and society (Akel, 2020: 54; Ketter, 2017: 3).

The sharing economy has emerged as one of the leading sectors of growth in tourism and hospitality, as it allows tourists and residents to share their homes, cars, various dishes and specialized local knowledge (Alcoforado et al.,2018: 29; Li et al., 2023: 1). As part of a destination's cultural appeal, food plays an important role in tourist experiences and is considered a cultural experience. Food, which is an important cultural element that attracts tourists looking for new experiences, offers tourists opportunities to understand local traditions, eating and drinking habits and cultural values of the destination (Atsız et al., 2022: 131). Meal sharing or home-cooked meal sharing offers tourists extra alternatives to enjoying meals; Some food sharing platforms such as EatWith, VizEat and Feastly have gained popularity among tourists (Li et al., 2023: 4). The food sharing economy offers a broader and more immersive travel experience with local food and beverages, while allowing visitors to gain new experiences. In this context, the idea of shopping, cooking and consuming local flavors together in the local people's place has led to food sharing initiatives instantly appealing to wider audiences (Çiftçi et al., 2023: 214). Although there are international studies on the sharing economy within the scope of the research; It has been determined that there are a limited number of studies on the food sharing economy.

Atsız and Çifçi (2021) investigated the impact of COVID-19 on the food sharing economy, based on the perspective of service providers in their research. The study revealed that food sharing service providers faced difficulties during the epidemic and that Coronavirus measures had a devastating role in limiting food sharing activities. They also stated that the pandemic has forced service providers to reimagine their events as online virtual events. Çifçi et al. (2021) aims to understand the components of street food experiences of a local guided tour in the food sharing economy, based on online reviews of tourists who experienced a food sharing activity with a local guide in Bangkok. As a result of the study, they revealed that the characteristics of the local guide, perceived food authenticity, local culture, perceived hygiene or cleanliness and novelty factors are the five components of the street food experience.

Atsız and Çifçi (2022) interviewed thirteen service providers as a result of their research to determine the basic entrepreneurial motivations in food sharing economy platforms. As a result of the study, they stated that economic benefit is the vital motivation of sharing economy providers, service providers attach importance to creating a network with participants in order to continue making money, there is tight competition among service providers, and they try to offer the best service to receive positive feedback from participants. As a result of their study, Atsız et al., (2022) aimed to understand and explore the food experiences of international travelers who visit Istanbul and use sharing economy platforms such as Eatwith and Withlocals; They stated that social interactions are key determinants of dining experiences in the food sharing economy and that all participants had positive experiences.

Çifci et al. (2023) in their research, in which they revealed the originality dimensions of the wine experience with a local guided tour in the food sharing economy, stated that in the food sharing economy, locally guided wine tours are accepted as a multidimensional activity that allows better discovery of the wine destination.

In their research, Çifci and Şengel (2024) tried to identify the food sharing experiences of hosts in order to provide a broader understanding of the food sharing experience in the informal economy; Five main themes were highlighted: friendship, intercultural learning, making money, patriotism and gastronomic identity; By incorporating the host party's perspective into these themes, they have contributed to existing knowledge on meal sharing as an economic experience with a complementary understanding.

METHOD

This research aims to evaluate the food sharing economy from the perspective of consumers. In this context, it is aimed to reveal the opinions, thoughts and suggestions of individuals who are knowledgeable about the food sharing economy. It is thought that the thoughts, perspectives and approaches of consumers who are knowledgeable about the food sharing economy will contribute to the experience of food sharing platforms by potential consumers who are not knowledgeable about the subject.

The population of the research consists of people who are knowledgeable about the food sharing economy and have experience on the subject. For the sample; It is considered to include adult men and women over the age of 18 who live in Turkey and have knowledge about the food sharing economy. It is planned to select participants from every accessible province via social media (online platforms, zoom, Microsoft teams, etc.).

Purposive sampling technique, which is frequently used in qualitative research, was chosen for the research sample. According to Gürbüz and Şahin (2018), purposeful sampling is a non-probability-based sampling in which subjects with characteristics appropriate to the research problem are selected based on the researcher's own personal observations. In purposeful sampling, the units most suitable for the purpose of the research should be included in the sample (Gürbüz and Şahin, 2018: 132). In this regard, it is recommended to interview at least 10 people for the sample in qualitative research (Baltacı, 2018: 262).

One of the data collection tools frequently used in qualitative research is interview. The interview technique involves researchers asking general, open-ended questions to one or more participants and recording the answers. The interviews are then transcribed for data analysis. The aim of the interview technique is to ensure that the participants can express their experiences in the best way possible, from their perspective (Creswell, 2012: 217-218). In this context, in order to collect data, semi-structured interview technique will be used with individuals who are knowledgeable about the food sharing economy.

Interview questions were created using previous studies on the subject in the relevant literature (Atsız and Çifçi, 2021; Atsız and Çifçi, 2022; Atsız et al., 2022; Atsız, 2022; Çifçi et al., 2021; Çifçi et al., 2023; Çifçi and Şengel, 2024)

1. What does the food sharing economy mean to you?
2. What might be the positive and negative aspects of the food sharing economy?
3. Do you think the food sharing economy is sustainable?
4. What could be the social, economic and environmental impacts of the food sharing economy?
5. What are your thoughts about the reliability of food sharing platforms?
6. What do you think about the reliability of service providers?

The interviews started on May 27, 2024 and continue online through online platforms (Zoom, Microsoft Teams, etc.) with people knowledgeable about the subject throughout Turkey.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

The widespread impact of this research; It is believed that it will contribute to increasing the awareness of the food sharing economy. It is thought that this awareness aimed at the study will provide cultural, economic and environmental benefits to food sharing economy stakeholders (local people, entrepreneurs, food and beverage businesses, tourists and tourist guides, etc.), and will contribute to the growth and development of local producers, the promotion of local products, and the development of consumers' perspectives. . Food sharing economy, which is one of the types of micro-entrepreneurship in creating employment, will also contribute to increasing the income level of local people. It is thought that tourism stakeholders and government institutions will have a positive impact when they work in an organized manner to raise awareness of local people, increase food sharing experiences, disseminate food sharing platforms and improve tourist satisfaction.

There are also limitations of the study. Although the food sharing economy is a new concept, its awareness among consumers is limited. In this context, there have been difficulties in reaching food sharing economy stakeholders (entrepreneurs, tourists, tourist guides, consumers, homeowners, food and beverage businesses, etc.). Additionally, the study is limited to the opinions and suggestions of participants who are knowledgeable about the subject. The perspectives of host entrepreneurs and tourists could not be included in the study.

UNIQUE VALUE OF THE RESEARCH

The sharing economy has attracted worldwide attention in recent years and has gained economic, social and environmental importance. The sharing economy refers to activities based on online platforms that support crowdsourcing of products or services and offer viable alternatives to facilitate trade. Advances in technology have enabled sharing economy providers to proliferate with applications such as sharing accommodation, vehicles and food. In addition, the sharing economy is a phenomenon with a high growth rate and dynamism in the tourism and accommodation sectors.

When the studies carried out so far in the field of food sharing economy are examined, it is aimed to analyze the motivations of tourists, visitors and local people, to determine the reasons for the success or failure of the sharing economy, the advantages and ease of life brought by the introduction of sharing economy platforms, the benefits it provides to food and beverage businesses, comparison of consumers' food experiences, individuals Issues such as their impact on social interaction between people and why hosts join the platforms were examined.

The lack of data and appropriate respondents on the food sharing economy are among the important reasons for the current low participation in food sharing. This research aims to evaluate the food sharing economy from the perspective of consumers, so that potential consumers who are not knowledgeable about the subject can experience food sharing platforms. In this way, it is aimed to raise awareness of more service providers and potential consumers, to diversify the local economy and to contribute to the literature.

EVALUATION OF VEGAN CUISINE AS AN INNOVATIVE CULINARY TREND WITHIN THE CULINARY CULTURE OF AGRI

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INTRODUCTION

Tourism has emerged as a primary sector of the global economic system alongside increasing demand and expenditures. Modern-day tourists have grown weary of engaging in similar activities each year. They are now more informed and demanding, necessitating countries to offer them unique experiences. Consequently, tourism is perceived as a catalyst for innovation, with innovative and competitive ideas gaining greater importance in the tourism sector day by day. This situation directs countries aiming to increase tourism revenues towards developing alternative tourism trends (Nikolla & Miko, 2013). In recent times, culinary tourism has emerged as a prominent trend among these movements. People are physiologically compelled to eat during tourism activities, and sampling local flavors at destinations enriches their experiences in this domain. Culinary tourism is a type of tourism that encompasses visitors' experiences related to food and beverage products and activities while traveling. It offers an experience that allows visitors to gain deeper insights into local culture and traditions (Cunha, 2018). When meeting their dietary needs, people can shape their motivations for nutrition based on health, culture, beliefs, production, and consumption-oriented approaches. In this context, culinary tourism divides into various sub-trends, one of which includes veganism, a dietary approach that avoids all animal products and foods as much as possible (Oğan, 2021). The evidence of people choosing to abstain from animal products dates back as far as 2000 years ago (The Vegan Society, 2024). Throughout history, individuals have been compelled to consume plant-based foods and have gradually adopted this dietary style due to religious beliefs or personal preferences, despite consuming animal products over time. In contemporary times, however, with the postmodern approach, consumer tastes have begun to change, and the use of animals for food has come under scrutiny. Consequently, there is a growing recognition and research interest in the vegan culinary movement, characterized by an approach that rejects the use of animals.

The Ağrı region, like many other parts of Turkey, boasts a rich diversity in gastronomy. Preserving and sustaining this diversity is crucial for Ağrı province in terms of economic, cultural, and tourism sustainability. The preparation of numerous herb-based dishes in the province underscores the importance of evaluating its cuisine from the perspective of vegan diets. This study focuses on the regional flavors of Ağrı province, aiming to assess them in the context of vegan nutrition, which aligns with recent culinary trends, and to contribute to gastronomic tourism.

LITERATURE

Vegetarianism, which is gaining popularity worldwide, is evolving from being merely a dietary choice into a philosophy of life. Vegetarianism signifies the avoidance of exploiting animals for food, clothing, or other purposes, and advocates for the use of animal-free alternatives. In terms of nutrition,

this involves either partial or complete rejection of animal products (Aymankuy & Topal, 2022). Vegetarianism is subdivided into subtypes based on restrictions in dietary practices. These types are listed in Table 1.

Table 1: Types of Vegetarians

Type	Included in Diet	Excluded from Diet
Lacto-Vegetarianism	Fruits, vegetables, legumes, and grains along with dairy products such as cheese, butter, cream, yogurt, ice cream, etc., and plant-based products	Meat and meat products, seafood, eggs, and egg-based products
Ovo-Vegetarianism	Fruits, vegetables, legumes, grains, eggs, egg-based products, and plant-based products	Meat and meat products, dairy and dairy products
Lacto-Ovo-Vegetarianism	Fruits, vegetables, legumes, grains, along with eggs, milk, cheese, butter, yogurt, ice cream, and other dairy products, as well as plant-based products	Animal-sourced meats such as beef, fish, chicken
Semi-Vegetarianism	Fruits, vegetables, legumes, and grains, occasionally and in limited amounts, poultry meats, seafood, eggs, milk, and dairy products	Red Meat and its derivatives
Pescatarianism	Fruits, vegetables, legumes, and grains, along with seafood, eggs, milk, and dairy products	Red and white meat and their derivatives
Pollo-Vegetarianism	Fruits, vegetables, legumes, and grains, along with poultry products only	Red meat and its derivatives, seafood
Veganism	Only plant-based products	Red meat, poultry, fish and seafood, along with dairy products, eggs, and honey

Reference: Sezgin & Ayyıldız, 2019

When examining Table 1, it is observed that veganism represents the type of vegetarianism with the most limited variety of foods that can be consumed. Veganism is the strictest category among vegetarian types. While vegetarians primarily shape their dietary choices based on health, vegans approach the issue with a sensitivity towards animal rights and equality of all living beings, extending beyond health considerations (Kara & Bilim, 2022).

Consumers are increasingly showing a steady inclination towards organic products and opting for plant-based items due to perceived benefits, leading to the rising popularity of vegan products (Park et al., 2022). Therefore, the vegan consumer market is a highly attractive segment for food businesses due to its economic significance (Oh et al., 2023). Alongside the increasing number of vegans worldwide, there has been a parallel rise in the number of vegan restaurants and even the opening of vegan hotels. The Vegan Society, established in 1944, reported in 2021 that 16,439 products were registered under the vegan brand, with over 80% of these registered vegan products developed in the last five years (Yu et al., 2024). There has also been a significant increase in the number of vegan consumers in Europe and America. Thus, the trend towards veganism signifies a profound shift in consumers' perspectives on the foods they consume. In other words, veganism is growing and attracting increasing scientific interest (Habib et al., 2024).

When considering consumers, it is observed that they prefer vegan foods because they believe in being healthier and adopting a more sustainable lifestyle (Malik & Jindal, 2022; Awasthi et al., 2023). Simultaneously, there is an increased awareness of animal rights, pollution and environmental issues related to meat consumption, ethical concerns, and cruelty towards animals, which motivate consumers to adopt vegan food consumption (Raggiotto et al., 2018; Bedin et al., 2018). Figure 1 presents the data structure regarding the reasons for adopting vegan foods prepared by Habib et al. (2024).

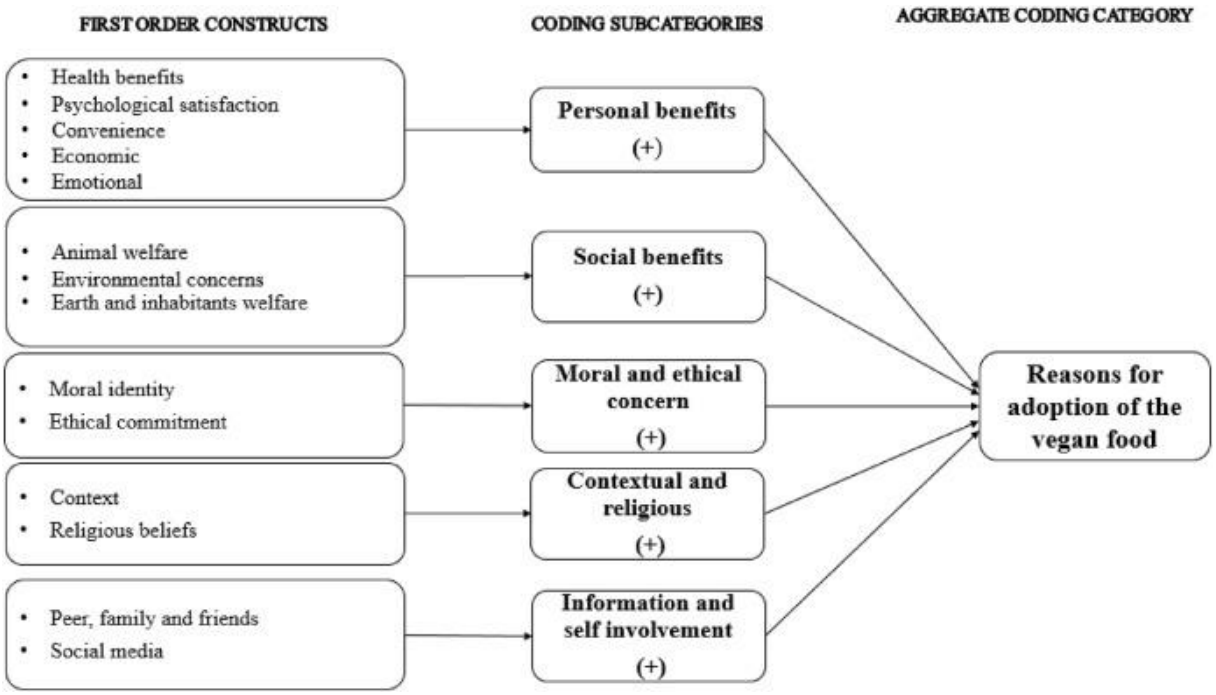

Figure 1. Data Structure on Reasons for Adopting Vegan Foods" "Source: Habib et al., 2024

Source: Habib et al., 2024

Vegan cuisine has increasingly intersected with tourism through gastronomic activities in recent years. Dietary preferences vary among tourists participating in tourism activities; travelers often demand vegan options at the destinations they visit, creating a significant marketing advantage for these locations. Gastronomic tourism offers tourists the opportunity to experience local culture and cuisine. Vegan cuisine facilitates the dissemination of this experience to a broader audience. Vegan tourists embark on a cultural and gastronomic journey by experiencing local vegan dishes at their destinations. Vegan cuisine revitalizes traditional kitchens and enhances gastronomic diversity. Vegan recipes and dishes are reinterpreted using local and traditional ingredients, creating unique experiences for tourists (Aktaş et al., 2019). Vegan cuisine promotes environmental sustainability as a dietary choice. The production of animal products requires more water, energy, and land compared to plant-based products, making vegan diets potentially influential in reducing the environmental footprint of tourism. Therefore, destinations that prioritize sustainable tourism can support eco-friendly tourism practices by increasing vegan culinary options (Aymankuy & Topal, 2022).

As the vegan cuisine gains popularity, it has gradually begun to find its place in scientific studies. Akagündüz and Altun (2023) examined the approaches and practices of vegan and vegetarian restaurant operators towards vegan and vegetarian foods. Türker and Ayyıldız (2021) studied the culinary culture of Yenice district in Karabük province, Turkey, from the perspective of vegan cuisine. Pathan (2021) and Dilek and Dilek (2020) explored veganism in the context of sustainable tourism, emphasizing its ecological advantages. Li et al. (2020) investigated vegan tours to Wuji Mountain in China, focusing on participants' motivations and the benefits derived from such tours. Their findings indicated that vegan tours are well received among tourists motivated by beliefs and philosophical approaches related to nutrition, highlighting the need for businesses to take positive steps to address these concerns. Aktaş et al. (2019) evaluated vegetarian and vegan events and festivals worldwide and in Turkey, approaching the topic from the perspective of gastronomic tourism. Uçan and Bozok (2019) discussed veganism in terms of culinary culture and emphasized its evaluation within the tourism sector. n their study in 2019, Sezgin and Ayyıldız examined the local cuisine of Giresun province in Turkey from a vegetarian/vegan approach. Vatan and Türkbaş (2018) conceptually approached vegetarian and vegan tourist categories,

highlighting their differences. Kansanen (2013) assessed the impact of vegan nutrition on travel experiences, suggesting that for vegan cuisine tourists, food quality has a greater impact on travel experiences compared to other travel motivation factors. The literature review revealed that studies related to Ağrı province primarily focus on regional cuisine and geographical indication products, with no identified study linking Ağrı's regional cuisine to vegan nutrition (Çam and Çılgınoğlu, 2024; Köksal et al., 2023; Belli and Belli, 2018).

METHOD

Ağrı province boasts a rich diversity in regional culinary culture, encompassing flavors suitable for every palate and reflecting elements conducive to vegetarian and vegan diets. However, there is a perceived lack of sufficient attention given to the potential and significance of Ağrı's regional flavors, particularly in recent trends such as vegan cuisine and tourism. This is viewed as a problematic issue. Therefore, the primary aim of this research is to explore the regional culinary culture of Ağrı province within the scope of vegan cuisine and identify vegan dishes. This study aims to contribute to addressing the perceived neglect and highlighting the importance of Ağrı's culinary heritage.

This study is a traditional review study. A traditional review is a study that examines and summarizes existing literature on a specific topic from a broad perspective. The aim is to gather existing knowledge, theories, methods, and findings in the field to understand the overall situation and developments. Traditional reviews enable researchers to conduct a comprehensive literature review, deepen their understanding of a specific topic, and establish a foundation for new research areas (Yılmaz, 2021; Çam & Çılgınoğlu, 2024).

To establish a stronger and more comprehensive research methodology and to provide an in-depth understanding, this study adopts both traditional review and qualitative research methods within the framework of the topic being addressed. Data collection and interpretation in this research involved the use of document analysis technique. In qualitative research, data is collected through observation, interviews, and documents, followed by data analysis. The analysis process includes techniques such as descriptive and content analysis, discourse analysis, and document analysis. Document analysis is a data collection and analysis method used in qualitative research, involving systematic examination of written, visual, or digital documents. It helps researchers uncover meaningful information from existing documents and address specific research questions. Document analysis is particularly valuable for understanding past events or situations and for evaluating and improving current practices. This method provides researchers with a wide range of data, enabling them to conduct more in-depth and comprehensive analyses (Kıral, 2020; Karadaban et al., 2023).

DISCUSSION OF THE STUDY'S WIDE IMPACTS AND LIMITATIONS

Given that veganism has become a lifestyle today, it underscores the formation of a niche market by vegans, emphasizing the necessity for opening vegan restaurants and hotels particularly in tourism activities. However, there is a growing need, especially in vegan restaurants, for more vegan recipes to meet consumer needs. Although Turkish cuisine is prominently known for its meat dishes, it also includes many dishes made solely from plant-based ingredients. Therefore, the focus should not only be on increasing the number of vegan restaurants, but also on incorporating many plant-based dishes unique to Turkish cuisine into their menus. This research identifies plant-based dishes specific to Ağrı province in Turkey, known for its rich culinary culture, and provides recommendations for these dishes to be featured in vegan restaurants.

Conducted research will contribute to further recognition of Ağrı province in terms of gastronomic tourism, and will enable an increase in the number of geographical indication products associated with the province. The research suggests that it will contribute to the United Nations' sustainable development goals, particularly in ending global hunger and promoting sustainable production and consumption by advocating for vegan dietary practices, which are believed to make positive contributions to future

culinary cultures. According to Saari et al. (2021), global food issues such as hunger and sustainable consumption can be addressed through the promotion of vegan foods. From this perspective, it is believed that this research will have a broad and significant impact.

The most significant limitation of this study is the belief that the rich meat dishes in Turkish cuisine will never embrace the vegan culinary trend and that vegan foods will only be preferred by a very small consumer base. Therefore, it is anticipated that individuals who have embraced Turkish culinary culture will have low interest in this topic. However, by enhancing tourism and increasing economic contributions from tourists, the development of vegan cuisine can be made feasible. Hence, it is thought that this topic will particularly appeal to foreign tourists and address a relatively limited market in Turkiye.

THE ORIGINAL VALUE

Ağrı province, one of the prominent cities in its region, has historically been a significant transit route due to its geographical features. This geopolitical position has contributed to Ağrı's rich cultural diversity throughout history. Particularly renowned for its diverse regional cuisine, Ağrı boasts a wealth of cultural heritage. In recent years, investments in tourism have drawn attention to cultural and natural heritage sites such as İshak Pasha Palace and Mount Ağrı. However, for the province to further enhance its recognition and increase tourism revenues, it needs to explore other alternative tourism types (Yıldırım, 2000; Belli ve Belli, 2018; Çalışkan ve Eryıldırım, 2015). Gastronomy tourism is considered an important alternative tourism type for Ağrı province, given its rich cultural heritage in terms of regional culinary elements. Therefore, highlighting all aspects of the potential Ağrı possesses is crucial for the development of gastronomy tourism, which has been increasingly popular in recent years. This study is significant for focusing on vegan cuisine, a trend that has garnered considerable attention in gastronomy tourism. The study is expected to contribute as a guiding and supportive research endeavor to meet the needs emerging for the development of gastronomy tourism in Ağrı province, both in terms of its subject matter and content. Furthermore, the study aims to contribute to the diversity of tourist products and the enhancement of sustainable tourism principles in Ağrı, thereby contributing to the preservation of cultural heritage. In this context, the literature review conducted for this study revealed a limited number of studies on Ağrı's regional cuisine and culinary culture, with no existing research specifically on vegan cuisine, which underscored the importance of conducting this research.

ÜLKEMİZDE COĞRAFİ İŞARETLİ GASTRONOMİK ÜRÜNLERİN DIŞ TİCARET POTANSİYELİNİN DEĞERLENDİRİLMESİ: AYDIN İLİ ÖRNEĞİ

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GİRİŞ

Türkiye'nin her bölgesinin farklı özellikleri olduğu gibi bölgelerdeki illerin de kendine ait özellikleri bulunmaktadır. Bu özellikler, illeri birbirinden farklı kılan, ayırt edici nitelikteki ürünlerle var olmaktadır. Belli bir niteliği bulunan bu ürünlerin, taklit edilmemesi, değiştirilmemesi ve özgün özellikleriyle koruması coğrafi işaret sistemi ile sağlanmaktadır. Coğrafi işaret, bir yöre, alan, bölge veya ülke ile özdeşleşmiş bir ürünü tanıtıp, gösteren işaretler olarak ifade edilmektedir. Türkiye'deki illerin büyük çoğunluğu bölgeye özgü yetişen, üretilen ve yeme içme olgusu ile sunulan gastronomik ürünleri ile tanınmaktadır. Türkiye'de coğrafi işaretlerin %50 si gastronomik ürünleri, %50 si de diğer ürünlerin tamamını kapsamaktadır. Ayrıca Coğrafi işaret dünya üzerinde ortak görüş birliğine varılan bir işaret sistemidir. Avrupa birliği coğrafi işaretleme sistemi üye ve üye olmayan ülkelerin coğrafi özellikli ürünlerini kapsayan ve küresel alanda bir koruma sağlayan işaretlemedir. Küreselleşme ile dünya üzerindeki ürün çeşitliliği bilinir hale gelmiş, var olmayana ulaşmak, orijinal ham maddeye erişmek gibi sebepler ülkeler arası ticareti ön plana çıkarmıştır. Ulaşım ve saklama koşullarının gelişmesi ise gastronomik ürünlerin de dış ticaretini kolaylaştırmıştır. Bu durum, dış ticaret potansiyeli ile ihracat pazarlama hususunu gündeme getirmiştir. Coğrafi işaretli ürün ihracatı en fazla getiriyi gıda ürünlerinden sağladığından bu ürünler ihracat potansiyeli olan ürünler olarak ifade edilmektedir. Türkiye'deki coğrafi işaretin dünya tescili olan ilk ürünü olan incir de aydın ilinin ihracatın büyük paydaşıdır.

Yurt dışı pazarında talep görmesi mümkün olan, bir çok ülkeye satılabilecek ürünlere dış ticaret potansiyeli olan ürünler denmektedir. Dış ticaret potansiyeli olan ürünler üretici olan ülkenin ekonomik gücü, doğal kaynakları, işgücü yetenekleri ve teknolojik alt yapısına göre şekillenir ve belirlenir.

Bu çalışmanın amacı; Türkiye'de Aydın ilinin coğrafi işaretli gastronomik ürünü olan incirin dış ticaret potansiyelini ve ihracat pazarlamasını Türkiye İstatistik Kurumun verileri yardımıyla karşılaştırmalı analiz yoluyla değerlendirerek açıklamaktır. Yapılan bu çalışmada, Aydın ilinin Avrupa Birliği coğrafi işaretleme almış olan ilk ve tek gastronomik ürünü Germencik incirinin Avrupa Birliği işaretleme aldıktan itibaren günümüze kadar olan 2016-2013 yılları arası ihracat verileri dış ticaret potansiyeli açısından incelenecektir. İnceleme sonrası dış ticaret politikalarının ihracat pazarlaması kapsamında yeterli olup olmadığı, coğrafi işaretli gastronomik ürünlerin bu yönde ne derece belirleyici olduğunun belirlenmesi amaçlanmaktadır.

LİTERATÜR

Küreselleşme beraberinde, ticari sınırları ortadan kaldıran bir süreci getirmektedir. Dış ticaret potansiyeli kavramı ile ülkeler sıklıkla karşılaşsalar da ihracat pazarlama dış ticareti daha geniş bir alana yaymaktadır. Coğrafi işaretli gastronomik ürünler de bu alanda yerini her yıl artan bir oranla almaktadır. Dış ticaret potansiyelini inceleyen birçok çalışma olmasına rağmen, coğrafi işaretli gastronomik ürünleri bu kapsamda değerlendiren çalışmalara da ihtiyaç vardır. Bu çalışma ile Aydın ilin,n uluslararası coğrafi işaretli gastronomik ürünü olan incir baz alınarak, ilin ihracat pazarlama hususuna katkı sağladığını belirlemek hedeflenmektedir.

Coğrafi özellikli ürünler, bulunduğu coğrafyaya, iklime, kültüre veya üretim tarzına ilişkin farklı özellikler taşıyan ürünlerdir. Coğrafi işaretli gastronomik ürünler, Aydının dış ticareti içindeki payını,7 bölgenin kalkınma potansiyelinin ortaya çıkarılması açısından oldukça önem arz etmektedir. çoğunlukla gelişmekte olan ülkelerde üretilen bu ürünlerin talebinin giderek artması ise bu ülkelere dış ticaret yoluyla yeni fırsat pencereleri açmaktadır. Burada ön plana çıkan Türkiye'nin bir çok ili için de bu fırsatlar ekonomik, sosyal ve kültürel anlamda fayda sağlamasıdır. İl sınırları içinde yetişen ve üretilen gastronomik ürünler, ham madde veya işlenmiş olarak ihracat pazarına sunulması gereken ürünlerin korunması öneminin atlanmaması gerektiğini gözler önüne sermektedir.

Coğrafi işaretleme sistemi gastronomik ürünleri koruma altına alarak uluslararası arenada bu ürünlerin üreticilerine yeni bir rekabet şansı tanımaktadır. AB ülkelerinde yaygın olarak kullanılan Coğrafi işaretleme sistemi sayesinde bu işarete sahip gastronomik ürünleri üreten ülkelerin yüksek kazançlar sağladığını gösteren çalışmalar bulunmaktadır. Yapılan çalışmalar, yüksek kazanç ve sürdürülebilirliğin sağlanması için dış ticaret potansiyelinin belirlenmesi ile doğru orantılı olduğunu göstermektedir. Bu bağlamda, ihracat pazarlama dış ticaret potansiyelini belirlemede en önemli unsur olarak görülmektedir. Türkiye'nin dış ticarette daha etkin olması için yeni pazarlar belirlenmesi ve bu yeni pazarların potansiyellerinin tespit edilmesi gerekmektedir. Bu kapsamda, ihracat verileri yardımı ile Türkiye'nin dış ticaret potansiyelinin değerlendirilmesi gerekmektedir.

Türkiye'nin gastronomik ürün ihracatı dünyadaki toplam ihracata oranlandığında, ülkemizin dünya ihracatından aldığı payın değeri oldukça yüksektir. Türkiye fındık, kiraz, incir ve kayısı üretimi ve ihracatında dünyada lider konumda bulunmaktadır. Dünyadaki fındık üretiminin yüzde 70'sini, kirazın yüzde 26'sını, incirin yüzde 27'sini ve kayısının yüzde 23'ünü tek başına sağlayan Türkiye, bu ürünlerin üretiminde dünyada birinci sırada yer almaktadır. Aynı zamanda Türkiye'de üretilen incir miktarının yaklaşık olarak %62' si Aydın'da üretilmektedir. Bunlara ek olarak ise Aydın'da üretilen incir miktarının yaklaşık %50'si Germencik ilçesinde üretilmektedir.

Bu kapsamda ele alınan çalışmada, Türkiye'deki coğrafi işaretleme sistemine kısaca değinilerek, gastronomik kimlik unsurları açıklanmıştır. Bunu takiben, dış ticaret ve ihracat pazarlama kavramları ele alınıp, Aydın ilinin dış ticaret potansiyeli coğrafi işaretli gastronomik ürünlerle değerlendirilmiş ve bu alandaki sektörlerin dış ticaretindeki gelişmeler ile ilgili literatüre yer verilmiştir. Aydın'da uluslararsı coğrafi işaretli gastronomik ürün olan incirin ihracat verileri incelenmiş, elde edilen bulgular bölgesel olarak ihracat pazarlama çerçevesinde genel olarak değerlendirilmiştir.

YÖNTEM

Araştırma, Türkiye ile Ege Bölgesinde bulunan Aydın ilinin uluslararası coğrafi işaretli gastronomik ürünü olan incirin dış ticaret potansiyelini, Türkiye İstatistik Kurumu standardına göre hazırlanan verileri kullanılarak analiz etmektedir. Analizlerde dış ticaret potansiyelinin belirlenmesi için, ihracat verileri kullanılmakta ve değerlendirme tablolar üzerinden karşılaştırmalı olarak yorumlanmaktadır. Karşılaştırmalı analiz yöntemi, farklı tarihlerde düzenlenmiş ihracat tablolarında yer alan verilerde görülen değişikliklerin incelenmesi ve bu değişikliklerin değerlendirilmesidir. Bu çalışmada da birden fazla dönem incelenmek istendiğinden karşılaştırmalı tablo analizi yöntemi istenilen sonuca ulaşmak için yeterli olacaktır.

Coğrafi işaretli gastronomik ürünlerin Aydın'ın dış ticaret potansiyelindeki payı, bölgenin ihracat yoluyla kalkınma potansiyelinin ortaya çıkarılması açısından oldukça önemli konumdadır. Coğrafi işaretli gastronomik ürünler de bu payda büyük oranda yerini almaktadır. Araştırmanın evreni Türkiye'deki coğrafi işaretli gastronomik ürünlerdir. Aydın ili araştırmanın çalışma evrenini oluşturmaktadır. Coğrafi işaretli gastronomik ürün olan incirin uluslararası patente sahip olmasından dolayı araştırmanın örneklemi olarak ele alınmaktadır. İncirin Aydın'ın ihracat pazarlamasındaki etkisi dış ticaret potansiyeli göz önünde bulundurularak tespit edilmeye çalışılmaktadır. 2016-2023 yılları dahilinde toplanan 8 yıllık ihracat verileri Türkiye İstatistik Kurumu aracılığıyla elde edilmiştir. 2016 yılında dünyada Avrupa Birliği coğrafi işaretleme sisteminde tescil edilerek coğrafi işaretli ürün özelliği kazandıktan sonra incirin ihracat yoluyla Aydın ilinin dış ticaret potansiyeline katkısı değerlendirilecektir. Dış ticaret potansiyelinin coğrafi işaretli gastronomik ürünlerin ihracat pazarlama

payından olumlu, mesafe ve zaman değişkenlerinden ise olumsuz yönde etkilendiği varsayılarak çalışma bu yönde analiz edilmektedir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Coğrafi işaretli ürünlerin en önemli özelliklerinden biri taklit edilebilme olasılıklarının yasalarla engellenmiş olmasıdır. Dolayısıyla coğrafi işaretleme ile gastronomik ürünlerin üretiminde de tekel hakkı elde eden üreticilerin gelirleri de koruma altına alınmakta ve bu gelirleri artırma şansına sahip olabilmektedirler. Coğrafi işaretli gastronomik ürünlerin, üreticilere katma değeri yüksek ürünler sunması; bu ürünlerde dış ticaret potansiyeli yaratması, kalkınma sorunu yaşayan bölgelerde ihracat veya niş pazarlar yoluyla ülke ekonomisi içinde de çok önem arz etmektedir. Örneğin Fransa'nın 2004 yılında coğrafi işaretli gastronomik ürünlerden sağladığı toplam gelir, 18 milyon Euro iken İtalya'nın elde ettiği toplam gelir ise 7,8 milyon Euro civarında olmuştur. Üreticilere koruma sağlaması, ihracat pazarlama olanaklarını artırması ve ekonomik getiri sağlayarak kalkınmayı desteklemesi coğrafi işaretli gsstonomik ürünlerin dış ticaret potansiyelinin değerlenmesinde etkilidir. Coğrafi işaretli gastronomik ürünlerin ülkeler arasında olan dış ticaret potansiyelini belirlemede açıklayıcı değişkenler olarak yeterli olduğu varsayılmaktadır. Bu sebeple dış ticaret potansiyelinde, ülkeler arası ihracat pazarlama stratejileri belirleyici özelliktedir.

Çalışmada, coğrafi işaretli gastronomik ürünlerin dış ticaret potansiyeli değerlendirilmektedir. Bu çalışma Aydın ilinin Türkiye ve AB tescilli tek gastronomik ürünü olan incir ile sınırlandırılmıştır. Yapılacak analiz, 2016 ve 2023 yıllarını kapsayan dönemdeki, ihracat verileri ile sınırlandırılmıştır.

2018 yılı değerlendirilmesinde, 306 bin ton ile dünya i**ncir** üretiminin yüzde 27'sini karşılayan Türkiye, bu ürünün kuru ve taze olarak ihracatından 286 milyon dolarlık döviz girdisi elde etmiştir. Türkiye'de 2021 yılının ilk 4 ayında yaklaşık 17 bin ton kuru incir ihracatı gerçekleştirilmiş olup, bu ihracattan toplamda 71 milyon dolar gelir elde edilmiştir. 2022 yılında incir, bir önceki sezona göre %3 azalışla, miktarda 62 bin 758 ton, değerde ise %1 artışla 235 milyon dolar seviyelerinde devam etmiştir. 2023 ylı İncir ihracatını incelediğimizde, miktar da 67,7 bin ton ile geçen sezona göre %6'lık bir artış, değer bazında ise 242,2 milyon dolar ile yüzde 1'lik bir artış olduğu görülmektedir. Türkiye'de üretilen incir miktarının yaklaşık olarak %62' si Aydın ilinde üretilmektedir. Üretim ve ihracatında, Türkiye'nin Dünya lideri olduğu incir, 120 farklı ülkeye ihraç edilmektedir. Bu ülkelerden ilk 3 sırada Fransa, Almanya ve ABD bulunmaktadır. Bu kapsamda Aydın ili, Türkiye'nin dış ticaret potansiyelinde oldukça önemli bir yeri konumdadır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Coğrafi işaretli ürünlerin uluslararası alanda korunması, ürünün ihracat potansiyelini arttırıcı etki yaratmaktadır. Coğrafi işaretleme konusundaki kazanılan bu ivmede üreticilerin ve yerel kuruluşların farkındalık düzeylerinin artmasının elbette önemli bir rolü bulunmaktadır. Ancak Türkiye'nin son yıllarda ihraç ettiği ürünlerin uluslararası pazarlarda rekabet gücünü inovasyon eksikliği nedeniyle giderek kaybetmesi daha önemli bir neden olarak öne sürülebilir. İhraç edilen geleneksel ürünlerin pazar payının artırılması için ise coğrafi işaretleme bir çıkış yolu olarak görülmektedir. Coğrafi işaretli ürünlerin ihracata konu olabilmesi için ihracat yapılacak bölgelerdeki beklentilere ve ürün standartlarına yüksek oranda uyması gerekmektedir. Bir ürünün uluslararası ticarette tercih edilmesinin en önemli nedenleri, ürünün o coğrafyada bulunmaması ya da istenilen kalite düzeyinde olmamasıdır. İhraç edilecek üründe kalite standardı, ihracatta birinci koşul olarak görülmektedir. Uluslararası coğrafi işaretle korunan incirin ihracattaki payı, bölgenin dış ticaret potansiyelinin ortaya çıkarılması açısından oldukça önemlidir.

Türkiye'nin 2022 yılı itibariyle ulusal olarak toplam 1000 adet ürünü, coğrafi işaretli olarak tescilli olmakla birlikte, AB coğrafi işaretleme sisteminde de tescilli 20 adet ürünü bulunmaktadır. Bu ürünlerden Aydın inciri 2016 yılında Aydın'ın ilk Türkiye'nin ikinci uluslararası işaretidir. Coğrafi işaretli ürün sayısının artırılması Türkiye'nin ihracatında önemli artışlar ortaya çıkararak dış ticaret potansiyelini güçlendirecektir. Aynı zamanda da ihracatı hızlandıracaktır. İncirin Avrupa Birliği

işaretleme sisteminde yer almasıyla uluslararası alanda tanınması, hem Aydın ekonomisine hem de Türkiye'ye ihracat anlamında önemli katkılar sağlayacağına işaret etmektedir.

Kuramsal Çıkarımlar: Uluslar arası pazarda rekabetçi avantaj sağlayan ihracat ürünleri, talepleri arttırarak sürdürülebilirliği canlandıran ürünlerdir. Tespit edilen ihracat oranları yüksek olan ve Türkiye'nin toplam dış ticaret potansiyelinde önemli bir paya sahip olan gastronomik ürün olan Aydın incirinin uluslararası alanda coğrafi işarete sahip olması gerek aydına gerekse Türkiye'nin ihracatına olumlu katkılar yapacaktır. Coğrafi işaretleme ile tekel gücü elde eden üreticilerin satış gelirlerinde ortaya çıkacak artışların bölge kalkınması açısından olumlu gelişmeler yaratacağı söylenebilir.

(Varsa) Yöntemsel Çıkarımlar: Eğer çalışma farklı bir yöntemle yapılmış ve bu da önem arz ediyorsa, bunlar açıklanabilir veya daha önce kullanılan yöntemlere ilişkin bir eleştiri ve/veya katkı varsa burada sunulabilir.

Uygulamaya Dönük Çıkarımlar: Çalışmadaki 2023 yılı incir ihracatını incelendiğinde, miktar da 67,7 bin ton ile geçen sezona göre %6'lık bir artış yaşanmıştır. Değer bazında ise 242,2 milyon dolar ile yüzde 1'lik bir artış olduğu görülmektedir. Bu yönüyle ülkemizin dış ticaret potansiyelinde önemli yer tutmaktadır. Her yıl artarak devam ettirilmesi için ilgili kurumların diğer coğrafi işaretli gastronomik ürünlere önem vermesi gerekmektedir. Bu durumun olumlu olarak sürdürülebilmesi için ayrıntılı çalışmaların yapılması ve ihracat pazarlamasına önem verilmesi gerekmektedir.

Akademik Öneriler: Coğrafi işaretli gastronomik ürünlerin literatürde, ülkelerin ya da bölgelerin turizmine ve kırsal kalkınmasına yönelik çalışmalar son dönemde artış göstermiştir. Fakat bu konunun bölgelerin dış ticareti potansiyelinin değerlendirildiği çalışmalara rastlanmamaktadır. Bu açıdan bakıldığında bu çalışma, alandaki eksikliği giderecek niteliktedir. Ayrıca Aydın'da kuru incir, kuru kayısı ve kuru üzüm için ihracat faaliyetlerine başlanmış olup bu gastronomik ürünlerle yapılacak olan çalışmalara da yön vereceği düşünülmektedir.

ÜNİVERSİTE ÖĞRENCİLERİNİN LEZZET KAVRAMI İLE İLGİLİ METAFORİK ALGILARININ DEĞERLENDİRİLMESİ: AFYON KOCATEPE ÜNİVERSİTESİ ÖRNEĞİ

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GİRİŞ

Metafor, bir kavramın bireyde oluşturduğu etiket, anlam ya da kavramsal ifadelerdir. Bir görme ve anlama sürecidir. Bireylerin basit olarak bir kavramı bir başka kavramla açıklamasından daha önemli ve güçlü bir zihinsel üretimdir çünkü ilgili kavrama dönük sahip olunan derinliği ve deneyimleri ifade eder (Eraslan, 2011).

Bireylerin içerisinde yaşadıkları toplumlar, onların oluşturacakları metaforları doğrudan etkilemektedir, çünkü birey içinde bulunduğu ortama ve koşullara göre kavramlara anlam yükler. Kişiler metaforik algılarının oluşmaları için doğrudan çaba içine girmezler, çünkü tecrübeler ve yaşantılar metaforu oluşturan en önemli öğedirler. Metaforlar bireyin dünyayı anlamasında ve anlamlandırmasında hayati önem taşımaktadır. Çünkü birey çevresini anladığı ve anlamlandırdığı kadar var olur (Kantekin, 2018).

İnsanoğlu tarihin her döneminde hayatlarını sürdürebilmek için beslenmesine özen göstermiştir. Ancak son yıllarda gıda çeşitliliğini geliştirmiş ve yeni gıdalar üreterek yiyecek dünyasında yeni tatlar oluşturulmaya başlanmıştır (Batu, 2017). Gastronomi tat ve lezzetin bilimidir (Bostancı ve Yanmış, 2017). Lezzet ise gıdanın tüketimi esnasında tüm duyuların (koklama, tatma, görme, değme ve işitme) katılımıyla algılanan bir nitelik olarak ifade edilmektedir. Her bir duyu lezzet üzerine kendi özel karakteristikleri ile etki etmektedir (Karadeniz, 2000). Bu kapsamda araştırmada Afyon Kocatepe Üniversitesi'nde eğitim gören öğrencilerin lezzet kavramına ilişkin metaforik algıları belirlenmeye çalışılmış, araştırma sonuçlarına göre yapılacak çalışmalara katkı sağlaması amaçlanmıştır.

LİTERATÜR

Metafor sözcüğü Eski Yunanca'daki meta (üzerine) ve phrein (taşımak) sözcüklerinden gelmekte ve bir "şey"in bazı yönlerinin bir başka "şey"e taşındığı ya da transfer edildiği özgül zihinsel/dilbilimsel süreçleri ifade etmektedir. Bu süreçlerin sonucunda, "ikinci şey"den sanki "ilk şey"miş gibi bahsedilmesi söz konusu olmaktadır. Metafor, İngilizce'de "figurative language" Türkçe'de ise "mecaz" ya da "eğretileme dili" olarak adlandırılan ve standart dilden "söylediği şeyi kastetmemesiyle" ayrılan özelleşmiş dilin temel bir formu olarak kabul edilmektedir (Cebeci, 2013). Bir başka deyişle metafor, bir konuyu diğer bir konunun bakış açısından algılamaya ve anlamaya izin veren zihindeki bilgiler arasında bağ kurma sürecidir (Eraslan, 2011).

Metaforların en yaygın kullanımı bilinmeyen kavramları bilinen ve zihinde yer etmiş kavramlar aracılığıyla açıklamaktır. Bir başka deyişle metafor, benzeyen ile benzetilen arasında tutarlı bir ilişki kurarak bilinmeyen veya açıklaması zor olan kavramları açıklama işinin yapılmasıdır (Canbaba, 2018).

İlgili literatür incelendiğinde metafor analizi yöntemiyle yapılan araştırmalara rastlanmaktadır. Alyakut ve Küçükkömürler (2018) araştırmalarında gastronomi ve mutfak sanatları bölümünde öğrenim gören üniversite öğrencilerinin kendi mesleklerine ilişkin algılarını metafor tekniği ile ele almışlardır. Köroğlu vd. (2018) araştırmalarında turizm rehberliği öğrencilerinin Türk Mutfağı kavramına ilişkin algılarını metafor tekniği ile ele almışlardır. Katılımcılar tarafından 154 farklı metafor üretilirken Türk Mutfağı en çok gökkuşağı metaforu ile ifade edilmiştir. Baysal ve Yıldırım Saçılık (2021) araştırmalarında ziyafet ve etkinlik yönetimi dersini almış olan yiyecek içecek işletmeciliği lisans öğrencilerinin ziyafet kavramına yönelik metaforik algılarını ortaya koymuşlardır. Bu kapsamda 39 farklı metafordan en çok eğlence ve düğün metaforları üretilmiştir. Üst Can ve Solmaz (2021) aşçılık programında eğitim alan öğrencilerin meslek algılarının metaforlar yolu ile değerlendirilmesi ve sektörde kariyer yapma ve yapmama düşüncelerinin altında yatan nedenleri ortaya koydukları araştırmalarında katılımcılar tarafından 188 metafor üretilmiş ve bu metaforlar 16 tema altında kategorileştirilmiştir. En çok üretilen metaforlar ise çalışkan biri olarak aşçı kategorisi adı altında karınca, arı, makine metaforları olmuştur. Güner ve Kale (2022) araştırmalarında aşçıların kendi mesleklerine ilişkin metaforik algılarını incelemişlerdir. Metafor, ele alınan konunun daha iyi anlaşılmasında analizcilere yeni perspektifler açtığından dolayı yorumlayıcı bir araç olarak görülmekle birlikle araştırmada aşçıların kendi mesleklerine ilişkin 68 farklı metafor ürettikleri ve aşçıların mesleklerine ilişkin genel olarak olumlu bir yargıya sahip oldukları tespit edilmiştir. Katılımcıların en çok ürettikleri metaforlar ise sanat, arı ve aşk metaforlarıdır. Köşker (2022) araştırmasında Türkiye'de üniversite eğitimi alan yabancı uyruklu öğrencilerin Türkiye ve turizm kavramlarına yönelik algılarını metaforlar aracılığıyla ortaya koymuştur. Yücel Güngör ve Güngör (2022) araştırmalarında gastronomi ve mutfak sanatları öğrencilerinin gurme kavramına yönelik algılarını metafor tekniği ile ortaya koymuştur. Katılımcılar gurme kavramı ile 58 farklı metafor üretmişlerdir. Bu metaforlardan en fazla üretilen bilim insanı ve çocuk metaforlarıdır. Ademoğlu (2023) araştırmasında sırt çantalı gezginlerin önemli bir gastronomik turizm unsuru olan, sokak lezzetlerine ilişkin algılarını metaforlar aracılığıyla

ele almıştır. Bu kapsamda araştırmada 93 farklı metafor üretilmiştir. Üretilen metaforlar arasında en fazla gökkuşağı metaforu yer almıştır. Saatcı Savsa (2023), somut olmayan kültürel miras olarak Çanakkale yöresel yemeklerinin metaforik olarak incelenmesi ve Çanakkale yöresel yemeklerinin bilinirliğinin artması ile öneminin vurgulanmasını amaçladığı araştırmasında yerel halkın yöresel yemekler ile ilgili metaforik algılarını ortaya koymuştur. Çanakkale mutfağına ilişkin en fazla geliştirilen metaforlar; Truva atı, yeşil ve balık olarak tespit edilmiştir.

Üniversite öğrencilerinin lezzet kavramına ilişkin metaforik algılarını ortaya çıkararak kavramsal kategoriler altında değerlendirmeyi amaçlayan bu araştırmanın gelecek çalışmalara katkı sağlaması düşünülmektedir.

YÖNTEM

Araştırmanın amacı, üniversite öğrencilerinin lezzet kavramına ilişkin metaforik algılarını ortaya çıkararak kavramsal kategoriler altında değerlendirmektir. Araştırmanın evrenini, Afyon Kocatepe Üniversitesi'nde 2018-2019 eğitim öğretim yılında Gastronomi ve Mutfak Sanatları Bölümü, İç Mimarlık Bölümü, İktisat Bölümü, Otomotiv Mühendisliği Bölümü ve Turizm İşletmeciliği Bölümünde eğitim gören 4. sınıf öğrencileri oluşturmaktadır. Araştırmada amaçlı örnekleme yöntemi kullanılmıştır. 4. sınıf öğrencileri eğitim gördükleri bölümde belli bir bilgi birikimine sahip oldukları göz önüne alınarak araştırmaya dahil edilmiştir. Bu sayede farklı bölümlerde eğitim gören öğrencilerin aldıkları eğitimin lezzet kavramına ilişkin metaforik algılarına ne denli bir etki yaptığı ortaya konmaya çalışılmıştır. Verilerin toplanması aşamasında açık uçlu soruların bulundurulduğu yarı yapılandırılmış anket formu kullanılmıştır. Açık uçlu soru formu, yapılandırılmış görüşme yönteminin yazılı versiyonudur. İstenilen soruların bir liste halinde kağıda yazılarak ve altında belirli bir boşluk bırakarak katılımcının kendi düşüncelerini yazarak verilerin toplanmasını gerekli kılmaktadır (Kozak, 2015).

Araştırmaya katılan öğrencilerin lezzet kavramına yönelik algılarını ortaya çıkarmak için her birine iki bölümden oluşan yarı yapılandırılmış anket formu doldurtulmuştur. Birinci bölümde demografik

bilgileri sorulmuştur. İkinci bölümde ise "Lezzet …….. gibidir/benzer. Çünkü ……" kalıp cümlesinin tamamlanması istenmiştir.

Çünkü kısmının doldurulmadığı 16 adet yarı yapılandırılmış anket formu değerlendirmeye dahil edilmemiştir. Metafor ürettikten sonra çünkü kısmında açıklama yapmalarının sebebi yapılan metaforun ne sebeple yapıldığının bilinmek istenmesidir. Araştırma verileri Afyon Kocatepe Üniversitesi'nde Nisan 2019'da toplanmıştır. Araştırmada 343 katılımcıya ulaşılmıştır. Katılımcıların ürettikleri metaforlar beş aşamada analiz edilmiştir. Bunlar sırasıyla; adlandırma aşaması, tasnif etme aşaması, kategori geliştirme aşaması, geçerlik ve güvenirliği sağlama aşaması, verileri bilgisayar ortamına aktarma aşamasıdır.

a. Adlandırma Aşaması

Bu aşamada veriler alfabetik sıraya göre liste haline getirilmiştir. Eksik bilgi girilen anket formları değerlendirilmeye alınmamıştır.

b. Tasnif Etme Aşaması

Anket formları bölümlere ayrılarak sınıflandırılmıştır. Metaforlar ortak özelliklerine göre analiz edilerek gözden geçirilmiştir.

c. Kategori Geliştirme Aşaması

Bu aşamada öğrenciler tarafından oluşturulan metaforlar ortak anlamlarına göre kategorilerine ayrılmıştır. Gastronomi ve mutfak sanatları bölümü için 9, İç mimarlık bölümü için 8, iktisat bölümü için 10, otomotiv mühendisliği için 8 ve turizm işletmeciliği bölümü için 8 kategori geliştirilmiştir.

d. Geçerlik ve Güvenirliği Sağlama Aşaması

Araştırma bulgularının inandırıcılığını (geçerlik ve güvenirliğini) sağlamak amacıyla, araştırmada geliştirilen bütün kavramsal kategoriler ve verilerle ilgili öğrenciler araştırmacı tarafından yapılan yorumlar, öğrencilerin ifadelerinden/görüşlerinden yapılan alıntılarla desteklenmiştir. Bu çalışma için araştırma sonuçlarının geçerliğini sağlamak amacıyla iki önemli süreç gerçekleştirilmiştir: (a) veri analiz süreci detaylı bir şekilde açıklanmış ve (b) bulguların analiz edilmesi ve yorumlanması sürecinde elde edilen katılımcı metafor imgeleri, temel veri kaynağı olarak kullanılmış, bunlara bulgular kısmında yer verilmiştir (Duran, 2018).

e. Verileri Bilgisayar Ortamına Aktarma Aşaması

Üretilen metaforların ortak özelliklerine göre kategorilere ayrılmasından sonra veriler tablolaştırılmıştır. Tablolar kategorileri, öğrenci sayısı (frekans) ve metafor sayısını göstermektedir. Açıklama kısmında öğrencilerin lezzet kavramıyla ilgili metaforları doğrudan alıntı yapılmıştır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Araştırma Afyon Kocatepe Üniversitesi'nde 2018-2019 eğitim öğretim yılında Gastronomi ve Mutfak Sanatları Bölümü, İç Mimarlık Bölümü, İktisat Bölümü, Otomotiv Mühendisliği Bölümü ve Turizm İşletmeciliği Bölümünde eğitim gören 4. sınıf öğrencileri ile sınırlandırılmıştır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Literatürde "metafor ve metaforik algılar" konulu bir çok araştırma yapılmıştır. Lezzet kavramı ile ilgili de araştırmalar mevcuttur. Ancak lezzet ve metafor kavramlarını bir arada ele alan bir araştırmaya rastlanılmamıştır. Bu açıdan lezzet kavramı ve metafor tekniğini kapsayan bir araştırmanın daha önce yapılmamış olması sebebiyle literatürdeki boşluğa katkı sağlaması açısından önem arz etmektedir.

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GASTRONOMY AND MEDICINE: A CONCEPTUAL OVERVIEW OF HEALTH MANAGEMENT THROUGH THERAPEUTIC DIETS

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INTRODUCTION

Lifestyle diseases cause approximately 41 million deaths annually, accounting for nearly 71% of global deaths, primarily due to lifestyle habits. Chronic diseases such as heart disease, stroke, diabetes, obesity, and certain types of cancer arise from three modifiable lifestyle behaviors: smoking, poor nutrition, and physical inactivity (Al-Maskari, 2010). According to a World Health Organization report, chronic diseases account for 61% of all deaths and 49% of the global disease burden. By 2030, it is projected that 56% of the world's population will be battling chronic diseases, with 70% of global deaths attributed to these conditions (WHO, 2005). However, healthier lifestyles and eating habits can prevent approximately 80% of chronic diseases, as unhealthy dietary habits are primary triggers of inflammation and disease development (Mauriello & Artz, 2019). A low-quality diet is linked to one in five deaths worldwide (Wood et al., 2021; Magallanes et al., 2021). It is a fundamental right of patients with chronic diseases to receive an appropriate diet timely to accelerate recovery and improve quality of life (Mutlu & Doğan, 2021). Additionally, the necessity of providing an appropriate diet outside of hospitals for the rapid recovery of chronic patients is emphasized (Schulze et al., 2021). Therapeutic diets play a vital role in the treatment and management of various medical conditions such as diabetes, food allergies, and metabolic disorders. Although medicine has made significant advances in understanding patients' specific nutritional needs, effectively implementing these diets into patients' daily lives remains challenging. One of the most critic al issues is patients' difficulties in adhering to prescribed diets, leading to unsatisfactory clinical outcomes (Bucher, 2013).

This research aims to address this issue by closely examining both medical and culinary perspectives. By considering the sensory and cultural aspects of nutrition, it explores how culinary techniques can be integrated into the creation of therapeutic diets. Analyzing this gap through a multidisciplinary approach, the research seeks to provide practical and evidencebased solutions to improve the implementation and adherence to therapeutic diets, thereby contributing to significant improvements in individuals' quality of life.

LITERATURE

Gastronomy is defined as the art and science of food preparation and presentation. Its relationship with medicine is therapeutic, involving the selection, preparation, and presentation of foods to meet medical needs. Gastronomy is not just a matter of nutrition but, when used consciously, can significantly impact individuals' lives. The undeniable link between food and health highlights that the selection, preparation, and presentation of foods can substantially influence the effectiveness of medical treatment (Colucci & Garcia, 2023). Therapeutic diets

are nutrition programs designed to treat and manage specific medical conditions and are essential for improving patients' health. Conditions such as diabetes, liver diseases, celiac disease, and cardiovascular

diseases require therapeutic diets. Adhering to these diets reduces the risk of complications and improves the patient's quality of life while meeting their nutritional needs for recovery and well-being (Koloverou et al., 2023). In a medical context, the selection of ingredients should be tailored to the patient's specific needs. For example, an antioxidant-rich diet can be beneficial for patients with inflammatory diseases as antioxidants can reduce inflammation and improve overall health. Therefore, at the intersection of gastronomy and medicine, diet planning emerges as a crucial strategy to optimize patients' health and support treatment processes. Adopting a careful approach in the selection of foods and diet planning plays a significant role in enhancing the effectiveness of health management (Sotos-Prieto, 2017).

The methods of food preparation and appropriate cooking techniques can contribute to the preservation of nutrients and the improvement of digestion. In therapeutic diets, healthy cooking methods such as steaming, baking, and low-temperature cooking are often preferred for this purpose. These techniques can have positive effects on health by preserving the nutritional value of foods. Additionally, the visual presentation and taste of meals play a crucial role in ensuring adherence to diets. An aesthetically pleasing plate can enhance the patient's enjoyment of eating, thereby strengthening their commitment to the treatment process (Monsivais, 2007).

In this preparation phase, therapeutic chefs play a crucial role. Also known as medical chefs, therapeutic chefs work in collaboration with doctors and dietitians to design specialized meals that meet patients' individual nutritional needs. Their expertise in gastronomy and knowledge of dietary restrictions are critical for the successful implementation of therapeutic diets. The primary responsibilities of therapeutic chefs include (Bucher, 2013):

1. **Patient Profile Assessment:** The chef reviews the patient's medical history, nutritional needs, and any dietary restrictions. This assessment helps in creating a personalized nutrition plan.
2. **Selection of Appropriate Foods:** Based on the assessment, the chef selects suitable ingredients that meet the requirements of the therapeutic diet while avoiding prohibited foods.
3. **Planning Balanced Meals:** The chef designs balanced meals that are appropriate for the patient's medical treatment and nutritionally balanced.

These responsibilities of therapeutic chefs play a crucial role in creating personalized and effective diets, thereby supporting individuals' health management and overall well-being.

METHODOLOGY

This research adopts a qualitative research design through a comprehensive literature review. The aim is to analyze the integration of gastronomy into medical treatment, particularly through Culinary Medicine, by examining existing literature to reveal the critical roles of food selection, culinary preparation, and visual presentation in therapeutic diets. A systematic literature review has been conducted to gather data on Culinary Medicine, therapeutic diets, and the role of therapeutic chefs. Databases searched include PubMed and Google Scholar. Key terms used in the search include "Culinary Medicine," "therapeutic diet," "medical chef," "gastronomy and medicine," and "food and diseases." Inclusion criteria cover peer-reviewed articles, books, and reliable sources published in the last five years. Studies focusing on the effects of Culinary Medicine, therapeutic diets, and therapeutic chefs on health management were particularly examined. Exclusion criteria include studies not directly related to Culinary Medicine, lacking

sufficient scientific data, or containing only summary information. Data Analysis: Collected data were analyzed using thematic analysis, identifying main and sub-themes in the literature to understand the impact of Culinary Medicine and therapeutic diets on patient health. Findings were categorized to illustrate the contributions of food selection, culinary techniques, and aesthetic presentation to patient diet adherence and treatment processes.

THE BROAD IMPACT AND LIMITATIONS OF THE RESEARCH

This research underscores the importance of integrating Culinary Medicine and therapeutic diets into medical treatment processes, offering valuable insights for medical doctors, food engineers, gastronomists, dietitians, and therapeutic chefs. It raises awareness about the positive contributions of food selection, culinary preparation, and aesthetic presentation to patient diet adherence and treatment processes, suggesting new strategies for improving practices in these areas. This could enhance patient satisfaction, make treatment processes more effective, and improve overall health outcomes. Additionally, it may guide future research and practices, contributing to a broader acceptance of Culinary Medicine in healthcare. However, the research has several limitations. The literature review is constrained by the scope of existing studies, which may hinder the generalizability of the findings. Cultural and geographical differences, food preferences, and culinary practices could influence the applicability of the results in different contexts. These limitations suggest the need for future research with broader and more diverse patient samples and the collection of updated data.

ORIGINAL VALUE OF THE RESEARCH

This research provides a platform for discussion at the intersection of gastronomy and medicine, focusing on Culinary Medicine. By highlighting the importance of food selection, culinary preparation, and aesthetic presentation in therapeutic diets, the research draws attention to their potential to enhance patient adherence and the effectiveness of treatment processes. It promotes collaboration among medical doctors, food engineers, gastronomists, dietitians, and therapeutic chefs, revealing the positive impact of such interdisciplinary cooperation on patient health. The evidence-based solutions proposed for integrating culinary techniques into medic al treatment processes pave the way for developing new strategies to improve patients' quality of life. This research not only emphasizes the significance of Culinary Medicine in healthcare but also serves as a guide for future research and practices in this field.

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CAN WE ALL GASTRONOMY AS A STRATEGIC SUSTAINABILITY TOOL IN TOURISM: AN EXPLORATORY STUDY

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INTRODUCTION

Gastronomy field has received significant attention in the last couple of decades, which ultimately created numerous sub-branches and disciplines. While gastronomy continues to develop in the context of gourmet flavors and fusion experiments, it also develops in the context of sustainability with zero waste logic. At this point, due to the increasing world population and decreasing resources, sustainable gastronomy is gaining importance as a non-wasteful method of preparing. Recently, reflecting on the growing global emphasis on sustainable practices within the gastronomy field, its impact on the tourism sector is widely overlooked. In view of the growing importance of the topic, this study was designed to understand the theoretical studies carried out in the field of sustainable gastronomy and to identify the gaps in the literature.

LITERATURE

As it is a well-known fact that gastronomy is part of tourism industry and plays a strategic role (Seyitoğlu and Ivanov, 2020). For example, as Sanchez-Canizares and Lopez-Guzman (2012) mentions in their study; gastronomy is taken as a resource and input for the tourism sector and also it is an important factor for local economic development (Sorcaru, 2019). Gastronomy tourism seems as a sustainable tourism experience (Putra, 2019) and has an important feature in terms of the sustainability of culture as a heritage for future generations (Wijaya et al., 2023). Based on this fact, sustainable gastronomy studies specific to regions and cities have started to take place in the literature in recent years (e.g. Pramezwary et. Al., 2022).

Considering that gastronomy should be taken as a matter of resource utilization, it is possible to say that the resource-based theory can draw a decisive framework at this point when looking at the strategic management literature. Resource-based theory essentially predicts that enterprises can provide a sustainable competitive advantage by using different resources from their competitors (Grant, 1991;

Barney, 1911). In this case, sustainability is considered as the continuity of the business. However, when the concept of sustainability is also considered in terms of environmental, economic and social structures, it is similarly a question of passing these structures to future generations without degeneration, and at this point, the assumptions of the resource-based theory should be taken into account.

METHOD

This paper presents a bibliometric analysis of literature pertaining to sustainable gastronomy and tourism, using a dataset compiled from four major academic databases: EBSCO, Web of Science, Scopus, and Emerald. Our bibliometric search by using certain keywords, yielded 31 different studies, of which 29 met our inclusion criteria after excluding two Spanish studies. Of these 29 studies, 14 were journal articles, and 15 were book chapters. Our analysis primarily focused on the 14 journal articles to provide a detailed examination of the research trends, methodologies, and thematic focuses within this emerging field.

This present a significant academic gap, which can be remedied by future studies.

Analysis of the publication years revealed a notable increase in research output in recent years, with 6 studies in 2023, indicating a peak in scholarly interest. Considering that more than half of the studies are conducted after 2020, this upward trend underscores the burgeoning recognition of the importance of sustainability in gastronomy and tourism. Regarding the publication locations, field exhibits a diverse distribution of the studies, with the highest concentration of studies originating from Türkiye with 6 studies and Poland with 2 studies. Other notable contributions come from Indonesia, Fiji, Czechia, and Italy with 1 study each. This geographical spread highlight the global relevance of sustainable gastronomy and tourism, with significant contributions from both developed and developing nations.

Semi-structured in-depth interview and systematical literature review are the two most common method employed by the authors, used in 46% of the studies combined. Other methodologies included survey-questionnaires (15%), social network analysis (15%), focus groups (8%), and case studies (8%), and observation (8%). This diversity in methodologies indicates a robust and multi-faceted exploration of the topic, encompassing both qualitative and quantitative research methods.

Our bibliometric analysis revealed that a significant portion of the studies are empirical (10), indicating a strong reliance on real-world data and observations. The remainder are predominantly theoretical (3), indicating a robust theoretical framework supporting the empirical findings. In terms of research design, we have revealed that the studies primarily adopt an exploratory approach (7) followed by descriptive (4) and explanatory (2) characteristics. This distribution underscores a predominant focus on exploring and describing the evolving dynamics of sustainable gastronomy and tourism.

Articles in our bibliometric list mostly focuses on specific sectors. The primary sector focused in these studies are food and beverage industry, tourism sector and hospitality. When we scrutinize the findings of the articles in our bibliometric list, it was revealed in couple of studies that the promotion of the local cuisine, culinary trails and unique food products positively impact the course of sustainable gastronomy in a given destination. Additionally, studies also revealed that geographical indication mark provided to local, unique food products tend to foster sustainable tourism activities. Similarly, for some tourists, local cuisine and gastronomy products plays an important role in choosing their holiday destination. Lastly, studies are revealed that unsustainable tourism activities lead to high levels of food waste generated in holiday destinations.

Our bibliometric analysis on the role of gastronomy as a sustainability tool in tourism sector provides an over-arching, comprehensive overview of the sustainable gastronomy and tourism field, highlighting recent trends, geographical distribution, unique approaches and the overall scholarly impact of the studies in the nascent field.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

The results of the research basically provide output for theorists. An area open to improvement has been identified in the literature and it is thought that studies in this direction should be increased. The research has been carried out under certain limitations and the results obtained can be improved by increasing the keywords, databases and journals, types of publications and languages.

ORIGINAL VALUE OF THE RESEARCH

The originality of this study is mainly focused on emphasizing the necessity of addressing gastronomy as a strategic and sustainable element in tourism literature and practices. In this context, bibliometric analysis has been carried out in the literature for this purpose and it has been concluded that there is still a very limited number of works in the field. With this study, it is aimed to emphasize the importance of the researchers to carry out studies on the positioning and development of gastronomy within the tourism sector on the basis of strategic management theories and approaches in the context of sustainability in future studies.

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CHEFCONNECT: MEETING POINT IN THE KITCHEN

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INTRODUCTION

ChefConnect is a software program that serves various purposes in the field of gastronomy. The program aims to support local talent, create new jobs, increase job satisfaction, allow chefs to showcase their talents, connect directly with customers, set prices, and encourage fair wages. The benefits of ChefConnect go beyond creating individual employment, as it aims to support the economic growth of the gastronomy sector and increase the recognition of local gastronomy.

ChefConnect is organized into two different platforms: ChefConnect-TR and ChefConnect-INT. ChefConnect-TR brings together gastronomy enthusiasts, creating a rich portfolio by uniting stakeholders in the gastronomy field such as chefs, cooks, students, and interns. It offers personalized gastronomy experiences to food lovers and also utilizes technology to facilitate reservation and payment processes for customer convenience.

On the other hand, ChefConnect-INT is a software designed to provide local and foreign tourists with the tastes they desire in a specific location, eliminating the need to wander from street to street in search of local delicacies. It allows food lovers to create their menus by choosing from different flavor groups and experience tasting pleasure in the chef table concept.

LITERATURE

In an environment where culinary skills are abundant, the dilemma of increasing unemployment among gastronomy graduates and the simultaneous search for quality personnel abroad paints a poignant picture. As the culinary profession gains prominence worldwide, the unfortunate reality is that homegrown talent often finds more promising opportunities on foreign shores, leaving a gap that contributes to the oversaturation of the domestic job market. The ChefConnect app is an innovative solution to rectify this mismatch. ChefConnect envisions a future where the local gastronomy scene will grow with self-cultivated talent by bridging the gap between gastronomy students, recent graduates, and potential employers. This app is not just a platform; it is a beacon of hope that addresses the systemic issues hindering the advancement and well-being of gastronomy professionals during their formative years. The challenges faced by gastronomy students extend beyond mere unemployment statistics. A major concern is the prevalence of low salaries, which results in the migration of talented chefs abroad for better compensation. The ChefConnect platform aims to counter this trend by empowering chefs to set prices, fostering an environment where their skills are recognized and appropriately rewarded.

Additionally, ChefConnect is aware of the importance of addressing the material and moral inadequacies faced by gastronomy professionals. The platform provides chefs with tools to build their brand, showcase their skills, and receive direct feedback from satisfied customers. By doing so, it transforms the narrative around a career in gastronomy, highlighting the material and spiritual dimensions that make this

profession both fulfilling and rewarding (Wen-Hwa, 2012). As we explore ChefConnect and its implications for the gastronomy industry, let's delve deeper into the nuances of these challenges and the transformative potential that this innovative practice brings to the forefront.

METHOD

The methodology section outlines the step-by-step process for implementing ChefConnect, providing clarity and repeatability for users. Given the multifaceted nature of ChefConnect, the methodology is divided into key phases, each addressing a specific aspect of the application's deployment.

Platform Setup

The first phase involves setting up the ChefConnect platform, a process designed to be accessible to users with different technical levels. Users can download the ChefConnect app from registered app stores (e.g. ChefConnect app, Apple App Store, Google Play). The installation includes a standard procedure in which users are asked to grant the necessary permissions for optimal functionality.

Web Interface Access

The ChefConnect website can be accessed via standard web browsers. The website is designed with a responsive interface that provides a seamless experience across a variety of devices. This phase focuses on creating user profiles so that both chefs and customers can effectively engage with the platform. New users sign up by providing basic information such as name, email, and password. Email verification is implemented to ensure the authenticity of user accounts. Users, whether chefs or customers, complete their profiles by adding relevant information such as culinary specialties, experience, and preferences. Chefs can upload sample recipes, videos, and menus to showcase their expertise. This section describes the user interface elements and functions integrated into the ChefConnect application. Chefs can access a personalized dashboard that shows upcoming reservations, customer reviews, and a scheduling calendar. A menu creation tool allows chefs to design and showcase their culinary offerings. Customers can navigate, browse chef profiles, view menus, and make reservations in a user-friendly interface.

Reservation and Payment System

This section details the process of booking chefs and handling transactions. Customers select chefs based on their profiles, menus, and availability. A synchronization tool assists in scheduling dates that work for both parties. A secure payment gateway handles transactions, ensuring privacy and data integrity. After successful transactions, both customers and chefs receive confirmation notifications. They also have the option to leave reviews and ratings after each interaction. An automated feedback form gathers insights into the user experience.

Operational Challenges and Proposed Solution for ChefConnect

These strategies will help ChefConnect effectively manage operational challenges, ensuring a high-quality, secure, and responsive service for chefs and customers. Maintaining consistent service quality is crucial for ChefConnect. To address this, the platform will implement a rigorous vetting process for chefs, conduct regular performance reviews, and offer continuous training programs. Additionally, customer feedback will be actively used to monitor and enhance service quality. Efficient complaint resolution is another critical challenge. ChefConnect will establish a dedicated customer support team and an efficient system for resolving complaints promptly. Coordinating chef schedules can be complex, but ChefConnect will utilize an integrated booking system with real-time updates and calendar synchronization to avoid scheduling conflicts. Protecting user data and transactions is paramount.

ChefConnect will use advanced encryption methods and secure payment gateways, alongside regular security audits to ensure data integrity. Finally, keeping up with changing customer preferences is essential. ChefConnect will conduct regular market research and continuously gather customer feedback to update and improve service offerings based on current trends and customer needs.

IMPACT and LIMITATIONS

In the first stage, the installation of the ChefConnect platform was designed to be accessible to users with different technical expertise. It is arranged so that users can download the ChefConnect application from designated application stores (e.g. ChefConnect application, Apple App Store, Google Play). First, a standard procedure was prepared in which users were asked to grant the necessary permissions for optimal functionality.

For those who prefer web access, the ChefConnect website can be accessed through standard web browsers. The website is designed with a responsive interface that provides a seamless experience on various devices. This stage focuses on users' profile creation, which is a crucial step for both chefs and customers to interact with the platform effectively. New users sign up by providing basic information such as name, email, and password. Email verification is implemented to ensure the authenticity of user accounts. Users, whether chefs or customers, complete their profiles by adding relevant information such as culinary specialties, experience, and preferences. Chefs can upload sample recipes, videos, and menus to showcase their expertise. This section describes in detail the user interface elements and functions integrated into the ChefConnect app. Chefs get access to a personalized dashboard that shows upcoming bookings, customer reviews, and a scheduling calendar. A menu creation tool allows chefs to design and showcase their culinary presentations. Customers can navigate a user-friendly interface where they can browse chef profiles, view menus, and make reservations.

ChefConnect aims to contribute to the economic growth of the region by providing a platform that connects gastronomy students and graduates with local potential employers. Retaining talented chefs in the domestic market can lead to the establishment and growth of local culinary businesses, ultimately enriching the gastronomic landscape.

ORIGINAL VALUE

ChefConnect is dedicated to continuously enhancing and expanding its services to meet the changing needs of the culinary industry. In the future, we plan to provide personalized chef and menu recommendations using artificial intelligence. This system can help optimize reservations and create perfect chef-customer matches.

ChefConnect program aims to support local talent, promote fair remuneration, address key issues such as unemployment, low wages, and workplace harassment, increase job satisfaction, and reduce the migration of talented chefs abroad. This platform aims to provide a marketplace where chefs can showcase their talents, set their prices, and connect directly with customers. Additionally, the platform promotes a culture of respect and inclusivity by providing a safe and supportive working environment for gastronomy professionals. The benefits of ChefConnect go beyond individual chefs, contributing to the wider gastronomy sector, supporting economic growth, and enriching the local gastronomy scene. By providing personalized gastronomy experiences and using technology to streamline the booking and payment processes, ChefConnect increases customer satisfaction and raises the standards of gastronomy services.

YEREL GASTRONOMİ UNSURLARININ BASILI TANITIM MATERYALLERİNDE TEMSİLİ: SAFRANBOLU ÖZELİNDE BİR İNCELEME

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GİRİŞ

Gastronomi turizmi, seyahat edilen bölgenin geçmişini ve kültürünü deneyimleme imkanı sunan, bunlara ek olarak yeni lezzetler tatmayı sağlayan ve seyahat davranışlarının ortaya çıkmasına sebebiyet veren bur turizm şeklidir. Gastronomi turizminin popülerleşmesi ile birlikte, gastro- turist, gurme, gurman gibi pek çok yeni kavram ortaya çıkmıştır (Akbaba ve Kendirci, 2016; Özdemir ve Dülger Altıner, 2019).Yedi farklı bölgenin ürün çeşitliliği ile tanınan Türkiye, dünyanın en eski mutfaklardan birine sahiptir. Göçebe hayatı ve sınır komşuları ile kurulan iletişim, Türk Mutfağını oldukça geliştirmiştir (Dilsiz, 2010). Türkiye, sahip olduğu köklü tarih, zengin mutfak kültürü ve doğal güzellikleri ile gastronomi turizmi açısından önemli bir destinasyondur (Güzel Şahin ve Ünver, 2015).

Tarihi Safranbolu ilçesi, Türkiye sınırları içerisinde bulunan UNESCO Dünya Mirası Listesinde yer edinen 15 alandan biridir. 17 Aralık 1994 tarihinde 'Dünya Mirası' listesine dahil edilen Safranbolu, 20 yılı aşkın bir süredir önemli bir kültür turizmi noktasıdır (Ceylan ve Somuncu, 2016). Safranbolu, Asya ve Avrupa arasındaki kritik ticaret merkezlerinden biri olmakla birlikte, Türk tarihi yapısının bozulmadan korunduğu ender şehirlerden bir tanesidir (Albayrak, 2013). Aynı zamanda meşhur evlerinin gölgesinde kalmış, Anadolu'daki diğer mutfaklara bakıldığında fazla ön planda olmayan ancak lezzetleri ile kendine güvenen bir mutfak anlayışına sahiptir (Özmen ve Eren, 2020). Bu yönü ile tarihi ev turizmi ile birlikte gastronomi turizmi açısından da önemli bir potansiyel barındırmaktadır. Gastronomi turizminin ana motivasyon kaynağı, belirli bir ürünü tatmak ve üretim aşamalarını görmek amacıyla kırsal veya yöresel üreticileri, yemek festivallerini ziyaret etmektir (Yüncü, 2010). Safranbolu'da turizm, genellikle UNESCO tarafından koruma altına alınmış olan 'Safranbolu evleri' etrafında şekillenmektedir (Özdemir, 2011). Osmanlı Sivil mimarisini yansıtan bu evler ve kent yerleşimi, 1994 yılında UNESCO Dünya Mirası Listesine kabul edilmiştir. Bu durum, Safranbolu'nun Türkiye'den UNESCO Dünya Mirası Listesine giren ilk değerlerinden biri olarak kabul edilmesini sağlamıştır. Ancak, Safranbolu'nun asıl başarısı bu listede kalıcılığını sürdürebilmesidir (Altınöz, 2022).

Gastronomi turizmi, Safranbolu için oldukça yeni bir kavramdır. Safranbolu'nun zengin mutfağının, ünlü Safranbolu evlerinin gölgesinde kaldığı düşünülebilir. Turistlerin, ziyaret ettikleri bölgelerde yeme ve içme ihtiyaçları kaçınılmazdır ve bu deneyimin lezzetli ve kaliteli olması, turistlerin seyahat değerini olumlu yönde etkileyecektir (Özmen ve Eren, 2020). Safranbolu, daha çok kültür turizmi ile bilinirken, çeşitli projeler ve tanıtım kampanyaları sayesinde gastronomi turizmi alanında da önemli gelişmeler gösterebilir (Dilek ve Çakmak, 2017). Safranbolu'nun gastronomik değerlerinin etkin bir şekilde tanıtılması hem yerel ekonomiye katkı sağlayacak hem de bölgenin turistik çekiciliğini artıracaktır. Bu bilgilerden hareketle Safranbolu'nun turistlere mutfağını nasıl anlattığını ölçmek önemlidir. Bunun geleneksel ve önemli yollarından biri de tanıtım broşürleridir. Bu çalışmanın amacı Safranbolu gastronomisinin basılı tanıtım materyallerinde ne şekilde yer aldığını belirlemek ve elde edilen bulgular çerçevesinde öneriler geliştirmektir. Bu kapsamda ulaşılabilen tanıtım materyalleri toplanmış ve içerik analizi gerçekleştirilmiştir. Elde edilen sonuçlar tablolaştırılmış ve tavsiyeler de bulunulmuştur.

LİTERATÜR

Safranbolu Mutfak Kültürü

Bir bölgenin, ülkenin veya toplumun yaşam biçimleri, geçim kaynakları, dini inanışları veya iklim türleri gibi çok sayıda sosyolojik unsurları içine alan yapıya kültür denilmektedir (Diker, 2017). Toplumların birbirlerinden farklı inanışları, ritüelleri, hava şartları, coğrafi koşulları gibi sebepler yemek yeme faaliyetine büyük ölçüde etkili olmaktadır. Yemek yeme kültürü, bir toplum için çok zor oluşan ve değiştirilmesi çok güç eylemlerden biri kabul edilebilir (Arlı ve Gümüş, 2007). Mutfak kültürü bir toplumun sosyolojik, ekonomik ve psikolojik özelliklerine göre şekillenen, oluşumu çok uzun yıllar süren ve toplumun her üyesinin kabul ettiği yemek pişirme şekilleri ve beslenme alışkanlıklarının tümü olarak kabul edilir (Beşirli, 2010). İnsanoğlu, tarih sahnesine çıktığından bu yana yemek yeme faaliyetine çok büyük önem vermiştir. Özellikle Türk halkı için, çeşitli yeme içme faaliyetleri sosyolojik olarak önemli bir yere sahiptir (Yetiş, 2020). Safranbolu, tarihte birçok medeniyete kucak açmış önemli bir Osmanlı şehridir. Kendi kimliğini çok iyi koruyan Safranbolu ilçesi, yemek çeşitliliğinin az olmasına karşın çok lezzetli, zengin ve yaratıcı bir mutfağa sahiptir (Altundağ, 2018).

Safranbolu'nun mutfak kültürüne bakıldığına daha çok hamur işleri ve tatlılardan oluştuğu görülmektedir. Osmanlı İmparatorluğu döneminde burada beraber yaşamlarını sürdüren Türkler ve Rumlar arasında kültür ve yemek alışverişlerinin gerçekleştiği düşünülebilir. Peruhi bu duruma örnek gösterilebilecek bir mantı çeşididir ve Safranbolu mutfağı açısından önemlidir. Standart bir reçetesi bulunmamakla birlikte turizm açısından önemli bir yerel üründür (Yurt ve Bayraklı, 2022). Safranbolu otları ve bitki bazlı yemekleri açısından da zengindir. Yapılan bir çalışmada Safranbolu'nun yenilebilir otlarını incelemiş ve toplamda otuz iki adet yenilebilir otun varlığına rastlamıştır. Otların yaprak, gövde, çiçek ve kök kısımlarının kullandığını tespit edilmiş ve bu otların genelde yemeklerde kullanıldığını, çiğ şekilde veya çay olarak tüketildiği görülmüştür (Temizkan ve Uslu, 2023). Safranbolu'nun ulusal ve uluslararası anlamda en bilinen gastronomik ürünü "Safranbolu Lokumu" dur. Coğrafi işaretli olan bu ürün uluslararası sahada 'Turkish Delight' olarak bilinmektedir. Şehrin ekonomisine büyük katkısı vardır fakat literatürde çok yoğun bahsedilmemektedir (Diker vd., 2017). Safranbolu gastronomisi sokak lezzetleri açısından da zengindir. Sokak lezzetleri bölgenin mutfak kültürünü temsil etmekte ve bölge turizmine katkı sağlamaktadır. Su muhallebisi, safranlı zerde, bükme, yayım ilgili sokak lezzetlerinin bazı örneklerindendir (Uslu vd., 2022). Benzer şekilde Safranbolu'nun kökleri eskiye dayanan tören yemekleri ve kültürü vardır. Safranbolu'da öne çıkan tören yemekleri sütlü keşkek çorbası, pirinç çorbası, bütün et, yaprak sarma, yahni, su böreği, baklava, delioğlan yemeği ve keşkektir (Bakkaloğlu vd., 2024).

Tanıtım Broşürlerinin Turizm Açısından Önemi

Turistik destinasyonlar, içerdikleri çekici öğelerin yanı sıra oluşturdukları algılar ve düşünceler aracılığıyla da turistleri etkileyebilmektedir. Bölgenin imajı turistlerin ilgili bölgeye yapacakları ziyarette kritik rol oynamaktadır. Bölgelerin tanıtımını yapacak, destinasyonun imajını oluşturacak ve bölgeyi pazarlayacak en önemli araçlardan birinin tanıtım broşürleri olduğunu söylemek mümkündür (Ulama, 2015). Tanıtım broşürleri, turistlerin bölge ile ilgili tüm sorularına cevap verebilecek niteliktedir (Brito ve Pratas, 2015). Bu broşürlerin amacı, turistin ilgisini ve dikkatini çekmek, ziyaret etme isteği uyandırmak ve kişinin bir an önce harekete geçmesini sağlamaktır (Alipour, Abbasi ve Ghavidel, 2012).

Tanıtım broşürleri kentte bulunan ziyaret edilecek yerlerin, konaklama işletmelerinin, yöresel yemeklerin ve bu yemeklerin nerelerde yenilebileceğini, şehir haritasını ve diğer bileşenleri içeren el kitapları şeklinde tanımlanabilir. Bu materyallere ulaşabilen turistler gezi rotasını broşürlere göre çizebilir, geri döndüklerinde ise broşürleri yanlarında götürerek diğer kişilere aktarabilir. Bu sayede söz konusu bölge turistlerin ilgisini kazandığı ve bölgenin tanıtımı sürdürülebilir bir şekilde sağlanabileceği düşünülmektedir.

Broşürlerin; potansiyel turistler için çekici gösterebilmek amacıyla dizaynına ve iletişim tekniklerini kuvvetli bir şekilde kullanmak gereklidir (Brito ve Pratas, 2015). Tanıtım materyallerinden güçlü bir tanıtma aracı olarak faydalanmak için turistin imge yaratma sürecini, bölge seçim kararını ve kanaat

seviyesini etkilemek olmak üzere üç temel gayeye ulaşmalıdır (Molina ve Esteban, 2006). Turizm sektöründe tanıtım broşürlerine güven duyulmaktadır ve broşürlerin geliştirilmesi, dağıtılması destinasyonun pazarlanmasında önem taşımaktadır (McCabe, 2009).

Her yönü ile turistik bir kent olan Safranbolu, çok fazla tanıtım materyali bulunmamasına rağmen her zaman popüler bir destinasyon olmuştur. Bölgeye her yıl en az bir milyon yerli ve yabancı ziyaretçi giriş yapmaktadır (Safranbolu Turizm Danışma Bürosu, 2024). Bölgenin, basılmış tanıtım materyalleri ve internet üzerinden yayımlanan broşürler ile tanıtımı yapılmaya devam edilmektedir. Tanıtım broşürlerinin her yıl dağıtılması ve internet ortamında yayınlanması gibi girişimler, bölgenin tanıtımı ve ziyaretçilerin ilgisini çekmesi açısından büyük önem taşımaktadır. Tanıtım materyalleri, ilgili bölgenin bir tür reklamı olarak kabul edilebilir. Bu durumların hepsi gastronomi açısından da geçerlidir. Bir destinasyonun barındırdığı gastronomi potansiyelinin tanıtım materyallerine doğru şekilde yansıması kritik öneme sahiptir.

METOD

Bu araştırma nitel araştırma yöntemi ile yapılmıştır. Nitel araştırma genellemeden ziyade bilginin derinliğine yoğunlaşan bir araştırma türüdür (Baltacı, 2019). Veri toplama yöntemi olarak basılı turizm tanıtım materyallerinin toplanması yolu izlenmiştir. Safranbolu bölgesinde gerekli mercilere (Safranbolu Kültür Müdürlüğü, Safranbolu Belediyesi, Safranbolu Turizm Danışma Bürosu vs.) başvurularak, 2005-2023 yılları arasında basılmış olan biri İngilizce olmak üzere toplamda dokuz adet tanıtım broşürüne ulaşılmış ve incelenmiştir. Bunlara ek olarak BAKKA (Batı Karadeniz Kalkınma Ajansı) kütüphanesinde bulunan dört adet tanıtım materyali de araştırma kapsamında incelenmiş, içerik analizi yapılmıştır. İçerik analizi birbirlerine benzeyen verileri ortak bir tema etrafında toplama işlemidir (Yıldırım ve Şimşek, 2008). Analizler herhangi bir program kullanılmadan manuel işaretleme yöntemi ile yapılmıştır.

İçerik analizinde daha önce benzer çalışmalarda (Süzer, vd., 2022) kullanılan bir tasnif tablosundan faydalanılmıştır. İlgili tablo (Tablo 1) benzer çalışmalardaki incelemelerden derlenerek oluşturulmuştur (Okumuş B. ve Cetin G., 2018; Okumuş B. vd., 2018). Bu tablodaki başlıklar ve alt başlıklar dikkate alınarak toplanan materyaller incelenmiş ve işaretlemeler yapılmıştır.

Safranbolu İlçe Kültür ve Turizm Müdürlüğü, Safranbolu Turizm Danışma Bürosu, Safranbolu Belediyesi, Karabük Valiliği'nin basmış olduğu tüm broşürlere ulaşılmıştır. Bunlara ek olarak Batı Karadeniz Kalkınma Ajansı (BAKKA)'nın internet sitesinde bulunan broşürler araştırmaya dahil edilmiştir.

YİYECEKLER -Yöresel Ürünler -Bölgede Yetişen Ürünler -Pişirmede Kullanılan Gereçler -Yemeklerin Sunum Şekli -Tarifler	**FESTİVALLER** -Yerel Ürünler İle İlgili -Yerel İçecekler İle İlgili -Uluslararası Yiyecek ve İçecekler İle İlgili
İÇECEKLER -Şerbetler -Meşrubatlar -Türk Kahvesi -Alkollü İçecekler	**ATMOSFER** -Yiyecek ve İçecek Fotoğrafları -Restoranların Tematik Görünümleri -Pazar Yerleri -Yemeklerin Hazırlanma Ortamı -Yemeklerin Tüketilme Ortamları
YEME ORTAMLARI -Yerel İşletmeler -Gastronomi Rotaları -Konak İşletmeleri	**YİYECEK VE İÇECEKLERİN KAPSAMI** -Mantarlar -Baharatlar -Lokum -Meyve-Sebzeler -Çorbalar -Ana Yemekler -Tatlılar -Fermente Ürünler

Araştırmanın Safranbolu'da yer alan tanıtım materyalleri özelinde gerçekleştirilmesinde çeşitli maddi kısıtlar etkili olmuştur.

BULGULAR

Toplanan materyallerde bulunan gastronomik unsurlar tablosu (Tablo 3) aşağıda yer almaktadır. Elde edilen bulgular, altı başlık altında toplanmıştır. İlgili materyaller incelendiğinde en çok bahsedilen içeriğin toplamda 48 bahsetme ile *yiyecek ve içeceklerin kapsamı* başlığı olduğu tespit edilmiştir.

Tablo 3: Materyallerde Bulunan Metinsel ve Görsel Unsurların Bahsedilme Sayıları

BASILI MATERYALLER	BAKKA KÜTÜPHANESİNDEN ELDE EDİLENLER
Safranbolu Şehir Haritası (2005)	Karabük Turizm Haritası (2019)
Müzekent Safranbolu (2007)	Güzel Evler Diyarı Karabük (2016)
Müzekent Safranbolu (2011)	Batı Karadeniz Turizm Yatırım Rehberleri KARABÜK (2020)
Safranbolu Gezi Rehberi (2014)	Karabük (2015)
Rehber Safranbolu	
Safranbolu Dünya Miras Şehri	
Safranbolu Turizm Danışma Bürosu	
A'dan Z'ye Safranbolu	
Karabük Safranbolu Gezi Rehberi	

İfadeler	**Bahsedilme Sayısı**	**İfadeler**	**Bahsedilme Sayısı**
Yiyecekler		**Festivaller**	
- Yöresel Ürünler	-13	-Yerel Ürünler İle İlgili	-2
-Bölgede Yetişen Ürünler	-11	**TOPLAM**	**2**
-Pişirmede Kullanılan Gereçler	-3		
-Yemeklerin Sunum Şekli			
-Tarifler	-5		
TOPLAM	-6		
	38		
İçecekler		**Atmosfer**	
-Şerbetler	-1	-Yiyecek-İçecek Fotoğrafları	-11
-Meşrubatlar	-1	-Restoranların Tematik Görüntüleri	-3
-Türk Kahvesi	-2	-Pazar Yerleri	-1
TOPLAM	**4**	**TOPLAM**	**15**
Yeme Ortamları		**Yiyecek ve İçeceklerin Kapsamı**	
-Yerel İşletmeler	-3	-Mantarlar	-3
-Gastronomi Rotaları	-4	-Baharatlar	-10
TOPLAM	**7**	-Lokum	-9
		-Meyve-Sebzeler	-8
		-Çorbalar	-3
		-Ana Yemekler	-8
		-Tatlılar	-7
		-Fermente Ürünler	-2
		TOPLAM	**48**

İkinci sırada yer alan yiyecek teması, incelenen materyallerde sıkça bahsedilmektedir. Bununla birlikte, en az değinilen tema festivaller olarak belirlenmiştir. Bu bağlamda, Safranbolu'da her yıl Kasım

ayında gerçekleştirilen Safran Hasadı Festivali'nin, Safran bitkisini dünya genelinde daha fazla tanıtmak amacıyla daha fazla önemsenmesinin yararlı olacağı düşünülmektedir. İçecekler teması da broşürlerde çok fazla yer almamıştır. Safranbolu; *Bağlar Gazozu, Kiren Şerbeti* gibi çeşitli meşrubatlara ve şerbetlere sahiptir. Bu bağlamda içecekler hakkında daha fazla içerik eklenmesi bölgenin içeceklerinin tanıtılmasına yardımcı olacaktır. Atmosfer başlığı bahsedilme sayısı olarak üçüncü sırada yerini korumaktadır. Bu içeriğin de daha fazla ele alınması, sağlıklı gastronomi rotalarının oluşturulması için avantajlı bir durum yaratabilir. Yiyecek ve içecek fotoğraflarının yanında restoranların tematik görünümlerinin daha fazla yer bulması, turistik açıdan daha ilgi çekici olacağı düşünülmektedir.

SONUÇ VE TARTIŞMA

Son dönemlerde destinasyon pazarlamasında gastronomik değerler giderek daha fazla önem kazanmaktadır. Tanıtım materyaller genel olarak incelendiğinde en çok bahsedilen yöresel ürünün Safranbolu Lokumu olduğu tespit edilmiştir. Safranbolu Lokumu, bölgenin gastronomik açıdan en önemli ürünü olduğu söylenebilir. Ancak Safranbolu Lokumu hakkında çok kaynak bulunmamakla birlikte lokum hakkındaki bilgiler üreticiler arasında kalmıştır (Diker, vd., 2017). Safranbolu Lokumunu Zerde Tatlısı, Baklava, Çavuş Üzümü, Perohi gibi yemekler takip etmektedir.

İncelenen materyallerde en az içeriğin bulunduğu başlık "Festivaller" olmuştur. Bölgenin gastronomi açısından zengin ürün ve geleneklere sahip olduğunu belirtmek mümkündür. Destinasyonun gastronomi turizmini çekebilmesi için mevcut ulusal ve uluslararası festivallerin tanıtım materyallerinde yer alması büyük önem taşır. Gerçekleştirilen festivaller hakkında ilgili materyallere bilgilendirici içerik eklenmelidir. Bu durum, hem festival turizmi hem de gastronomi turizminin desteklenmesi açısından kritik öneme sahiptir.

Yöresel ürünlere en fazla yer veren broşürler Karabük (2015) ve A'dan Z'ye Safranbolu (2023) broşürleridir. 2015 broşürü daha çok eski zamanlarda Safranbolu insanının yaşam tarzından ve beslenme şeklinden hikayeci bir anlatım tarzı ile bahsettiğinden dolayı çok fazla yemeğe yer verdiği görülmemiştir. Broşürlerde görüldüğü üzere Zeytinyağlı şekilde yapılan sarmaya 'yalancı dolma', etli şekilde yapılana ise 'etli dolma' denilmektedir. Bu da Safranbolu halkının et yemeklerine verdiği önemin bir göstergesidir.

İçecekler ana başlığı en az içeriğe rastlanan başlıklardandır. İlgili başlık altında Türk kahvesi, meşrubat ve şerbetler ile ilgili az içeriğe rastlanmış, alkollü içecekler ile ilgili hiç içerik bulunamamıştır. İçeceklerin gastronomide önemi her geçen gün artmaktadır. Doğru ve güzel bir yemek deneyimi aynı şekilde bir içecek ile mümkündür. Türk mutfak kültürü zengin içecek içeriğine sahiptir ve bu içeceklerin materyallerde bulundurulması elzemdir. Türk rakısı, Türk şarabı da içecek kültürünün önemli ögeleridir ve tanıtımının yapılması önemlidir. Benzer şekilde ayran, şerbet vb. ürünlerden daha fazla bahsedilmeli ve farkındalık yaratılmalıdır.

İncelenen materyallerde en fazla tekrar edilen başlıklar yiyecek ve içeceklerin kapsamı ve yiyecekler başlıklarıdır. Gastronomik unsurların direkt olarak kendilerinden bahsedilmeleri en doğal durumdur ve yüksek frekansta çıkması normaldir. Bununla birlikte ilgili ürünlerin kültürel yansımaları vb. durumlarından bahsetmek bu unsurları destekleyici nitelikte olacaktır. İlgili materyallerde atmosfer başlığı altında Pazar yerleri alt başlığının frekansının çok az olduğu görülmektedir. Gastronomi turizminde yerel pazarlar, üretim haneler, çiftlikler vb. gittikçe artan bir öneme sahiptir. Bunun yansıması olarak tanıtım materyallerinde bölgedeki yerel pazarlardan bahsetmek önemlidir. Bu yolla hem pazarlara katılım sağlanabilir hem de yerel ürün üreticileri ve yerel ekonomi desteklenmiş olur.

Çavuş Üzümü, birçok broşürde sıklıkla bahsedilen ve Safranbolu için önemli bir yere sahip olan bir üründür. Turistler için çekici olma potansiyeline sahip olmakla birlikte, meyve ve sebze ağırlıklı beslenmeyen kişiler için aynı derecede ilgi uyandırıcı olmayabileceği değerlendirilmektedir. Ancak, Çavuş Üzüm'ünün sağlık yararları ve besin değerleri hakkında daha fazla bilgi verilmesi, bu ürüne olan ilgiyi artırabilir. Ayrıca, gastronomik etkinlikler ve tadım seansları düzenlenerek, Çavuş Üzüm'ünün daha geniş kitlelere tanıtılması sağlanabilir.

Broşürlerde bahsedilen çoğu yemeğin hamur işi, tatlı ve et ağırlıklı olması, Safranbolu mutfağının bu ögelere verdiği önemi göstermektedir. Safranbolu mutfağında yer alan keşkek, su muhallebisi, Safranbolu kıtırı, Safranbolu simidi gibi önemli tatların broşürlerde daha fazla yer almasının gastronomi turizmi açısından önemli bir adım olacağı düşünülmektedir. Bunlara ek olarak her yıl yeni broşürlerin basılması ve dağıtılması, internet siteleri üzerinden paylaşımı gibi projelerin de destinasyonun gastronomi turizmi potansiyelini olumlu yönde etkileyeceği düşünülmektedir.

Bir destinasyonun pazarlanmasında tanıtım materyallerinin önemi büyüktür. Bu materyallerde daha fazla gastronomik unsura yer verilmesi, bölgenin gastronomi turizmi potansiyelini artıracağı ve turistlerin ilgisini daha fazla çekeceği düşünülmektedir. Destinasyonun doğru tanıtılması için sunulan bilgilerin doğruluğu kesin olmalıdır. İlgili broşürlerin dijital platformlarda da paylaşılması, bölgenin tanınırlığını ve erişilebilirliğini artırabilir. Bu bağlamda, UNESCO Dünya Miras Listesi'nde yer alan diğer bir destinasyonun tanıtım stratejileri de bu perspektiften incelenebilir.

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YİYECEKLERİN ZİHİNSEL YOLCULUĞU: NÖROPAZARLAMA BAĞLAMINDA GIDA VE GASTRONOMİ ÇALIŞMALARINA YÖNELİK BİR DEĞERLENDİRME

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GİRİŞ

Pazarlama diplinin psikoloji, sosyoloji ve nörobilim gibi birçok farklı disiplin ile birlikte gelişmektedir (Stasi vd., 2018). Bununla birlikte Son yıllarda tıp alanında gerçekleşen teknolojik gelişmeler pazarlama yaklaşımlarını da etkilemiştir. Gittikçe katlanan rekabet ortamı ve gelişen internet altyapısıyla birlikte bilgiye erişmenin kolaylaşması tüketicilerin karar verme mekanizmalarını anlamayı zorunlu kılmıştır. Geleneksel pazar araştırmaları günümüz şartları göz önüne alındığında etkili sonuçlar üretememekte ve bu durum daha teknolojik ve güvenilir veri toplama yöntemleri arayışına girişilmesine önayak olmaktadır (Ustaahmetoğlu, 2015). Nöropazarlama birçok disiplinle etkileşim içinde olan bir araştırma alanıdır. Bu alanların başında moleküler biyoloji, biyoloji, nörofizyoloji, anatomi, biyolojinin birçok alt araştırma alanı, nöroloji ve bilişsel bilimler bu alanlar arasında gösterilebilmektedir (Zurawicki, 2010). Nöropazarlama araştırmalarında biyometrik ve nörogörüntüleme olmak üzere iki farklı yöntem kullanılmaktadır. Biyometrik ölçümler bireyin kontrolü dışında gelişen olaylara odaklanmaktadır. İnsan vücudunun görsel, ses, koku gibi uyaranlara verdiği fizyolojik tepkilerin ölçülmesine dayanmaktadır. Beyin görüntüleme yöntemlerinde ise beyindeki sinirsel aktiviteler kayıt altına alınıp yorumlanmaktadır (Giray & Girişken, 2013; Pop & Iorga, 2012). Bu araştırmada Web of Science veri tabanında yer alan ve nöropazarlama teknikleri ile gıdayı ve gastronomiyi konu alan akademik çalışmaların incelenmesi ve yorumlanması amaçlanmıştır.

LİTERATÜR

NÖROPAZARLAMA

Nöropazarlama kavramsal olarak ilk kez 2002 yılında araştırmacı Ale Smidts tarafından açıklanmıştır. Ale nöropazarlamayı *"pazarlama stratejilerinin geliştirilmesine yönelik bilgiler sağlama amacıyla beyin mekanizmasının irdelenmesi"* olarak tanımlamıştır (Boricean, 2009). Nöropazarlama; pazarlama ve biliminin birleşiminden ortaya çıkan ve tüketicilerin beyinlerini odak noktası kabul eden bir alan olmakla birlikte (Yücel & Çubuk, 2013), tüketici motivasyonları, tercihleri ve uyaranlara yönelik verdikleri kararların bilişsel, duygusal boyutta davranışsal niyetleri de gözeterek beyin ve bilgisayar ortamında incelenmesini kapsamaktadır (Libet vd., 1993; Rawnaque vd., 2020). Nöropazarlamanın odaklandığı bu kapsamlı süreç, beynimizde gerçekleşen her bir satın alma kararına farkında olmadan yön veren bilinçaltı düşüncelerin, duyguların ve arzuların açıkça incelenebilmesi olarak açıklanmaktadır (Lindstrom, 2008). Nöropazarlama uygulamaları bu çalışmaları gerçekleştirebilmek için nörobilim yöntemlerini kullanmaktadırlar (Çubuk, 2012). Nöropazarlama kavramını için; piyasa ve pazar

araştırmalarına yönelik insan davranışlarının analiz edilmesi ve bu analiz için sinirbiliminden faydanılması (Lee vd., 2007), nörobilimsel yöntemlere dayalı olarak insan davranışındaki biliş ve duyguların etkileşiminin anlaşılmasından elde edilen pazarlama sonuçları (Javor vd., 2013), içgüdüsel tepkiler bağlamında derinlemesine bir manipülasyon olup aynı zamanda da geleneksel pazarlama yöntemlerini de muhafaza eden (Nemorin, 2017), tüketici davranışlarının sinirbilimi ile kesiştiği nokta (Garcia & Saad, 2008) şeklinde yapılan birçok tanım bulunmaktadır. Nöropazarlama, beş duyu organından (dokunma, tatma, koklama, görme & duyma) gelen uyaranlar ile birlikte tüketici beyninde gerçekleşen satın alma davranışı sürecini incelemektedir. Bu bağlamda nöropazarlama uygulamalarının gelecekteki yeni markalar yaratılması konusunda etkili bir kullanım alanı oluşturacağına değinilmektedir (Lindstrom, 2005).

Nöropazarlama çalışmaları incelendiğinde tüketici tercihleri (Ouzir vd., 2024; Meşrur vd., 2020), tüketici davranışları (Yao & Wang, 2023; Panda vd., 2023; Garcia & Saad, 2008), reklamcılık sektörü (Bajaj vd., 2023), tüketici deneyimi (Behl vd., 2023) gibi farklı alanlarda incelendiği görülmektedir.

BİBLİYOMETRİ

Bibliyometri köken bakımından, "biblio" ve "metrics" köklerinden türemiş bir birleşik kelimedir (Sengupta, 1992). Gastronomi konulu nöropazarlama yöntemleri kullanılarak hazırlanmış olan çalışmaların seyrinin incelenmesinin amaçlandığı bu çalışmada bibliyometrik analiz tekniği kullanılmıştır. Bibliyometrik analiz tekniği, bilimsel araştırmaların gelişim düzeyini artırmak amacıyla geniş bir bakış açısı sunan disiplinler arası bir temel olarak kabul edilmektedir (Samiee ve Chabowski, 2012). Bu teknik, araştırma alanlarının evrimini, eğilimlerini ve etkisini değerlendirerek bilimsel çalışmalara yönelik kapsamlı bir bakış açısı sağlamaktadır (Üsdiken ve Pasadeos, 1993; Fahimnia vd., 2015). Bu bağlamda bibliyometri, son yıllarda akademik araştırmalarda tercih edilen ve giderek popülerlik kazanan bir yöntem haline gelmektedir. Bibliyometrik metodolojinin giderek daha fazla tercih edilmesi ve bilgi bilimindeki yükselmesinin nedenlerinden biri de disiplinler arası etkileşim sağlıyor olmasıdır (Donthu vd., 2021; Khan vd., 2021).

Literatür incelendiğinde bibliyometri çalışmalarının moleküler gastronomi (Ceylan & Sarıışık, 2018), coğrafi işaret (Cankül vd. 2021), gastronomi turizmi (Çuhadar ve Morçin, 2020; Ercan, 2020; Gürcan vd., 2021), gastronomi ve mutfak sanatları anabilim dalındaki lisansüstü tezler (Sünnetçioğlu vd., 2017; Şahin vd. 2018; Acar vd., 2020; İşeri & Önçel, 2024) ve gastronomi temalı festivaller (Alan ve Şen, 2020) gibi çeşitli konularda bibliyometrik çalışmalar yapıldığı gözlemlenmektedir. Öte yandan nöropazarlama çalışmalarını bibliyometrik olarak inceleyen (Cevher & İlze, 2022) oldukça sınırlı çalışma bulunmaktadır. Dolayısıyla literatürde gastronomi ve nöropazarlama alanlarını birlikte ele alarak detaylı bir şekilde inceleyen herhangi bir çalışmaya rastlanılmamaktadır.

YÖNTEM

Araştırmanın bu bölümünde amaç ve önemine, veri toplama aracına, verilerin analizine ve sınırlılıklarına yer verilmiştir.

Amaç ve Önem

Araştırmada nöropazarlama yöntemleri ile incelenen gastronomi konulu makale, bildiri, kitap ve kitap bölümü gibi akademik çalışmaların mevcut durumunun ve gelecek potansiyelinin incelenmesi ve haritalandırılması amaçlanmaktadır. İlgili literatür incelendiğinde nöropazarlama tekniklerinin pazarlama alanında yaygın bir şekilde kullanılmasına karşın gastronomi alanındaki kısıtlı kullanımı dikkat çekmektedir. Bu bağlamda çalışma gastronomi ve pazarlama alanını bir bütün olarak ele alıp detaylı bir şekilde incelemesi bakımından önem arz etmektedir. Ek olarak, literatürde gastronomi ve pazarlamayı birlikte ele alan bir çalışma bulunmaması çalışmanın önemini arttırmaktadır.

Veri Toplama Aracı

Çalışmada Web of Science veri tabanında yer alan gastronomi ve nöropazarlama konulu akademik çalışmalar incelenmiştir. Web of Science veri tabanının seçilmesindeki en büyük etken, bibliyometrik analiz için gereken verilerin kolayca derlenebilmesi ve veri tabanının en çok kabul gören ve en sık

kullanılan bir veri tabanı olmasıdır (Yang vd., 2013). Araştırma kapsamında 11 adet cihaz ismi ve 2 adet anahtar sözcük kombinasyonlanmış olup sonuçlar Tablo 2'de sunulmuştur. Bu doğrultuda tarama sonucunda 11343 sonuca ulaşılmıştır. Ulaşılan çalışmalar; yıl, atıf, dergi adı, yazar ve anahtar sözcük parametreleri bağlamında analiz edilmiştir. Tarama sonuçları EK-1'de sunulmuştur.

Verilerin Analizi

Araştırma kapsamında elde edilen çalışmaların analizi R Studio yazılımı ve R v4.4.1 eklentisi ile birlikte Bibliyometrix aracı ile Biblioshiny üzerinden analiz edilmiştir. Analiz sonuçları Biblioshiny üzerinden görseller ile aktarılmıştır. Araştırmada kullanılan bibliyometrik analiz, herhangi bir konuyla ilgili eğilimlerin ve oluşumların ne yönde olduğunu ortaya koyması (Palmer vd., 2005) ve araştırmacılara literatür hakkında bilgi sağlayarak yönlendirme yapması (Zupic ve Čater, 2015) sebebiyle sıklıkla kullanılan bir analizdir.

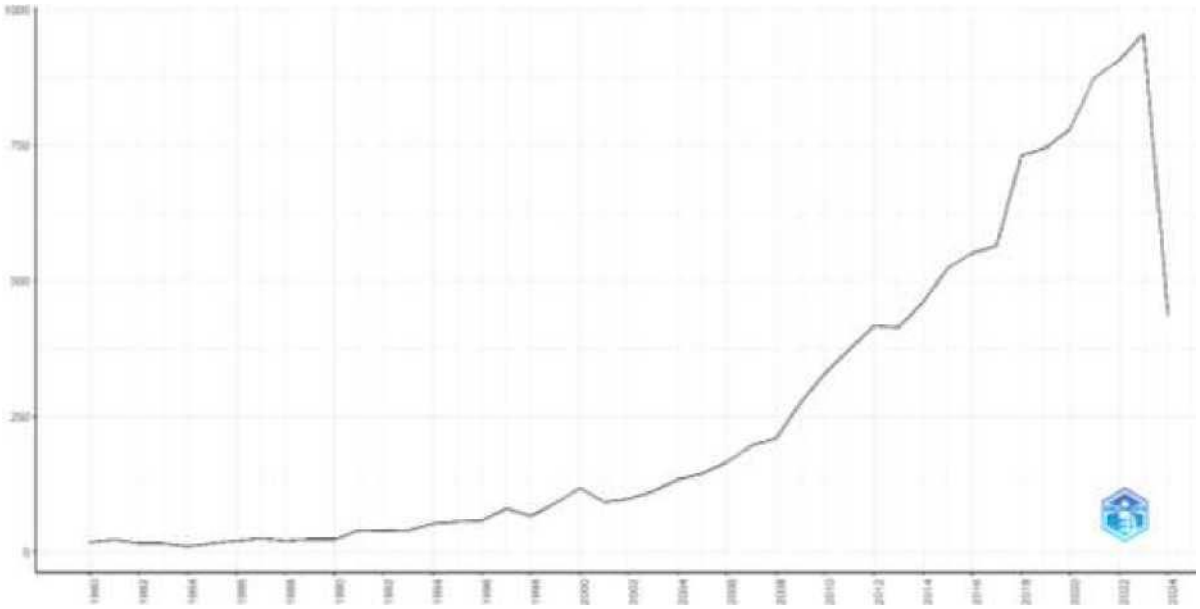
Sınırlılıklar

Araştırma Web of Science Core Collection üzerinde gerçekleştirilmiştir. Araştırmada verilerin toplanması 26.06.2024 tarihinde tamamlanmıştır. Araştırmaya bu tarihten önce taranmış akademik çalışmalar dahil edilmiştir. Tarama sonuçlarında yapılan ilk çalışmanın 1980 yılında ve yapılan son çalışmanın 2024 yılında yapıldığı görüldüğünde araştırma 1980 – 2024 yılları arasını kapsamaktadır.

BULGULAR ve TARTIŞMA

Araştırmada elde edilen verilerin yıllık bilimsel üretim analizi sonuçları Tablo 2'de verilmiştir. Analiz sonuçlarına göre nöropazarlama içeren gıda ve gastronomi çalışmaları 2017 yılından itibaren büyük ivme kazanmış ve 956 çalışma ile 2023 yılında zirve noktasına ulaştığı görülmektedir

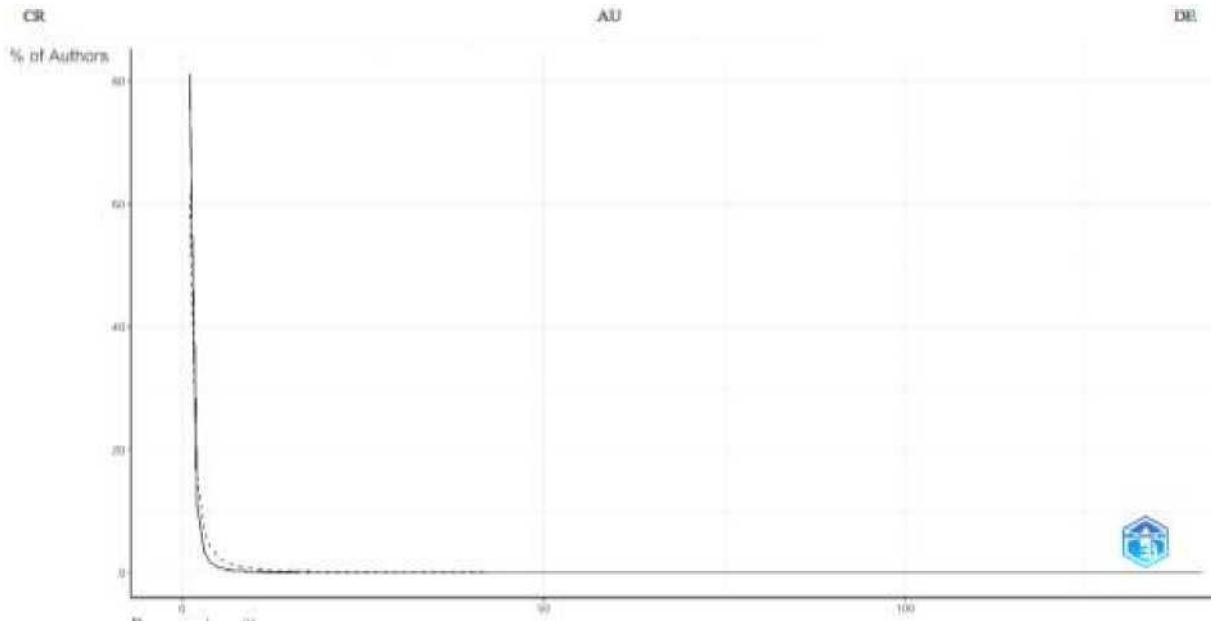
Tablo 2: Bilimsel Üretim Analizi Sonuçları



Anahtar kelimeler, yazarların adları ve çalışmaların yayımlandığı dergiler arasındaki ilişki üç alan grafiği üzerinde Tablo 3'te verilmiştir. Tablo 3'te yer alan üç alan grafiğinin orta bölümünde en sık kullanılan 20 anahtar kelime/temalar yer almakta olup, en sık kullanılan anahtar sözcükler arasında obesity, *fMRi, PET, eye-tracking, EEG* sözcüklerinin yer aldığı görülmektedir. Grafik incelenmeye devam edildiğinde sağ bölümde nöropazarlama ile gıda ve gastronomi konulu çalışmaları en fazla yayımlamayan 20 dergi listelenmiştir. Buna göre en fazla yayın yapan dergi *Neuroimage* olduğu görülmüştür. En çok yayın yapılan dergiler, anahtar sözcükler ve yazar eşleştirmesi incelendiğinde en fazla yayının Eric STICE tarafından Neuroimage dergisinde *"obesity, fMRi, eye-tracker, reward"*

temaları etrafında biçimlendirildiği görülmüştür.

Tablo 3: Üç Alan Grafiği

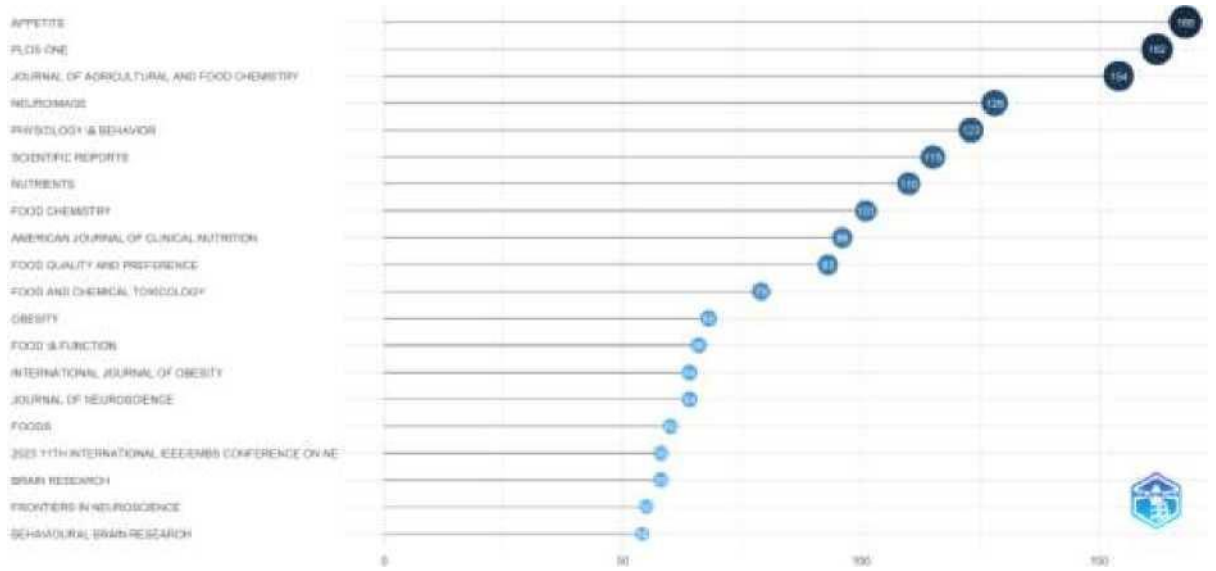


Tablo 4: Lotka Yasası'na Göre Yazar Üretkenliği

Lotka Yasası'na göre yazar üretkenliği analizi sonuçları Tablo 4'te verilmiştir. Bilindiği üzere Lotka yasası, bir alana yönelik tek yayınla katkı yapan araştırmacıların tüm yayınlara oranının %60, 2 yayınla katkı yapan araştırmacıların tek yayınla katkı yapanlara oranının ¼ , 3
yayınla katkı yapanların oranının 1/9 şeklinde olması gerektiğini öngörmektedir (Lotka, 1926). Analiz sonuçları incelendiğinde yazarların %81.2'sinin yalnızca 1 adet yayın yaptığı, 2 adet yayın yapan yazarların ise %10.8 olduğu görülmüştür. 10 veya daha fazla çalışması olan yazarların oranı ise %0.1 olarak görülmüştür. Bu bağlamda ilgili nöropazarlama, gıda ve gastronomi literatüründe Lotka Yasası göz önünde bulundurulduğunda yetersizlik olduğu belirlenmiştir. Bununla birlikte araştırmada tarama yapılırken gastronomi konulu çalışmaların az sayıda bulunması dikkat çekmektedir. Gastronomi konulu çalışmalar örneklemin yalnızca %0,079'unu oluşturmaktadır.

Tablo 5'te en fazla çalışma yayınlanan dergiler verilmiştir. Analiz sonuçlarına göre en fazla yayının 168 ile Appetite dergisi olduğu görülmüştür. Ardından ise 162 çalışma ile Plos One ve 154 çalışma ile Journal of Agricultural and Food Chemistry dergileri gelmektedir.

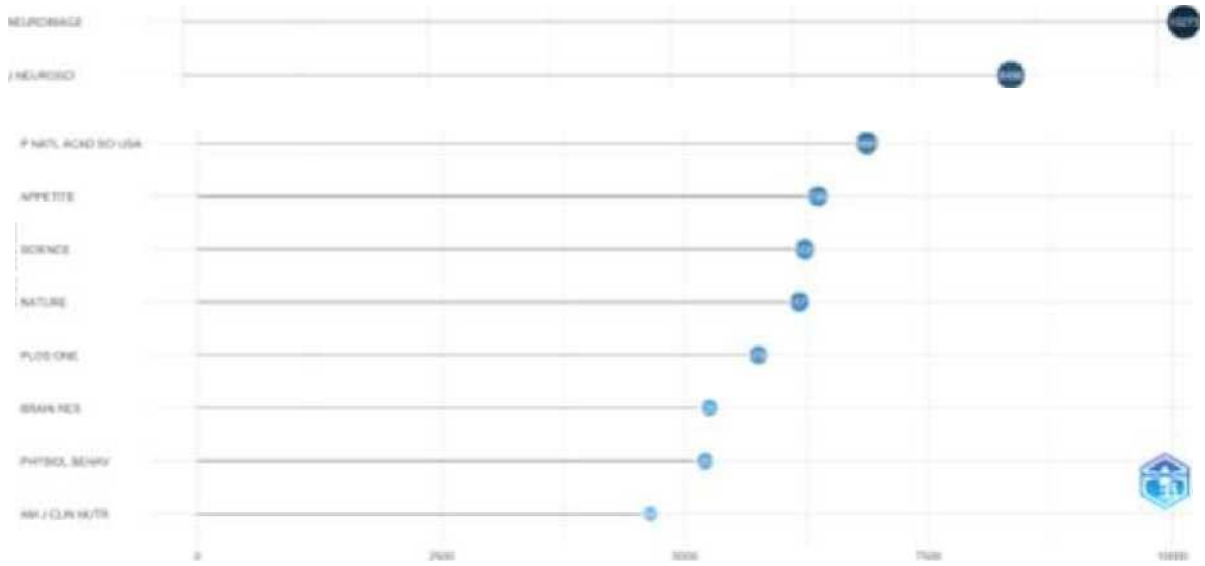
Tablo 5: En Fazla Yayın İçeren Akademik Dergiler



Nöropazarlama ve gıda temalı çalışmalarda en çok başvurulan referans çalışmaları içeren dergiler ve

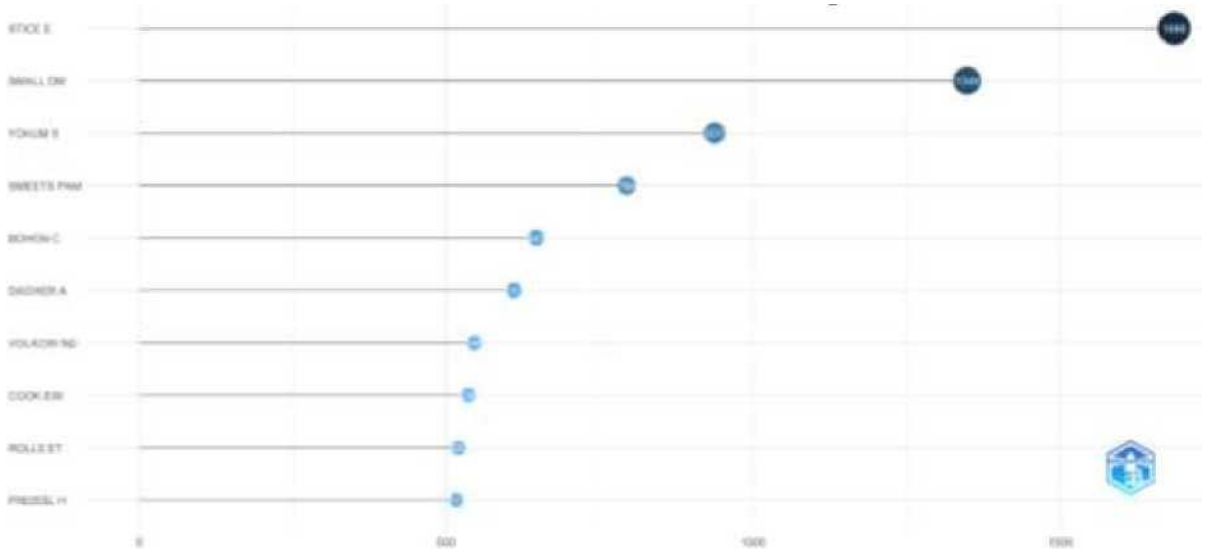
atıf sayıları Tablo 6'da sunulmuştur. Analiz sonuçlarına göre en fazla referans verilen derginin 10273 referans ile Neuroimage olduğu görülmüştür.

Tablo 6: En Fazla Referans Verilen Akademik Dergiler



Nöropazarlama ve gastronomi konulu çalışmalara yönelik en fazla atıf alan yazar analizi sonuçları Tablo 7'de verilmiştir. Analiz sonuçlarına göre ilk sırada 1686 atıfla Eric STICE olduğu görülmektedir. Ardından onu 1348 atıfla Dana M. SMALL izlemektedir.

Tablo 7: En Fazla Yerel Referansa Sahip Yazar



Nöropazarlama ve gıda ile gastronomi araştırmalarında en çok atıf alan çalışmalar Tablo 8'de verilmiştir. Analiz sonuçlarına göre dünya çapında en fazla referans verilmiş çalışma 3029 atıf ile Diamanti-Kandarakis vd. tarafından yazılan Endocrine-Disrupting Chemicals: An Endocrine Society Scientific Statement adlı çalışma olduğu görülmüştür.

Tablo 8: En Fazla Referans Verilen Çalışmalar

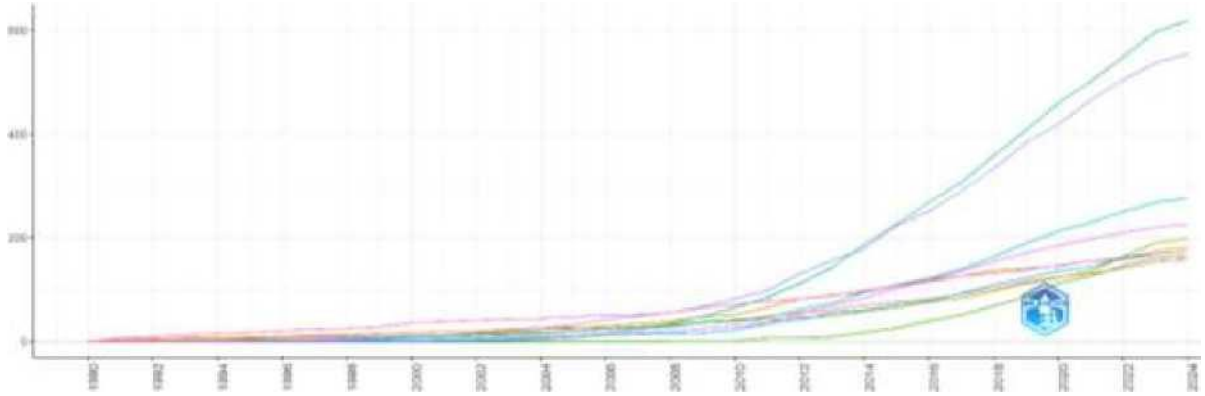
Atı	Yıl	Yazar	Çalışma
3029	2009	Diamanti-Kandarakis vd.	Endocrine-Disrupting Chemicals: An Endocrine Society Scientific Statement
2564	2010	Kathleen M. Giacomini	Membrane transporters in drug development
2512	1981	Jenkins vd.	Glycemic index of foods: a physiological basis for carbohydrate exchange
1598	2001	Blood & Zatorre	Intensely pleasurable responses to music correlate with activity in brain regions implicated in reward and emotion.
1453	1992	Schiavo vd.	Tetanus and botulinum-B neurotoxins block neurotransmitter release by proteolytic cleavage of synaptobrevin

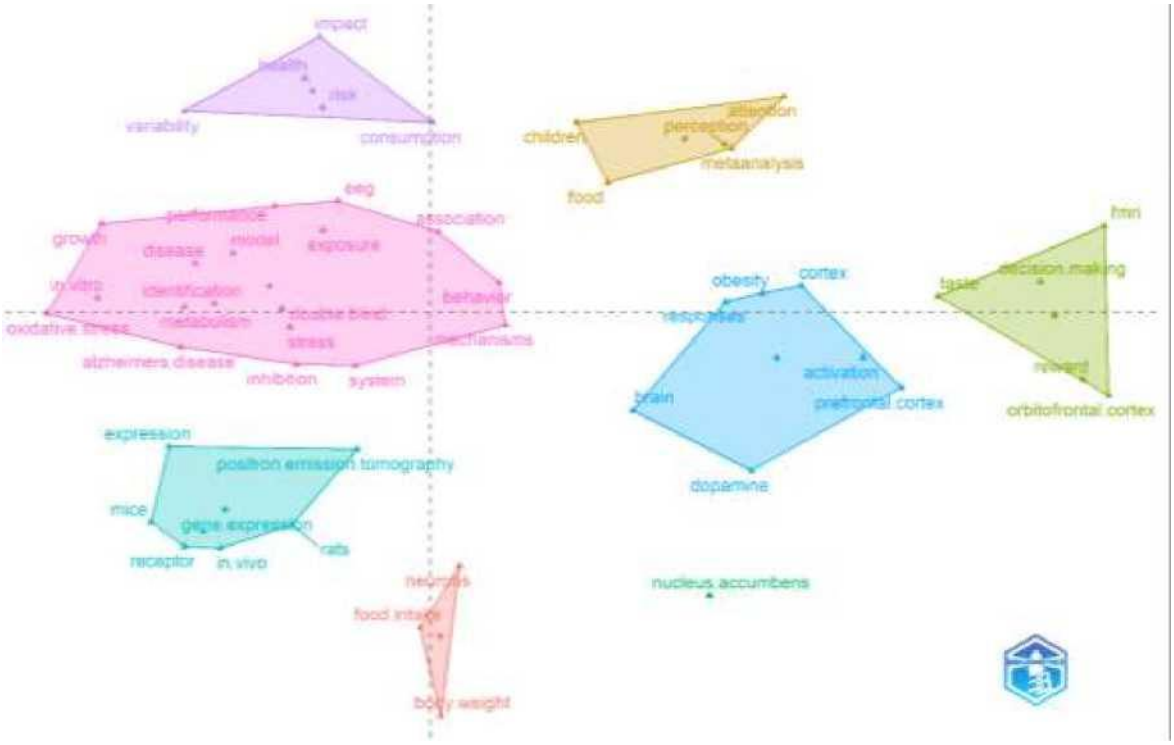
Nöropazarlama ve gastronomi konulu çalışmalarda kullanılan anahtar sözcüklerden oluşturulan sözcük bulutu Görsel 1'de verilmiştir. Analiz sonuçlarına göre araştırmalarda en fazla tekrar eden fMRi, obesity, food, reward, eeg sözcüklerinin olduğu görülmüştür.

Görsel 1: Anahtar Sözcüklerden Oluşturulan Sözcük Bulutu

Nöropazarlama ve gastronomi konulu çalışmalarda kullanılan anahtar sözcüklerin yıllara göre eğilimleri incelenmiş olup analiz sonuçları Tablo 9'da verilmiştir. Analiz sonuçlarına göre en fazla kullanılan ve yine en yüksek seviyede artış gösteren anahtar sözcük 597 (2023) ile "fMRi" olarak belirlenmiştir. fMRi sözcüğünü ise 554 (2023) ile "obesity" takip etmektedir. Öte yandan Cevher ve İlze (2022) çalışmalarında yaptıkları inceleme sonucunda en fazla kullanılan anahtar sözcüklerden birinin "fMRi" olduğu sonucuna ulaşmışlardır. Bu sonuç çalışmanın bulgusuyla örtüşmektedir.

Tablo 9: Çalışmalarda Kullanılan Sözcüklerin Son Yıllardaki Eğilimleri





Görsel 2: Anahtar Sözcüklerin Kümeleşme Analizleri

Görsel 2'de Correspondence Analysis MCA yöntemi ile faktör analizi uygulanmıştır. Faktör analizi verilerin boyutsallığını azaltarak, daha düşü boyutlarda temsil edilmesine olanak vermektedir (Bibliometrix, 2020). Çalışmalarda kullanılan anahtar sözcükler MCA analizi sonrasında kümelenerek kavramsal yapı haritası oluşturulmuştur. Görsel 2 incelendiğinde anahtar sözcüklerin 8 kümede birleştiği görülmektedir.

SONUÇ ve ÖNERİLER

Gastronomi ve gıda konulu nöropazarlama çalışmalarının incelendiği bu araştırmada nöropazarlama yöntemleri ile incelenen gastronomi konulu makale, bildiri, kitap ve kitap bölümü gibi akademik çalışmaların mevcut durumunun ve gelecek potansiyelinin incelenmesi ve haritalandırılması amaçlanmaktadır. Bu doğrultuda çalışma sonucunda nöropazarlama araştırmalarının gelişen teknoloji ve bu teknolojiye erişimin kolaylaşması sonucunda 2023 yılında nöropazarlama çalışmaları zirve noktaya ulaşmıştır. Öte yandan çalışmaların; anahtar kelime, yazar adı ve yayımlandığı dergiler arasındaki ilişki incelendiğinde en sık kullanılan anahtar sözcükler arasında obesity, *fMRi, PET, eye-tracking, EEG* sözcüklerinin yer aldığı görülmekte ve en fazla yayın yapan derginin *Neuroimage* olduğu, en fazla yayının Eric STICE tarafından yayımlandığı görülmektedir. Öte yandan en fazla yayın veren derginin Appetite dergisi olduğu görülmekte ve anahtar sözcüklerin 8 kümede birleştiği sonucuna ulaşılmaktadır.

Araştırma Web of Science veri tabanında gerçekleştirilmiştir. Bu doğrultuda özellikle tıbbi bilimlerde ileri düzeyde gelişmiş olan PubMed başta olmak üzere diğer veri tabanlarında da incelemeler yapılabilir. Ayrıca, gastronomi alanının multidisipliner bir alan olması doğrultusunda yapılan bu çalışmanın diğer farklı alanlarda da incelenip geniş bir perspektifle ele alınması sağlanabilir.

Bundan sonra gerçekleştirilecek olan çalışmalarda farklı parametreler ile inceleme yapılarak karşılaştırılmalı analizler sunulabilir.

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TÜKETİM TOPLUMUNDA YEMEĞİN İDEOLOJİSİ: "THE MENU" FİLM GÖSTERGEBİLİMSEL ANALİZİ

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GİRİŞ

Yemek ve sınıf arasındaki ilişki, tarih boyunca kültürel, ekonomik, dini ve sosyal etkenlerle şekillenmiş ve değişmiştir. İnsanların beslenme ihtiyaçları biyolojik olarak öncelik taşısa da, yemek yeme faaliyeti toplumsal bir olgu olarak da büyük bir öneme sahiptir. Bu çalışmada, yemek ve sınıf ilişkisinin sinemada nasıl yansıtıldığı Mark Mylod'un 2022 yapımı "The Menu" filmi üzerinden incelenmiştir. Yemek, sosyal statü ve sınıfsal farklılıkların simgesi olarak kullanılır ve bu durum filmler aracılığıyla da sıklıkla işlenir. Bu bağlamda, filmin ana teması olan yemek ve sınıf ilişkisi, Roland Barthes'ın göstergebilim analiz yöntemi kullanılarak analiz edilmiştir. Yemek, insanlar için sadece bir besin kaynağı olmaktan çok daha fazlasıdır; aynı zamanda kültürel ve sosyal anlamlar taşır. Tarih boyunca, farklı kültürler ve topluluklar yemek aracılığıyla sosyal statülerini ve sınıfsal farklılıklarını ifade etmişlerdir. Örneğin, belirli yiyecekler üst sınıf ile özdeşleşirken, diğerleri alt sınıf ile ilişkilendirilmiştir. Bu çalışma, yemek ve sınıf arasındaki bu karmaşık ilişkiyi, özellikle filmler aracılığıyla nasıl ifade edildiğini incelemektedir. Literatürde, sosyal statü ve sınıf kavramları üzerine pek çok çalışma bulunmaktadır; ancak yemek ve sinema üzerinden yapılan çalışmalar sınırlıdır. Bu nedenle, bu çalışmanın literatüre önemli bir katkı sağlayacağı düşünülmektedir. Bu çalışmada, yemek ve sınıf arasındaki ilişkiyi incelemek için Ronald Barthes'ın göstergebilim analiz yöntemi kullanılmıştır. Çalışmanın evrenini, Mark Mylod'un 2022 yılında yönetmiş olduğu "The Menu" filmi oluşturmaktadır. Filmde yer alan yemek sahneleri, sosyal sınıf ve statü göstergeleri olarak analiz edilmiştir. Barthes'ın göstergebilim yöntemi, dil ve gösterge dizgelerinin işleyişini inceleyerek, filmdeki sembolik öğelerin anlamını çözümlenmesi amaçlanmıştır. Analiz sürecinde, filmin sahneleri düz anlam ve yan anlam bağlamında değerlendirilmiştir. Araştırmanın yaygın etkisi, yemek ve sınıf ilişkisi üzerine yapılan çalışmalara yeni bir perspektif kazandırmasıdır. Sinema, toplumsal ve kültürel yapıların anlaşılmasında güçlü bir araçtır ve bu çalışma, filmler aracılığıyla sınıf farkındalığını artırmayı hedeflemektedir. Ancak, araştırmanın sınırlılıkları da bulunmaktadır. Filmin belirli bir kültürel ve ekonomik bağlamda geçiyor olması, elde edilen bulguların genelleştirilebilirliğini sınırlayabilir. Ayrıca, göstergebilim analizinin subjektif doğası, analizlerin yoruma açık olmasına neden olabilir. Bu araştırma, yemek ve sınıf ilişkisini sinematik bir perspektiften ele alarak literatürdeki boşluğu doldurmayı amaçlamaktadır. Özellikle "The Menu" filmi üzerinden yapılan analiz, yemeklerin toplumsal sınıfları nasıl temsil ettiğini ve bu temsilin izleyici üzerindeki etkisini ortaya koymaktadır. Çalışmanın özgün katkılarından biri, yemek ve sınıf ilişkisini filmler aracılığıyla inceleyerek, bu alandaki sınırlı literatüre yeni bir bakış açısı kazandırması ve Barthes'ın göstergebilim yönteminin kullanılması, yemeğin kültürel ve sosyal anlamlarının derinlemesine anlaşılmasını sağlamaktadır.

LİTERATÜR

Yemeğin hazırlanması ve tüketilmesi, sadece biyolojik bir ihtiyacı karşılamakla kalmaz, aynı zamanda bireylerin ekonomik durumları, kültürel kimlikleri ve sosyal statülerini gösteren bir araç haline gelir. Beslenme pratikleri, toplum içindeki bireyler arasında iletişim ve hiyerarşi belirlemede önemli rol oynar. Örneğin, bazı yiyecekler üst sınıflarla ilişkilendirilirken, diğerleri alt sınıflarla özdeşleştirilir (Beşirli, 2017:28). Yeme-içme pratikleri, sınıfsal aidiyeti ve toplumsal konumu vurgularken, aynı zamanda kültürel kimliği de şekillendirir (Kanık, 2018:59). Üst ve orta sınıflar, yemeğin sembolik değerlerini kullanarak statülerini pekiştirir ve kendilerini toplumun diğer kesimlerinden ayırırlar (Germov, Williams, 2017:190). Tarih boyunca, toplu yemekler siyasi, dini ve bireyler arası ilişkileri anlamlandırmada önemli bir rol oynamıştır (Fırat, 2014:132). Restoranların kökeni, Parisli aşçı Boulanger'ın 1765'te çorba servisi yaparak başlamış ve restoranlar, sosyal ve kültürel birer kurum olarak yaygınlaşmıştır (Gisslen, 2019:2; Spang, 2007:19). Bu kurumlar, yeme-içme deneyimini sınıf ve statüden bağımsız olarak herkes için erişilebilir hale getirerek toplumsal dönüşüme katkıda bulunmuştur (Savarin, 2016:256). Restoranlar, zaman içinde işlevsel ve anlamsal olarak değişerek bugüne kadar varlığını sürdüren kültürel kurumlar haline gelmiştir. Bu değişimlerden biri, garson hizmetinin olmadığı ve tüketicinin kendi servisini yaptığı fast food işletmelerinin restoran olarak kabul edilmesidir. Günümüzde dışarıda yemek yeme faaliyeti, toplumun üst ve orta sınıfları tarafından önemli bir ekonomik ve sosyokültürel etkinlik olarak görülmektedir. Dolayısıyla, hangi restoranda ne tür yemeklerin tüketildiği önemli bir konu haline gelmiş ve toplumun her ekonomik sınıfına hitap eden yeme-içme mekanlarının çeşitliliği ve restoran kültürünün önemi gün geçtikçe artmaktadır (Akarçay, Suğur, 2015:4). Yemeğin insanlar için sadece beslenme amacını karşılamakla kalmayıp aynı zamanda kültürel ve sembolik bir yapıya dönüştüğü ve halen dönüşmekte olduğu gözlemlenmektedir.

METOD

Bu çalışmanın amacı yemek ve sınıf arasındaki ilişkiyi, günümüzde sayılara gittikçe artan fine dining restoranların işleyiş düzenine eleştirel bir bakış açısıyla ele alan “The Menu (2022)” filmi üzerinden analiz edilmesidir. Film izlendikten sonra yemek ve sınıf ilişkisine ait bulunan gastronomik ögeler Roland Barthes’in göstergebilimsel çözümleme yöntemi kullanılarak analiz edilmiştir. Göstergebilim, gösterge dizgelerinin bilimsel yöntemlerle incelenmesini ifade eder ve Barthes bu alanda önemli bir figür olarak kabul edilir (Rıfat, 2009:12). Ancak en çok göstergebilim alanında yaptığı çalışmalarla öne çıkmaktadır. Barthes dilbilim ve göstergebilim çalışmalarında, göstergebilimin kurucuları olan Saussure ve Pierce’dan etkilenmiştir (Bircan, 2015, s.20). Barthes Göstergebilim İlkeleri adlı kitabında göstergebilim ilkelerini dört başlık altında toplamaktadır. Bu başlıklar altında ilkelerini açıklamaktadır. Birinci başlık Dil ve Söz ikinci başlık Gösterilen ve Gösteren üçüncü başlık Dizim ve Dizge ve dördüncü başlık ise Düz Anlam ve Yan Anlamdır (Rıfat, 2009:61). Roland Barthes, göstergebilim ilkelerini dil ve söz, gösterilen ve gösteren, dizim ve dizge, düz anlam ve yan anlam olmak üzere dört ana başlık altında açıklar (Rıfat, 2009:61). Bu çalışmada, Barthes'ın düz anlam ve yan anlam kavramları, filmin sahnelerindeki görsel ve sembolik unsurları anlamlandırmak için kullanılmıştır. Düz anlam, yemeğin görsel ve somut özelliklerini ifade ederken, yan anlam ise bu unsurların ötesinde derin anlamlar ve semboller taşıyabileceğini vurgular (Bircan, 2015:25).

2022 yapımı "The Menu" filmi üzerinden yemek ve sınıf ilişkilerini eleştirel bir perspektifle analiz etmeyi amaçlamaktadır. Film, gastronomik unsurlar aracılığıyla bu ilişkileri derinlemesine inceler ve bu analiz Roland Barthes'in göstergebilimsel çözümleme yöntemini temel alarak gerçekleştirilmiştir. Yemek kültürünün sinema aracılığıyla nasıl temsil edildiği ve sınıf farklılıklarının nasıl görselleştirildiği Barthes'ın teorik çerçevesi kapsamında incelenmiştir. “The Menu” filmi özelinde yapılan bu analiz, yemek pratiklerinin sınıfsal ayrımlar üzerinde çatışmalarını Barthes'ın göstergebilim yöntemiyle analiz etmektedir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu araştırma, yemek ve sınıf ilişkileri üzerine yapılan analizleri derinleştirerek The Menu filmi aracılığıyla sunduğu perspektiflerle önemli bir etki yaratmayı hedeflemektedir. Araştırmanın yaygın etkisi, yemeğin sosyal kimlik oluşumundaki rolünü anlamak ve kültürel sembollerin nasıl yansıdığını göstermek üzerine odaklanmaktadır. Bu bağlamda, araştırma geniş bir okuyucu kitlesine hitap ederek beslenme kültürü ve sınıf aidiyetleri arasındaki ilişkileri daha derinlemesine anlamamızı sağlayacaktır. Ancak, araştırmanın bazı sınırlılıkları da bulunmaktadır. Örneğin, çalışmanın odak noktası The Menu filmi üzerine yoğunlaştığı için, yemek kültürü ve sınıf dinamikleri konusunda farklı sinema eserlerinden alınan örneklerin kapsamı sınırlı kalmıştır. Bu durum, genel bir analiz sağlarken belirli bir film üzerinden yapılan çıkarımların genelleştirilmesini zorlaştırabilir. Ayrıca, araştırmanın sınırlılıkları, filmin ele aldığı kültürel bağlamların ve sembollerin farklı yorumlanma biçimlerini tam olarak kapsayamama riskini de içermektedir. Bu sınırlılıklara rağmen, araştırmanın sunduğu derinlemesine analiz ve sosyal bilimlerdeki metodolojik katkıları, ileride yapılacak benzer çalışmalar için bir temel oluşturacaktır. Yemek kültürü ve sosyal kimlik arasındaki ilişkilerin anlaşılması, toplumsal eşitsizliklerin ve kültürel farklılıkların daha iyi yönetilmesine katkı sağlayabilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu araştırma, yemek kültürü ve sınıf ilişkileri arasındaki karmaşık dinamikleri ele alarak bilimsel literatüre yeni bir perspektif sunmaktadır. Özellikle The Menu filmi üzerinden yapılan analizler, sinemanın sosyal ve kültürel sembollerin iletimindeki gücünü gözler önüne sermektedir. Araştırmanın özgün değeri, şu noktalarda odaklanmaktadır:

Bu çalışma, yemek kültürü ve sosyal kimlik arasındaki ilişkileri derinlemesine anlaşılmasına olanak tanır. Beslenme alışkanlıkları ve yemek tercihlerinin sınıf aidiyetleri üzerindeki etkilerini anlamak, toplumsal yapıların nasıl şekillendiğinin anlaşılmasına yardımcı olacağı düşünülmektedir. Ayrıca, araştırma metodolojik açıdan sinema analizini sosyal bilimler araştırmalarına entegre etme çabası göstermektedir. Sinemanın, görsel semboller ve anlatılar aracılığıyla nasıl sosyal mesajlar iletebildiği üzerine yapılan bu tür çalışmalar, kültürel etkileşimleri daha derinlemesine incelenmesi sağlamaktadır. Araştırmanın özgün katkısı, yemek kültürü ve sosyal sınıflar arasındaki ilişkileri ele alırken gösterdiği disiplinlerarası yaklaşımda yatmaktadır. Antropoloji, sosyoloji ve sinema çalışmalarının birleşimi, yemek temalı filmlerin kültürel sembollerini daha kapsamlı bir şekilde analiz edilmesine olanak tanır. Son olarak, bu araştırma, yeme-içme sektöründe sosyal eşitsizliklerin ve sınıfsal ayrımların anlaşılması için önemli bir katkı sağlar. Özellikle restoran deneyimleri ve yeme alışkanlıkları üzerinden yapılan bu tür çalışmalar, toplumun farklı kesimleri arasındaki algı farklılıklarını ve sosyal düzenin nasıl yeniden üretildiğini anlaşılmasına yardımcı olacağı düşünülmektedir.

ASSESSMENT OF THE ROLE OF FOOD IN IDENTITY FORMATION IN THE CONSUMER SOCIETY FROM THE PERSPECTIVE OF POSTMODERNISM

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INTRODUCTION

In a capitalist economy, the reshaping of relationships based on consumption has led to corresponding changes in the social structure. While social relationships were previously defined through production, with the advent of the capitalist economic system, social relationships have begun to be defined through consumption, and social and cultural relationships are now assessed based on consumption patterns (Halis,2012). The meaning of consumption has also changed during this process, and people now work not only to survive but also to access consumer goods (Bayhan, 2022). Levi Strauss (1983) argues that foods function in the same way as language, asserting that foods are a code expressing patterns related to social relationships. Food can function as a means of expressing an individual's identity. The decisions we make in daily life, the language we use, our style of dress, the music we listen to, and the foods we prefer can be considered indicators that reflect our identity. The problem of this research is how individuals and groups in consumer societies shape their food preferences in the context of postmodernism and to what extent these preferences affect identity formationThe research aims to examine the food identities and consumption habits of individuals from the lower and upper classes, aiming to reveal the role these habits play in shaping the participants' identities. Through structured interviews, data will be collected on the meaning of consumption habits and the concepts of cuisine and food and beverages in the participants' lives. Descriptive and comparative analyses will be conducted based on the responses given during the interviews.

LITERATURE

Our current society is often referred to as a 'consumer society.' Throughout history, all living beings have engaged in consumption activities. However, characterizing our society as a 'consumer society' is not limited to emphasizing that every member consumes something. The societies of our ancestors, like those at the formation stage of modern society, were viewed as productive societies within capitalist or industrial contexts. With a similar depth and fundamental understanding, we can also characterize contemporary society as a 'consumer society' (Bauman, 1999). Postmodernism is a concept that emerged as a reaction against the universal truths and monopoly of knowledge proposed by modernism (Lyotard, 1997). From this perspective, the universal truths and knowledge advocated by modernism are, like everything else, reproduced within reality. In postmodernism, the perception of identity is shaped by fragmentation, division, and difference, and both individuals and society must possess a unique structure

in every aspect. During this period, identity formations also exhibit diversity. In the postmodern framework, the understanding of identity is examined within the context of differences and similarities (Yılmaz, Uzunçelebi, 2015).

Barthes (1997) emphasizes that food is not only a matter of statistics or nutrition studies, but also a communication system, an indicator of images, situations, and behaviors. The polysemy of food indicates its tendency to have very different meanings in various contexts. Therefore, food is seen as a communication system, a type of language that expresses identity and relationships, as well as gender, ethnicity, nationality, festivals, and celebrations. The richness of meaning inherent in food necessitates its exploration from various perspectives such as semiotics and linguistics, analysis of visual culture, and ritual anthropology. According to Barthes' analysis of food, the effort to interpret the symbolic messages attributed to food requires us to decipher this interpretation (cite..Isaacson, 2009).

In his work "Distinction: A Social Critique of the Judgement of Taste," Pierre Bourdieu argues that there is an economy of cultural products, but this economy must be evaluated within a logical framework. Taste has a classifying quality; social issues are classified according to their distinctions. Taste is a specific product that arises from the combination of class, context, and social habits that create categories for classification. Our habits and patterns of liking are actually associated with complex social classifications related to nation, class, gender, and culture. Bourdieu's studies demonstrate how the classification that champagne is the choice of the upper class and beer is the choice of the working class is related to the relationship between class and culture in terms of how material characteristics are linked to personal preferences.

It has been observed that there is no study in the literature that investigates the effects of postmodernism on food preferences and identity formation. The existing studies in the literature are as follows; aestheticization of material culture in the transformation process of gastronomy culture in postmodern urban space (Tutar, Durukan,2021). Gastronomy and health ın the consumer socıety (Özdemir,2022). A conceptual evaluation on the effects of postmodernism on turkish cuısine culture (Uçuk, Buyruk,2020). Television in the construction and transformation of gastronomic culture: the cases of MasterChef Turkey and The TasteTürkiye programs (Tutar, Durukan,2020).

The importance of this research; while postmodernism is typically discussed in the context of art, literature, and philosophy, this study evaluates it in the context of food culture and social class. By examining the food preferences of different socioeconomic classes in Istanbul, it demonstrates how class-based food identities are formed and how these preferences influence identity formation. This can contribute to a deeper understanding of class-based consumption habits.

METHOD

In line with these assumptions, the research on the food identities and consumption habits of individuals from the lower and upper classes has chosen purposive sampling, and the universe of the research is Istanbul. The aim of the sample selection is considered to be sociodemographic heterogeneity, representing a level that validates class-based social identities in the research topic. The sample will consist of a total of 10 participants, with 5 participants from the upper class working in professional jobs in the Caddebostan district and 5 participants from the lower class working in public sector jobs in the Tuzla district. Using the structured interview technique, a qualitative research method, questions prepared for the research topic will be posed to the participants. Interviewing is the most suitable method for collecting data on others' thoughts and perceptions and capturing diversity and differences in perspectives (Patton, 2014). The questions will primarily focus on the consumption and production of food and beverages. When we briefly summarize these questions; What types of foods do you consume in your daily meals? What are the factors that determine your food preferences? (e.g., health, taste, price, cultural influences). Do you generally prepare your meals at home or eat out? Do you prefer organic or local products when shopping? Why? What are your priority criteria when shopping? (e.g., price, quality, brand, sustainability) Do you enjoy cooking? If so, what types of dishes do you prefer to make? How do family traditions or cultural norms shape your cooking habits? These questions will help to deeply understand participants' food preferences and consumption habits, and how these

preferences reflect on identity formations. Descriptive and comparative analyses will be conducted using the qualitative data obtained from the interview questions in the research.

THE WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

The research is limited to only 10 participants. This small sample size may restrict the generalizability of the findings and may not represent a broader population. The research was conducted only in the neighborhoods of Caddebostan and Tuzla in Istanbul. This limits the applicability of the findings to other regions of Istanbul or other cities in Turkey. The data obtained from structured interviews are based on the subjective responses of the participants. There may be a tendency for bias or to give socially acceptable answers in the participants' responses. The research compares the lower class and upper class However, the exclusion of the middle class may not encompass the food preferences and identity formation of a significant portion of society. Research can provide important data to understand the relationship between food culture, identity, and social classes. These findings can be used for in-depth analyses in disciplines such as sociology, anthropology, and cultural studies. It can be observed that the upper class is more sensitive to sustainability and environmental impacts. This finding can be used to make environmental education and campaigns more effective for the lower class. This research can make significant contributions to academic studies on the relationship between food culture and identity in the context of postmodernism. This study can provide a foundation for the development of existing theories and the introduction of new theoretical approaches

THE ORIGINAL VALUE OF THE RESEARCH

While postmodernism is typically discussed in the context of art, literature, and philosophy, this study evaluates it in the context of food culture and social class. By examining the food preferences of different socioeconomic classes in Istanbul, it demonstrates how classbased food identities are formed and how these preferences influence identity formation. This can contribute to a deeper understanding of class-based consumption habits. This research, conducted in a city as large and culturally diverse as Istanbul, provides an original contribution to understanding food preferences and identity formation in a local context. By examining the role of food not only as a means of nutrition but also as a tool for social interaction and cultural expression, it reveals how food culture is intertwined with social dynamics. The research collects data through in-depth interviews using qualitative research methods and conducts descriptive and comparative analyses. This methodological approach provides rich and in-depth data on participants' food preferences and identity formations. The research compares the food identities and consumption habits of the lower and upper classes, revealing the impact of class differences on food culture. This provides a significant contribution to understanding the influence of social classes on food preferences and how these preferences contribute to identity formation

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STUDY ON THE ROLE OF LIVING KITCHEN PRACTICES WITHIN THE SCOPE OF SUSTAINABLE GASTRONOMY TOURISM: THE CASE OF CHEF EBRU BAYBARA DEMİR

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INTRODUCTION

The nutritional needs of individuals are vital for human physiology. However, throughout history, the importance of eating has not been limited to survival (Özgen, 2013). With the increase in social progress and prosperity, the act of eating has started to be considered together with the concept of gastronomy and this has led to the emergence of an alternative tourism called gastronomy tourism.

Today, tourism is a field that affects people in every geography with activities taking place around the world. However, the overcrowding and overcrowding created by mass tourism in destinations shortens the lifespan of these regions and confronts them with a rapid depletion. In order to cope with these problems, a sustainable tourism approach is needed. Sustainable tourism is a model in which tourism resources are managed by protecting natural and cultural resources without consuming, polluting and overusing them for the benefit of future generations (Karadeniz, 2014).

Sustainable gastronomy tourism, which has similar characteristics with sustainable tourism, is an extremely important concept in terms of developing alternative touristic opportunities and ensuring the long-term reality of gastronomy-related approaches. According to Yurtseven (2011), the local food culture and gastronomy elements of a destination have an indirect or direct impact on the sustainable elements of that destination. These elements are critical in realizing sustainable gastronomy tourism and ensuring the continuity of demand. Today, one of the newest trends emerging for this reason is the living cuisine movement.

The main purpose of living kitchen practices is to serve dishes that appeal to guests' five senses (sight, hearing, taste, touch, smell). Guests play an active role during this culinary experience and experience a sense of satisfaction by enjoying the sensory stages of the food and beverage process. Guests are considered as a part of the kitchen and it is aimed to provide a different food and beverage experience. During these culinary experiences, guests are introduced to local food and beverages as well as local culture and traditions (Bölük, 2015).

The aim of this study is to examine the role of living cuisine practices on sustainable gastronomy tourism. In the study, living kitchen practices to ensure sustainability in gastronomy tourism were evaluated in line with the questions asked to the participants.

LITERATURE

Overview of Gastronomy Tourism

Gastronomy tourism is one of the rising tourism trends that contributes significantly to the development of the local community and the place where the event takes place, and plays a role in the

promotion of regions and countries. It is strategically important. In addition, it has a wide scope of activities and creates significant awareness in the region where the event is held (Bucak & Aracı, 2013). Gastronomy tourism is about having a complete eating and drinking experience, especially in terms of flavor. Gastronomy tourists have expectations of tasting unique foods. The uniqueness referred to here is that the food or beverage experienced is identified with a specific region or country (Groves, 2001; Green & Dougherty, 2008).

The starting point of the concept of gastronomy tourism depends on three main elements: agriculture, culture and tourism. Agriculture provides the product to the consumer, which is the main point of gastronomy tourism; culture ensures that this product preserves its unique characteristics; and finally tourism provides the infrastructure and services necessary for all these (Smith and Hall, 2003; Du Rand and Heath, 2006).

In connection with these elements, the agricultural revolution and people's development of themselves in agriculture, the transition from individualism to globalism and cultural interactions between countries, people's sensitivities and concerns about food safety, and the reaction to standardization have been effective in gastronomy tourism gaining its position in the 20th century (Boniface, 2003).

According to Hall, Mitchell and Sharples (2003), gastronomy tourism can be summarized as follows:

1. It is a part of the culture and locality of societies,
2. It is an important element of tourism promotion of a region or a country,
3. It is an important element for the agricultural activities and economy of the region,
4. Competitive targeting is an important component of marketing,
5. It is a sign of both globalization and localization,
6. It is a product and service consumed by tourists with specific consumption preferences.

Research on gastronomy tourism shows that one third of tourist expenditures are allocated to eating and drinking (Makvd., 2012). According to the World Tourism Organization report, 22% of Europeans say that the main reason for going on vacation is gastronomy activities. It is known that 40% of tourists' vacation budgets consist of gastronomy expenditures (Gheorghe et al., 2014). The Association of Turkish Travel Agencies (TÜRSAB) stated in its 2015 Gastronomy Tourism Report that the number of tourists in the world exceeded 1 billion. The importance of gastronomy was emphasized for 88.2 percent of these tourists to prefer a destination (https://www.tursab.org.tr/dosya/12302/Tursab-Gastronomi-Turizmi-Raporu_12302_3531549.Pdf).

According to Everett and Aitchison (2008), gastronomy tourism contributes to a destination in terms of economic and social development, social and environmental sustainability. Apart from its contribution to economic and social development, gastronomy tourism also provides an emotional bond between the local people and tourists. This is important for destination image, promotion and marketing. Cultural interaction between locals and tourists provides a better understanding of the destination. At this point, the fact that gastronomy resources are local and sustainable is a factor that increases the attractiveness of the destination. The motivational factors that tourists have in traveling are that the food is local, authentic, nostalgic, produced, prepared and consumed in a way that does not harm human health and is environmentally friendly, and has high nutritional value. Gastronomy tourism is also a tourism movement developed to support the agricultural activities of local people (Yurtseven, 2011).

Sustainable Gastronomy Tourism

Sustainability is a process in which societies effectively use scientific, cultural, social and natural resources together and transfer these resources to future generations by protecting them at the same time (Marshall 1999). Londono (2011) defines sustainable gastronomy tourism as the long-term production of local dishes with healthy products and traditional cooking techniques by local people. Sustainability of gastronomy tourism is defined as a tourism style that protects social health and supports social and

cultural quality by using environmentally friendly methods in the production and preparation of food (Akdağ & Üzülmez, 2017).

Today, gastronomy is seen as a determining factor in terms of sustainable development plans of regions (Rinaldi, 2017). For this reason, gastronomy is considered as a strategic element in the branding, promotion, differentiation and cultural preservation of destinations (Ann & Tony, 2019). A destination is considered sustainable if it has local resources and traditional specialties (Paolo & Fontefrancesco, 2019).

Sustainable gastronomy tourism has social, environmental and economic impacts. Ensuring food safety during the preparation and production of food and adopting nature-sensitive production techniques ensure public health and environmental sustainability (Yurtseven, 2011). Ensuring the sustainability of organic and authentic foods specific to a destination, the continuation of home-style food culture, the survival of the unique culinary culture of the local people, and the preservation of traditional tastes and cooking techniques are important for the social sustainability of gastronomy tourism (Scarpato, 2002). According to Özkaya, Sünnetçioğlu and Can (2013), local economic development is ensured as local people are supported and this is the economic impact of sustainable gastronomy tourism.

Today, new culinary trends have started to emerge in order to contribute to the development of sustainable gastronomy tourism. Examples of these trends include slow food, green restaurants, and living cuisine practices that aim to appeal to all five senses (Lorenzini, 1994).

CONCEPT AND SCOPE OF LIVING CUISINE

The concept of eating and drinking is not only a basic need for humans, but also an important factor they use to fulfill their social and psychological needs (Mitchell & Hall, 2003). In addition to biological needs, people use food and beverages to have fun and have various experiences (Trihas et al., 2015).

In today's conditions, one of the most important attractions for tourists in the region they will travel to is the culture of that region. Food culture is also among the cultural elements of the region. Tourists also want to experience the culinary culture of the countries they plan to travel to (Derinalp, 2012).

One of the applications that emerged as a result of the search for innovation in accommodation businesses is Living Kitchen applications. In this kitchen trend, where guests are made a part of the kitchen, it is aimed to provide guests with a different food and beverage experience and to integrate this with entertainment. Living kitchen applications, which offer a new service to guests, also aim to satisfy guests (Bölük, 2015). The main starting point of this trend is slow food and themed restaurants. Living kitchen practices are not only about the food and beverages. It also reveals differences in the preparation and service processes of these products. The most important thing is to blend local products with cultural values and present them to guests (Erdem & Akyürek, 2017).

Living kitchens aim to produce food and beverages that appeal to guests' five senses: sight, hearing, taste, touch and smell. It is also a reaction to unconscious and excessive consumption and emphasizes the sustainability of the kitchen. The approach put forward with the slogan 'Leaving Traces for Tomorrow' is a reaction to the all-inclusive system (Erdem & Akyürek, 2017).

The Living Kitchen and the Five Senses

When people enter a new environment, they create positive memories through visual stimuli. The decoration, interior design, lighting and colors used attract the attention of the guests (Güzel & Dörtyol, 2016). The interior design of the spaces triggers people's emotions and directly affects the guests' choice of restaurant. The floor, table, patterns, furniture and plants used in the restaurant are the main elements that attract the attention of the guest (Scott, 1993). Colors are an important part of the experience. If used appropriately, it directly affects guests' perception and memory. It can increase aesthetic appeal (Gob´ e, 2001). If the work clothes of the service staff are designed to match the restaurant ambiance, guests can have unforgettable experiences. A visually enriched dining experience will be unforgettable for guests.

Shapes and styles also give aesthetic and emotional meaning to objects. A logo can be used to embody the identity of the brand to stay in guests' minds and attract attention (Gob´ e, 2001).

Sound can easily elicit emotions and feelings that can lead to an unforgettable experience for guests. Different sounds evoke different meanings and emotions.

For this reason, the communication between the service staff and the guests from the moment they enter the restaurant directly affects the guests' experience. When guests hear nice music or sounds that make them feel pleasant in the restaurant, their dining experience will be positively shaped accordingly (Guzel & Dortyol, 2016). In short, the music and sound in the venue, the sincere greetings of the staff, etc. will provide guests with positive dining experiences and emotional reactions through sound stimulation.

The sense of touch makes the guest's experience with the object real (Güzel & Dörtyol, 2016). In order to create a good atmosphere and evoke positive feelings in guests, the dining environment should be kept at an appropriate temperature. Tactile perception of product texture, weight and smoothness of objects is an important tool for purchases (Randhir et al., 2016). Guests believe that the quality of a product depends on its weight. Therefore, business owners make the guest feel luxurious by making the product heavy in the hand (Lindstr¨ om, 2005b). Some restaurants allow consumers to use touch screens to order food. In this way, they stimulate consumers' sense of touch and involve them in the purchasing process. In this way, guests' emotional bonds with the brand are strengthened. Providing tactile sensations has been found to increase guest satisfaction (Gob´ e, 2001).

The sense of taste has the most important function among all the senses. This is because food is closely related to survival and humans can perceive tastes such as sour, bitter, salty and sweet (Randhir et al., 2016). The senses of taste and smell are interrelated, forming the perception of flavor. The sense of taste is also related to other senses. According to Erenkol & Merve (2015), visual senses also affect taste, especially the brightness of color increases the intensity of taste. The crispness, juiciness, and aroma of the food offer guests a unique taste experience. The variety of options on the restaurant's menu enriches taste sensations (Mealey, 2013).

According to Lindstr¨ om (2005), we can close our eyes, plug our ears, avoid touch and refuse to taste, but we cannot close our eyes to smell because smell depends on breathing. Research shows that people can recognize an odor they have smelled before, even if a long time has passed. Up to 10,000 different smells can be recognized and humans associate smells with specific experiences (Erenkol & Merve, 2015). Apart from the smell in the environment, the smell of the food itself also affects the emotions and behaviors of the guests. When guests are satisfied with the smell of the environment, they will tend to remember this smell. Therefore, they will feel at home and remember certain memories (Malnar & Vodvarka, 2004).

METHOD

The aim of this study is to investigate the role of living kitchen practices on sustainable gastronomy tourism. At the same time, issues such as the contribution of living kitchen practices to the local economy, the protection of local culture and the provision of diversity in tourism will also be examined. Since the research on living kitchen practices in Turkey is limited, this research aims to contribute to the literature by filling the existing knowledge gaps.

The population of the research is restaurant chefs practicing living cuisine practices in Turkey. In the sample selection of the research, Ebru Baybara Demir, the chef and manager of Zamarot1890, was interviewed due to the limitation and difficulty of reaching the restaurants that practice living cuisine in Turkey. The research has qualitative research characteristics in terms of its structure and processes. Case study method, a qualitative research method, was used. A case study can be defined as a study in which a single representative person, institution or event is taken into consideration and introduced in detail (Seyidoğlu, 2009). The participant was asked questions by applying the “semi-structured interview technique” and the answers given were summarized in the findings section with the content analysis method and conclusions were reached.

Table 1: Research Questions

1. Can you tell us about yourself and your expertise in the field of gastronomy (Name, surname, age, education, profession, working period)?
2. What does sustainable gastronomy tourism mean to you?
3. Why is gastronomy tourism important for attracting tourists to a destination and what are the potential advantages in this area?
4. What are your efforts to attract gastronomy tourists to your region?
5. What is the impact of sustainable gastronomy tourism on local agriculture and producers and what can be done to increase this impact?
6. What does the concept of a living kitchen mean to you?
7. What are the living kitchen practices you have implemented in your own business?
8. What is the role of living kitchen practices in the preservation of local cultures?
9. What distinguishes restaurants with living kitchen practices from other restaurants?
10. What do you pay attention to when choosing suppliers within the scope of living kitchen practices in your business?
11. How do you envision the future development of living kitchen practices and their role in the sustainability of gastronomy tourism?
12. What are your thoughts on the social and cultural impacts of sustainable gastronomy tourism and living cuisine practices on society?
13. Is there anything else you would like to add?

References: (Created by the authors.)

As indicated in Table 1, thirteen semi-structured open-ended questions were asked to the participant in order to investigate the role of living kitchen practices in sustainable gastronomy tourism. In the research form, firstly, questions about demographic information (name, surname, occupation, etc.) were asked and then their opinions about living kitchen and sustainable gastronomy tourism were asked. One participant voluntarily participated in the study. This participant was selected because he/she had sufficient knowledge about living kitchen practices and sustainable gastronomy tourism. The interviews were conducted online on a digital platform between April 10, 2024 and June 10, 2024 and lasted 75 minutes in total.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

In this study, it is aimed to investigate the impact of living cuisine practices on sustainable gastronomy tourism and in this direction, it is aimed to contribute to the limited literature on living cuisine practices. In addition, the benefits of living kitchen practices in terms of protecting natural resources, cultural heritage and traditional recipes, supporting the local economy and increasing the welfare of the society are emphasized. This study provides important findings for the development and implementation of sustainability policies in the gastronomy tourism sector.

Limitations of this study include the fact that only Chef Ebru Baybara Demir was interviewed. Since Chef Ebru Baybara Demir's living kitchen practices in her restaurant constitute only one example, it limits generalizations. In addition, the scope of the research is limited to a specific geography. There is limited information on the impact of living cuisine practices on sustainable gastronomy tourism in

different geographical regions and cultures. In order to fully examine and analyze the environmental, social and economic impacts of these practices, longer and more comprehensive studies are needed.

ORIGINAL VALUE OF THE RESEARCH

This research has a unique value by examining the role of living kitchen practices on sustainable gastronomy tourism through the example of Chef Ebru Baybara Demir. Ebru Baybara Demir's projects carried out in cooperation with the local community in Mardin and the living kitchen practices implemented in her restaurants enable the protection and promotion of traditional recipes, local products and local producers. In this research, the impact of such practices on sustainable gastronomy tourism is examined and analyzed from economic, social and environmental dimensions.

The research examines the importance of developing sustainable gastronomy tourism policies for the local economy. In particular, the importance of projects and policies developed for sustainable gastronomy tourism in terms of supporting the livelihoods of local people and protecting cultural heritage is emphasized. It shows how Chef Ebru Baybara Demir's sustainable agricultural and culinary practices contribute to the sustainability of gastronomy tourism and how sustainability goals can be achieved. The study makes an important contribution to the limited literature on living kitchen practices. In particular, examining the effects of living kitchen practices on tourism is expected to fill an important gap in the literature. It is expected to shed light on future research and practices on this subject.

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DOES FINE DINING FIT IN A PACKAGE?

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INTRODUCTION

This study aims to evaluate the opinions of Research and Development (R&D) chefs of fine dining restaurants, which are among the favorite businesses of the food and beverage sector, on the takeaway service of fine dining restaurants. Using qualitative research methods, data were obtained by conducting interviews with 7 R&D chefs operating in Europe. To obtain the data, a semi-structured interview form was prepared in advance, inspired by the relevant literature, and the chefs were contacted after the necessary corrections were made as a result of the opinions of 10 academicians who are experts in their fields. To collect accurate data on the subject, all the restaurants where the chefs work were selected from the restaurants included in the lists of restaurant rating organizations (Michelin Guide and World's 50 Best Restaurants). R&D chefs from restaurants operating in Spain (San Sebastian), Scandinavia (Denmark), Italy, France and Germany contributed to the study.

As a result of the study, it was seen that a total of 7 R&D chefs, 5 male and 2 female, contributed to the study. It was found that all the R&D chefs were university graduates and received education in the field of gastronomy. Considering the opinions of the chefs on takeaway service in fine dining restaurants, many important findings such as themes such as Sustainability concern, Food quality, Creativity, Integrity and sub-categories related to these themes were obtained.

LITERATURE

After the French Revolution, the food and beverage sector developed through rapid change and transformation (Fisher, 2004: 75-76; Walker, 2011: 6; Gupta, 2009: 3). In the face of this development, both local authorities and researchers have classified food and beverage establishments according to their structures, purposes and service types (Cousins et al., 2014: 2-3). In other words, food and beverage establishments are classified according to the products they produce, the place they serve and the customer profile. Among food and beverage establishments, the popularity of restaurants characterized as fine dining is increasing. One of the most important features that distinguishes these restaurants from other food and beverage establishments is that the service they offer is aimed at meeting people's social and psychological needs (Davis et al., 2018: 3-4). These restaurants usually offer their meals accompanied by quality service, quality space and quality ambiance.

The hospitality industry, especially the F&B sector, is one of the most important sources of global employment. However, the restaurant sector is one of the most vulnerable sectors to disasters, especially epidemics and pandemics, which destroy infrastructure and restrict human movement. Fine dining restaurants in the food and beverage sector are susceptible to such outbreaks. In this context, this study, which focuses on the applicability of takeaway service in fine dining restaurants, is considered to be important.

METHOD

In this study, data were obtained using the interview technique, one of the qualitative research methods. A semi-structured interview form was used during the interview. Interview questions were prepared by taking inspiration from the relevant literature and necessary arrangements were made in line with the opinions of academicians who experts in their fields are. Interviews were conducted in face-to-face and online meetings. The findings were analyzed by creating codes and themes.

The population of the study consists of R&D chefs of restaurants operating in Europe and included in the lists of restaurant rating organizations. The sample of the study consists of restaurants with R&D chefs in Spain, Italy, Denmark, Germany and France.

WIDESPREAD EFFECTS AND LIMITATIONS OF THE RESEARCH

One of the widespread effects of the research is the evaluation of the suitability of finding restaurants for takeaway service from the perspectives of R&D chefs. In addition, the opinions of R&D chefs who are experts in this field are also important in the question of how quality food can be adapted to takeaway service.

When the relevant literature is examined, it is thought that the fact that there are very few studies on the integration of fine dining restaurants' food into takeaway service makes this study important. This study is limited to the findings obtained from the opinions of 7 R&D chefs.

ORIGINAL VALUE OF THE RESEARCH

Fine dining restaurants, one of the most important restaurants in the food and beverage sector, are increasingly offering personalized menus. These restaurants analyze consumer expectations well and develop special menus and concepts to meet consumer needs. In addition to this, it is seen that they carry out studies on issues such as social responsibility projects and environmental awareness. On the other hand, takeaway service, which has a significant economic share in the food and beverage sector, is developing rapidly. However, it is a fact that some food and beverage establishments are not able to provide takeaway service due to their nature. Fine dining restaurants are at the forefront of these businesses. Especially in disasters, epidemics and other events that may prevent society from going out, fine dining restaurants are the most affected. In this context, this study on the integration of the food of these restaurants into takeaway service is considered to be original.

BESLENME ALIŞKANLIKLARININ NÖROBİLİMSEL TEMELLERİ

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GİRİŞ

Genel olarak hayvansal ve bitkisel kaynaklardan elde edilen besin, kavramsal olarak yenilebilir ve vücuda alındığından yaşamsal elementler sağlayan hayvan ve bitki dokular şeklinde ifade edilmektedir (Subaşı vd., 2024: 485). Beslenme ise, daha henüz doğmamış bir bebeğin anne karnındaki sürecinden başlayarak, yaşam devam ettiği sürece bir diğer ifade ile yaşamın sona ermesine kadar insan sağlığı için gerekli olan en önemli etkenlerden birisidir. Aile yapısı, arkadaş çevresi ve meslek gibi pek çok dış etkenin değişkenlik göstermesiyle birlikte, insanlar kendilerine bir beslenme şeklini oluşturarak hayat boyu devam ettirmektedirler. Ancak oluşturulan bu beslenme şekilleri, çoğu zaman dengesiz, yetersiz ve sağlıksız beslenme olarak benimsenmektedir (Arslan, 2018: 61).

Sinir sisteminin nasıl geliştiğini, ne yaptığını ve yapısını inceleyen nörobilim (sinirbilim), mühendislik, dilbilim, psikoloji, kimya, tıp gibi disiplinlerle yakın ilişkide bulunan disiplinler arası bir bilimdir (Ballı ve Aycı, 2021: 184). Nörobilim alanında yapılan çalışmaların sonuçlarına göre beynin gelişimi hayat boyu devam ettiğini ve vücuttaki gelişmelere göre değişen ve gelişen bir organ olduğu ortaya çıkmıştır (Canbay Durmaz, 2021: 77). Disiplinler arası bir bilim olan nörobilimin çalışma alanlarından birisi de beslenme olduğunu söylemek mümkündür.

Bu çalışmanın temel amacı beslenme alışkanlarının nedenlerini nörobilimsel açıdan ele alıp açıklamaktadır. Bu doğrultuda Beynin Yiyecek Seçimleri Üzerindeki Rolü, Tat ve Koku Algısının Nörobiyolojisi, Ödül Sistemi ve Yiyecek Bağımlılığı, Duygusal Yeme ve Stresin Beslenme Üzerindeki Etkileri, Genetik ve Epigenetik Faktörler ve Nörogastronomi ve Sağlıklı Beslenme konu başlıkları ile konu ele alınacaktır.

LİTERATÜR

Nörogastronomi

Nörogastronomi, yeme deneyimini anlamak için nörobilim ve gastronomiyi birleştiren bir disiplindir. Bu alan, tat, koku, doku ve yiyeceklerin beyin üzerindeki etkilerini araştırmaktadır (yılmaz, Akay ve Er, 2021: 143).

- **Tat ve Koku Algısı:** Tat ve koku reseptörlerinin beyinle olan ilişkisi ve bu duyusal bilgilerle nasıl yiyecek tercihleri yapıldığını göstermektedir.
- **Beyin ve Duyusal İşlem:** Beynin yiyeceklerle ilgili duyusal bilgileri nasıl işlediği ve bunun beslenme alışkanlıklarını nasıl etkilediği ortaya çıkarmaktadır.

Beyin ve Beslenme Davranışları

Beynin beslenme davranışlarını nasıl yönlendirdiği, beslenme alışkanlıklarının nörobilimsel temellerinin anlaşılmasında kritik öneme sahiptir. Beynin ödül sisteminin yiyecek seçimleri ve tüketimi üzerindeki etkisi bulunmaktadır.

Genetik ve Epigenetik Etkiler

Genetik ve epigenetik faktörler, bireylerin beslenme alışkanlıklarını ve yiyecek tercihlerinin nörobilimsel temellerini etkileyebilir.

Duyusal Algılar ve Beslenme

Tat, koku, görme ve dokunma gibi duyusal algılar, beslenme alışkanlıklarının oluşumunda önemli bir rol oynamaktadır.

Shepherd's Neurogastronomy (2012), Gordon Shepherd, "Neurogastronomy" kitabında tat ve koku algısının beyindeki işleyişini ve bunun yiyecek tercihleri üzerindeki etkilerini incelemiştir. Volkow vd. (2008), Bu çalışma, dopamin yolağının yiyecek bağımlılığı ve obezite üzerindeki rolünü incelemektedir. Kringelbach ve Berridge (2009), ödül sistemi ve hedonik yeme üzerine yapılan bu çalışma, yiyeceklerin beyindeki ödül yolları üzerindeki etkilerini ele almaktadır. Drewnowski vd. (2001), tat reseptör genleri ve bireysel tat tercihleri arasındaki ilişkiyi inceleyen çalışma yapmışlardır. Ng vd. (2010), epigenetik değişikliklerin beslenme alışkanlıkları üzerindeki etkilerini araştıran çalışma ele almışlardır. Spence (2015**),** Multisensory flavor perception çalışması, duyusal bilgilerin birleşerek yeme deneyimini nasıl şekillendirdiğini ele almıştır. Rolls (2005), tat ve koku algısının beyindeki işleyişini ve beslenme alışkanlıkları üzerindeki etkilerini inceleyen çalışma yapmıştır.

Bu araştırmanın kapsamını, beslenme davranışlarının düzenlenmesinde rol oynayan beyin bölgelerinin (örneğin, hipotalamus, amigdala, prefrontal korteks) incelenmesi, dopamin, serotonin ve diğer nörotransmitterlerin yiyecek tercihleri ve yeme davranışları üzerindeki etkileri, tat ve koku reseptörlerinin beyindeki işleyişi ve bu duyusal bilgilerin beslenme alışkanlıklarını nasıl şekillendirdiği, Farklı duyusal bilgilerin (tat, koku, görme, dokunma) birleşerek yeme deneyimini nasıl şekillendirdiği oluşturmaktadır.

Beslenme alışkanlıklarının nörobilimsel temelleri hakkında yeni bilgiler ve teoriler geliştirilmesine katkıda bulunur. Bu, nörobilim ve beslenme bilimi alanlarında önemli bir boşluğu doldurur. Nörobilim, psikoloji, beslenme bilimi ve teknoloji gibi farklı disiplinlerin bir araya gelerek daha kapsamlı ve entegre yaklaşımlar geliştirilmesine olanak tanır. Bu, bilimsel araştırmalarda disiplinlerarası işbirliğini teşvik eder. Araştırma, bireyler arasındaki beslenme alışkanlıkları ve beyin tepkileri farklılıklarını inceleyerek, kişiselleştirilmiş sağlık ve beslenme yaklaşımlarını destekler.

METOD

"Beslenme Alışkanlıklarının Nörobilimsel Temelleri" isimli bu araştırma, insanların beslenme tercihleri, tat ve koku algıları, yiyecek bağımlılığı ve bu süreçlerin beyindeki mekanizmaları hakkında bilgi sağlamayı amaçlamaktadır. Bu kapsamda mevcut çalışma için nitel araştırma yöntemlerinden literatür taraması yöntemi kullanılacaktır. Literatür Taraması, Mevcut bilimsel çalışmalar ve teoriler hakkında bilgi edinmek için tercih edilmektedir. Bu yöntemle konuyu detaylı bir şekilde ele alıp incelemek için makaleler, kitaplar ve dergiler taranarak beslenme alışkanlıkları ve nörobilim konusundaki mevcut bilgiler toplanacaktır. Ve böylece elde edilen verilerle araştırmanın teorik çerçevesi oluşturulacaktır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu araştırma ile sağlıklı beslenme alışkanlıklarının teşvik edilmesi ve beslenme davranışlarının daha iyi anlaşılması konusunda önemli katkılar sunması düşülmektedir. Bu araştırma, beslenme alışkanlıklarının nörobilimsel temelleri hakkında yeni bilgiler ve teoriler geliştirilmesine katkıda bulunabilir. Beynin beslenme alışkanlıkları üzerindeki etkilerini ve yiyeceklerin beyindeki etkilerini daha iyi anlamamıza yardımcı olabilir. Nörobilim, psikoloji, beslenme bilimi ve gastronomi gibi farklı disiplinlerin bir araya gelerek daha kapsamlı ve entegre yaklaşımlar geliştirilmesine olanak tanır. Araştırma sonuçları, bireylerin beslenme alışkanlıkları konusunda daha bilinçli olmalarına ve sağlıklı beslenme tercihleri yapmalarına yardımcı olabilir. Nörogastronomi alanında kullanılabilecek yeni teknolojik cihazlar ve yöntemlerin geliştirilmesine katkıda bulunabilir.

Nörobilim alanında kullanılan fMRI ve EEG gibi beyin görüntüleme teknikleri, yüksek maliyetli ve ulaşılması zor olmasından dolayı önemli bir sınırlılıktır. Dolayısıyla bu araştırma yapılacak literatür taraması ile sınırlıdır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

"Beslenme Alışkanlıklarının Nörobilimsel Temelleri" üzerine yapılacak bir araştırmanın özgün değeri, hem bilimsel topluluk hem de genel toplum için önemli katkılar sağlayacaktır. Beslenme alışkanlıklarının nörobilimsel temellerinin daha iyi anlaşılması, beyin-beslenme ilişkisine dair yeni bilgiler ve teoriler geliştirilmesine katkıda bulunur. Bu, nörobilim ve beslenme bilimi alanlarında önemli bir boşluğu doldurabilir. Tat, koku ve diğer duyusal algıların beyin tarafından nasıl işlendiği ve yiyecek tercihlerini nasıl etkilediği konusunda derinlemesine bilgiler sağlar. Bu, duyusal bilimler ve beslenme psikolojisi alanlarına yeni perspektifler kazandırır. Araştırma sonuçları, sağlıklı beslenme alışkanlıklarının nörobilimsel temellerini ortaya koyarak, bu alışkanlıkların teşvik edilmesi için yeni stratejiler geliştirilmesine olanak tanır. Nörobilim, psikoloji, beslenme bilimi, gastronomi ve teknoloji gibi farklı disiplinlerin bir araya gelerek daha kapsamlı ve entegre yaklaşımlar geliştirilmesine olanak tanır. Bu, bilimsel araştırmalarda disiplinlerarası işbirliğini teşvik eder. Araştırmanın bulguları, gelecekteki çalışmalara ilham vererek, nörogastronomi ve beslenme bilimi alanlarında yeni araştırma yolları açabilir. Nörogastronomi alanında kullanılabilecek yeni teknolojik cihazlar ve yöntemlerin geliştirilmesine katkıda bulunur. Bu, akıllı mutfak aletleri ve dijital beslenme uygulamaları gibi inovasyonları teşvik edebilir. Araştırma sonuçları, beslenme ve sağlık eğitimi programlarının içeriklerini zenginleştirerek, bireylerin sağlıklı beslenme alışkanlıkları konusunda daha bilinçli olmalarını sağlar. Araştırma, bireyler arasındaki beslenme alışkanlıkları ve beyin tepkileri farklılıklarını inceleyerek, kişiselleştirilmiş sağlık ve beslenme yaklaşımlarını destekler.

Araştırmanın özgün değeri, sağlıklı beslenme alışkanlıklarının nörobilimsel temellerini aydınlatarak, hem bilimsel hem de toplumsal alanda önemli ilerlemeler kaydedilmesini sağlamasıdır. Bu, bireylerin ve toplumların daha sağlıklı ve bilinçli beslenme tercihlerinde bulunmalarına yardımcı olurken, aynı zamanda bilimsel bilgi birikimini de zenginleştirir.

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EXAMINATION OF CHEFS EXPERIENCES IN BIB GOURMAND RESTAURANTS IN TERMS OF COOKING, PREPARATION AND MENU PLANNING STAGES

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INTRODUCTION

Gastronomy encompasses the dynamics involving a society's food-related norms, beliefs, values, and social rules, examining food through a multidisciplinary approach (Uçuk, 2023). With the popularization of the gastronomy sector, many high-end and mid-range establishments are in intense competition (Moreno-Gene et al., 2023). Following a restaurant's inclusion in the Michelin Guide, there is a significant increase in visitor numbers, with moderately visited restaurants becoming fully booked (Çan, Guo, 2021). Michelin was established in 1891 by Edouard and Andre Michelin as a tire manufacturing company and introduced the Red Guide in 1900, which over time evolved into a guide rating hotels and restaurants (Eringa, 2006). The Michelin Guide is one of the oldest and most comprehensive global restaurant rating organizations (Çavuş, 2020). Restaurants are awarded various ratings such as "Michelin Plate," "Bib Gourmand," and "Michelin Stars." Bib Gourmand is awarded to establishments offering very good food at reasonable prices, ensuring the best value for money (Castino-Manzano, Zarzoso, 2023). The dishes served in the restaurants listed in the guide are prepared using detailed processes, high-quality ingredients, long cooking times, and culinary techniques (Moreno-Gene et al., 2023). Menu planning enhances efficiency in the preparation, cooking, service, and storage of food, ensuring maximum benefit from well-planned menus (Rızaoğlu, 1991). This study aims to reveal the cooking and preparation experiences, opinions, and challenges faced by chefs working in Bib Gourmand rated restaurants in the Michelin Guide. Additionally, by addressing the chefs' opinions, it will investigate how innovative and high- quality work in the menu planning and development process affects success. The research problem is defined as "Are there common aspects in the cooking, preparation, and menu planning stages of chefs working in Bib Gourmand rated restaurants in the Michelin Guide?"
This study will contribute to establishing quality standards for chefs, managers, and consumers in the field of gastronomy and identifying the prominent quality factors and common features in experiences that lead to achieving these success standards.

LITERATURE

The development of competitive culinary culture and the proliferation of restaurant guides have increased awareness of the culinary creation process in the literature (Öztürk, 2024). Restaurant rating systems with global impact affect the prestige and competition among establishments (Bertan, Alkaya, 2018). However, the valuation process does not always rely on explicit criteria, making it necessary to examine the process more broadly in the food and beverage sector, where determining quality before purchase is challenging. Thus, it is essential to focus on specific third parties (Jost, 2023). The Michelin

Guide is considered a significant resource for consumers and is seen as the most notable third-party organization (İbiş, 2022). In the Michelin Guide, 3 stars denote exceptional cuisine worth a special journey, 2 stars represent excellent cuisine worth a detour, and 1 star indicates very good cuisine in its category. Bib Gourmand signifies restaurants that offer good value for money and a good price-performance balance (Bertan, 2018). The Bib Gourmand category was included in the guide in 1950 to signify restaurants offering quality food at reasonable prices (Bilge et al., 2021). Although many chefs dream of being listed in the Michelin Guide, it remains unclear what commonalities exist among restaurants and chefs that achieve this success. Anonymous inspectors conduct annual evaluations anonymously. Defining and measuring success criteria is seen as a challenging process in this anonymous evaluation, focusing on five main criteria: ingredient selection and quality, mastery of cooking techniques, flavor combinations, the chef's creativity and personality reflected in the dish, and value for money (Olaru, 2023). The kitchen is a problemsolving focused workspace expected to produce aesthetically pleasing, innovative, and diverse products at the end of the process (Bulut, Çiftçi, 2024). In this context, the role of chefs becomes significant (Vu et al., 2024). While chefs use standardized procedures to maintain consistency, they do not necessarily need a schema to create (Leone, 2020). Therefore, studies deepening knowledge about chefs' less known managerial and business-oriented skills will be beneficial (Lane, 2010; Presenza, Petzurilli, 2019).

METHODOLOGY

Considering the limited number of studies conducted in this field with the Michelin Guide arriving in Turkey in 2022, an exploratory-descriptive research model was used in this study. It aimed to investigate chefs' experiences in the cooking, preparation, and menu planning stages, as the context of the research problem could be better understood and events could be described more easily. With Istanbul's inclusion in the Michelin region, 108 restaurants have entered the guide, with 12 receiving Michelin stars, 26 awarded Bib Gourmand, and 70 listed as selected restaurants. The sample group of the research consists of chefs from a total of 18 Bib Gourmand rated restaurants in Istanbul listed in the Michelin Guide in 2024. Purposeful sampling method was preferred for the interviews. Semi-structured interviews were conducted with the chefs of the restaurants in Istanbul, the city with the highest number of restaurants in the Michelin Guide in Turkey, within the scope of the study.

This method allows the researcher to ask additional questions that will help understand complex issues more deeply and thus produce new knowledge. Due to the lack of any sample studies in the literature to evaluate the success factors of restaurants, the literature was reviewed for the realization of the study.

The final version of the semi-structured interview form was prepared by adapting from the writings of Çavuş et al., (2022) and Üner (2024). Interviews were conducted by the researchers between July 1 and September 20, 2024. Data collection was completed after interviews with nine restaurant chefs. Following the interviews, the data were transcribed and prepared for analysis by the researchers. The data were examined using content analysis method, and related and similar data were grouped around specific concepts and themes and interpreted. For evaluating the content validity of the interview form, a preliminary evaluation was conducted with academic experts in the field of gastronomy and chefs, and the form was finalized.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

The widespread impact of this research includes the compilation of the findings, which will reveal common features of the experiences of chefs working in such restaurants, providing an exemplary motivation source for more employees. Additionally, increasing the number of such high-quality restaurants will contribute to the national economy and gastrodiplomacy. It is also expected to guide young researchers, chefs, and cooks who are new to this path, opening doors to new academic and sectoral jobs. This study has several limitations. The majority of the restaurants listed in the guide are located in Istanbul, with 75 out of 108 restaurants in Turkey. Considering the difficulty of conducting

research in all the restaurants listed in the Michelin Guide worldwide and the vast size of the universe, the sample was limited to Bib Gourmand rated restaurants in Istanbul, the city with the highest number of restaurants in the Michelin Guide in Turkey, given the stated purpose. One of the limitations of the study is that only restaurants in Istanbul were included. More comprehensive results can be obtained if interviews with chefs are conducted in other cities included in the guide, such as Izmir and Muğla. Due to its narrow scope, the results cannot be generalized. The main limitation of the research is the evaluation of comments made within a short period. As comments can easily change over time, our results may not be generalizable across periods. Initially, this article was developed using a qualitative method. Future research can extend the analysis using quantitative analyses, supporting the robustness and generalizability of our findings and providing a broader representation of the sector.

ORIGINAL VALUE OF THE RESEARCH

This study contributes to the gastronomy literature by revealing the gastronomic experiences and perspectives of chefs working in Bib Gourmand rated restaurants in the Michelin Guide, meeting specific award and rating criteria. Such a study has not been encountered in a restaurant with this rating, increasing the original value of the study. Additionally, semi-structured questions will more clearly identify the common aspects and key words in the path to success based on the chefs' experiences. This will be an important reference source guiding other professionals in the sector. With the arrival of the Michelin Guide in our country and the increasing interest in the culinary sector and chefs, academic researchers have also started conducting research on this topic. However, the number of studies is still limited.

Bib Gourmand defines a category of restaurants offering affordable and high-quality food. Examining the factors behind the success of restaurants in this category can serve as an example for other restaurants aiming to achieve a balance between price and quality. This research offers theoretical, methodological, and managerial implications. It will pave the way for further development and specific examination studies in the future.

CONTRIBUTION OF WOMEN'S COOPERATIVES TO THE PROMOTION OF LOCAL PRODUCTS IN THE CONTEXT OF COMMUNITY-BASED TOURISM

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INTRODUCTION

Tourism has developed as an alternative industry for development. Many countries are increasing their economic income and therefore giving more weight to the tourism sector. Especially in developing countries, many people try to increase the income from the tourism sector by developing tourism policies. However, in many tourism policies today, it is ignored and expectations are taken into account. In this context, considering that the connection between tourism and social development has been discussed for a long time in the tourism and development literature, it should also be investigated how local people can participate in tourism activities within the scope of total general tourism. The continuation of tourism activities is among the issues that both countries and tourism participants attach importance to. It is advocated for the expansion of social participation in the development initiative, and it is stated that continuation will be possible by recording the parts that will be achieved (Gutierrez, 2023). In this way, cooperation that is effective in the effective use of nutrition and economic development should be evaluated in terms of using alternative products in tourism and turning them into useful products. Products containing touristic products produced in women's cooperatives established by women who face some problems in terms of employment, especially in the tourism sector, support economic development and also empower women. The importance of women's economics is increasing day by day, and many studies are carried out regarding support for these cooperatives. Herbal women's products, gift products and clothing are produced cheaply, and the common feature of this cheap is that they are local and have a quality that highlights the cultural heritage of a region. From this point of view, the continuation of this success of women and the possibility of indirectly contributing to the economy in the tourism sector and their contribution to the regional marketing of women's cooperatives are being investigated.

LITERATURE

Community-based tourism is a type of tourism in which local people collect and obtain resources dispersed in a community in order to interact and partner with stakeholders, sharing ideas, materials and information to create community-centered tourism activities (Mgonja et al. 2015; Liang et al. 2023). In other words, it refers to the type of tourism that involves local communities, occurs on their own lands and is based on natural assets and cultural attractions in their own regions (Nelson, 2004; Aydemir and Kazoğlu, 2016). Community-based tourism is one of the most ideal ways for local people and

stakeholders to integrate the elements of their own society into tourism to make tourism sustainable. In order to increase tourism experiences, it is necessary to determine a framework based on society. Regardless of the type of community-based tourism, applying value co-creation principles to the design of tourist activities helps produce positive tourist experiences (Liang et al. 2023).

There are many stakeholders within community-based tourism. These stakeholders consist of local cultures and communities that will meet the needs of tourists. Cooperatives constitute one of these communities, and specifically women's cooperatives can directly take part in tourism activities with the products they produce. Today, there are important entrepreneurial activities in the tourism sector. Women's cooperatives, especially those established through women's entrepreneurship, contribute to the strengthening of the local economy as a sustainable business model (Balcı and Özdemir, 2022).

According to Atasoy (1989:106), cooperatives are "a cooperative partnership formed by individuals in order to carry out tasks together that they are not able or willing to carry out alone." Women's cooperatives are a concept used for cooperatives in which the establishment and operation processes are carried out entirely by women (Keig, 2015). The number of studies on women's cooperatives that meet the economic and social needs of women is quite limited. These studies have generally been conducted to examine why women want to establish cooperatives. Generally, the purposes of establishing a women's cooperative are reasons such as accessing paid employment, accessing financial services, more reliable and better working conditions, and increasing gender awareness (Majurin, 2012).

Türkiye has achieved strong and comprehensive growth in recent years, but women's contribution to the economy has generally lagged behind. It now appears that there are positive developments to increase women's participation in the workforce. Thanks to the increasing number of women's cooperatives, women's labor force participation rates have increased and their participation in decision-making within the family and economic life has increased. At the same time, efforts were made to ensure gender equality by empowering women (Duguid et al. 2015).

When the roles of women's cooperatives in local production are examined, it is seen that they produce gastronomic products and market them. By producing and marketing local products by women, these products are also brought into gastronomy tourism. In this case, it can be said that local products are very effective in providing a competitive advantage in a strong market, and when produced by women under the roof of a cooperative, they provide an increase in economic income and more employment opportunities. Therefore, it is possible to produce, market, and thus protect local gastronomic products as a cultural heritage and bring them into gastronomy tourism (Özkaya et al., 2013; Güllü and Karagöz, 2019; Cihangir et al. 2023).

The increasing number of tourists traveling within the scope of gastronomy tourism and the fact that these tourists intend to buy local gastronomic products in the destinations they visit, buy them, and take them as gifts to their loved ones after experiencing them, once again proves the importance of women's cooperatives that produce local products. Women's cooperatives, which achieve economic gain by creating an alternative competitive advantage, also support the promotion of Turkish cuisine throughout the country in the long term, although it is not their primary goal. Therefore, a lot of work falls on women's cooperatives, which highlight local gastronomic products that are identified with a region and play an active role in their production and marketing (Cihangir et al. 2023).

METHOD

The aim of this program is to identify regional gastronomy products produced in cooperatives established by women, who produce the important building blocks of society, and to reveal their contribution to the cheap promotion of women's cooperatives regionally. The population of the study consists of 16 women's cooperatives located in Erzurum city center and districts, while 12 women's cooperatives that produce only food.

In the first stage of the study, women's cooperatives operating in Erzurum city center and districts were determined by contacting the Women's Services unit of Erzurum Provincial Directorate of the Ministry of Family and Social Services. Then, the heads of the cooperatives were contacted and informed about the study, and the food products produced with the active model in the cooperatives were determined and the registration was approved. Palandöken Innovation Women's Initiative Production and Operation Cooperative (PALKOP), which has achieved significant success in Erzurum province center, was visited and the members and members of the cooperatives were met.

In the second stage of the study, good research methods include semi-interview, abundance of preferences and interviews with members. Interview formula Cihangir et al. It was prepared by compiling mathematical information by (2023). While the first interview included questions on the reproduction of demographic information, the second data exchange was directed to questions regarding the promotion of regional gastronomic consumption. Information obtained during and during the May-June interviews was reported to the registry.

The performance of local gastronomic product preparation within the scope of the study, their willingness to take part in the process of introducing local gastronomy products to gastronomy tourism, whether regional gastronomic production and marketing creates interest for them, the necessity of target-oriented marketing programs for those who want to sell and market local gastronomic breaks, local gastronomy Questions were asked about issues such as the necessity of economic incentives and financial loans for those who want to produce and market their products, the process of introducing alternative gastronomy tourism to local gastronomy products, and whether they can be operated in the local region.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

Women's cooperatives, which are becoming more widespread and growing day by day with the projects carried out and the support provided, make a positive contribution to regional tourism, while also contributing to the development of women and their inclusion in society through employment. It plays an important role in promoting the contribution of women's cooperation in the regional tourism rates of the society, which is important as one of the aims of the study, and in the developments in the regional tourism perspective. In terms of regional tourism, since regional production and marketing are labor intensive, skill and time intermittent, women's participation in this phenomenon in unity and solidarity provides important opportunities and opportunities for the local people in employment, marketing and promotion.

In the research, while determining factors such as the area of activity of women's cooperatives in the region being poorly determined and the female employment rate, the contribution to the region continues to be determined. It is envisaged that cooperatives will increasingly provide more job opportunities to women and young people living in the region. At the same time, it is envisaged that the studies carried out will increase the interest in cooperatives, provide more support and make a significant contribution to the promotion of regional product production and marketing.

It is important that the necessary data for leaks on women's warehouses is healthy. However, data limits for the services provided in the negotiations and limits for the characteristics of the operating cooperative are established.

ORIGINAL VALUE OF THE RESEARCH

Today, various policies are being created and projects are being developed to maintain and manage women's relations. Interest in the female reproductive program is increasing day by day, and a number of studies are being carried out, especially emphasizing support within the scope of socio-economic development. However, among these studies, there are many studies that deal with the subject and emphasize the general tourism development of the society and especially the promotional perspective of

cooperatives, although they produce regional gastronomy products. For this reason, this research focuses on the widely studied topic of general tourism, how the society, especially women living in the local area, will be drawn into tourism practices and how effectively it will play a role in local gastronomic sales promotion. This original research is original. At the same time, the fact that no program has been made for women's cooperatives operating in Erzurum province and determining both the current appearance of women's cooperatives and how their existing potential is evaluated is quite unique.

THE POTENTIAL OF İZMİR'S TRADITIONAL FLAVOR SUBYE IN THE FIELD OF SUSTAINABLE GASTRONOMY

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INTRODUCTION

Preventing and recovering food waste is of great importance for the future of the world, and thus, research on the sustainability of food waste is increasing day by day (Ademoğlu, 2021, p.65). In this context, it is crucial to carry out various studies to promote and implement sustainable gastronomy in society (Çekal & Doğan, 2022, p.52). Izmir stands out on Turkey's gastronomic map with its rich agricultural lands and the advantages offered by its Mediterranean climate. One of the flavors offered by this city is a beverage called Sübye. Sübye is a drink made from melon seeds, serving both as a refreshing summer beverage and as an important example of sustainability. Melon seeds are generally considered a material among food waste. However, the production of Sübye encourages the use of these seeds, playing a significant role in reducing food waste. In this context, by examining the contributions of Sübye to sustainable gastronomy, this study will explore how this local and traditional product can be a model for ensuring environmental sustainability. Additionally, the role of Sübye in preserving cultural heritage and transferring Izmir's gastronomic richness to future generations is also a focal point of this study. This study is seen as an important step in contributing to the protection and development of Izmir's gastronomic heritage by evaluating local flavors like Sübye from a sustainability perspective.

LITERATURE

Sübye

Sübye, a popular fermented drink among the gastronomic flavors of Izmir, is also known by Mexicans, Spaniards, and Sephardic Jews. In some sources, Sübye is referred to by names such as Subiyya, Horchata, and Pepitada and is traditionally consumed. For instance, Mexicans sometimes call this drink "horchata." According to the literature, horchata is a drink prepared by mixing the tuber obtained from the roots of the "chufa" plant or sometimes almonds, melon, or pumpkin seeds with water and sweetening it with sugar (Anonymous, 2019; Saygılı D., et al., 2019). Pepitada is a drink consumed by Sephardic Jews after the Yom Kippur fast and resembles the production technique of Sübye. According to the literature, the method of preparing Sübye is thought to have been passed down from Jews living in and around Izmir (Karakaya et al., 1995; Akubor & Ogbadu, 2003; Kavroulaki, 2017). In the production of Sübye, dried melon seeds are first soaked in water until they reach the moisture levels of fresh seeds. Then, the moistened seeds are ground and mixed with a certain amount of sugar to form a dough. Finally, this Sübye dough is mixed with water and strained. The strained liquid is called Sübye drink (Apan M. A. & Zorba M. 2018).

Sustainable Food

The food and beverage sector addresses the concept of sustainability across a broad spectrum, from the recovery of food waste to the efficient use of energy (Taş & Olum, 2020, p.3084). Sustainability in food refers to a perspective that encompasses the processes from production to consumption of a food item, prioritizing the protection of natural resources and the environment and reflecting the principles of sustainable development (Bilgin, 2018, p. 22). Food waste refers to the disposal of raw or cooked food materials as trash. In other words, any food material that arises at any stage of the food chain processes and is unsuitable for human consumption is called food waste (Ünal D.C., 2023). The majority of wasted and discarded waste consists of fruits and vegetables. In Turkey, fruits and vegetables also constitute a large portion of the waste, with an estimated 26 million tons of food waste generated annually across the country (Tekiner et al., 2021, p.123).

The Sustainability Potential of Sübye

Melon (Cucumis melo L.), widely cultivated worldwide, produces significant amounts of fruit by-products due to its inedible parts such as peels and seeds during the production-to-consumption process (Ertas & Aslan, 2020). Melon seeds, as a by-product arising during the industrial processing of melons, along with their peels, generate approximately 8 to 20 million tons of waste annually worldwide (Rolim et al., 2020). Melon seeds have various beneficial effects on human health due to the bioactive compounds they contain, such as tocopherols, phospholipids, and sterols. These seeds have various health benefits, including anti-inflammatory, anti-thyroid, anti-angiogenic, anti-diabetic, anti-dyslipidemic, anti-adipogenic, antibacterial, and anti-ulcer activities (Khalid et al., 2021). Due to their high functional and nutritional potential, melon seeds are an important option for the functional food industry. In Turkey, melon seeds, known as the basic component of a traditional drink called 'Sübye' or 'Izmir Sherbet,' present a significant opportunity for the recovery of melon waste (Sabancı et al., 2014).

METHOD

The concepts and variables used in the research are determined as street vendors of Sübye in Izmir, sustainable gastronomy, and awareness. The main variables are demographic information, Sübye production and sales processes, and awareness of sustainable gastronomy. The qualitative data obtained from the interviews were examined, and the detailed and personal experiences of the participants were analyzed.

The population of the study consists of all street vendors selling Sübye operating in Izmir. In this context, the street vendors selling Sübye in Izmir constitute the study population. It was considered that street vendors of Sübye are more prevalent in Izmir's historical and touristic areas and areas densely populated by locals.

The sample of the study consists of street vendors selling Sübye in Izmir who accepted the interview request. A semi-structured interview form was used as the data collection tool in the research. The interview form includes questions covering the demographic information of the street vendors, their experiences related to Sübye sales, the preparation and sale of Sübye, their awareness and opinions on sustainable gastronomy, and the levels of interest and demand for Sübye among customers. The interview form was prepared by reviewing the relevant literature and obtaining expert opinions.

The data collection process was carried out between June and July 2024. The interviews were conducted face-to-face during the working hours of street vendors selling Sübye in Izmir. The vendors to be interviewed were selected using a random sampling method. Each interview lasted an average of 20-30 minutes, and the voluntary participation of the participants was ensured. The data obtained during the interviews were recorded and later transcribed for analysis in accordance with the purpose of the study.

With this method, an in-depth examination of the Sübye production and sales processes of street vendors in Izmir, the potential of Sübye in terms of sustainable gastronomy, the continuity of traditional methods, customer attitudes, and their level of awareness regarding sustainability was attempted.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

Widespread Impact of the Research

This research will make significant contributions to both local gastronomic culture and sustainability efforts. Firstly, it will provide detailed information on how a traditional flavor like Sübye can be evaluated within the framework of sustainable gastronomy and what methods can be used in this process. The experiences and practices of street vendors selling Sübye in Izmir can serve as an important example in terms of sustainable food production and consumption. This can increase the sustainability awareness of local producers and consumers and help develop new policies for the preservation and promotion of such traditional products. Furthermore, this study will also provide guidance on how similar traditional products in other regions can be approached within the framework of sustainable gastronomy.

Limitations of the Research

The research also has some limitations. During the data collection process through interviews, the honesty and accuracy of the participants' responses cannot be fully guaranteed. Additionally, due to the busy work schedules of street vendors, interviews may not be conducted with the desired depth. Conducting the data collection process within a specific time frame does not allow for the observation of changes and long-term effects that may occur over time.

ORIGINAL VALUE OF THE RESEARCH

This research offers significant scientific and practical contributions in several aspects. Firstly, evaluating a local and traditional flavor like Sübye within the framework of sustainable gastronomy aims to bring a new perspective to studies in this field. Examining whether the processes from the preparation to the sale of Sübye comply with sustainability principles reveals the potential of this traditional flavor in terms of environmental, economic, and cultural sustainability. In terms of scientific quality, this study ensures the acquisition of in-depth information using qualitative data collection methods. Through semi-structured interviews, the experiences and views of street vendors selling Sübye are thoroughly examined, thereby filling in the gaps in this area. Additionally, conducting the research with a local focus allows for a better understanding of the contributions of this traditional flavor to local culture and economy. One of the innovative aspects of the research is the examination of Sübye within the framework of sustainable gastronomy. While studies in this field generally focus on more common and global food products, this research makes a new contribution to the literature by scrutinizing a local and traditional product. The findings on the sustainability potential of Sübye provide important insights into how local food producers and vendors can be supported in terms of sustainability. In conclusion, this research holds significant and original value in both scientific quality and practical benefits by revealing the sustainable gastronomy potential of İzmir's traditional flavor Sübye, thereby contributing to the literature on local gastronomy and sustainability.

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KAHVE DEMLEME YÖNTEMLERİ: KARŞILAŞTIRMALI BİR ANALİZ

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GİRİŞ

Kahve tüketimi, dünya genelinde sosyal, kültürel ve ekonomik bir fenomen olarak önemli bir yer tutmaktadır. Akademik çalışmalar, kahve tüketiminin bireyler üzerindeki etkilerini ve bu tüketimin sağlık, performans ve davranışlar üzerindeki etkilerini anlamaya çalışmaktadır. Sağlık açısından, kahve içmenin potansiyel faydaları arasında antioksidanlar ve bazı hastalıkların riskini azaltabilecek bileşikler bulunmaktadır. Ancak, bireylerin kahve tüketim alışkanlıklarını ve bunların sağlık üzerindeki etkilerini değerlendiren araştırmalar devam etmektedir. Sonuç olarak, kahve tüketimi birçok boyutta incelenen ve toplum sağlığı üzerinde önemli bir rol oynayan bir konudur. Kahve çalışmaları geniş bir yelpazeye sahiptir ve çeşitli disiplinlerden araştırmacılar tarafından ele alınmaktadır. Tüm bu farklı disiplinlerden gelen araştırmalar, kahveyi hem bilimsel hem de sosyal açıdan anlamaya yardımcı olmakta ve kahve kültürünün küresel ve yerel etkilerini daha iyi anlamaya katkı sağlamaktadır. Günümüzde gastronomi olgusunun popülaritesinin artması yiyecek ve içecek sektörünü de canlandırmıştır. Bu canlılık işletmeler içerisinde de farklı konseptlerin olmasına olanak sağlamıştır. Kahve tüketimi günün her öğününde, farklı zaman dilimlerinde çeşitli demleme yöntemleri ile bireyler tarafından tüketilebilmektedir. Bu sebeple yürütülen bu çalışmasın konusu kahve demleme yöntemlerini araştırmak ve tüketicilere bu yöntemler hakkında karşılaştırmalı bilgiler sunmaktır.

LİTERATÜR

Kahve, dünya genelinde en yaygın tüketilen içeceklerden biridir ve yüzyıllardır insan kültüründe önemli bir yere sahiptir. Kahve çekirdekleri, Coffea bitkisinin meyvelerinden elde edilmiş ve bu çekirdeklerin işlenmesi ve demlenmesiyle çeşitli kahve türleri ortaya çıkmıştır. Kahve demleme yöntemleri arasında en bilinenleri filtre kahve, espresso, French press ve AeroPress gibi farklı tekniklerdir. Her demleme yöntemi, kahvenin aroması, gövdesi ve tat profili üzerinde farklı etkiler yaratmaktadır. Ayrıca, kahve kültürü dünya çapında çeşitli ritüeller ve sosyal etkileşimlerle şekillenmiştir; kahve buluşmaları, kafein toplantıları ve kahve festivalleri gibi etkinlikler kahve tutkunlarını bir araya getirmiştir. Tüm bu faktörler bir araya geldiğinde, kahvenin hem günlük yaşamda hem de küresel ekonomideki önemli rolü açıkça görülmektedir.

Kahve, dünya genelinde yaygın olarak tüketilen ve üzerine çok sayıda araştırma yapılan bir içecektir. Akademik literatürde kahve üzerine yapılan çalışmalar, bu içeceğin potansiyel sağlık yararları, kafein içeriğinin etkileri, tüketim alışkanlıkları ve kültürel önemini kapsamaktadır. Birçok çalışma, kahvenin antioksidanlar açısından zengin olduğunu ve bunun vücut için faydalı olabileceğini öne sürmektedir. Özellikle kardiyovasküler hastalıklar, diyabet ve Parkinson gibi hastalıkların riskini azaltabileceği ve hatta bazı durumlarda bunların gelişimini önleyebileceği düşünülmektedir. Bununla birlikte, kafein içeriğinin aşırı tüketiminin uyku kalitesini etkileyebileceği, anksiyete ve sinirlilik gibi yan etkilere yol açabileceği bilinmektedir. Tüketim alışkanlıkları ve kültürel faktörler de kahve üzerine yapılan araştırmaların önemli bir parçası durumundadır; farklı bölgelerde ve topluluklarda kahve tüketim şekilleri ve ritüelleri üzerine çalışmalar bu çerçevede ele alınmaktadır. Sonuç olarak, kahve hakkında

yapılan araştırmalar hem sağlık hem de sosyo-kültürel açıdan zengin ve çeşitli bilgiler sunmakta ve bu içeceğin insan sağlığı ve yaşam tarzı üzerindeki etkilerini anlamaya yardımcı olmaktadır.

YÖNTEM

Nitel araştırma yöntemi, araştırmacıların insan davranışları, algıları, inançları veya deneyimleri gibi karmaşık sosyal olguları anlamak için kullandıkları kapsamlı bir yöntemdir. Çalışmanın amacına ulaşmak için nitel araştırma yöntemlerinden olan "içerik analizi" tercih edilmiştir. İçerik analizi genellikle bir metin veya belgedeki bilgileri derinlemesine incelemeyi ve anlamayı ifade etmektedir. Genellikle bir belge veya dökümanın tümünü kapsayacak şekilde yapılan derinlemesine bir inceleme sürecidir. Her bilim alanı, o çalışma alanına uygun araştırma yöntem ve tekniklerini kullanmaktadır. Sosyal bilgilerde içerik analizi teknikleri kullanılmaktadır. İçerik analizi teknikleri, ele alınan konuyla ilgili genel eğilimleri keşfetmek için yararlı araçlardır. Ayrıca gelecekteki bilimsel araştırmalara yön vermektedir. İki tür içerik analizi yöntemi vardır. Bunlar; niceliksel analiz ve niteliksel analizlerdir. Nicel içerik analizinde, araştırma projesi kapsamında incelenen metin veya makalelerin analiz edilmesine yönelik kategoriler ve kodlar oluşturulmaktadır. Bazı kavramlar, incelenen metinlerde ne sıklıkta kullanıldığını belirleyen kategoriler ve kodlar aracılığıyla tanımlanmıştır. Yani kavramlardan gerçeğe sayısal veriler elde edilmektedir. Nitel içerik analizinde gerçekçi olmak ne anlama gelir? nerede? Nasıl? Soru kelimelerine cevap aramaktadır. Bununla ekranda görülemeyen gizli mesajları ortaya çıkarmayı hedeflenmektedir (Metin ve Ünal, 2022). Sonuç olarak, içerik analizi, karmaşık konuları anlamak, araştırma sorularına cevap aramak ve teorik çerçeveleri güçlendirmek için güçlü bir araç olarak değerlendirilmektedir. Ancak, analizin doğruluğu ve güvenirliği, araştırmacının dikkatli ve sistematik bir şekilde ilerlemesine, verileri objektif bir şekilde yorumlamasına ve analiz sürecindeki öznel yargılardan kaçınmasına bağlıdır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Kahve demleme yöntemleri, kahve çekirdeklerinin suyla etkileşime geçirilerek içilebilir bir form kazanmasını sağlayan çeşitli teknikleri ifade etmektedir. Bu yöntemlerin temel amacı, kahve çekirdeklerinden elde edilen lezzet, aroma ve gövdenin maksimize edilmesidir. Her demleme yöntemi, kullanılan ekipman, su sıcaklığı, demleme süresi ve çekirdek öğütme derecesi gibi faktörlere bağlı olarak farklı tat profilleri sunmaktadır. Örneğin, filtre kahve yöntemi daha hafif ve dengeli bir kahve sunarken, espresso yöntemi yoğun ve kremsi bir içecek sunmaktadır. French press gibi pistonlu demleme yöntemleri ise kahvenin yağlı ve dolgun bir dokuya sahip olmasını sağlamaktadır. AeroPress gibi yeni nesil demleme yöntemleri ise kullanıcıların demleme sürecini kontrol etmelerine ve istedikleri özel tat profillerini elde etmelerine olanak tanımaktadır. Bu açıklamalardan hareketle çalışmanın temek amacı; kahve demleme yöntemlerini araştırıp bu demleme yöntemleri arasındaki farklılıkları ve benzerlikleri ortaya çıkarmaktır. Sonuç olarak, kahve üzerine yapılan çok yönlü araştırmalar, bilimsel bilginin genişlemesine katkıda bulunmanın yanı sıra sağlık, kültür, ekonomi ve çevre gibi alanlarda önemli uygulamalar ve politika önerileri sunmaktadır.

KIRSAL BİR LEZZETİN MODERN MUTFAKTA YORUMLANMASI: MASTAVRA SÜRTMESİ

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ÖZET

Adını, Büyük Menderes Nehri kültür havzasında bulunan ve Antik Çağ'ın önemli yerleşimlerinden biri olan Mastaura antik kentinden alan "Mastavra sürtmesi", bu çalışmanın konusudur. 2022 yılı Mastaura arkeolojik kazıları ile eşzamanlı gerçekleştirilen[2], yörenin etnografyasını kayıt altına almaya yönelik araştırmalarda tespit edilen ve Antik Çağ'dan günümüze kadar benzer bir şekilde tüketilmiş olabileceğini bizlere düşündüren bu yiyecek; adı, içeriği, geleneksel üretim ve tüketim teknikleri bakımından ve az bilinirlilik açısından oldukça dikkat çekicidir. Bu çalışma, etnoarkeolojik veriler üzerine temellendirilirken, "Mastavra sürtmesi"nin modern mutfaklarda kullanım alanlarının ne olabileceği, tüketim teknikleri ve farklı yiyeceklerle uyumu gibi bir çok farklı soruya cevaplar vermeyi amaçlamıştır. Söz konusu soruların yanıtları için, alanında uzman şefler tarafından bir dizi deneysel çalışmalar gerçekleştirilmiştir. Çalışmanın sonucunda, "Mastavra sürtmesi"nin ortak bellek, toplumsal kimlik, tarihsel süreklilik ve gastronomik miras gibi temaları içinde bulunduran bir tat olduğu görülmüştür. Bir bakıma geleneğin güncellenmesi olarak görülebilecek bu araştırmanın sonuçlarının, somut olmayan kültürel mirasın korunmasını ve gelecek nesillere aktarılmasını, mutfak kültürü temelli turistik ürünlerin çeşitlendirilmesini ve geliştirilmesini hedefleyen kişi, kurum ya da kuruluşlara katkı sağlaması ve fikirler vermesi beklenmektedir.

Anahtar Kelimeler: Mastaura Antik Kenti, Mastavra Sürtmesi, Deneysel Mutfak, Kültürel Miras

INTERPRETATION OF A RURAL FLAVOR IN MODERN CUISINE: MASTAVRA SÜRTMESİ

ABSTRACT

"Mastavra sürtmesi", which takes its name from the ancient city of Mastaura, one of the important settlements of the Ancient Age, located in the Büyük Menderes River cultural basin, is the subject of this study. This food, which was detected in research aimed at recording the ethnography of the region, carried out simultaneously with the Mastaura archaeological excavations in 2022, and makes us think that it may have been consumed in a similar way from ancient times to the present day; It is quite remarkable in terms of its name, content, traditional production and consumption techniques and little awareness. While this study is based on ethnoarchaeological data, it aims to answer many different questions such as the possible uses of "Mastavra sürtmesi" in modern kitchens, consumption techniques

[2] Bu çalışmanın ortaya çıkmasında verdiği izin ve fikirler için Mastaura Antik Kenti Kazı Başkanı Doç. Dr. Sedat AKKURNAZ'a teşekkür ederiz.

and its compatibility with different foods. To answer these questions, a series of experimental studies have been carried out by chefs who are experts in their fields. As a result of the study, it was seen that "Mastavra sürtmesi" is a taste that includes themes such as common memory, social identity, historical continuity and gastronomic heritage. The results of this research, which can be seen as an update of tradition in a way, are expected to contribute and give ideas to individuals, institutions or organizations aiming to protect the intangible cultural heritage and transfer it to future generations, and to diversify and develop touristic products based on culinary culture.

Key Words: Mastaura Ancient City, Mastavra Sürtmesi, Experimental Cuisine, Cultural Heritage

ÇANAKKALE MUTFAĞININ KİŞİLİK ÖZELLİKLERİNİN BELİRLENMESİ

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GİRİŞ

Günümüzde cansız varlıklara insanlar tarafından, insanlara ait kişilik özellikleri atfedilebilmektedir. Bu durum özellikle modern dönemde yaşayan insanlarda daha sık görülmektedir. Böylece kullanılan ürünler insanlaştırılmakta ve kullanıcılar tarafından buna göre muamele görmektedir (Ülkü vd., 2017). Dolayısıyla cansız bir varlık olan destinasyonlar da benzer şekilde insan kişiliğine ait özelliklerle açıklanabilmektedir (Çelik, Öztürk ve Coşkun, 2019: 340). Turistler tarafından destinasyonda (şehir, bölge vb) bazı insana ait bazı kişilik özelliklerinin algılanarak kişiselleştirilmesi destinasyon kişiliği olarak ifade edilmektedir (Türkmen ve Köroğlu, 2017: 402). İnsanlara ait özelliklerin cansız varlıklara atfedilmesi stratejisi, markalaşma yaratmak amacıyla kullanılmaktadır. Bu strateji pazarlama alanlarında olduğu gibi turizm alanında da kendine yer kazanarak destinasyon kişiliği olarak literatürde yer almaktadır. Destinasyon markalaşması sağlamak amacıyla ortaya çıkarılan destinasyon kişiliği kavramı Hosany ve arkadaşları (2006) tarafından ortaya konulmuştur. Hosany ve arkadaşları (2006), destinasyon kişiliği kavramını "bir destinasyon ile bağdaştırılan insana ait karakteristik özelliklerin tümü" olarak tanımlamaktadır. Bir destinasyon hakkında kişilik özellikleri ortaya çıkarılarak turistler için ziyaret edilen destinasyonu daha akılda kalıcı kılmak ve olumlu izlenim bırakmak hedeflenmektedir. Destinasyon kişiliği kavramı, turizmin geliştiği destinasyonlarda marka değeri oluşturmak ve hatırda kalıcı bir turizm deneyimi sunmak için önemli bir kavramdır.

Mutfak kültürü, destinasyonu turistik ürün haline getiren çekiciliklerden bir tanesi olmakla birlikte, destinasyonu meydana getiren unsurlardan da bir tanesidir. Destinasyona ait simge, bir amblem, kültüre dair bir işaret, soyut kültürel mirasın somut olarak yansıması, destinasyona ait bir kimlik ve toplumun aynası (McKrecher,2008; Okumuş vd., 2007; Petrini, 2001) olarak değerlendirilen mutfaklara da insan gibi düşünülere bazı kişilik özellikleri atfedilebilir mi? sorusu bu çalışmanın çıkış noktasını oluşturmaktadır.

LİTERATÜR

1. Kişilik Kavramı

Kişilik kavramı, etimolojik olarak ele alındığında karşımıza Latinceden dilimize geçmiş olan "persona" kelimesinden türetildiği görülmektedir. Kişilik kavramı en genel tanımı ile, bireye özgü olan ve onu diğer insanlardan ayıran özellikler bütünü olarak açıklanabilir (Veccohio, 1988: 85). Kişilik, insanın kendine özgü ve benzersiz bir varlık olarak toplumsal yaşamda etkili olan kavramdır. Kişilik, bireyin doğuştan getirdiği fizyolojik özelliklerinin, yaşadığı psikolojik deneyimlerin ve içinde bulunduğu sosyo-kültürel ortamın bir sonucudur. Kişilik, bireyin kendini, başkalarını ve dünyayı nasıl gördüğünü,

nasıl hissettiğini ve nasıl davrandığını belirler. Kişilik, bireyin toplumsallaşma sürecinde kazandığı ve geliştirdiği kişisel niteliklerdir (Taymur ve Türkçapar, 2012: 155).

2. Marka Kişiliği Kavramı

Marka kelimesi, İngilizce Brand sözcüğünün İskandinav etimolojisindeki Brandr kelimesinden geldiği düşünülmektedir. Yanık anlamına gelen Brandr kelimesinin tam çevirisi "sıcak ütü ile kasıtlı olarak bırakılan kalıcı işaret" olarak bilinmektedir (Elliot ve Percy, 2007: 226). Ülkemizde ise TDK marka kelimesini "Bir ticari malı, herhangi bir nesneyi tanıtmaya, benzerinden ayırmaya yarayan özel ad veya işaret" olarak tanımlamaktadır. Marka ve marka kişiliği çalışmaları ile literatürde rastlanan Aaker'a göre marka; ürünün satıcısını ve tüketici grubunu tanımlayan, ürünün rakiplerinden ayrılmasına yardımcı olan ticari bir isim, logo veya ambalaj tasarımı olarak tanımlanmaktadır (Aaker, 1991: 8). Marka, tüketicilerin ürünleri benzerlerinden ayırabilmesi, akılda kalıcılığının arttırılması amacıyla firma tarafından oluşturulmuş isim, sembol veya işaretlerden oluşmaktadır. Markalar tüketicilerin satın alma sürecini etkilemekte ve şekillendirmektedir. Bu yönü ile markalar pazarlama aracı olarak önemli rol oynamaktadır (Aktuğlu, 2014: 1). Aaker (1997) tarafından marka ile ilişkilendirilen insan kişilik özellikleri marka kişiliği olarak tanımlanmaktadır (Aaker, 1997: 347).

YÖNTEM

Araştırma nitel araştırma yöntemlerinden olgu bilim modeli kullanılarak yürütülmüştür. Olgu bilim araştırmalarında araştırma katılımcıları olguyu yaşayan veya deneyimlemiş kişilerden seçilmektedir (Yıldırım ve Şimşek, 2016). Veriler Çanakkale Onsekiz Mart Üniversitesi, Gastronomi ve Mutfak Sanatları Bölümü lisans ve yüksek lisans öğrencilerinden açık uçlu sorularda oluşan bir form aracılığı ile toplanmıştır. Amaçlı örnekleme gerçekleştirilerek Çanakkale Mutfağı'na ilişkin dersler aldıkları için ilgili bölümde lisans eğitimi alan 3. ve 4. sınıf öğrencileri ve yüksek lisans öğrencileri araştırma örneklemine dahil edilmiştir. Toplamda 67 kişiden veri toplanmıştır. Veriler betimsel ve içerik analizine tabi tutulmuştur.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Destinasyonlar gibi mutfaklara da kişilik özellikleri atfedilebilir mi? Peki bu kişilik özellikleri destinasyon kişilik özelliklerinin destinasyon pazarlama aracı olarak kullanılması gibi gastronomi turizminin pazarlanmasında bir araç olarak kullanılabilir mi? sorularına ilgili yazında tartışılmaya açılmış olacaktır. Çalışmanın örnekleminde Gastronomi ve Mutfak Sanatları Bölümü öğrencileri yer almaktadır. Bu durum mutfağın kişilik tanımlamasında bazı kısıtlılıkların ortaya çıkmasına sebep olmuştur. Örneklem gurubunun aşçılar, işletmeciler, akademisyen ve yerel halk olarak genişletilmesi mutfak kişiliğinin tanımlanmasında daha geniş bir bakış açısı sağlayabilmek için önem arz etmektedir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Çalışma ile mutfakları insan kişiliğine ait özelliklerle açıklamak hedeflenmiştir. Böylelikle "mutfak kişiliği" kavramı ortaya konulmuştur.

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BIBLIOMETRIC ANALYSIS OF STUDIES ON FOOD CULTURE IN TURKİYE

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INTRODUCTION

Considering that the food cultures of countries with a deep-rooted history are rich and diverse, it can be said that this can contribute to a destination within the scope of cultural tourism and be offered as a touristic product. The food culture of a destination arouses curiosity as much as its historical and natural beauties. Tourists generally want to try local dishes in the regions they visit. Because the food of a region is seen as one of the most important tools for entering and getting to know another culture.
The importance of academic studies cannot be denied, both to better understand the importance of food culture and to guide practitioners. In the study to be carried out, it was deemed necessary to evaluate the studies carried out in the field of tourism in Turkey in the last decade regarding food culture. The main purpose of the research is to examine the publications on food culture in the field of tourism made in Turkey between 2015 and 2024, to determine the level, trends and results of studies in the relevant field in our country and to reveal the general status of the studies. For this purpose, the research problem was "What are the scope and content of academic studies conducted in Turkey on food culture in the field of tourism?" It was determined as . In this study, a framework will be presented about the main subjects of the studies on food culture in the field of tourism in Turkey in the last decade and for what purpose they were carried out. At the same time, it is thought that the study will guide practitioners and researchers on possible studies on the relationship between food culture and tourism and will contribute to the tourism literature in this respect. The reason why studies specific to food culture will be examined in the research is that although bibliometric analyzes on gastronomy have been made in the literature, no bibliometric analysis has been conducted specifically on food culture.

LITERATURE

In line with the purpose of the research, articles on the subject of "Food Culture" in the magazines in the Turkish tourism directory will be discussed. Within the scope of the research, the literature on the subject of "Food Culture" published between 2015 and 2024 in the magazines in the Turkish tourism directory will be examined.
The fact that food culture has become a subject of national and international interest in recent years increases the importance of the research (Güzeller and Çeliker, 2017; Sökmen and Özkanlı, 2018). It is envisaged that the research will be useful in determining the course of studies carried out in Turkey on food culture in the field of tourism from past to present. Although it is seen that bibliometric analyzes on gastronomy have been made in the literature (Altaş, 2017; Güzeller and Çeliker, 2017; Sünnetçioğlu et al., 2017; Yılmaz, 2017; Altaş and Acar, 2018; Boyraz and Sandıkçı, 2018; Ceylan and Sarıışık, 2018; Okumuş et al., 2018; Şahin et al., 2019; Özata et al., 2019; Acar et al., 2020; 2020; Demir, 2020; Sandıkçı and Mutlu, 2021; Kargiglioğlu, 2021; Arslan, 2023; 2024; İşeri and Öncel, 2024; Öztürk and Koç, 2024), it is thought that the study will fill a gap in the literature in contributing to other researchers focusing on food culture by presenting the scientific details of the field.
Eating means adopting the qualities of the thing eaten and integrating with it. Food and cooking, which

emerge as a result of culture, place the eater within the cultural and social universe, and eating habits form the basis of common identity and difference (Bessière, 1998).
Food culture, which has continued from past to present, has served as an identity in defining societies (Teuteberg, 2008).
One of the factors that form the identity of destinations considered as tourism products is the characteristics of gastronomy. Food and beverage facilities and presentations can be an element of attraction of a destination. Therefore, it is seen as a factor that encourages or facilitates tourists' destination choice (Türkay and Genç, 2017). Tourists participating in gastronomy tourism activities have the opportunity to learn the preparation, cooking and presentation stages of local dishes, and have the opportunity to discover different cultures and the lives of local people belonging to this culture, thanks to gastronomy tourism (Zağralı and Akbaba, 2015). As a matter of fact, local foods consumed during holidays allow people to go beyond their own culture and experience different cultures (Jong and Varley, 2017). Local foods are perceived as a strong local identity symbol of tourism destinations (Chang and Yuan, 2011) and also constitute the main theme of gastronomy tourism (Du Rand and Hearth, 2006).
The food culture of a society cannot be separated from the sociocultural structure, geographical location, economic conditions and world view of the society in which it is produced. To summarize from Işın's study in 2018, food processing has been an evolutionary step towards humans benefiting more from nutrients. As civilizations developed, geography and climatic conditions and the innovations brought by time also had an impact on the cultural dimension of eating. Every technological invention that has affected the stages of food preparation, presentation and eating since the invention of fire has been a part of the development of this culture. The process has brought the dish to a culturally meaningful place.
Another study revealed that although nutrition is a biological need, the preparation and preparation processes of these foods have a social meaning. This meaning is mostly shaped through feelings of identity and belonging. Meals contain many different rules with social values, from the preparation process to the presentation process. These rules are directly fed by culture (Beşirli, 2010). Food is not only a biological need for humans, but also a tool through which they can culturally demonstrate their social status and worldview. (Gürhan, 2017).
Since food culture can bring together different individuals in society, it can become the intersection point of society at some point. Even if different languages are spoken in society, food culture can become a common language (Bucak and Yiğit, 2019). This integrative power of food is important in creating a sense of cultural belonging. Individuals who are connected to each other by the same cultural patterns and eat the same food can meet on the same common ground. From this point; Nutrition not only enables us to survive, but also provides our connection with the past and mediates our communication with other people. In addition, foods belonging to a culture also affect perceptions of that society. (Türker, 2018).
In this respect, all visuals of food and food culture are a very important element in the promotion of countries. The ability of a nation to gain power by promoting its cuisine is considered soft power. Ichijo and Ranta also see food culture as a phenomenon that helps understand the basic symbols and building blocks of a nation through what one eats and how one eats. The food of a nation reflects the characteristics of that nation. In this regard, food plays a role in strengthening the social structure and creating a sense of group and belonging in individuals (2018).

METHOD

Qualitative research method will be applied in this study. Document review will be conducted to obtain the data and bibliometric analysis technique will be used to get the best answer to the research questions. Bibliometric analysis; It is the numerical analysis of the publications produced by individuals or institutions in a certain field, in a certain period and in a certain region, and the relationships between these publications. In bibliometric research, findings regarding scientific communication are obtained by analyzing certain features of documents or publications. Through bibliometric research, the most productive researchers on any subject are determined and the dimensions of the interaction between these studies are revealed. Bibliometric research also allows comparisons between countries, institutions or schools on various subjects (Al, 2008). In this study, where bibliometric analysis will be made, research published in the field of tourism on food culture between 2015 and 2024 will constitute the study group.

The sample of the research will consist of studies on food culture published in gastronomy journals between 2015 and 2024, according to their scope among the journals in the Turkish tourism directory. In this regard, Journal of Tourism and Gastronomy Studies, International Journal of Foodservice and Gastronomy, Gastoria: Journal of Gastronomy and Travel Research, Aydın Gastronomy, Journal of Gastronomy Hospitality and Travel International Journal of Tourism, Gastronomy and Culinary Arts journals will be preferred.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

It is thought that this study will guide practitioners and researchers on possible studies on the relationship between food culture and tourism and will contribute to the tourism literature in this respect.

As with every research in general, this research has some limitations. The limitations of this study are that it only deals with tourism and gastronomy magazines in the Turkish tourism index and covers the years 2015-2024. In studies aiming to research a literature, it is preferred to analyze them separately rather than examining all the sources in that field, and in such studies, articles published in journals are generally taken into account (Kozak, 2000). In this regard, articles in journals will be taken into consideration in the study. It is recommended that other journals and/or international literature included in the Türkiye tourism directory be taken into consideration in future studies.

UNIQUE VALUE OF THE RESEARCH

In order for food culture, which has a very important place in tourism, to be known by wider audiences, various original studies on this field need to be increased. Foods of a region are seen as among the most important means of entering and getting to know another culture.

The importance of academic studies cannot be denied, both to better understand the importance of food culture and to guide practitioners. In recent years, there has been an increase in studies on food culture in the national and international literature, and when looking at this study, it is thought that it will fill a gap in the literature in terms of being able to easily understand what studies have been done on food culture in Turkey and providing guidance to researchers. Although it is seen that bibliometric analyzes on gastronomy have been made in the literature, the fact that a bibliometric analysis specifically evaluated on food culture has not been made reflects the unique value of the study, which will contribute to other researchers focusing on food culture by presenting the scientific details of the field in the literature.

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EVALUATION OF GASTRONOMY MUSEUMS IN TURKIYE WITHIN THE SCOPE OF MEMORABLE EXPERIENCE

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INTRODUCTION

Gastronomic values are one of the elements of attraction for destinations (Kesici and Çakır, 2020: 231). It can be said that museums are one of the elements of attraction for tourists. Gastronomy-themed museums also attract the attention of gastro-tourists traveling for gastronomy tourism. According to current data, there are 38 gastronomy-themed museums in Turkey (Yavuz and Uluk, 2021:535). Gastronomy museums are categorized in the literature as culinary culture themed museums, local cuisine themed museums, honey and beekeeping themed museums, beverage themed museums, olive/olive oil themed museums, chocolate themed museums and kitchenware themed museums (Şeyhanlıoğlu, Duman and Arıca, 2023:135). Due to the increasing demand for gastronomy museums in recent years, there are museums with different concepts in different provinces at the project stage.

There are studies on gastronomy museums in the literature. However, there is no study in the literature that deals with gastronomy museums in the context of memorability. The subject of the study is the evaluation of gastronomy-themed museums in Turkey within the scope of memorable experience. In this direction, the comments of visitors to gastronomy museums are evaluated in terms of hedonism, novelty, renewal, participation, meaningfulness, knowledge and local culture dimensions within the scope of memorable experience. The aim of the study is to reveal the remembered details of the guests' museum experiences in line with the dimensions of memorability, to make suggestions for revising and improving the content of museums in line with visitor comments, and to contribute to the literature.

LITERATURE

Memorable experience is provided by experiencing the dimensions of Hedonism, Novelty, Refreshment/Renewal, Participation, Meaningfulness, Knowledge and Local Culture together. According to Kim, Ritchie and McCormick (2012), gastronomic experiences realized in the context of the dimensions of memorable experience can positively affect tourists' satisfaction levels. Indirectly, it can be said that the positive impact of this situation will affect the development of destination branding, intention to visit again, and experience satisfaction. According to Cao, Lib, Dipietro and So, (2019), the factors that make up memorable tourism experiences should be known by food and beverage businesses and should be developed in line with providing unforgettable experiences to guests. Because these experiences will remain in the memories of the guests and will affect their future consumption and satisfaction.

The subject of the research is the evaluation of gastronomy-themed museums in Turkey within the scope of memorable experiences. In this direction, the scope of the study consists of museums with a sufficient number of visitor comments.

Related Studies

Studies on gastronomy museums; gastronomy museums as a destination attraction element (Çetin & Küçükkömürler, 2018; Lokman, Yarmacı, & Güdül, 2022), evaluation within the scope of gastronomy tourism (Gül, 2022), sustainability of intangible cultural heritage and culinary culture in terms of touristic presentation differences (Sandıkçı, Mutlu, & Mutlu, 2019) (Can & Ağcakaya, 2019), within the scope of

sustainable tourism (Ceyhun Sezgin & Şanlıer, 2018), as an element of local gastronomic identity formation (Baycar, 2022), The Importance of Gastronomy Museums in the Sustainability of Local Food Products (Kırbaç and Bucak, 2022), content analysis of websites (Demirci, 2021), examination of visitor experiences (Yeşilyurt and Arıca, 2018; Savaşkan & Çavuş, 2021; Sarı Gök & Şalvarcı, 2020), are centered around the topics.

In studies on visitor experiences, topics such as determining the most recurring themes of comments by content analysis and visitor satisfaction have been studied, but no study has been conducted on memorable experience.

METHODOLOGY

The study aims to evaluate the gastronomy museums in Turkey within the scope of memorable experience. The data of the study consists of the comments written by the visitors of the gastronomy museums on the Tripadvisor website through document analysis, one of the qualitative research techniques. Document analysis method is a method that involves the analysis of written and visual materials containing information about the phenomena or events targeted in the research (Özdemir, 2010: 335). The reason why this method was used in the study is that consumers generally make written or verbal comments about experiences that are very liked or very bad.

In the study, the comments written by visitors to gastronomy museums on Tripadvisor website constitute the data of the study. Since Tripadvisor does not have visitor comments for all of the gastronomy museums; Adatepe Olive Oil Museum, Atatürk House Museum, Marmaris Balevi, Bursa Chocolate Museum, Ice Cream Museum, Egea Museum Restaurant, Emine Göğüş Kitchen Museum, Erzurum Houses, Hacıbanlar Kitchen Museum, Kapurcuk Culture and Gastronomy House, Köstem Olive Oil Museum, Visitor comments about Kutman Wine Museum, Oleatrium Museum, Private Yoruk Museum, Pelit Chocolate Museum, Safranbolu Chocolate Museum, Saafranbolu Coffee Museum, Hatay Medicinal and Aromatic Plants Museum, Zavot Cheese Museum were evaluated.

The data obtained in the study were analyzed by content analysis, one of the data analysis methods. Content analysis is a method mainly used in analyzing written and visual data, but it was conducted to reach concepts and relationships that can explain the collected data (Özdemir, 2010: 335). The findings obtained by content analysis within the scope of hedonism, novelty, refreshment/renewal, participation, meaningfulness, knowledge and local culture dimensions within the scope of memorable experience will be presented in the findings section of the study in the form of a table. It is noteworthy that Emine Göğüş Culinary Museum, Adatepe Olive Oil Museum and Pelit Chocolate Museum received the most comments. It is also noteworthy that museums that have been in operation for more than 10 years have more comments and many gastronomy museums belong to private companies rather than public institutions. The research data is planned to be collected in July and August 2024.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

There are academic studies on gastronomy museums, but since there is not enough in terms of number and subject diversity, this study is expected to contribute to the relevant literature. In addition, it is thought that it will contribute to the sector as an important source for the development of the content of the tools and equipment exhibited in gastronomy-themed museums and the activities carried out in line with the visitor comments analyzed as a result of the study. It can also be said that the study will contribute to the promotion of museums as an oral presentation and a written source.

The fact that the study examined secondary source data over the internet and that visitors could not be reached directly limits the research in terms of data diversity. In addition, the lack of any visitor comments on the Tripadvisor website of most of the museums, which constitute the main content of the study, or the insufficiency of the comments on some museums constitute the limitations of the study. Due to these limitations, museums with enough comments were included in the study and visitor comments of these museums were analyzed to avoid any doubt about data security. Information about the

gastronomy museums that could not be included in the study is briefly included in the conceptual framework section of the study.

ORIGINAL VALUE OF THE RESEARCH

Memorable experience, memorable tourism, memorable gastronomy tourism etc. are the main themes of the studies conducted to reveal what factors are worth remembering for tourists and in which types of experiences they have unforgettable experiences. In this study, memorable experience among these themes is discussed in terms of gastronomy museums. Such a study has not been conducted before. Therefore, this study is expected to add a unique value to the literature. As a result of this study, the experiences of people who visit gastronomy museums will be analyzed and the data obtained as a result of the analysis will provide an opportunity for sector stakeholders to see how much the service they offer meets the dimensions of a memorable experience and to improve the service they provide in this direction. At the same time, it can be said that the study will contribute to the literature as a study in which the current data of the gastronomy-themed museums in Turkey are specified and the studies conducted on these museums are evaluated. Thus, the fact that it provides an idea to researchers for future studies and contributes to information as a written source for sector stakeholders makes the study valuable. Its use in the promotion of museums is another contribution to the field.

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LEZZET HAFIZASI YÖNETİLEBİLİR Mİ?

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GİRİŞ

Tat ve koku, insan duyularının ayrılmaz bir parçasını oluşturmaktadır. Bu duyular hem fizyolojik hem de psikolojik süreçlerle yakından ilişkilidir. Koku, burundaki özel sinir hücreleri aracılığıyla algılanırken, tat, dil üzerinde bulunan tat tomurcuklarıyla hissedilir. Bu duyusal algılar, bireyin çevresini tanımasında ve yiyeceklerin zararlı olup olmadığının algılanmasında kritik bir rol oynar. Ayrıca, yiyecek ve içeceklerin zengin lezzetlerinin algılanmasına ve beslenme deneyimine katkıda bulunur. Lezzet, tat, aroma ve dokunun birleşimiyle ortaya çıkar. Lezzet, kişisel tercihler, kültürel farklılıklar ve beslenme alışkanlıkları gibi çeşitli faktörlerden etkilenir. Duyusal algı süreci, çevreden gelen uyaranların algılanması ve işlenmesini içerir, bu da insanların dünyayı anlama ve algılama sürecini şekillendirir. Lezzet algısında tat ve koku belirleyici rol oynar. Lezzet hafızası ise, önceki deneyimlerden kaynaklanan tat ve koku algılarının belleğidir. Bu da yiyecek ve içeceklerin tadını ve aromasını hatırlama ve tanıma yeteneğini içinde barındırır. Lezzet hafızası, besinlerin tatlarına ve kokularına ilişkin bellekte depolanan bilgileri kullanarak gelecekteki deneyimleri şekillendirir. Bu hafıza, yiyeceklerin tadıyla duygusal bağlar oluşturur ve kişinin gelecekteki yiyecek tercihlerini etkiler. Bu çalışma, lezzet hafızasının yönetimi konusuna odaklanarak, insanların besin tercihlerini, sağlıklı beslenme alışkanlıklarını ve gastronomi üzerindeki etkilerini incelemeyi amaçlamaktadır.

LİTERATÜR

Tat reseptörleri, çözünmüş kimyasal moleküller tarafından uyarılan kemoreseptörlerdir ve tat tomurcuklarında bulunurlar. Tat tomurcukları, dilde papilla adı verilen çıkıntılarda yoğunlaşır ancak ağız boşluğu, damak, farinks ve epiglottiste de bulunabilir. Tat tomurcuğu, destek hücreler ile özelleşmiş epitel hücrelerden oluşur ve tabanında duyusal sinir hücre lifi bulunur. Tat hücreleri, mikrovillus adı verilen tüysü çıkıntılara sahiptir. Tükürük içindeki kimyasal moleküller, tat hücrelerinin çıkıntılarına bağlanarak elektriksel uyarıma neden olur. Tat bilgisi, beyin sapına taşınarak beyin korteksine iletilir (Karamürsel ve Erdoğan, 2019; Leeper-Woodford ve Adkison, 2018). Tat alma duyusu, genetik faktörler, yaş, sigara içme alışkanlığı, cinsiyet, vücut ağırlığı, çeşitli hastalıklardan ve çeşitli ilaçların kullanımından etkilenebilmektedir (Kök ve Gençer, 2023). Lezzet, yiyecek ve içeceklerin tat, aroma ve dokusunun birleşimiyle oluşan karmaşık bir duyusal deneyimi ifade eder. Kişisel tercihler, kültürel farklılıklar ve sağlıklı beslenme gibi faktörler tarafından etkilenir

(Kök ve Gençer, 2023). Lezzet, ağız ve burun reseptörlerinin beyne ilettikleri bilgilerin toplamı olarak tanımlanırken, bir yiyeceğin lezzetinin değeri, tekrar arzulama derecesiyle ölçülebilir (Yıldız, 2019; Işık, 2010; Kanpak, 2009). Lezzet algısı, gıda tüketimi sırasında beş duyunun (tatma, koklama, görme, işitme, dokunma) bütünleşmesiyle oluşur ancak tat ve koku genellikle belirleyicidir (Orhun, 2019; Orhun ve Akıllı, 2019; Ekşi, 2018; Erarslan, 2012; Krishna, 2012; Auvray ve Spence, 2008; Delwiche, 2007; Abdi, 2006; Bayrak, 2006; Simon, de Araujo, Gutirrez ve Nicolelis, 2006; Serdaroğlu ve Değirmencioğlu, 2002; Karadeniz, 2000; Lindsay, 1996; Christensen, 1984). Lezzetin algılanmasında, hipokampüs geçmiş deneyimlerle bağlantılı belleksel işlemleri, olfaktör ve gustatoryal sistemler koklama ve tat alma duyularını, limbik sistem ve amigdala duygusal tepkileri, insan neokorteksi karmaşık zevk algılarını ve hipotalamus açlık, tokluk ve besin alımını düzenleyerek lezzet algısını etkiler. Yiyecekler, gastronomik unsurların nostaljik özelliklerini taşıyarak zaman zaman nostaljik birer öge olarak işlev görür. Örneğin, pişen kurabiye kokusu çocukluk hayatıyla ilgili nostaljik duyguları uyandırabilir. Yiyeceklerin, çocukluk dönemine ait ve kimliği belirleyen önemli faktörlerden biri olduğu vurgulanır. Yiyeceklerin belleğe kaydedilme ve hatırlanma süreci incelendiğinde, özellikle çocukluk ve erken yetişkinlik dönemlerinde tüketilen yiyeceklerin kişiliğin oluşumunda ve kişisel hatıralar bakımından önemli olduğu görülür (Özgüneş ve Bozok, 2022).

YÖNTEM

Bu araştırma kapsamında lezzet hafızasının nasıl yönetilebileceğini incelemek amacıyla nitel araştırma yöntemlerinden biri olan doküman analizini kullanmıştır. Doküman analizi, yazılı materyallerin sistematik bir şekilde incelenmesini içerir ve bu çalışma kapsamında, tat, koku ve gıda dokusunun lezzet algısını nasıl şekillendirdiğine dair mevcut literatür taranmıştır. PubMed ve Google Akademik gibi veri tabanları, araştırmanın temel kaynaklarını oluşturmuştur. Araştırma sürecinde, dünya ve Türkiye'de yapılan lezzet hafızası üzerine çalışmalar incelenmiş ve bu çalışmaların gastronomi, duyusal analiz, yöresel mutfaklar ve tüketici tercihleri gibi alanlarda yoğunlaştığı belirlenmiştir. Lezzet hafızasının karmaşık beyin işleme süreçleriyle şekillendiği ve bu sürecin besin tercihleri ve günlük beslenme alışkanlıkları üzerindeki etkileri araştırılmıştır. Doküman analizi yöntemi, lezzet hafızası konusundaki bilgi birikimini sistematik bir şekilde derlemeyi ve bu bilgileri analiz ederek çalışmanın araştırma sorularına yanıt bulmayı amaçlamaktadır. Analiz sürecinde, lezzet hafızasının bilinçli yönetiminin besin tercihleri ve pazarlama stratejileri üzerindeki önemini vurgulayan bulgulara odaklanılmıştır. Bu yöntem, lezzet hafızası yönetiminin yiyecek ve içecek endüstrisinde ürün geliştirme ve pazarlama stratejilerini optimize etmek için nasıl kullanılabileceğine dair değerli bilgiler sunmaktadır. Araştırmanın sonunda, lezzet hafızasının yönetilip yönetilemeyeceği ve bu yönetimin beslenme alışkanlıkları üzerindeki potansiyel etkileri ortaya koyulmuştur.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu araştırmanın yaygın etkisi hem bireylerin besin tercihleri hem de yiyecek ve içecek endüstrisi üzerindeki potansiyel değişimlerle ilgilidir. Lezzet hafızasının yönetimi, bireylerin sağlıklı beslenme alışkanlıklarını geliştirmelerine yardımcı olabilir. Örneğin, daha geniş bir beslenme yelpazesi deneyimlemek ve sağlıklı yiyecekleri tercih etmek için bilinçli olarak lezzet hafızasını yönlendirmek mümkündür. Bu da genel sağlık ve yaşam kalitesinde iyileşmelere yol açabilir. Yiyecek ve içecek endüstrisi için bu araştırma, ürün geliştirme ve pazarlama stratejilerinde önemli bir rehber olabilir. Lezzet hafızasının nasıl çalıştığını ve tüketici tercihlerine nasıl etki ettiğini anlamak, yeni ürünlerin tasarımı ve mevcut ürünlerin iyileştirilmesi için kritik bilgiler sağlar. Bu da daha iyi hedeflenmiş pazarlama kampanyaları ve tüketici ihtiyaçlarına daha uygun ürünlerin geliştirilmesi ile sonuçlanabilir. Ancak, araştırmanın bazı sınırlılıkları da bulunmaktadır. Öncelikle, doküman analizi yöntemi, mevcut literatüre dayandığı için yeni veri toplama imkânını zorlaştırabilir. Bu durum ise, araştırmanın bulgularının genelleştirilebilirliğini sınırlamaktadır. Buradan hareketle 2013-2023 yılları arasında yapılan çalışmalara odaklanılmıştır. Ayrıca, lezzet hafızasının bireysel farklılıkları ve kültürel etkileri göz önüne alındığında, tek tip bir yaklaşımın her birey için uygun olmaması

muhtemeldir. Lezzet algısı ve hafızası, kişisel deneyimler ve duygusal bağlarla şekillendiği için, bu faktörlerin tamamını kapsamak zor olabilir. Bu sınırlılıklara rağmen, araştırma, lezzet hafızasının yönetiminin bireysel ve endüstriyel düzeyde potansiyel faydalarını vurgulayarak alanyazına önemli katkılar sunmaktadır. Daha fazla ampirik araştırma ve farklı yöntemlerin kullanımı, bu konuda daha kapsamlı ve genelleştirilebilir sonuçlar elde edilmesine yardımcı olabilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Lezzet hafızasının yönetimi üzerine yapılan bu çalışma, bu alandaki literatüre özgün katkılar sağlamayı amaçlamaktadır. Araştırma, tat, koku ve gıda dokusunun lezzet algısını nasıl şekillendirdiğine dair mevcut bilgi birikimini derleyerek, lezzet hafızasının bilinçli yönetiminin bireylerin besin tercihleri ve yiyecek endüstrisinin pazarlama stratejileri üzerindeki etkilerini vurgulamaktadır. Bu çalışma, lezzet hafızasının sadece bireysel beslenme alışkanlıkları üzerindeki etkilerini incelemekle kalmayıp, aynı zamanda bu hafızanın yönetimi yoluyla sağlıklı beslenme alışkanlıklarının teşvik edilebileceğini ortaya koymaktadır. Bu, beslenme bilimi ve duyusal analiz alanlarında önemli bir yenilik olarak değerlendirilebilir. Lezzet hafızası, bireylerin geçmiş deneyimlerinden kaynaklanan tat ve koku algılarını içerdiği için, bu hafızanın bilinçli yönetimi, besin tercihlerini olumlu yönde etkileyebilir. Ayrıca, yiyecek ve içecek endüstrisi için bu araştırma, ürün geliştirme ve pazarlama stratejilerinde kullanılabilecek önemli bilgiler sunmaktadır. Lezzet hafızasının nasıl çalıştığını ve tüketici tercihlerine nasıl etki ettiğini anlamak, daha etkili ve hedeflenmiş pazarlama kampanyaları ve tüketici ihtiyaçlarına daha uygun ürünlerin geliştirilmesine yardımcı olabilir. Bu da endüstrinin rekabet gücünü artırabilir ve tüketici memnuniyetini yükseltebilir. Bu araştırmanın özgün değeri, lezzet hafızasının yönetimi konusundaki bilgi boşluğunu doldurması ve bu alanın hem bireysel hem de endüstriyel düzeydeki uygulamalarına dair yeni perspektifler sunmasıdır. Bu çalışmanın bulguları, gelecekteki araştırmalara ve uygulamalara rehberlik edebilir ve lezzet hafızasının bilinçli yönetiminin potansiyel faydalarını daha geniş bir kitleye tanıtabilir.

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EVALUATION OF KITCHENS AND RESTAURANTS OF 5 STAR HOTELS OPERATING IN KUSADASI IN TERMS OF DIGITALIZATION AND SMART APPLICATIONS

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INTRODUCTION

With the integration of technology into people's lives, individuals have changed their social lives and started to look for a different way in tourism activities. Developments in technology have contributed to the development of concepts such as tourism 4.0, smart tourism and digital tourism. In this process, the innovations and opportunities created by technological developments point to the importance of introducing digitalization and smart technologies to the sector. The adaptation of these innovations to the tourism service sector will create new gains for both customers and businesses. The age of technology we are in has dragged service providers and tourists into a digitalization journey. Businesses that meet the requirements of this age will be businesses that meet the expectations and needs of the new user portfolio and are open to innovation and change.

In the tourism sector, digital technologies and smart tourism applications such as information and communication technologies, social media, internet, cloud computing and virtual reality enrich and differentiate individuals' demands, choices and experiences regarding products.

Food and beverage businesses; It is one of the areas that are affected by innovations and have an important place in the tourism sector. It is thought that digitalization of the service sector will provide great advantages for businesses to be at the forefront in the sector, as it will prevent the negative characteristics perceived by customers due to personal applications arising from service and kitchen personnel.

Technological innovations such as POS devices of food and beverage businesses, sales such as payment with QR code at the table, marketing through social media, internet of things in food preparation and service, augmented reality, digital menu applications, artificial intelligence, use of digital and robotic technologies and serving robotic restaurants. There are many innovations and changes taking place.

Digital transformations and changes in food and beverage businesses are becoming widespread in the world and in our country and are the focus of attention of customers. When the researches are examined, it is seen that technological developments affect the structures of food and beverage businesses and the audience they serve.

The main purpose of this study is to reveal the changes brought about by technological developments within the scope of digitalization and smart applications in hotel restaurants and kitchens in Kuşadası.

The aim of the research is to analyze the situation regarding technological innovations and changes in hotel restaurants and kitchens and to evaluate the smart and digital applications used.

LITERATURE

Digital applications that allow people to share their experiences have an impact on the spread of innovations and developments resulting from technology and technological developments to the tourism sector (Dülgaroğlu, 2021). In the field of tourism, which is defined as human-oriented service, it is necessary to adapt digitalization to all levels of tourism in order to attract customers who can easily adapt to technology (Baran, Z. and Baran, H., 2021).

The digital transformation created by technological developments with Industry 4.0 appears as Tourism 5.0 and brings technologies such as cloud data storage, mobile applications, artificial intelligence, internet of things, automation tools, 3D printers into line with the sector (Topsakal, et al., 2018).

Thanks to digital technology, food-related animations on dining tables, sounds and lights on tables and walls, food with increased taste, a more enjoyable and attractive dining experience, e-menu, edible paper containing different flavors, edible menu and 3D printers. Food is prepared as desired. In some establishments, food menus can be viewed via touch screen devices, so the preparation and content of the meals can be followed (Keskin and Sezen, 2021).

It is thought that the priority tourism businesses in providing services with robotic and automation technologies will be hotel chains, cruise ship tourism businesses, tour operators, and museums with high investment power (Mil and Dirican, 2018).

Smart Tourism Applications

Smart tourism is defined as equipping the products and services offered for tourism activities with smart technologies (Taş and Olum, 2020). The use of robotic technologies is encountered in accommodation establishments, especially in areas such as front office, food and beverage, housekeeping and bar. Tourism 4.0 applications and robotic technologies; robot guide, robot cook, robot waiter etc. (Sağır and Oraç, 2019) big data, internet of things, artificial intelligence, autonomous robots, digital menu and ordering tools, 3D printers, augmented reality applications have provided the advantage of transforming the food and beverage industry into smarter businesses. It is observed that it is used in many areas such as travel consultancy, guidance, route guidance descriptions, food and beverage preparation, room and housekeeping, service and order taking (Özışık and Yıldırım, 2021).

Adapting digitalization to the accommodation sector, smart hotels aim to increase the quality of services and communication processes to be offered to guests by using virtual intelligence technologies and using human labor at a minimum level. These smart applications are known as systems that focus on the comfort and needs of guests in common areas and personal areas. Smart buildings and smart rooms application covering the entire business (Kurçer and Civelek, 2023); Robots and autonomous vehicles have a variety of hospitality and tourism applications, such as patrolling, baggage delivery and cooking. They are chat bots that encourage and influence customers on hotel websites, which are widely used to improve customer experience, and answer customers' questions (can make reservations directly). Chat bots consultant robots also record reservations, offer suggestions to guests and inform them about in- and out-of-hotel events. Self Service kiosks enable tourists to self-check-in, check-out, order and pay faster and with fewer errors. While search engines enable guests to find the product they are looking for as soon as possible, reservation engines offer guests the opportunity to make a reservation for the relevant product. It allows people to know and experience the hotel beforehand (Akgün, 2023).

At Yotel Singapore Orchard Road Hotel, one of the first businesses to use smart systems and robots, check-in and check-out operations are provided by smart robots named Yoshi and Yolanda, and guests can customize the lighting system and bed height in their rooms. Wynn Resort in Las Vegas provides services such as adjusting the television, adjusting systems such as heat, light and sound, and opening and closing the curtains with chat bots. At JW Marriott Mumbai Sahar Hotel, guests experience applications such as making reservations and ordering food via smart tablets. In addition, there are

lighting equipment designed for psychological purposes. Las Vegas Hotels, whose heat, lighting, ventilation and curtains are managed with smart applications, also offer opportunities such as learning check-in and check-out times, purchasing flight tickets, making meal reservations and benefiting from spa services with smart tablets. Vdara Hotel & Spa allows hotel entry and exit, restaurant and nightclub reservations through its own mobile applications, and guests can use the application as a digital key (Kurçer and Civelek, 2023).

Hilton and Starwood hotels offer automatic check-in and keyless entry services to their guests using their mobile applications. Telkonet's EcoSmart Mobile offers similar mobile apps and adds features that allow guests to control in-room IoT products. Samsung's Hotel Management Solutions and SINC entertainment solutions also allow guests to control in-room functions and check weather and flight information via a TV remote control interface. Marriott Hotels is one of the major hotel brands enhancing the guestroom experience through IoT, awarding Global Property Network System (GPNS) certification to Enseo, a hospitality technology integrator. Peninsula Hotels is developing its own line of dedicated in-room tablets that allow guests to order room service, message the concierge, arrange transportation, make free VOIP calls, and select TV channels and movies to air on the hotel room television (Azadaliyev and Demirkol, (2023).

Digitalization in Restaurants

Smart Restaurant is defined as a concept that uses technology partially or completely in all restaurant processes, from ordering, food preparation, service and payment options to various entertainment activities and feedback options.

Digital transformation applications of the functioning of the traditional restaurant system in smart restaurants, mobile applications, robots, smart nutrition tools, artificial intelligence, internet of things, virtual and augmented reality application, edible menus, self-service kiosks, virtual restaurants, smartphones, e-tablet menus, digital tables, telematic banquets applications such as digital menus, QR codes and interactive touch screens and 3D printers (Göde, 2023).

A recent industry report shows that more than 70% of restaurant customers report that using technology in restaurants increases their convenience. It shows that the adoption of technology in the restaurant industry can positively impact the overall dining experience (Zaitouni, M., & Murphy, K. S. (2023).

Digital Tablet E- Q R Koldu Menu Applications

Digital menus are defined as touch and non-touch menus used in many restaurants with different features, from fast-food restaurants to ala carte restaurants (Çirişoğlu et al., 2021). It is widely accepted that the introduction of digital and self-service technologies, such as interactive web-based menus or tablet menus, will improve consumer experiences. In addition to enhancing the experience of both the customer and the restaurant, the digital menu can solve the efficiency problem that many restaurants generally face, shorten waiting times and increase service quality; this increases competitiveness (Oktavia et al, 2023). It has been reported that the e-tablet menu affects customer satisfaction and offers many advantages and benefits (Noorkhizan et al, 2023).

It was revealed that perceived ease of use, perceived usefulness and perceived trust showed a positive and strong significant relationship with the acceptance of the E-Menu, and a positive but weak significant relationship was found between perceived risk and consumers' acceptance of the E-Menu. It has been determined that people are still concerned about the ease of use, usefulness and confidence that modern technology will bring to them when ordering (Bawazir et al, 2023). With the continuous development of technology in digital menu development, it has been shown that many people still prefer the use of physical menus instead of digital menus for various reasons (Oktavia, 2023).

Göde (2023) found that digital menu applications in restaurants are demanded by consumers. While visual appeal, fast ordering, being modern, hygienic and providing ease of decision-making are stated as benefits, menu loading problems, difficulty of use in older ages, difficulties in scanning QR codes and inability to communicate with the waiter are reported as problems.

QR coded menus offer a variety of benefits for restaurants and customers, such as reducing waste, improving customer experience, supporting local and organic food producers, and promoting responsible consumption and production. It reveals that QR code menus are not only a digital transformation tool, but also a step towards creating a more environmentally friendly and resilient restaurant industry. It reveals more details about the ingredients, origin and environmental impact of each dish, allowing you to choose environmentally friendly options with vegetarian or vegan options and food Managers can also use QR code menus to show customers and stakeholders their sustainability efforts and certifications. QR code menus can also help local and organic food producers by allowing restaurants to show their sourcing practices and certifications to customers. Customers can learn more about where their food comes from, how it is grown or raised, and its environmental or social benefits by scanning the QR code (Ozturkcan and Kitapci, 2023).

Alexander et al. (2023) revealed positive features such as not requiring printing with the use of QR code technology, being hygienic, practical, speedy and environmentally friendly due to being contactless, as well as negative effects such as unimpressive menu design and low interaction.

Digital Tables

Another digital application that has started to be used in restaurants is smart tables. Customers are served with an e-menu that offers augmented reality through smart tables. Smart tables allow customers to be informed about the food and drinks they will order. It also shows them what kind of food to mix with. In addition, customers who can learn the prices of products via smart tables can place their orders without needing anyone. They can watch the kitchen during the preparation of their orders via video. They can also change the appearance of the table if they wish and play the games offered by the smart table to make the eating experience fun (Aksoy & Akbulut, 2017). Waiter robots working at Robolshef Restaurant, like others, provide services such as taking orders, serving and receiving payments. Guests can play games on digital tables while waiting for their orders (Açıksözlü and Bozok, 2021).

Self Service Kiosks

Self-service technologies are interfaces such as vending machines, self-service kiosks and web applications that enable customers to produce a service independent of direct service employee involvement. Kiosks have a widespread use network because they are more economical than robots, and hotels that do not use virtual assistants or chat bots can provide this service to their guests with self-service technologies. Self-service technology applications allow guests to order and pay the bill upon exit. There are kiosks that can serve meals according to the gender, age and psychology of customers. (Akgün, 2023).

In their study, Zautini and Murpy (2023) revealed that emotional values are at the forefront in the most important SST experiences that affect customer satisfaction with the restaurant experience, and at the same time, it increases positively with customer satisfaction.

Service Robots / Service Robots / Intelligent Service Attendant

Service robots can be defined as "systems that function as intelligent, programmable tools that can act to benefit or benefit humans or that can enhance/increase human productivity."

In food and beverage services, service robots are used in every aspect of the food and beverage preparation and service process, from the beginning to the end. Robots can prepare food like a chef, take orders like a waiter, and serve like a busboy (Akgün, 2023).

One of the first examples of the use of robots in restaurants took place in 2015, when a robot named "Ada", which was used in a cafe in Konya and was developed by a software company, with position, distance and contrast sensors, served tea (Çallı et al., 2023).

A Japanese Hajime restaurant in Thailand, where 4 robot waiters work, takes orders from touch screens on each table. Within a few minutes, the robot disguised as a samurai comes to the guest's table to deliver the orders. 10 robot waiters, 1.2 meters tall, work in a restaurant in Kunson, China. Robots working in the restaurant perform the tasks of taking orders, cooking rice, frying potatoes and serving them to customers. Robots are also used in the restaurant's advertising and promotional campaigns.

Orders placed through Touch Restaurant touch tables are served by robots named "Rozzy" and "Robi" (Açıksözlü and Bozok, 2021).

Robot Pepper is also used in Pizza Hut restaurant chains in the Far East and Shanghai. The robot named Pepper can take orders and receive payments from customers. "Pepper" uses voice recognition and artificial intelligence technologies to communicate with customers. In addition, thanks to the system developed in cooperation with Pizza Hut and Master Card, customers' orders are easily delivered to the restaurant's kitchen. Pepper receives payment from customers when the process is completed (Ivanov et al., 2017). In their study, İnce and Başer (2023) found that business results, social impact and performance have a positive effect on employers' desire to use service robots. Atalı et al. (2023) in their study; They reported the successful integration of the autonomous mobile robot (komi Bot) and the impact of smart service robots on food and beverage businesses and that they have the potential to shape the future of the sector.

Virtual Reality Applications

Sublimotion Restaurant, located in Ibiza, Spain's popular holiday destination, can be considered one of the best examples in the world of the augmented reality concept. With this application supported by technological developments, restaurants can differentiate themselves in the market and offer unique content to their customers in terms of experience. In some studies, projections placed on the table, etc. It has been stated that various visuals are reflected with applications and the use of such tables increases customer satisfaction (Süzer, et al., 2021).

Robot Sef

The use of artificial intelligence-supported robots or robot chefs has become quite common in kitchens, which are one of the main sections of food and beverage businesses. Robot chefs, which are widely used in many countries around the world, are used in the kitchen; They undertake many tasks such as cleaning, preliminary preparation, chopping, cooking and serving. Among these, Bot Chef and Foxbon, developed by Samsung, can clean themselves and slice much faster than a human. Robotic Kitchen and AUSCA robot chefs can cook omelettes and fried eggs for hotel guests in less than three minutes. These are the robot chefs that can be considered first (Şimşek, M). .,2023). Kitchen Assistant Flippy, one of the first autonomous robots, can use the grill and fryer thanks to its robot arms and can also monitor the cooking process in real time. Robot Chef Pazzi carries out all production stages of pizza (Ayyıldız and Eroğlu, 2021).

Le Petit Chef met with customers for the first time in Turkey at Sheraton Istanbul City Center in 2022, and visitors were given a rich experience with 3D projection performance art, entertaining presentations for children and adults, and immersive stories about the preparation of the food (Çallı et al., 2023).

Robots working in the kitchen of Spyce Restaurant prepare the orders given via the digital menu and perform post-service cleaning. A small number of staff are involved in guiding the robots and presenting the food (Açıksözlü and Bozok, 2021).

Virtual Assistants

Blue Apron Blue Apron is an American food service website that sends the user weekly all the ingredients needed to cook a meal with its recipe, weighed and prepared. At the same time, it is a virtual chef that describes how to prepare the desired dish without wasting ingredients. After selecting the desired recipe from the Blue Apron website and entering the address information, all necessary ingredients are weighed and prepared and sent to the user. In addition, by predicting how long the meals will take to prepare, thanks to the recipes selected according to the number of people, you not only save time, but also prevent food waste by ensuring the use of sufficient ingredients.

Gram serves its customers at home by selecting the most local, freshest and seasonal ingredients, weighing them and packaging them. It is another platform that ensures sustainability in the kitchen as it eliminates waste and time spent on shopping (Taş and Olum, 2020).

3D Printers

In the field of gastronomy, it is possible to turn difficult and complex shaped foods into products with 3D printers. Depending on the development of automation and cooking techniques, it will be possible to cook foods with similar appearance and taste in the future. Time losses can be reduced by applying automation systems in the food and beverage industry. In addition, with similar systems, time and temperature parameters can be easily adjusted in cooking units (Öztürk, 2020).

Smart Kitchen Tools and Equipment

Smart Grinder. Smart grinder, a new technology that minimizes food waste, is a digital kitchen device that turns food waste into fertilizer within 24 hours. The smart pan, with a temperature sensor mounted on its base, connects with the user's smartphone via Bluetooth. It gives instructions to the user for situations such as mixing the products, turning them, adding ingredients or changing the heat setting. The smart jug works with a system designed to warn the consumer with flashing blue sensors for milk that has exceeded its expiration date, preventing milk waste. Smart Fork sends a warning to the consumer according to the speed at which it is brought to the mouth, and gives a vibration warning to the person chewing the food when he/she brings the fork to his/her mouth faster than the normal speed. The main feature of the Smart Refrigerator is that it allows the user to check what items are in the refrigerator and shop accordingly, even when they are outside, with their network connections and camera systems.

Smart Egg Keeper: A blue sensor blinks next to the egg placed in the smart egg saver, which is the staleest egg that should be consumed first. Each time the oldest egg is removed, the light next to the next oldest egg continues to flash (Taş and Olum, 2020).

METHOD

In the research, to evaluate technological innovations and changes and the smart technologies used in hotel restaurants and kitchens; Interviews will be held with food and beverage managers and the smart and digital applications used by hotel restaurants and kitchens will be analyzed.

In this context, answers to the following questions were sought with the questionnaire to be used in the research:

1. What comes to your mind when you think of digitalization?

2. How does the development of technology reflect on the F&B department (hotel kitchens and restaurants)?

3. Are there any digital applications you use in your hotel? (In kitchens and restaurants) Could you briefly talk about what happens, if any?

4. What are the advantages/disadvantages of digital applications for employees?

5. What are the advantages/disadvantages of digital applications to customers? (Are there differences by culture?)

6. Do you think that digital applications have an impact on your competitive strategy?

7. What do you think about robot waiter and robot chef applications?

8. Would you like to work with a robot colleague?

In the simplest terms, the universe is the group that constitutes the researcher's work area (Coşkun et al., 2015). The universe of the research; While the sample consists of F&B managers working in 5-star hotels serving in Kuşadası, the sample consists of ten F&B managers selected by convenience sampling method. In the study, convenience sampling technique (Gürbüz and Şahin, 2016), which aims to collect random data from participants among non-probability sampling methods, was preferred.

In this research, which is a qualitative exploratory study, data was obtained through a semi-structured interview form. In addition to demographic questions for hotel food and beverage managers, the interview form includes the questions stated above that are suitable for the purpose of the research. The interviews were held face-to-face in the office environment of the hotel where we worked between June

and July 2023. The data obtained through interviews were evaluated with content analysis. Content analysis can be described as the process of quantifying what people write and say. The basis of this method is to categorize what is written and said and to investigate how frequently it is used.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

The widespread impact of the research reveals the difference in the change and transformation created by digital and smart technologies in hotel restaurants and kitchens. By adopting technology in smart hotel applications, it makes a notable contribution to academic discussions in this field, highlighting the synergy between digital and smart applications of hotel restaurants and kitchens and their contribution to sustainable tourism. It suggests that encouraging smart technology applications in hotels can improve service quality and increase its prevalence, thus reducing resource consumption. Future research may benefit from aggregating guest opinions and reviews to better understand their impact on guest satisfaction and hotel choices, thus expanding the findings of this study and enriching the field.

By adopting advanced technologies, businesses can increase their operational efficiency, ensure product quality, and meet changing consumer demands. The application of smart technologies can revolutionize supply chains, production processes and customer experiences, leading to a more flexible and responsive food and beverage ecosystem. Connected devices can improve coordination and efficiency by allowing real-time communication between different parts of the restaurant. By analyzing customer data, restaurants can gain insight into preferences, dietary restrictions, and ordering patterns. With the information obtained, it enables personalized dining experiences for customers, such as recommending meals based on past orders or new menu items that suit customer tastes. Personalized marketing campaigns and loyalty programs can also be developed using data analytics to increase customer retention. The integration of advanced technologies significantly improves the customer experience in smart restaurants. Digital menus and self-service kiosks can provide customers with detailed information about ingredients, nutritional content and customization options, while mobile applications and online platforms make reservations, ordering and payment easier, reducing wait times and increasing convenience. Additionally, AI-powered chatbots can help with customer questions, making the dining experience more interactive and enjoyable.

Smart restaurants and kitchens, which adopt sustainable practices such as waste management systems such as energy-saving devices, smart lighting and automatic climate control systems, energy composting machines and smart garbage bins, reduce their carbon footprints and also appeal to environmentally conscious consumers.

This study provides evaluations of digital and smart applications in hotel restaurants and kitchens. The sample size is one of the main limitations as it focuses only on the perspectives of five-star hotel F&B managers in Kuşadası. Addressing digital challenges, ensuring data privacy and security, managing economic barriers, and reducing environmental impacts are among the limitations that need to be addressed. Overcoming these limitations requires the concerted effort of hotel managers and employees, policy makers, technologists, culinary experts and educators.

ORIGINAL VALUE OF THE RESEARCH

This article investigates the importance of the change that digital developments and smart applications will bring to hotel kitchens and restaurants in the accommodation industry. It has been understood that smart tourism tools and applications of the accommodation industry, where digital and smart applications are required to a great extent, are not widely used in accommodation establishments. The reason for this is the high cost and the belief that they have a limited effect on service efficiency.

Additionally, the results of this research can be investigated to establish a solid digital infrastructure and the effectiveness of smart hotel and restaurant applications to obtain a strong vision of efficiency and guest satisfaction. Based on the findings presented in the study, researchers and practitioners can

continue to foster innovation and contribute to the sustainable growth of the hospitality industry in the digital age.

With the findings of this study; It can lead to the establishment of interdisciplinary research and development teams to innovate in digital and smart applications that can perceive the diversity and complexity of hotel kitchens and restaurants, improve flavor discovery without compromising originality, optimize food production and increase service quality that can ensure food safety. Additionally, the application of AI in hotel kitchens and restaurants can promote robust data privacy and security measures, particularly for personalized nutrition and the protection of consumer information. The study also emphasizes the importance of training hotel employees on smart and digital applications, increasing their awareness, and underlining the critical role of staff in the effective implementation of these applications.

To bridge the digital divide and ensure equitable access to smart applications, targeted initiatives to provide digital literacy and AI education should be launched. This may include government and private sector partnerships to fund and facilitate educational programs and infrastructure development; thus making digital applications accessible to a wider segment of the culinary and restaurant industry. Culinary innovation centers can be promoted to encourage innovation and ensure the continuous development of digital applications in the culinary field. These centers can serve as collaborative spaces where technology developers, culinary professionals, and entrepreneurs come together to share knowledge and spread best practices.

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MEMORABLE GASTRONOMY TOURISM EXPERIENCES OF POLISH TOURISTS

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INTRODUCTION

The concept of experience is defined by the Turkish Language Association as "All the information a person has acquired in a certain period of time or throughout his life; experiment, experience and expertise (TDK, 2024). O'Sullivan and Spangler (1998: 3) defined the concept of experience as individuals' emotional, social, spiritual and physical participation in consumption as a whole and the cognitive and emotional changes that occur in the individual as a result of this participation. On the other hand, Pine and Gilmore (2012: 46) pointed out that experience is a journey in the inner world of people and that it is formed as a result of physical and spiritual interaction, thus each experience is unique. The tourism industry also follows the concept of experience by making use of the interaction between individuals participating in tourism and the tangible products offered, thus creating tourist experiences before, during and after the trip (Larsen, 2007: 8-10). The memorability of the experience depends on its appeal to the sense organs, the emotions individuals feel towards the experience, and the thoughts and behavioral changes after the experience (Ballantyne et al., 2011). At this point, according to Krippendof (1987: 17), memorable experiences can be defined with adjectives such as "escape from daily life, problem solver, power, energy, source of new life and happiness" (Gilbert and Abdullah, 2004: 104).

In the literature, the concept of tourism experience has been discussed in the context of a wide variety of tourism activities (Ballantyne et al., 2011; Knobloch, 2016). One of the types of tourism in which the concept of experience is frequently discussed is gastronomy tourism. Tourists' unforgettable experiences with gastronomic products play an important role in influencing future tourist behavior. There are also local (Ölmez, 2017; Keskin, Sezen and Dağ, 2020; Yönel and Çakır, 2022; İnan, Kılıç and Urlu, 2023; Kodaş, 2024) and international studies (Di-Clemente et al., 2020) on the unforgettable gastronomy experience. Antón, Camarero, Laguna and Buhalis D, 2019; Liu et al., 2022; Ažić et al., 2024) that support this inference.

When domestic studies are examined in terms of subject and sample, the unforgettable gastronomic experiences of domestic tourists (Ölmez, 2017; Keskin et al., 2020; Küçük Temel, 2022; Keskin et al., 2022; Sözcü, 2023; Özer and Acuner, 2024) and America, England, Italy Unforgettable tourism experiences of backpacker tourists from different countries such as France and Spain (İnan et al., 2023), comments made by foreign tourists on online platforms regarding food experiences (Kodaş and Aksoy, 2022), and examination of negative gastronomic experiences according to different foreign cultures (Yönel and Issues such as (Çakır, 2022) come to the forefront. When TÜRSAB statistics were examined,

it was noted that the number of Polish visitors visiting Turkey in 2023 (1,539,123) increased by 300% compared to 2021 (585,076) (TÜRSAB, 2024). At this point, it is thought that the experiences of Polish visitors visiting Turkey are important for both the literature and food and beverage businesses. Based on this, the aim of this research is to learn about the unforgettable gastronomy tourism experiences of Polish tourists visiting Turkey.

LITERATURE

There are studies in the literature on gastronomic experience and dining experience. While gastronomic experience consists of gastronomic products such as production facilities, museums, routes, festivals, dining experience includes experiences of food consumption in restaurants in the destination. Therefore, the gastronomy experience covers many different elements related to the dining experience (Yılmaz, 2021: 17). Unforgettable gastronomic experience includes the memories that tourists remember from their gastronomic experiences (Yönel and Çakır, 2024: 3665). Memorability of the gastronomic experience is formed by the components such as; experiencing gastronomic products of the local culture, obtaining information about the local food culture, how new the food culture is for the tourist, how meaningful the food culture of the destination is for the tourist (Yönel and Çakır, 2024: 3670), the pleasure taken from the food culture, participation to get to know food culture (İnan et al., 2023: 610), hospitality and service displayed towards visitors at the destination, taste and quality of food, togetherness and interaction with local people, and atmosphere and environment (Kodaş and Aksoy, 2022: 386-389). Therefore, it is thought that the more senses a gastronomic experience appeals to, the more it will be remembered.

Since there are limited studies on unforgettable gastronomic experiences in the sample of foreign tourists visiting Turkey (Yönel and Çakır, 2022; Kodaş and Aksoy, 2022; İnan et al., 2023), other studies examined the gastronomic experiences of foreign tourists during their visits to Turkey (Birdir and Akgöl, 2015; Cömert and Sökmen; Işkın, 2021) were investigated. In the research conducted by Yönel and Çakır (2022) on a sample of British, German, Russian and Polish tourists visiting Izmir, it was found that the participants mostly experienced Aegean Fig, Aegean Sultani Raisin, Izmir Kumru, Izmir Boyoz and Izmir Lokma among the geographically indicated products. As a result of the confirmatory factor analysis, it was seen that local culture, knowledge, innovation and hedonism constitute the dimensions of the unforgettable gastronomic experience. However, it has been concluded that negative experiences at the destination are not included in the unforgettable gastronomy experience, and unforgettable gastronomy experience affects destination satisfaction and behavioral intentions. Another study on backpackers' unforgettable food experiences (İnan et al., 2023) found that local culture, meaningfulness and knowledge dimensions, which are among the unforgettable food experience dimensions, had an impact on revisit intention. In another study (Kodaş and Aksoy, 2022), where the comments of tourists visiting Gaziantep about local food experiences were examined with a phenomenology approach, the components of an unforgettable local food experience were discussed. Based on the comments included in the analysis phase of the research, it was seen that the unforgettable local dishes for Gaziantep are kebab, küşleme, Antep lahmacun, shashlik, turnip, baklava and terebinth coffee. However, the unforgettable experience of local dining was the friendly and helpful attitude of the restaurant staff, the location of the restaurants and the taste of the food. The points that stand out in the comments are that the food is spicy, the service staff's inability to speak English, the orders are mixed and the food is standard. These are the negative experiences of Gaziantep restaurants.

In another study (Işkın, 2021), in which the gastronomy experiences of tourists visiting Turkey in the sample of domestic and mostly foreign tourists were examined according to their demographic characteristics, it was found that as the frequency of visiting and income level increases, the gastronomy experiences will be positive, however gastronomy experiences of the participants with low education levels was more positive than others in any case. In another study by Birdir and Akgöl (2015) examining the gastronomic experiences of foreign tourists returning to their country from Istanbul Atatürk Airport, it has been repotred that tasting dishes specific to Turkish cuisine ranked third as the reason for revisiting and foreign tourists' first experiences with Turkish cuisine were found in accommodation establishments in Turkey. It has been found that elements such as portion, taste, quality and variety of Turkish cuisine

are appreciated the most, but the excess amount of fat and sugar negatively affects the appreciation of Turkish cuisine. Another study examining the gastronomy tourism experience in Turkey was conducted by Cömert and Sökmen (2017) on a sample of Turkish, German and Russian tourists visiting Antalya. The findings of the research showed that the participants liked the portion, presentation and quality factors of Turkish cuisine the most, and pointed out that the amount of fat and sugar was a factor that negatively affected the taste.

METHOD

The aim of this research is to learn about the unforgettable gastronomy experiences of Polish tourists visiting Turkey. In order to achieve this aim, qualitative research method was used and case research was determined as the qualitative research model. Based on this, Polish tourists who visited Turkey, stayed in Turkey for at least three days and returned to their country were included in the research. Eighteen people were included in the study using snowball sampling. With the help of previous research in the literature, the participants were asked about the dishes they remember about their travels in Turkey, their unforgettable best food experiences, their worst unforgettable food experiences, their opinions about Turkish cuisine, and their suggestions about Turkish cuisine. The data of the research was collected in Poland by face-to-face interview technique between 13.01.2023 and 30.05.2023. The data of the research were subjected to descriptive content analysis based on the questions in the semi-structured interview form.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

Considering the widespread impact of the research, it is anticipated that the data obtained from the research, the participants' best and worst unforgettable food experiences, their opinions and suggestions about Turkish cuisine will contribute to tourism businesses, destination managers, local governments and local people. Besides, based on the sample group considered, it is thought that the research will contribute to the local literature. As with every research, this research also has a number of limitations. It is thought that the time period in which data was collected from the participants would make it easier to remember recent experiences and make it difficult to remember experiences that occurred a long time ago. For this reason, the first limitation of this research is that memories of gastronomy experiences may be remembered incorrectly or incompletely due to time lapse. The second limitation of the research is that the participants in the research visited destinations in different seasons, in other words, the seasonality effect. Another limitation of the research is that the data was collected from a limited sample.

ORIGINAL VALUE OF THE RESEARCH

Within the scope of the research, tourists were asked about the foods they remember about their travels in Turkey, their best and worst memorable food experiences, their opinions about Turkish cuisine, and their suggestions for Turkish cuisine for a better gastronomic experience. When the local literature on the subject is examined, it is thought that the questions asked about the unforgettable gastronomy experience are effective questions in revealing the memorability of the local food. However, when the domestic literature is examined, it can be said that this research is the first research conducted on a sample of Polish participants. Based on this, it is expected that the research has a unique value in terms of the sample population of the research and the questions that determine memorability in the research, and that it will contribute to the literature in this respect.

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A RESEARCH ON THE EFFECT OF COLORFUL FOODS ON MEAL CHOICE

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INTRODUCTION

Today, in addition to the beliefs and cultural values of the society we live in, there are differences in eating and drinking behaviors and desires depending on people's individual tastes and choices. Physiological needs of people to eat and drink in order to continue their lives have created the desire to experience foods with different tastes, flavors and appearances under the influence of globalization (Bozok and Yalın, 2018: 252). The desire to experience has brought about reasons such as the desire to be healthy and fit, the search for innovation, and eating better, among the ever-changing gastronomy trends. In the world that is becoming increasingly global with each passing day, there is a desire to try food and beverages with different tastes, flavors and appearances due to multiple reasons, and these eating and drinking activities need to be included in life as an indicator of socialization for individuals (Özdemir, 2020: 18).

When making food choices, people go through a decision process, taking into account many sensory and cognitive factors. Past experiences, emotions and values, and current needs are evaluated consciously or unconsciously (Franchi, 2012: 19). Colors may also come into play at this point. For example, the color of the food can affect food choice by reminding one of a positive or negative event in the past, and the color of the food can create a prejudice about its taste. During the perception process of colors, meanings are assigned and interpreted. Especially the color and appearance of the food are an important source of information for people to estimate the taste before tasting it. Color affects people's ability to accurately recognize the flavor of food. (Mazlum, 2011: 126). It has been observed that there are not enough resources on color as a factor affecting food choice in humans, and this study aims to fill this gap. The purpose of this study is to investigate the effects of colorful foods on food choice. With this study, it is envisaged that the effect of colors on food selection by consumers will be determined and that businesses and chefs will be able to use this situation positively and in a way that will make a difference in the competitive environment.

LITERATURE

In recent years, the use of colored foods on plates has been increasing. The colors of foods change the reasons why they are preferred, both positively and negatively. The reason for these changes is that the sense of vision directly affects food choice. In this context, there are studies on colorful foods in the existing literature.

In their study, Türker and Yılmaz (2023) investigated the effect of color on products and desire to eat in adult individuals. Çafa and Madenci (2020) focused on the production of colored hamburger buns and aimed to examine the natural colorants used in coloring these breads. Clydesdale (1993) collected in one article articles containing the effects of the color factor on food choice by affecting taste thresholds, sweetness perception, food preference, pleasantness and acceptability. Sarıışık and Kardeş (2019)

investigated the role of colors in the formation of recent gastronomy trends. Bozok and Yalın (2018) made a compilation about the production, types and place of consumption of black foods, which emerged as a new trend. In his study, Özdemir (2020) aimed to draw attention to healthy nutrition and contribute to the conduct of different studies in which purple foods are at the center.

In his study, Özdemir (2020) aimed to make a compilation about some types of purple foods, which are a new trend, and how they are preferred and consumed for reasons such as the desire for a healthy diet, to draw attention to the point of healthy nutrition, to contribute to the conduct of different studies in which purple foods are at the center, and to introduce purple foods to the literature. As a result of the study, it was seen that purple foods are healthy, especially due to their nutritional values and the anthocyanins they contain, so it is thought to be preferred. In their study, Bozok and Yalın (2018) aimed to make a compilation about the production, types and place in consumption of black foods, which emerged as a new trend, and to contribute to different studies on black foods by drawing attention to this trend, which is missing in the literature. As a result of the research, no example of this trend has been found in Turkish Cuisine yet. In their study, Sarıışık and Kardeş (2019) look for the role of colors in the formation of gastronomy trends that are trending recently. As a result of the study, gastronomy movements were examined and it was concluded that the common points of the movements are health and color and that the pleasure of the consumers will depend on the whole formed by the taste and the visual of the food. In addition, it has been concluded that consumers are more likely to purchase fresh and colorful looking foods, and it has been observed that colors greatly affect social media trends.

In his study, Wang (2016) aimed to investigate the effect of visual sense on food preferences in the food industry and the effect of consumers' visual choices on their level of love for labor. As a result of the study, harmony, shape and color contrast were found to be among the important preference factors, and it was seen that appropriate color matching effectively increased consumer purchasing behavior. In their literature study, Şahin and Yazıcıoğlu (2018) aimed to evaluate the studies conducted to determine the effect of product positioning, food names and food ingredients in menu design on food choice. As a result of the literature review, a positive effect of menu design on sales was observed. It has been observed that food naming based on senses and emotions significantly affects the food selection process. It has been observed that the visual feature of the menu and the inclusion of food ingredient information affect the choice of food.

METHOD

The population of this study consists of all people aged 18 and over. The sample is all people aged 18 and over residing in Turkey. In the research, an online survey was conducted from Google documents as a data collection tool. The data collection period started on 20.12.2023 and the data collection phase was completed on 30.01.2024. During the data collection phase, 300 surveys were collected. The data was recorded electronically. The data recorded electronically were analyzed using statistical package programs as the analysis method. Firstly, reliability test and factor analysis were conducted with the findings. T-test and ANOVA test were performed to examine the relationship with demographic characteristics. The survey was taken from a previously published, open access and reliability tested and approved scale. It was taken from the Food Choice Questionnaire scale of Prescott et al.'s (2002) article and adapted to the study titled On the Effect of Colorful Foods on Food Choice. The scale is designed as a 5-point Likert scale and consists of 34 items. 1 - I strongly disagree, 2 - I disagree, 3 - I am undecided, 4 - I agree, 5 - I strongly agree.

The reliability and validity of the applied survey scale were tested. Cronbach's alpha value is used in Likert scales. If Cronbach's alpha value is $0 < R2 < 0.40$, it is said to be unreliable; if $0.40 < R2 < 0.60$, it is said to be low reliable; if $0.60 < R2 < 0.80$, it is highly reliable; if $0.80 < R2 < 1.00$, it is said to be highly reliable (Yıldız, Uzunsakal, 2018: 19). Cronbach's alpha value was over 80 for each statement. The Cronbach alpha value of the entire scale was measured as .946 and was found to be quite reliable. It shows that the answers given to the survey statements are consistent and that the analyzes can be done correctly. As a result of the factor analysis, items S6, A3 and F3 were removed because their extraction values were below 50. In the factor analysis performed after the item was removed, items K5, EK2 and

A1 were removed because they were overlapping expressions. After this process, the scale decreased to 28 items and was grouped under 5 factors: health, mood, sensory appeal, convenience and price. Then, according to the results of the reliability analysis performed on the dimensions, the Cronbach alpha value of the health dimension was 917; Cronbach alpha value of the mood dimension is .909; Cronbach alpha value of sensory appeal dimension is .865; The Cronbach alpha value of the convenience dimension was determined as .825 and the Cronbach alpha value of the price dimension was determined as .887.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

Health, sensory appeal, mood, convenience and price dimensions have a certain effect on the effect of colorful foods on food choice. The health dimension was found to be the dimension that explains the effect of colorful foods on consumers' food choices at the highest level. The health dimension was evaluated positively and negatively by consumers.

In this study, the effect of colorful foods on food choice for consumers constitutes the focus of the research. Concepts such as colorful food pictures, different age groups of consumers, different views, culture and education levels included in the study are among the limitations of the research. It is thought that the limitations of the study include the fact that colorful foods were shown through an online survey and people had not experienced the colorful foods shown before. In order to overcome the limitations of other studies and this study, the study can be carried out by selecting consumers who have experienced colorful foods. Positive and negative attitudes exhibited by consumers affect their food choices. In this context, this study was conducted to investigate the effects of colorful foods on food choice. There were some difficulties in getting a clear answer to the monthly income question in the online survey and it was difficult to give a clear answer. To address this difficulty, participants were asked for an average income.

UNIQUE VALUE OF THE RESEARCH

As a result of the study, it was seen that colorful foods had no effect on food choices between consumers' genders. The rate at which male and female consumers choose colorful foods does not differ. It has been observed that male and female consumers' levels of influence from colorful foods are generally close to each other.

It has been observed that the changes in different age groups with the effect of colorful foods in food selection are in the dimensions of sensory appeal, mood and convenience. It is thought that colorful foods improve mood and contribute to positive thinking across age groups. Especially consumers between the ages of 18-29 tend to consume colorful foods because they believe in visuality and the psychology of colors. It can be said that consumers between the ages of 18-29 prefer colorful foods for their visual appeal, especially because colorful foods attract attention in the social environment. Consumers' tastes, values and emotions vary according to age groups. For this reason, the sensory appeal of colors to consumers varies between age groups. As seen in the study, it can be said that colorful foods are preferred according to the values of consumers because they are beautiful to the eye and evoke memories from their past lives. On the other hand, consumers' unfamiliarity with their cultural and social values can be cited as a reason for not choosing colorful foods.

It has been observed that there is a difference between the age factor and the convenience dimension in consumers' choice of colorful foods. Recently, the increasing popularity of colorful foods, which are among the gastronomy trends, has enabled businesses to give more space to colorful foods. As seen in the original results of the study, consumers stated that it was easy to access colorful foods. Another result of the study found a difference between the income and mood dimensions that affect the choice of colorful foods. It can be said that consumers with average incomes resort to colorful foods to change their mood.

It is seen that colorful foods have positive and negative effects on consumers. This is due to the fact that colors have an effect on the psychology of consumers. Consumers look for different options to have different experiences and show purchasing intention. In this context, this study recommends that food

and beverage businesses evaluate this demand of consumers. Businesses can differentiate themselves in the competitive environment by adding colorful versions of existing foods to their menus. It is thought that colorful foods may be beneficial for consumers who are hesitant and prejudiced about trying new dishes.

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EXAMINATION OF STUDIES ON ORGANIZATIONAL BEHAVIOR: THE CASE OF FOOD AND BEVERAGE BUSINESSES

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INTRODUCTION

As a scientific research topic, how organizational employees are affected by which factors was started to be studied in the 1930s (Brieff and Weiss, 2002). In food and beverage businesses, providing service by smiling employees increases service quality and helps to ensure customer satisfaction (Basım and Beğenirbaş, 2012). In today's conditions, employees are affected by various factors. These factors include attitudes and behaviors of organizational managers, attitudes and behaviors of colleagues, working hours, dissatisfaction with the wages they earn, worries and concerns about their careers. In particular, the approaches, attitudes and behaviors of organizational managers affect service quality by affecting employees, who are also called service providers and internal customers of the organization (Sarıkaya, 2018). In the tourism sector and in food and beverage businesses, which are one of the sub-branches of tourism, there are problems regarding the continuity of employees (Met and Sarıoğlan, 2010: 201). In food and beverage businesses, managers are required to help employees to ensure adaptation, maintain order with the rules they establish, and provide opportunities for employees to improve themselves (Garipoğlu et al., 2023). The problem of the study is what are the issues studied on employees in food and beverage businesses in the literature. In this context, the aim of the study is to examine the positive and negative organizational behavior issues in the research on food and beverage business employees in the literature.

LITERATURE

Organizational behavior examines the causes of human behavior. As a result of research on organizational behavior, it is possible to increase the efficiency of the organization by making predictions for the future, to ensure more efficient use of the resources and opportunities and to make the organization successful by revealing what needs to be done to implement the prepared plan (Yavan, 2016). Today, the rapid flow of information, the fact that jobs requiring specialization require more specific qualifications and the ability of employees to adapt to changing environmental conditions have led to the emergence of new approaches in the field of organizational psychology (Luthans, Youssef, and Avolio, 2006). In the tourism literature, studies on organizational behavior mostly focus on justice, commitment, trust, silence and identification (Tekin, 2016:). In order to determine the studies on organizational behavior in the national literature, Erdem (2009) examined the papers on organizational behavior presented at the National Management and Organization Congresses and stated that there are four themes. These themes are culture, leadership, commitment and mobbing. Food and beverage businesses have an organizational structure that is highly bureaucratic and operated with a traditional management style. There are strict rules and practices in food and beverage businesses (Koutroumanis et al., 2015). Reward systems are important for employee motivation and productivity in labor-intensive

food and beverage businesses. While the employee spends effort for the organization, he/she expects to receive feedback such as rewards, wages and promotions from the organization in return (Tarkan and Tepeci, 2006). According to Dermodyi et al. (2004), food and beverage businesses have a high turnover rate. Turnover intention decreases with the increase in organizational commitment level (Garipoğlu et al., 2023). In order for the organization to be successful, the factors that increase the job performance of employees should be maximized. Increasing employee performance also increases organizational success (Akkoç, Çalışkan, and Turunç 2012). As the proactive personality levels and positive organizational support perception levels of food and beverage business employees increase, the effect of organizational virtuousness on work engagement increases. It has been shown that managers can increase employees' commitment by improving their perceptions of organizational virtuousness (Tekeli and Özkoç, 2022). The attitudes and behaviors of employees in the sector affect the quality of service in the organization, which increases the importance of organizational behavior (Karabacak, 2020). The subject of the study is positive and negative organizational behaviors towards food and beverage business employees.

METHODOLOGY

This study was conducted as a literature review in order to determine the organizational behavior issues on employees working in food and beverage businesses, which are part of the tourism sector. The data used in the study were obtained from studies in Google Scholar databases.While selecting these data sources, keywords were searched in English These words are:"organizational behavior", "food and beverage employees" and "food and beverage businesses" .As a result of the literature review, only articles related to the subject were examined. A total of 41 articles on organizational behavior on food and beverage employees were included in the review. According to the findings, it was determined that the studies were conducted between 2009 and 2024. It is seen that half of the studies were conducted between 2020 and 2022. It was determined that the most studies were conducted on turnover intention and emotional intelligence. The other most studied topics are job stress, counterproductive work behaviors, organizational citizen behaviors, job satisfaction, organizational commitment, innovative work behavior and transformational leadership. Organizational behavior, which is widely studied in the literature, is also studied in the tourism sector. Gümüş and Yeksan (2019) examined the papers on organizational behavior in national tourism congresses. Domestic and foreign master's and doctoral theses, scientific articles were examined and the relationship between curiosity, intrinsic motivation and learning was tried to be revealed. For this purpose, a traditional review study was conducted in the research. The data sources of the study consist of domestic and foreign master's and doctoral theses and scientific articles conducted in the last ten years (2012-2022). It was determined that the top three most studied topics were job satisfaction, organizational commitment and organizational silence, respectively. Emotional burnout, turnover intention, leadership behaviors, organizational justice, organizational citizenship behavior and job performance are also among the topics covered in the field of organizational behavior.

THE WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

It has a key role in terms of the efficiency and competitiveness of businesses in the tourism sector, which has an important place in global economies and whose subject is people (Gümüş and Yeksan, 2019). Nutrition is one of the most basic needs in Maslow's hierarchy of needs. In economic terms, all tourists spend money on food and beverages during their travels to meet their nutritional needs (Shenoy, 2005). This situation makes a significant contribution to the food and beverage businesses in the region and thus to the regional economy (Pyo, Uysal, and McLellan). The fact that the employees serving in food and beverage businesses are happy in the organization increases the performance of the employees. Thus, service quality also increases (Basım and Beğenirbaş, 2012). Increased employee performance also increases the success of the organization (Akkoç, Çalışkan, and Turunç 2012). In this context, the

findings obtained as a result of the study will provide better management of food and beverage businesses and employee satisfaction. Thus, the quality and revenues of the enterprises will increase. The study was limited to articles on organizational behavior in the field of food and beverage. The literature review was limited to Google Scholar database. In the future, other academic sources such as thesis studies, papers and books on organizational behavior on food and beverage business employees should be examined.

THE ORIGINALITY OF THE RESEARCH

The study is an original study in terms of its subject. It fills an important gap in the literature and sheds light on future academic studies. In the literature, there are literature review studies on the subjects studied in the tourism sector. However, there is no study on the literature review of organizational behavior issues for food and beverage business employees. Organizational behavior is an important field of study that has been studied a lot today. According to the data obtained, there have been studies on positive and negative organizational behavior in food and beverage businesses in recent years. It is important to examine the previous studies in order to shed light on these studies. The study aims to fill this gap. As a result of the study, it is stated which topics are studied more and which topics are studied less. In addition, the findings obtained from the studies in the literature were examined. At the end of the study, academic suggestions are given in the light of the findings. It makes suggestions about organizational behavior topics that can be studied on food and beverage employees. As a result of the studies examined, suggestions are made to food and beverage businesses about employee satisfaction and employee awareness. Thus, food and beverage businesses will be able to develop new strategies to increase both employee and organizational performance by getting to know their employees better.

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YEMEK SUNUMU VE HATIRLANABİLİR YEMEK DENEYİMİ İLİŞKİSİNİN KAVRAMSAL OLARAK İNCELENMESİ

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GİRİŞ

Tabak tasarımı ve yemek sunumu konusundaki literatür, yiyeceklerin sadece fizyolojik bir ihtiyacı karşılamaktan öteye geçtiğini ve estetik boyutunun da önemli olduğunu vurgulamaktadır. Tüketicilerin bir yemeği algılama ve değerlendirme süreçleri genelde yiyeceğin tadına bakmadan önce başlamaktadır. Yemeğin rengi, şekli, tabaklanma şekli ve genel sunumu, tüketicinin yemeği nasıl algıladığı üzerinde doğrudan etkili olabilmektedir (Haykır, 2021). Yemek sunumları, görsel çekiciliği ve estetik düzenlemeleri ile tüketicinin dikkatini çekmekte ve bu sayede yemeğe dair algılarını şekillendirmektedir (Chen vd., 2018). Ancak, bu sunumların yemek deneyimi üzerindeki duygusal ve bilişsel etkileri henüz yeterince araştırılmamıştır. Yemek sunumlarının yaratıcı ve dikkat çekici olması, tüketicilerin bu deneyimi uzun süre hafızalarında canlı tutmalarına yardımcı olabilmektedir. Hatırlanabilir bir yemek deneyimi, tüketici sadakatini ve memnuniyetini artırmada önemli bir rol oynayabilmektedir.

Bu araştırmanın amacı; yemek sunumu ve hatırlanabilir yemek deneyimi ilişkisinin kavramsal olarak inceleyerek, gastronomi ve tüketici davranışları alanındaki literatüre katkı sağlamaktır. Araştırma, yemek sunumları ile bireylerin yemek deneyimleri arasındaki ilişkiyi ele alırken sunumların deneyimin hatırlanabilirliği üzerindeki etkisini kavramsal olarak incelemektedir. Yemek sunumlarının görsel çekiciliği, yemekle ilgili duygusal tepkileri ve bu tecrübelerin bellekte nasıl kodlandığını araştırmak hem akademik literatürde hem de pratik uygulamalarda önemli bir boşluğu dolduracaktır. Böylelikle bu araştırma, gastronomi ve yiyecek sunumu alanında çalışan profesyoneller için önemli bilgiler sunmakta ve estetik düzenlemelerin deneyim ve hatırlanabilirlik üzerindeki etkilerini vurgulamaktadır. Böylelikle araştırmanın sonuçları şeflere tabak tasarlarken aynı zamanda deneyimi de tasarladıklarına dair bilgiler sunmaktadır.

1. LİTERATÜR TARAMASI

Yemek sunumunun görsel estetiği, tüketicilerin yemeği nasıl algıladıkları üzerinde önemli bir etkiye sahiptir. Gastronomik açıdan, yemeklerin sadece lezzeti değil, aynı zamanda görsel sunumu da büyük bir öneme sahiptir (Akbulut, 2023). Yemek sunumunun görsel estetiği, tüketicilerin yemeği nasıl algıladıklarını, deneyimledikleri tatların nasıl değerlendirildiğini ve sonuç olarak bu deneyimlerin nasıl hatırlanacağını derinden etkileyebilmektedir (Choi vd., 2013; Kivetz ve Simonson, 2002). Yiyecekleri ilk olarak gözle deneyimlediğimiz göz önüne alındığında, tabak tasarımının tüketici deneyiminde kritik bir rol oynadığı ortaya çıkmaktadır. Günümüzde müşterilerin sipariş ettikleri yemek tabaklarını fotoğraflamak ve bunu paylaşmak veya sonrası için saklama eğiliminin artması (Spence vd., 2016), yemek sunumunun ne kadar önemli olduğunu göstermektedir. Şefler, müşterilere eşsiz bir yemek deneyimi sunabilmek adına yiyeceklerin sunumunda görsel unsurları dikkate almaktadırlar (Roque vd., 2018).

Tabak tasarımı ve yemek sunumu konusunda yapılan literatür çalışmaları, gastronomi ve tüketici davranışları alanında önemli bir araştırma ve uygulama alanı olarak geniş bir perspektif sunmaktadır. Örneğin, Hagtvedt ve Brasel (2016), yemek sunumunun görsel unsurlarının tüketicilerin yemeği nasıl değerlendirdikleri ve deneyimledikleri tadı nasıl etkilediğini detaylı olarak ele almıştır. Yemeğin sunumuyla ilgili faktörler arasında tabağın düzeni, renk paleti, dekoratif öğelerin kullanımı ve sunum tarzı gibi unsurlar yer almakta ve bu unsurların tüketicilerin yemeği nasıl değerlendirdiklerini, hatırladıklarını ve sonraki yemek deneyimlerini nasıl şekillendirdiğini ortaya koymaktadır (Hagtvedt ve Patrick, 2017). Bu bağlamda, restoran işletmecileri için yemek sunumu ve tabak tasarımının stratejik bir unsuru olarak ele alınması gerekmektedir. Müşteri memnuniyetini artırmak, marka imajını güçlendirmek ve müşteri sadakatini sağlamak için yemek sunumunun görsel çekiciliği ve estetik değeri önem arz etmektedir. Yemek sunumu üzerine yapılan araştırmalar hem akademik literatürde hem de endüstriyel uygulamalarda bu konuların önemini vurgulamakta ve gelecekteki araştırma ve geliştirme çalışmaları için geniş bir zemin oluşturmaktadır (Spence vd., 2014; Zellner vd., 2014).

Deneyim kavramı bireyin katılım gösterdiği bir etkinlikten elde ettiği duygusal, eğlenceli, mantıksal, ilgi çekici ve unutulmaz tüketim anıları şeklinde açıklanabilmektedir (Kodaş, 2018).

Gastronomik deneyimde temelde yemek deneyimlerini içerir. Gastronomi literatüründe genellikle deneyimden söz edildiğinde, destinasyonda gerçekleşen gastronomik deneyim ve/veya restoran çatısı altında gerçekleşen yemek deneyimi akla gelmektedir. Yemek deneyimi; tüketicinin özellikleri, ortamın atmosferi ve sosyal çevre gibi çeşitli bileşenlerden etkilenen dinamik bir süreçtir. Bu süreç yemeğin özellikleri ve sunumunun estetikliği ile birlikte değerlendirilir. Bu nedenle yemek deneyimi sadece yemekle sınırlı değil aynı zamanda bir dizi etkileşim ve faktörleri içermektedir.

Bir deneyimin sona ermesi deneyimin o anda tam olarak bittiği anlamına gelmemektedir (Yiğit ve Şahin Perçin, 2023). Kim vd., (2010); haz, yenilik, bilgi, katılım, tazelenme ve yerel kültür içeren deneyimsel faktörlerin güçlü bir hatırlanabilirliğe yol açtığını ifade etmektedir. Bu noktada yaşanılan deneyimlerin hatırlanabilir olmasında sıra dışılık kavramının önemli bir rol oynadığı söylenebilir. Eşsiz veya ayırt edici ve iyi veya kötü olan bir yemek deneyiminin; deneyimden daha sonraki günler, aylar ve hatta yıllar boyunca hatırlanabilmektedir (Rode vd., 2007). Ancak bu durum günlük hayatın içerisinde rutin olarak tüketilen yemekler için geçerli olmayabilmektedir. Çünkü olağanüstü, şaşırtıcı, beklenmedik ve duygusal deneyimlerin hatırlanabilirlikle ilişkilendirilmesi daha olası kabul edilmektedir (Rubin ve Kozin, 1984).

Bir yemeğin beğenilip beğenilmemesine genellikle öğrenilerek karar verildiğinden, yemek deneyiminde hafızanın önemli olması muhtemel görülmektedir. İlgili literatüre göre de bir yemek deneyiminin hatırlanabilir olmasında kişi, yiyecek, atmosfer, yer ve sosyal çevre bileşenleri etkili olmaktadır (Akbulut ve Yalçın, 2022). Bu çerçevede yemek sunumunun da tüketiciler için hatırlanabilir bir deneyim oluşturmada ilişkisinin olacağı düşünülmektedir. Bu kapsamda çalışmanın amacı, yemek sunumu ve hatırlanabilir yemek deneyimi ilişkisinin kavramsal olarak inceleyerek gastronomi ve tüketici davranışları alanındaki literatüre katkı sağlamaktır.

YÖNTEM

Bu araştırmanın hazırlanmasında kavramsal çalışma anlayışı benimsenmiştir. Çalışmada gastronomi literatüründe yemek sunumu ve hatırlanabilirlik kavramlarını açıklamak ve yemek sunumu ile yaşanılan deneyimin hatırlanabilirliği arasındaki ilişkiyi anlatan kavramsal bir model önermek amaçlanmaktadır. İlk olarak konu ile ilgili yapılan detaylı literatür taraması çerçevesinde değişkenler kavramsal olarak ele alınmış daha sonra değişkenlerin ilişkisini ortaya koyan kavramsal bir model önerilmiştir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu araştırma, yiyecek sunumunun görsel estetiğinin deneyim üzerindeki etkisini inceleyerek, gastronomi ve yiyecek-içecek sektörüne önemli katkılar sağlamakta ve hem sektörel hem de akademik

anlamda sonuçlar sunmaktadır. Bulgular, restoran sahiplerine, şeflere ve yiyecek içecek hizmeti sunan işletmelere, yemek sunumunun müşteri deneyimini nasıl derinden etkileyebileceğine dair değerli bilgiler sunarak, daha çekici ve unutulmaz yemek deneyimleri yaratmalarına yardımcı olabilmektedir. Ayrıca, pazarlama ve tüketici davranışları alanındaki araştırmacılar için de yeni bir bakış açısı ve araştırma alanı sunarak, müşteri memnuniyeti ve marka sadakati konularında yeni stratejiler geliştirilmesine olanak tanımaktadır. Bu çalışmanın bulguları, geleceğin şeflerinin ve restoran yöneticilerinin daha bilinçli ve stratejik kararlar almasına katkı sağlayabilmektedir. Genel olarak, bu çalışma, yemek sunumunun estetik boyutunun ötesinde, duygusal ve bilişsel etkilerini ortaya koyarak, gastronomi alanında yenilikçi ve etkili uygulamaların geliştirilmesine öncülük edebilmektedir.

Ancak, araştırmanın bazı sınırlılıkları da bulunmaktadır. İlk olarak, araştırma kavramsal olarak ele alındığı için ampirik sonuçlar açısından sınırlılıkları bulunmaktadır. Bu nedenle, bulguların ampirik olarak doğrulanması önemlidir. Farklı kültürel ve coğrafi bağlamlarda gerçekleştirilecek ek araştırmalar, bu bulguların genellenebilirliğini artırabilmektedir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu araştırmanın amacı, yemek sunumlarının yemek deneyiminin hatırlanabilirliği üzerindeki etkilerini kavramsal olarak inceleyerek, gastronomi ve tüketici davranışları alanındaki literatüre katkı sağlamaktır. Araştırmanın sonuçları, gastronomi ve yiyecek-içecek sektörü için önemli pratik çıkarımlar sunmaktadır. Öncelikle, restoranlar ve yiyecek-içecek işletmeleri için tüketici beğenisini artırma konusunda değerli ipuçları sunmaktadır. Ayrıca, yemeklerin otantik, yenilikçi, basit, karmaşık vb. sunumları tüketici deneyimi üzerinde farklı etkiler göstermesi, profesyonellerin sunumlarını optimize etmelerine yardımcı olabilir. Bu bulgular, yiyeceklerin görsel sunumuna yönelik stratejilerin geliştirilmesine katkıda bulunarak, müşteri deneyimini ve işletmelerin rekabet avantajını artırabilir. Yemek sunumları, sadece estetik bir unsur olmanın ötesinde, tüketicinin yemeğe ilişkin algılarını, duygusal tepkilerini ve nihayetinde bu deneyimi hafızasında nasıl sakladığını etkileyebilir. Bu çalışmada, yemek sunumunun görsel çekiciliğinin ve sunum biçimlerinin, yemek deneyiminin duygusal ve bilişsel boyutlarına nasıl etki ettiğini teorik bir çerçevede ele almaktadır. Ayrıca, bu araştırma, restoran işletmecileri ve aşçılar için pratik öneriler sunarak, müşteri memnuniyetini ve marka sadakatini artırma stratejileri geliştirilmesine yardımcı olabilir. Sonuç olarak, yemek sunumlarının stratejik olarak kullanılması, hem akademik araştırmalar için yeni bir perspektif sunmakta hem de gastronomi sektöründe rekabet avantajı sağlamaktadır.

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QUANTITATIVE EVALUATION AND PROFESSIONAL SUSTAINABILITY IN GASTRONOMY AND COOKING TRAININGS

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INTRODUCTION

It is known that nutrition, as the first and most essential need, is used for pleasure and satisfaction other than food consumption. Cooking, which has become a profession for food production, has gained popularity in Turkey as well as in the world. Chefs, who were trained in a master-apprentice relationship in previous periods, have now begun to be trained at various educational levels and units. It is expected that the quality will increase with trainings, and therefore it is aimed to increase the professional quality by constantly renewing and changing. As an indicator of development, education is important with its form, quality and quantity. As a matter of fact, the quality of education affects professional quality and sectoral development. As a result, it can positively affect economic, local and regional development. Cooking, an applied field, must ensure the correct use, aesthetic production and adequate nutrition of food and beverages, which are scarce resources for the human population today. Achieving these competencies is possible with quality and planned education. The aim of the study is to evaluate the gastronomy and culinary arts education and culinary education at the undergraduate and associate degree levels given in Turkey in terms of quality and quantity.

LITERATURE

While culinary education was given at the secondary school level in the early 1960s (Harbalıoğlu & Ünal, 2014: 56), it started to be provided at the associate degree level in the 1980s, and at the undergraduate level under different names such as Gastronomy and Culinary Arts in 2004 (Görkem & Sevim, 2016: 977). As of today, it has become a more preferred profession and therefore the schools where training is given have become more preferred. While it is preferred by people for the purpose of acquiring a profession, professional development and professionalization, it is also possible to choose it as a hobby or as a second university (Bucak and Yiğit, 2018: 823). In connection with the high demand for relevant departments and schools, there has been an increase in the quantity of education units related to gastronomy and cookery in our country, as in the world (Birdir and Kılıçhan, 2013: 616).

It is possible to see many studies in the literature on ensuring professional qualifications, meeting sectoral expectations, economic and social satisfaction of kitchen workers, and ensuring quality. Şahin Ören and Arman (2017) examined and evaluated the courses in their studies, and Beyter, Zıvalı and Yalçın (2019) drew attention to the curriculum, course contents and applied lessons. In his study, Boz evaluated sustainability-related lessons in gastronomy and culinary arts education (Boz, 2024, 29). Harbalıoğlu and Ünal (2014), Kurnaz et al., (2014) studied to determine the professional attitudes of associate degree students. While Pekerşen and Aslan (2019) evaluated culinary education and sector success, Bişiren and Gençer (2023) compared associate and undergraduate education. Yorgancı and

Sungur (2023) measured the professional competencies of the students receiving training in their study. In his study, Öney (2016) evaluated the problems of gastronomy education in terms of curricula, university-sector cooperation, academic staff problems, physical competence and budget and offered solutions to these problems. As can be seen, Cooking and Gastronomy education has been evaluated in many studies in terms of quality and conclusions have been drawn and suggestions have been presented. However, no quantitative evaluation has been found in the literature. At this point, this study is important in terms of filling this gap in the literature and raising awareness on the subject.

METHOD

The quantity of vocational education is as important as the quality. While "Qualitas", a Latin concept, expresses the quality of vocational education, "Quantite" describes its quantity (Özsoy, 2015: 177). Professional quality aims at production in accordance with the expected demand according to the existing conditions. Quantity makes it possible to evaluate according to measurable values. In other words, the fact that the students of the Cooking and Gastronomy department of the sector are equipped with the knowledge and skills to become qualified personnel to meet the expectations indicates the quality of vocational education. Acquiring this knowledge and skill is possible by providing adequate physical conditions and budget, and by bringing together well-equipped practical academic staff and students who are willing and aware of their responsibilities.

One of the most important elements of vocational education is that it provides employment. With an optimistic view, even if quality kitchen staff are trained in all Higher Education units, it is also important to ensure sufficient employment. At this point, the number of students and the number of employable personnel should be close to each other. This research aims to obtain numerical data of associate and undergraduate departments and programs offered in universities as of 2023 and to determine the number of students in the relevant departments and programs in each university. In this study prepared with a qualitative research design, data was collected using the document scanning model. Document analysis is a set of processes performed for the systematic examination of the data obtained, which can be done from printed sources as well as from electronic sources with internet access (Bowen, 2009: 27). As the first stage of the study, document scanning was conducted to collect data. The screening was carried out by the Higher Education Institution Atlas (YÖK ATLAS) between 17 March 2024 and 25 May 2024. The data was taken as a complete count for Culinary Associate Degree Program and Undergraduate Degree as "Gastronomy Culinary Arts (Faculty), Gastronomy and Culinary Arts (MTOK) and Gastronomy and Culinary Arts (College). In the second stage, the data set was completed by accessing the quota and registration information of each school. Comparisons with previous years were made and TUIK undergraduate and associate degree graduate employment rates were interpreted and evaluated by taking into account.

IMPACT AND LIMITATIONS OF THE RESEARCH

As in all fields and sectors, planning in education is important for professional sustainability. The number of trained personnel is as important as the quality of the training provided. When there are more student who have completed their vocational education than the number of employees, there may be a shift to different sectors due to professional economic concerns, lack of employment, and inability to find a job. Since all graduates have equal rights, sometimes luck and sometimes references can be more decisive in employment. At this point, merit may not always be an issue. Planned and quality education is inevitable in order for professional sustainability not to be at risk, as in previous examples in the education sector in our country (Faculties of Education). In Turkey, the trainings taken to practice the cooking profession and the certificates and diplomas received after the training are not only provided by Higher Education Institutions. Cooks can be trained in many ways, including courses given in secondary education, non-formal education units, apprenticeship training, and those who receive their certificates after the evaluations made by Vocational Qualification Institutions after being working in a sector. This study is limited only to Undergraduate and Associate Degree education within the Higher Education

Institution. Another limitation is that since the data is obtained from the internet, numerical data may change with updates and similar changes.

UNIQUE VALUE OF THE RESEARCH

Cooking has become one of the most popular vocational trainings today. It is possible to list reasons such as the high fees received for television programs, visual resources, films and series, the potential for popularity, and the possibility of relocating between cities, regions or countries. Recently, the demand for Cooking Programs and Gastronomy and Culinary Arts departments has been increasing. With the increase in student demand, the number of relevant programs and departments at universities is also increasing, and the quotas are also being increased. Many studies have been carried out over the years to ensure quality cookery education in Turkey, and day by day, developments and renewals can be observed on the issues that these studies raise awareness about. The existence of, if not all, schools where quality education is provided and qualified personnel are trained is the result of this awareness. It is undeniable that quality is important. However, numerical data is at least as important as quality education. Since there is no study in the literature that could raise awareness in terms of the same awareness in terms of quantity, it is thought that it can fill the gap in the relevant literature and shed light on new studies. Therefore, it is assumed that the study is important. Since the data was obtained from public internet sources, the ethics committee certificate was not declared.

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EVALUATION OF TURKISH CUISINE COURSES OF GASTRONOMY AND CULINARY ARTS UNDERGRADUATE PROGRAMS

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INTRODUCTION

Gastronomy is a concept formed by the combination of the words gastro (stomach) and nomos (knowledge/science) and dates back to Ancient Greece. Since gastronomy is related to human nutrition, the historical process is as old as human history. It is known that gastronomy was first used as a concept in a poem called "Gastronomia" written by Archestratus (Özdemir & Dülger Altıner, 2019: 2). Although gastronomy has been used in different sources in the process until today, it has been possible to consider it as a field of science in the last few centuries. Gastronomy is defined as the art of eating and drinking (Sormaz, Özata & Güneş, 2015: 69). The fact that gastronomy is a multidisciplinary concept that takes place in many fields such as tourism, sociology, anthropology and psychology makes it not only a physiological element related to nutrition (Dilsiz, 2010: 3; Süren, 2022: 131). These reasons reveal the importance of gastronomy and contribute to its existence and development in the academic field.

The increasing interest and importance attributed to gastronomy over the years has led to the emergence of education programs in this field. On a global scale, gastronomy education was first offered in England in 1784. In Turkey, gastronomy education started to be given at Yeditepe University in 2003. In the following years, gastronomy education has become an undergraduate program in many state and foundation universities under the name of Gastronomy and Culinary Arts (Demirci, Sarıkaya & Erol, 2020: 3313; Girgin & Demir, 2023: 268). The increase in the number of institutions providing education on gastronomy reveals the importance of the quality of education. For this reason, it is important that the curricula used in gastronomy and culinary arts programs are sufficient in terms of quantity and quality. In addition, it is important that students graduating from this department learn and promote the cuisine of the country well in relation to the quality of the education they receive. At this point, especially courses related to Turkish cuisine should be included in the curriculum and the content of the courses should be addressed in terms of the awareness of the cuisine. From this point of view, the study aims to examine the courses on Turkish cuisine in the curricula of Gastronomy and Culinary Arts undergraduate programs.

LITERATURE

While the etymological origin of gastronomy dates back to Ancient Greek times, gastronomy education has emerged in the late centuries. Looking at the emergence of gastronomy, especially as applied education, it is stated that it was opened as a course in England in 1784. Afterwards, it is known that training courses on gastronomy and cuisine were opened in America (1820) and France (1922) and higher education programs were opened in the following years (Demirci et al., 2020: 3313). In Turkey, gastronomy education was first offered at the undergraduate level at Yeditepe University in Istanbul in 2003. Similarly, gastronomy departments were opened in foundation universities in 2008 and 2009. In 2010, undergraduate programs in gastronomy were opened in two state universities, namely Ankara Hacı Bayram Veli University and Nevşehir Hacı Bektaş Veli University (Girgin & Demir, 2023: 268). Over

the years, the number of universities with gastronomy departments has increased. The increase in the number of institutions providing education on gastronomy brings along the issue of the quality of education.

In universities where Gastronomy and Culinary Arts departments are located, curricula are created by taking into account various criteria and updated by taking into account the requirements that arise in the process. Gastronomy and Culinary Arts departments were first included under the Faculty of Fine Arts. However, over the years, it has started to be included in the Faculty of Tourism. As it is related to tourism and cuisine, practical courses have started to have an important place in the curricula of Gastronomy and Culinary Arts departments (Öney, 2016: 193; Tekin & Çiğdem, 2015: 33; Süren, 2022: 135). For this reason, academic studies on the curricula of Gastronomy and Culinary Arts departments have started to be carried out in order to develop gastronomy and to support the students graduating from these programs to come to the forefront in representing the country's cuisine by receiving qualified education. Studies on the Gastronomy and Culinary Arts program have been carried out as a general examination of the curriculum (Yılmaz, 2019; Demirci et al., 2020; Girgin & Demir, 2023), for applied courses (Çarbuğa et al., 2018; Sormaz, Arman & Erdem, 2020), in terms of quality (Özdemir Yaman & Bulduk, 2019; İbadlı, Demir & Çakıcı, 2024) and nutrition courses (Süren, 2022).

METHOD

The method section of the research is written in order to provide detailed information so that a different researcher can access information about the method when he/she wants to conduct a similar study (Karasar, 2014: 75). The aim of the research is to examine the Turkish cuisine courses in the curricula of Gastronomy and Culinary Arts undergraduate programs. In line with this purpose, it is aimed to evaluate the courses related to Turkish cuisine in the curricula of Gastronomy and Culinary Arts programs in state and foundation universities registered to the Council of Higher Education (YÖK) within the scope of certain criteria.

While conducting scientific studies, there should be a research population where the information obtained as a result of the research can be generalized. The research population refers to the main mass in which the study is conducted on the sample group selected using sampling techniques and the information obtained can be generalized (Büyüköztürk et al., 2018: 82). The population of the study consists of the Gastronomy and Culinary Arts undergraduate programs of state and foundation universities in the YÖK system in Turkey. The sample group, which was selected with the purposive sampling technique, includes the courses related to Turkish cuisine in the curricula of the Gastronomy and Culinary Arts programs of state and foundation universities registered in YÖK. Document analysis technique using secondary sources was preferred as a data collection tool. Document analysis refers to the examination of written materials containing information about the phenomenon or event that is the subject of the research (Yıldırım & Şimşek, 2013: 217). The Turkish cuisine courses of these programs were examined by considering various criteria. In determining these criteria, the studies conducted to examine the curricula in the literature were taken into consideration. These criteria were determined as the name of the course, course contents, ECTS and credit values of the course, the instructor teaching the course, the theoretical/practical status of the course, and the compulsory/elective status of the courses (Turgut & Güney, 2021; Süren, 2022). The universities examined within the scope of the research are given in Table 1 created by the authors.

Table 1: Universities Taken into Assessment

State Universities	Foundation Universities
Afyon Kocatepe University	Alanya University
Akdeniz University	Altinbas University
Alanya Alaaddin Keykubat University	Ankara Medipol University
Anadolu University	Antalya Belek University
Ankara Hacı Bayram Veli University	Antalya Science University
Ataturk University	Baskent University
Balıkesir University	Beykoz University
Batman University	Dogus University
Bolu Abant Izzet Baysal University	Golden Horn University
Canakkale Onsekiz Mart University	Hasan Kalyoncu University
Dokuz Eylul University	Istanbul Arel University
Eskisehir Osmangazi University	Istanbul Aydin University
Gaziantep Islamic University of Science and Technology	Istanbul Beykent University
	Istanbul Bilgi University
Gaziantep University	Istanbul Galata University
Giresun University	Istanbul Gedik University
Gumushane University	Istanbul Gelisim University
Iğdır University	Istanbul Kent University
Inonu University	Istanbul Medipol University
Iskenderun Technical University	Istanbul Nisantasi University
Istanbul Medeniyet University	Istanbul Okan University
Izmir Katip Çelebi University	Istanbul Rumeli University
Kafkas University	Istanbul Topkapi University
Kahramanmaras Istiklal University	Istinye University
Karabuk University	Maltepe University
Kastamonu University	Toros University
Kirklareli University	Yeditepe University
Kocaeli University	Bahçeşehir Cyprus University
Kutahya Dumlupinar University	Eastern Mediterranean University
Mardin Artuklu University	University of Kyrenia
Mersin University	Cyprus Science University
Muğla Sıtkı Koçman University	Kyrgyzstan-Turkey Manas University
Munzur University	
Necmettin Erbakan University	
Nevsehir Haci Bektas Veli University	
Ordu University	
Osmaniye Korkut Ata University	
Pamukkale University	
Recep Tayyip Erdoğan University	
Sakarya University of Applied Sciences	
Selcuk University	
Sivas Cumhuriyet University	
Van Yüzüncü Yıl University	

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH:

The research aims to examine the courses related to Turkish cuisine in Gastronomy and Culinary Arts undergraduate programs by taking into account various criteria. For this purpose, universities with Gastronomy and Culinary Arts programs were included in the research sample. As a result of the research, information about the education of Gastronomy and Culinary Arts program will be obtained. The inclusion of courses on Turkish cuisine in universities providing education in this field at undergraduate level will be examined. Information will be obtained about the names of the courses related to Turkish cuisine in the Gastronomy and Culinary Arts department, the theoretical/practical status of the courses and course contents. Based on this information, suggestions about the studies that universities should do in this context will be presented. Thus, it will contribute to the improvement of the quality of gastronomy and culinary arts undergraduate programs' education on both Turkish cuisine and gastronomy.

While conducting scientific research, limitations arising from various issues within or outside the control of the researcher may arise (Karasar, 2014: 73). This study also has some limitations. The universities listed in the Higher Education Council of Turkey (YÖK) were included in the study. Universities outside this list were not included, and the research is limited in this respect. In addition, other courses that are not related to Turkish cuisine in the Gastronomy and Culinary Arts program curriculum are outside the scope of the research, and the research has limitations in this respect.

ORIGINAL VALUE OF THE RESEARCH

The emergence of gastronomy as applied education dates back to 1784. Afterwards, it is known that different education programs emerged in different countries. The emergence of gastronomy education in Turkey was realized in 2003. This number has gradually increased in the process until today. Therefore, the increase in the number of institutions providing education related to gastronomy ensures that the number of students graduating is also high. In this respect, the high quality of the education received by the graduates is important both individually and in terms of the development and awareness of the country. From this point of view, examining the curricula of Gastronomy and Culinary Arts programs will allow various suggestions to be made.

Studies on the Gastronomy and Culinary Arts program and its curriculum are limited in the literature (Çarbuğa et al., 2018; Özdemir Yaman & Bulduk, 2019; Yılmaz, 2019; Demirci et al., 2020; Sormaz et al., 2020; Turgut & Güney, 2021; Süren, 2022; Girgin & Demir, 2023; İbadlı et al., 2024). These studies were carried out in the form of general curriculum review and quality review in terms of different courses. In the study conducted by Turgut & Güney (2021), the courses on Turkish cuisine in undergraduate programs providing gastronomy education were evaluated in the context of sector needs. In the study, which collected data through interviews, suggestions were made for the creation of course syllabi to meet the sectoral needs of Turkish cuisine. Apart from the study in question, there is no study on Turkish cuisine courses in the curriculum of Gastronomy and Culinary Arts program. This study will contribute to filling this gap in the literature. In addition, with the information obtained, it will be possible to make suggestions to the relevant departments of universities for Turkish cuisine courses and to use expressions about the importance of the quality of Turkish cuisine courses.

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ASSESSMENT OF AIRLINE COMPANIES' SPECIAL MEAL SERVICES FEOM THE VIEWPOINT OF CABIN CREW

(Assessment of Airline Companies' Special Meal Services from the Viewpoint of Cabin Crew[3])

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INTRODUCTION

Special in-flight meals are a service system established to meet the individual needs and demands of passengers. With special meal services, airline companies can diversify the standard flight service they offer and differentiate themselves before passengers. While airline companies benefit greatly from this differentiation and service diversity, it can also result in complex processes and unfavorable opinions. It is quite difficult to arrange these complicated procedures without interfering with flight or safety, and to alter these unfavorable opinions. In addition to wanting to receive the service they pay for, travelers who request special meals for a variety of reasons also inherently want to feel valued. Therefore, special meal

[3] The study was produced from the Scientific Research Project titled "Evaluation of Special Meal Services of Airline Companies" funded by Izmir Kavram Vocational School.

services have the potential to have a critical positive and negative impact on both passengers and airline companies. It is essential that airline firms take attention of these effects and improve their service procedures accordingly.

The aim of the study is to evaluate from an in-depth perspective the special in-flight meal services requested for various medical (food allergy, celiac disease, diabetes, etc.), religious (halal food, kosher food, etc.) or other reasons (vegan, children's menu, etc.). In this context, special meal service is evaluated from the perspective of the cabin crew, who play a critical role in providing special meal service in airline companies. The study was developed with a qualitative method and semi-structured interviews were conducted with cabin crew members who served special meals on international flights.

In the literature, there are studies and passenger evaluations regarding the catering services of airline companies. Nevertheless, it has not been possible to find any research that assesses the special meal service, which has a very important place among catering services. Considering this situation, it is thought that the study will raise awareness among readers and passengers, and will contribute to airline companies, catering companies and the industry in terms of self-improvement. It is anticipated that the results of the study and the recommendations developed may be guiding for airlines and catering companies.

LITERATURE

Nutrition is a mandatory action for the continuity of living life. Although nutrition is not only a physiological event, it has a sociological, psychological and economic infrastructure. The physiological, psychological and socio-economic situation of each individual is different. Food preferences differ as a result. The quality of life is enhanced by the proper and balanced intake of nutrients. Insufficient or unbalanced intake of macro and micronutrients can impair health by negatively affecting growth and development and the prognosis of acute or chronic diseases (Ünsal, 2019; Martín-Peláez et al., 2020; Petersen & Kris-Etherton, 2021; Fiolet et al., 2018; Hoscheidt et al., 2022; Feng et al., 2017). Ensuring the continuity of healthy nutrition by taking into account individual preferences requires a multisectoral approach. In this context, the aviation sector, which has been developing rapidly over the last 50 years, plays an important role. As the world becomes a common market, transportation networks develop, and the number of airports and flights increases, millions of people travel by air. Therefore, the rate of utilization from the airline food and beverage sector is also increasing (Romli, 2016).

Most major domestic and international airlines offer special meals in addition to regular meal services. Special meal services are meals designed to meet the most common types of meals that most travelers require for medical, religious, or other reasons (Leggat & Nowak, 1997). Once it is established that special meals are available and offered on almost every airline, people should know which category these meals fall into. The International Air Transport Association (IATA) developed the original special meal coding system in the early 1970s, and this system remains the model to which all special meal codes are attributed (International Air Transport Association, 2001).

The percentage of special meals varies from terminal to terminal. Although the international market size of in-flight catering services is determined as 16.01 billion dollars in 2022, a growth of 5.9% is expected at this rate until 2030. As leisure time increases and the business world turns into a more global structure, passengers' demand for in-flight catering services has also increased. The satisfaction level with service quality rises when customers seeking individualized attention gain from pre-ordered meal services. As a result, an acceleration in market growth is anticipated (Grand View Research, n.d.). It is also recognized that people can order a special meal even if they do not have any special dietary requirements; for example, a non-vegetarian may order a vegetarian meal. The reasons for this situation are complex; Passengers may feel more special by ordering special meals or may have noticed that special meals are served first by the cabin crew. Therefore, ordering special meals can be seen as a way to get faster service. Additionally, passengers may have judged specialty meals to be of superior quality based on their previous experiences (Jones, 2012).

Special meals are divided into three categories: religious meals, medical meals and preferred meals for other reasons. Within these categories are specific types of food, each with its own attributable coding. For instance, there are options for vegan, vegetarian, kid-friendly, and seafood meals under the preferred special meals category; there are also options for Muslim, Hindu, and Kosher meals under the religious meal category; and there are options for diabetic, low-salt, purine-restricted, gluten-free, lactose-free, low-protein, or low-protein meals with cholesterol under the medical meal category. Meals are usually created by the airline or airline catering company and are marked with passenger name, flight number, etc. It is designated as 'special' on the aircraft by a food labeling system that includes information. Service protocols vary from flight to flight, but most special meals are served before the main meal service in economy cabins and often in first class cabins. However, although some specialty meals carry approval marks from heart foundations, environmental groups and other organizations, nutritional information is not provided to passengers (Leggat &Nowak, 1997; International Air Transport Assocation, 2001; Sheward, 2008).

As a result, airlines today have similar ticket prices, leather seats, leg room and overhead space. In this case, the food and beverage options of several airlines set them apart from one another. Food and beverage service (Seth et al., 2005) is an opportunity that can bring airline companies to the forefront by increasing passenger loyalty (Kazançoğlu, 2011) and company revenue. It is important to take advantage of this chance to give passengers a positive and memorable in-flight experience (Ernits et al., 2022). Considering the individual needs of passengers, providing quality catering services to passengers within the scope of special meals will contribute positively to customer satisfaction and brand loyalty (Mills & Clay, 2002).

METHODOLOGY

A case study, one of the qualitative research methods, was conducted in order to evaluate the special meal services offered by airline companies and to evaluate the subject in depth. Case studies offer researchers the opportunity to conduct a detailed examination of the phenomenon to be investigated and support reaching a general judgment with specific examples (Deveci and Deveci, 2018). Semi-structured interviews were conducted in the study, questions were developed in a more flexible structure and different questions could be asked depending on the participant's reactions to the questions. For this reason, the number of questions and the content of the questions during the interview may vary depending on the answers given by the participants (Merriam, 2018: 87). All cabin crew members working on international flights constitute the population of the study (Stangor, 2011: 110). In this instance, one could argue that the studied universe is made up of an unreachable totality. To represent the universe and produce results that could be utilized generally, it was therefore contacted the participants through the sampling approach (Kurtuluş, 2010: 53). One of the non-probability sampling techniques appropriate for qualitative research, the "Convenience Sampling" approach, was chosen since it was intended to reach the airline company's cabin crew. If necessary, the "Snowball Sampling" method was also used. An "Informed Consent Form" was sent to all individuals who volunteered to participate in the study.

The interview form was created by considering the research of Merriam (2018), Kozak (2015), Patton (2002), and Creswell (2017). Expert opinions from three different fields were received for the prepared interview forms, and the interview forms were revised according to the experts' feedback. In addition, since the study was a part of a scientific research project, the interview form was revised by taking into account the opinions of the project committee members. The interviews were conducted by telephone, taking into account the working conditions of the cabin crew. The data obtained in the study was subjected to content analysis with the MAXQDA program.

Credibility and transferability criteria to support the validity of the study; to support its reliability, the research and analysis process was carried out by taking into account consistency and confirmability criteria (Ravitch & Carl, 2019).

THE WIDESPREAD IMPACT AND RESEARCH LIMITATIONS

Filling the gap in the literature regarding in-flight special meal catering services constitutes the added value of the study. The current situation regarding special meal service was revealed. In addition, it is thought that establishing the connection between satisfaction and customer loyalty and special meals provides feedback within the scope of service development for various businesses, especially airline companies with in-flight catering services. The service procedure for airline personnel was revealed and various improvement suggestions were presented. The study's recommendations for the special meal service procedure and its contribution to raising the standard of travel for passenger who request special meals are two more advantages. Lastly, this study will help the food sector become more sensitive to special meals (vegan, gluten-free, etc.). Therefore, it will be a guide in terms of improving the sensory properties of foods and developing specific product diversification.

The most important limitation of the study is that the cabin crew members who participated in the study gave superficial answers to some questions in order to protect the interests of the companies they work for. However, the findings obtained in the study need to be tested empirically in order to be generalized. Although researcher bias is seen as one of the most important limitations in qualitative studies, in this study, in order to prevent this bias, the findings were cleared of bias by taking into account the evaluations of 6 researchers.

THE ORIGINALITY OF THE RESEARCH

Each passing day, more and more travelers are choosing airlines and adhering to particular diets. The source of passengers' special meal requests may be due to various factors such as food allergy, disease, belief or ethical values. Situations where special meal requests cannot be met include disruptions in flight operations and possible problems that may occur during the flight. This situation may negatively affect the travel experience of not only the passengers who request a special meal, but also all passengers on that flight. On the other hand, if passengers who require special meals because of medical conditions are not accommodated, they may get sick while flying. From the airline company's point of view, it is projected that this kind of event could lead to a decline in passengers' brand loyalty and brand image. As a result, it is possible to see a decline in both the airline's preferability and the rate at which passengers make repeat purchases. In order to solve the mentioned problems, it is important to create academic awareness and make studies and improvements on the subject. In addition, it is thought that this study will contribute to airline companies, catering companies and the industry, as the differences between in-flight special meal service and normal service are evaluated and suggestions for improvement in airline companies' catering services are presented.

When the literature on in-flight catering services is reviewed, it becomes clear that research has been done in a number of areas, including the variables influencing passengers' meal preferences, the caliber of airline services, and the menu items offered on board. However, studies based on special dining experiences offered in-flight have not been found in the literature. Increasing the awareness of readers and researchers about special meal services will be possible by enriching the literature on the relevant subject. The originality of the study is that it fills the gap in the literature and guides future studies.

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BRAND URBANIZATION POTENTIAL AND EVALUATION OF ORGANIC AGRICULTURE IN TERMS OF GASTRONOMY TOURISM IN TURKİYE: CASE OF BURSA

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INTRODUCTION

Nowadays, cities, like goods and services, can be positioned under the concept of brand. In a global life, rapid changes and transformations are witnessed in the field of urbanization, as in every field. Cities also must brand themselves to benefit from these changes. It is the duty of branded cities to ensure the welfare of local people living in the city and those who visit the city for investment or touristic purposes. Branding a city provides great benefits to the country's economy.

In this study, we examine how the province of Bursa combines with gastronomy tourism on the way to becoming a brand city and its position in the international market in this context.

Determining the brand city and gastronomy tourism potential in Turkey, branding efforts, contributions of gastronomy tourism in Turkey to the local economy, employment and cultural heritage, Turkey's attractiveness and competitive advantages for international tourists with gastronomy tourism, cultural diplomacy through gastronomy tourism and international relations. its role will be examined. Specifically, by determining the stage of agricultural production in Bursa province and how it can be improved to become a "brand city", because of the research, it will be tried to determine to what extent the organic agricultural products of Bursa province contribute to gastronomy tourism.

LITERATURE

Branding is one of the most important tools that play a role in the foreign promotion of a country. The branding process should be considered in terms of political, economic, cultural and tourism. City branding, which is the main subject of the study, includes actions aimed at increasing the tourism potential of the city, providing economic benefit to the city, and introducing all components of the city to the world. With these works, the quality of life of the city is increased and these cities turn into livable and visitable places that become the center of attention in every aspect.

In a study conducted by Toksarı et al. in 2014, they compiled studies examining the branding of cities from different dimensions. Accordingly, for Parkenson and Saunders (2004), brand elements include material elements such as culture, history, and the city's infrastructure, as well as spiritual elements including the personality and emotional aspects of the city. In Hankinson's (2005) study, business, physical environment, people and activities were considered as brand dimensions. As a result of the study conducted by Cheng and Taylor in Almaty in 2007, concepts such as simplicity, cultural and ethnic diversity, and historical architecture emerged as brand dimensions.

Country image: It is a general expression of the way a country is perceived by other countries, the perception it creates in the global context, the reputation and respect it has, the support it can receive in the global activities it undertakes, and the sympathy it can create in other countries. In addition, it is emphasized that the country's image is as important as the economic, social and military powers of a country.

This situation puts countries with a strong image ahead of other countries and can provide great advantages in the economic context (Gültekin, 2005). To strengthen the image of the country, improving

the images of cities comes first. In this case, cities that have the potential to raise Turkey's image should receive support in branding.

In this context, the branding process of Bursa province will be examined through organic agricultural products and gastronomy tourism. In the study, the perception of organic agriculture producers towards the province of Bursa, the brand image of the province, brand positioning, personality and identity, its place and importance in the country's image, the city's advertising activities will be investigated and its impact on tourism will be analyzed.

METHOD

The research will be conducted with an exploratory sequential mixed method design, which is a mixed method approach (Creswell and Clark, 2011). In this method, A general framework will be drawn with the quantitative research method and the results will be evaluated. The basis for the qualitative research method will be formed based on the meaningful results obtained because of the quantitative research. The questions prepared in the second stage will be conducted through a semi-structured face-to-face interview.

The purpose of choosing the exploratory sequential mixed method was to be suitable for the research topic, to examine the numerical data to obtain a more in-depth result, and to move the research forward in terms of validity and reliability (Creswell J. W., 2017).

With the quantitative method, objective data such as determining the organic agriculture potential in Bursa province, whether producers have agricultural certificates, determining the profiles of producers and product diversity will be collected.

The qualitative research population, which will be selected according to the data obtained because of the quantitative research, will be selected from the same group and the research questions will be answered in depth.

It will be tried to determine the contributions of organic agricultural production of Bursa province to gastronomy tourism. The stage of the gastronomy field in terms of "brand city" criteria will be determined through interviews with direct producers.

With the qualitative method, the results obtained will be evaluated from the perspective of the producers, the data obtained will be verified and reliability will be studied.

The research population consists of the owners or officials of local agricultural enterprises operating in Bursa.

The research will be conducted with agricultural producers within the borders of Bursa province, through survey forms with closed-ended questions in the quantitative research part. After the analysis of the results, interviews will be held with 11 businesses determined from the same universe, using open-ended questions and voice recording in the face-to-face interview method. These interviews are planned to collect data from both methods in August 2024.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

Bursa is an important city located in the Marmara Region of Turkey, standing out with its historical and cultural heritage. Agricultural soils and suitable climate offer great potential for the development of organic agriculture. This potential can play an important role in the branding process of Bursa by integrating it with gastronomy tourism. In this research, the gastronomy potential of Bursa will be investigated and its contribution to tourism, which is one of the most important sources of income for cities in Turkey and has a significant impact on becoming a brand city, will be examined. This review can serve as an example for cities with similar potential and contribute to their development in terms of gastronomy tourism. As a result of the research, it is possible that the local economy will develop due to the recognition of the branding process of Bursa province, thus increasing employment and increasing the interest of local and foreign investments in the region, who see the potential of gastronomy tourism. Bursa is promoted as an attractive destination in terms of gastronomy tourism and as a result, its brand value is strengthened internationally.

When the limitations of the research are examined, it can be said that the research is limited to a limited number of participants or certain groups are not represented, the research is limited to a certain time, the research is limited to only certain regions, and the research examines the issues in depth due to budget constraints. However, local government policies or legal regulations may affect the research process.

UNIQUE VALUE OF THE RESEARCH

As a result of the research, data that can provide original and detailed information on Bursa's rich gastronomy culture, agricultural products and the history of operating businesses will be collected.
In this context, the working styles of the region's agricultural producers, the methods they choose and their contributions to tourism will be investigated. In addition, the research is important in determining the potential of gastronomy tourism. In addition, examining the actions of local agricultural producers regarding sustainable gastronomy tourism practices can contribute to the development of environmentally friendly and socially sensitive tourism policies.

It can constitute an important resource for the protection and promotion of Bursa's local agricultural products and production habits. It can provide guiding information to local governments, tourism authorities and businesses to develop Bursa's gastronomy tourism strategies by encouraging the transfer of local agricultural culture to future generations. The limited number of studies on gastronomy tourism in Bursa and Turkey make a significant contribution. It provides information to increase local people's participation in gastronomy tourism and their awareness in this field. It makes suggestions on how various segments of society can benefit from this type of tourism. These values show that the research can make significant contributions both academically and practically, and that it can reveal Bursa's gastronomy tourism potential and encourage its development in this field.

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KORE VE İTALYA MUTFAK KÜLTÜRÜNÜN ORTAK NOKTALARI ÜZERİNE BİR DEĞERLENDİRME

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GİRİŞ

Kore, Asya kıtasında yer alırken, İtalya Avrupa kıtasında yer almaktadır. İki ülkenin coğrafik olarak benzerlikleri yarımada olmalarıdır. Kore tarihinden kaynaklı olarak, Moğol, Çin, Rusya ve Japonya kültürleri ile ortaklıklar gösterirken, İtalya başta Roma İmparatorluğu olmak üzere birçok Avrupa medeniyetinden izler taşımaktadır. Roma İmparatorluğu başta olmak üzere, birçok imparatorluk ve medeniyetin mirası üzerine kurulu olan İtalya, bu medeniyetlerden edindiği mirasla geniş bir kültüre sahip olmuştur. Farklı kültürlerin bir araya gelerek oluşturduğu İtalyan kültürü, tarih, edebiyat ve sanat, gastronomi alanlarında oldukça etkindir. Kore yarımadasında gerçekleşen tarihsel savaşlar yarımadaya farklı kültürlerin hâkim olmasını sağladı. Bu açıdan Kore kültürü üzerinde en çok etki bırakmış güç Çin olarak kabul edilmektedir.

Kore mutfağı denilince ilk akla gelen pirinçtir. Pirinç mutfağın başı ve sonudur. Koreliler için pirinç sadece bir gıda maddesi değil, hayatın kendisidir. Kore mutfağı ile İtalyan mutfağının ortak noktası olarak sayılabilecek temel faktör pirincin vazgeçilmezliğidir. Biri makarnanın biri pirincin merkezi olarak bilinse de İtalyan mutfağında da pirinç vazgeçilmez bir gıdadır. Günümüzde İtalyan ile Kore mutfakları buluşmalarının birçoğunda, İtalyan ve Koreli şefler pirinç kullanarak kendi yemeklerini yapmaktadırlar. Kore ve İtalyan mutfağını yaklaştıran önemli detaylardan biri de makarnadır. Kore mutfağı erişte kullanımında, İtalyan mutfağından eski bir tarihe sahiptir. Uzun erişte geleneğinin İtalyan spagettisine ilham verdiği araştırmacılar tarafından dile getirilen tezler arasındadır. Günümüz Kore süpermarketlerinde spagetti olarak sadece İtalyan markaları satılmaktadır. Kore restoranları erişte yapımını spagetti yapımı ile takas etmişler (Macit, 2015).

Bu çalışmada Kore ile İtalyan kültürlerini araştırırken, iki ülke gastronomisinin benzerliklerini ortaya koymak için iki kültür üzerine yapılmış çalışmalara dair nitel araştırma yöntemlerinden literatür taraması uygulanmıştır. Sayıca az olsa da iki kültürün ortak noktaları üzerine yapılmış araştırmalar, gastronomi alanındaki benzerlikleri ortaya koyarken, yemeğin tıpkı müzik gibi dünya coğrafyası üzerinde seyahat halinde olduğunu bir kez daha göstermiş oldu.

LİTERATÜR

Kore, Asya kıtasında yer almaktadır. Kıtanın kuzeydoğu bölümünden güneye doğru uzanan kısmına Kore adı verilmiştir. Adanın 38° güneyinde yer alan Kore, yarımadanın yüzde 45'lik bölümüne denk gelir. Kore yarımadası, Çin, Rusya, Japonya ve Japon adaları ile çevrilidir (Holcombe, 2021).

Tarihteki ilk Kore devleti Joseon olarak bilinir. Kore tarihinde önemli bir yeri olan Joseon, Han Hanedanlığı tarafından yıkılmış ve bu yıkım Kore tarihinde önemli bir yer edinmiştir. Çinlilere ait olan

Han Hanedanlığının Joseon devletini yıkması, bölgenin uzun yıllar sürecek Çin kültürü etkisi altına girmesinin kapısını aralamıştır. Çin kültürü bölgede büyük bir yayılma göstermiş, Konfüçyanizm ideolojisi hayatın her alanını ele geçirmiştir. Günlük yaşam, inanç, yemek, müzik, eğitim, kültür alanları tamamen Çin nüfuzu etkisine girmiştir. Bir para düzeninin bulunmaması nedeniyle alışveriş ve vergi toplama işleri için takas sistemi kullanılmış, takasta ise her türlü eşya geçerli olmuştur. Coğrafi konumu nedeniyle deniz ticaretine uygun olan bölge, dünyanın en büyük gelgit olayları nedeniyle deniz ticaretinde büyük gelişme gösterememiştir. Bu uğurda çok sayıda büyük deniz kazası yaşanmıştır. Takas sistemi ticaretin gelişmesinde etkili olmuştur. Tarihte öne çıkan detaylardan biri de seramik üreticiliği olmuştur. Seramik üreticiliği küçük çapta da olsa endüstrileşmiş, önemli bir gelir kaynağı olmuştur. Tarihi kazılarda ortaya çıkan seramikler bu konudaki bilgilere ışık tutmuştur (Oğuz & Bakır, 2019).

Joseon Hanedanlığı 14 yüzyıldan 19. yüzyılın sonuna kadar Kore Yarımadası'nda hüküm sürmüştür. 1910 yılında ise Japonya hakimiyetine girmiş, Japonya burada 1945 yılına kadar hüküm sürmüştür. Japonya sömürge bir emperyal güç olarak hüküm sürmüş, yarımadayı kültürel ve ekonomik olarak tahakkümü altına almıştır. İkinci dünya savaşı bu tahakküme son verecek gelişme olmuştur. Japonya'nın mağlup olması Kore yarımadasında bağımsızlık umudunu yeşertmiş ancak dünyanın iki süper gücü olan Amerika Birleşik Devletleri ve SSCB yarımada üzerinde etki sahibi olmak istemişlerdir. İki süper gücün hakimiyet çabası, yarımadayı Güney ve Kuzey Kore diye ayırmış, tek bir millet olarak bilinen Kore milleti, farklı ideolojiler yüzünden birbirine düşman kesilmiş ve çatışmalar başlamıştır. Amerika Birleşik Devletleri'nin yoğun baskısı sonucu Güney Kore, kuzey kesiminden ayrılarak, ABD tarafından yönetilmeye başlandı. 1948 yılında resmi olarak Güney Kore kuruldu. 1950 - 53 yıllarında ise Kore savaşı başladı. Kore savaşı bölgeye sadece yıkım getirdi, savaşın sonunda dünyanın en fakir bölgesi haline geldi. Savaşta milyonlarca insanın hayatını kaybettiği belirtildi. Ekonomik olarak da ülke iflas etti (Söylemez, 2021).

Dünyanın birçok bölgesinde olduğu gibi Kore yarımadasında da savaş ve işgaller, yarımadaya farklı kültürlerin hâkim olmasına sebep oldu. Galip gelip yarımadayı yöneten birçok emperyal güç, oraya askeri hakimiyetinin yanı sıra kültürel hegemonyasını da sürdürdü. Kore yarımadası stratejik olarak çok önemli bir yere sahip. Bu konumu büyük güçlerin iştahını kabarttı. Savaşlar işgalleri, işgaller hegemonyayı, hegemonya kültürel hegemonyayı doğurdu. Çin, Japonya, Amerika ve Sovyetlerin etkisi altında kalan Güney Kore kültürü, bu anlamda değişim ve dönüşüme uğramıştır. Bununla birlikte söz konusu emperyal milletlerin dil, folklor, müzik, mutfak gibi alanlarda da kültüründen etkilenmiş, Güney Kore kültürüne yeni eklentiler olmuştur. Bu açıdan Kore kültürü üzerinde en çok etki bırakmış güç Çin olarak kabul edilmektedir. Çin, milattan önce 109 yılında Gojoseon'u işgal etmiş ve tam egemenlik ilan etmiştir. Çin'in etkisi altındaki yıllar, ekonomik yıkım getirmiş, ancak kültürel olarak da Kore kültürünün gelişmesine neden olmuştur. Çin dili, ideolojisi, inançları, Çin sanatı, Çin mutfağı bölge halkı üzerinde etkili olmuş, Güney Kore kültürü ile birleşmiştir (Nahm, 1998).

Dünya mutfaklarının çoğunda bulunan özgünlük, Kore mutfağında da karşımıza çıkıyor. Bununla birlikte zengin bir mutfak olduğu bilinmektedir. Bu özgünlüğünü Kore halkının kültürlerine olan bağlılığına borçludur. Koreliler yöresel yeme – içme alışkanlıklarını koruyarak yöresel gıdaları tercih ederek mutfaklarını korumaktadırlar. Kore beslenme biçimi ile Türk beslenme biçimi öğünler açısından benzerlik arz etmektedir. Günde üç öğün şeklindeki beslenmede sabah kahvaltısı, öğle yemeği ve akşam yemeği bulunmaktadır. Sabah kahvaltısında pirinç, çorba veya kızartma ile başlayan Koreliler öğlen ve akşam yemeklerinde deniz ürünleri ve bakliyat tercih etmektedirler. Geleneksel Kore mutfağının etkilendiği mutfakların başında Japonya ve Çin mutfağı gelmektedir. Koreliler bu mutfaklardan aldıkları yemekleri kendi pişirme teknikleri ile yerelleştirmişlerdir. Bu açıdan Kore mutfağı geleneksel yapısını korumayı başarmıştır (Holcombe, 2021).

Kore'nin dünya gastronomi literatürüne girmiş ve milli yiyecek olarak kabul görmüş ürünü bir turşu çeşididir. "Kim chi" adındaki bu turşu, aşırı baharatlı olmasıyla meşhurdur. Özellikle soğuk havalarda tüketilmesi tavsiye edilen Kim chi, tok tutmasıyla nam salmıştır. Ayrıca içerdiği baharatların etkisiyle vücudu kısa sürede ısıtan bir etkiye sahiptir. Baharatlı turşu Kim chi, tarihten günümüze kadar uzanmış bir gıda olarak, bugün tüm öğünlerde ve her yemeğin yanında servis edilmektedir. İçecek olarak bütün Uzak Doğu'da yaygın olan çay kültürüne Kore de katılmıştır. Kore'de milli içecek denilince akla, "Gingseng Çayı" gelmektedir. Kaynamış suya, gingseng bitkisinin toz halinin atılmasıyla elde edilen

çay, türlü şekillerde servis edilebilmektedir. En bilinen hali, bal ve kuru hurma katılarak servis edilmiş halidir. Çam fıstığı da bazen eklenmektedir (Macit, 2015).

Tarihte çok çeşit çay içildiği Kore tarihinde kayıt altına alınmıştır. Günümüzde bu sayının azalması ve özelde gingseng çayının öne çıkması, Konfüçyüsçülüğün yükselmesine bağlanmaktadır. Budizm törenlerinin vazgeçilmez bir ritüel olan yeşil çay, Budizmin gerilemesi ile kaybolmuştur. Budizm'in etkili olduğu yüzyıllarda çay önemli bir içecek olarak öne çıkmaktadır. Kraliyet ailesi, soylular, üst düzey din görevlileri, keşişler ve toplumun üst tabakası çayı başucuna koydu. Tarihte birçok inanç merkezinin kendi çay bahçelerine ve su kaynaklarına sahip olduğu belirtilmektedir. Çay ustaları özel olarak yetiştirilirken, dini törenler, cenazeler ve düğünlerde çay ikram odaları kurulmuştur. Choson Hanedanlığı, Budizm'in etkili olduğu döneme ait, her türlü geleneği ve adeti yok etmeyi hedefine koyarak, çayı da bunların arasına koymuştur. Çay ekiminin gerilemeye başlamasıyla, çay adetleri ortadan kalkmış, kısa süre sonra çay tek tipleşmiştir. Çay halk arasında yöresel bir tedavi aracı olarak da kullanılmıştır. Pirinç, mısır, buğday ve arpadan yapılan çaylar, günümüzde de halk arasında tedavi destekleyici olarak kullanılmaktadır (Hwang, 2018).

İtalya, Güney Kore gibi bir yarımada üzerine kuruludur. Avrupa'nın Akdeniz içine doğu uzanan yarımadasında yerini almıştır. Komşuları Fransa, İsviçre, Avusturya, Slovenya'dır. İtalya'yı diğer birçok ülkeden ayıran yönü, kendi toprakları içerisinde iki bağımsız devlet olmasıdır. Bunlardan biri Vatikan Devleti'dir. Katolik mezhebinin dünyadaki başkenti kabul edilen Vatikan, Roma'da bulunan bir ülkedir. Bir diğeri ise San Marino Cumhuriyeti'dir. Avrupa'nın yaşayan en eski devleti kabul edilen San Marino Cumhuriyeti, Floransa sınırları içerisinde yer alır (Appianos, 2022).

İtalya mutfak tarihi MÖ 4. Yüzyıla dayandırılır. İtalya mutfağı, Akdeniz bölgesinin mutfakları arasında ilk sırada gösterilir. Birçok pişirme tekniğine sahip İtalya Mutfağı, baharat kullanımından uzak, sade tatlardan oluşur. İtalyan mutfağının temel gıda ürünleri, zeytin ve yağı, domates, makarna ve diğer buğday ürünleri, balık, süt ile süt ürünleri, balzamik sirke, et çeşitleri ve taze yeşilliklerdir. (Black, 2022).

Kore mutfağının baharatlı havası, İtalyan mutfağındaki sadelikle nasıl buluşacak, sorusundan yola çıkan iki kültürün aşçıları, birçok füzyon uygulamaya imza atmışlardır. Çoğunlukla Kore sos ve baharatları, İtalyan makarnaları ile buluşunca, ortaya başarılı çalışmalar çıkmış. Baharatlı Kore Pennesi, Kimchi Carbonara Linquine, Kore Baharatlı Orrecchiette en bilinen uygulamalar.

Kore ile İtalyan mutfağında bulunan deniz ürünlerinde de benzerlikler mevcuttur. Venedik'te çok bilinen Carpaccio, Kore'nin meşhur çiğ balık yemeği olan Kore Çapası'na çok benzemektedir. Kore ve İtalya'yı saran denizler, iki kültürde de deniz ürünlerinin öne çıkmasına neden olmuştur. İki kültürdeki morina balığı ile pollock pişirme yöntemleri aynıdır. İki kültürde de aynı olan diğer bir ürün kalamar dolmasıdır. Kore'de "Ojingeo Sundae" olarak bilinen Kalamar Dolması, Venedik'te Kalamar Ripieni adıyla satışa sunulmaktadır (B., 2023).

YÖNTEM

Bu çalışmanın temel amacı Kore ve İtalya Mutfağı üzerine daha önce alan yazında yayınlanan çalışmaları nitel araştırma yöntemlerinden doküman analizi yöntemi ile ele almak ve ortak noktaları tespit etmektir. Çalışma kapsamında basılı kaynaklar, akademik tezler, hakemli dergilerde yayınlanmış olan akademik makaleler ve çevrim içi akademik arama motorları incelenmiştir. Araştırma çerçevesini daha kesin kılmak adına "Kore ve İtalya Mutfağı", "Kore ile İtalya Gastronomisi", "Kore ile İtalya Ortak Kültür" anahtar kelimeleri belirlenerek arama yapılmıştır. Yapılan aramalardan elde edilen veriler Kore İtalya Mutfağı", "Kore ile İtalya Gastronomisi", "Kore ile İtalya Ortak Kültür" kelimeleri Türkçe, İngilizce, Korece ve İtalyanca aratılarak elde edilmiştir. Çalışma verileri bu çerçevede elde edilerek, bilimsel yayınlar ve medya yayınları olmak üzere ikiye ayrılmıştır. Nitel araştırma yönteminin kullanıldığı bu çalışmada doküman analizi tekniği uygulandığı için etik kurul izin belgesi gerekmemiştir.

Hakemli dergilere yayınlanan akademik makalelerde, Türkçe dilinde, dergipark.com sitesi, YÖK (Yükseköğretim Kurumu) Ulusal Tez Merkezi web sitesi ve Google Academic incelenmiş ancak herhangi bir çalışmaya rastlanmamıştır. "Kore İtalya Ortak Mutfak Kültürü" konusu üzerine Türkçe

olarak herhangi bir çalışma yapılmamıştır. Buna ek olarak, iki kültür ve mutfağı ayrı ayrı ele alan 1 basılı kitap ve 10 akademik makale tespit edilmiştir.

İngilizce olarak, ScienteDirect, Springer Link, ResearchGate, Google Scholar, Academia, PubMed web sitelerinde aranmıştır. İngilizce yapılan tarama sonucunda, 8 adet akademik makalede, konu başlığımızın direk olarak işlendiği tespit edilmiştir. Ayrıca İngilizce olarak yapılan web taramasında, akademik olmayan 7 adet yazı ve çalışma tespit edilmiştir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Yaygın Etkileri

Kore ve İtalya mutfak kültürlerinin karşılaştırılması, iki kültürün daha iyi anlaşılmasını ve kültürel etkileşimi teşvik etmesinin yani sıra, gastronomi turizmini destekleyerek hem Kore hem de İtalya'nın turizm sektörlerine katkıda bulunabilir. İki mutfağın sağlıklı yemek tarifleri ve besin değerleri üzerine yapılan karşılaştırmalarla yemek ve sağlık bilinci konusunda farkındalık yaratabilecek olan bu çalışma, gastronomi ve kültürel çalışmalar alanında akademik araştırmalara katkı sağlayabilir ve bu alana ilgi duyanlara yeni perspektifler kazandırabilir.

Sınırlılıkları

Kore ve İtalya mutfak kültürleri oldukça geniş ve çeşitli olduğu için, bu tür bir değerlendirme, ülkelerin tüm mutfak kültürünü kapsamakta yetersiz kalabilir. Kişisel önyargılar veya stereotipler, değerlendirmeyi etkileyebilir ve sonuçların objektifliğini azaltabilir. Farklı diller ve kültürel ifade biçimleri, karşılaştırmanın doğru ve net bir şekilde yapılmasını zorlaştırabilir. Yemek kültürleri dinamik olup sürekli değiştiği için, çalışma yapıldıktan bir süre sonra geçerliliğini yitirebilir. Son olarak, çalışmanın kapsamı sınırlı olabilir ve yalnızca belirli yemekler veya mutfak unsurları üzerinde durabilir, bu da genel bir değerlendirme yapılmasını zorlaştırabilir.

Bu tür çalışmalarda kapsamlı bir araştırma, kültürel hassasiyet ve objektif değerlendirme yöntemleri kullanılması, çalışmanın etkili olması açısından önem taşımaktadır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Kore ve İtalya mutfaklarının ortak yönleri üzerine fazla akademik araştırma yapılmadığı tespit edilmiştir. Bunun birinci nedeni olarak, iki mutfak kültürünün birkaç temel gıda dışında birbirine olan uzaklığı olarak görülmüştür. Füzyon mutfak uygulamaları çerçevesinde iki mutfaktaki gıdalara ilişkin, dünyanın birçok yerinde şeflerin uyguladıkları yemekler bulunsa da iki mutfağın ve kültürün ortak yönlerini belirgin şekilde işleyen bir çalışma olmamıştır. Mevcut olan çalışmaların temel olarak pirinç, balık ve makarna eksenli olduğu tespit edilmiştir. Kore mutfağının en önemli gıdalarından olan pirincin İtalyan mutfağında da kullanılması, bu çalışmalara kaynaklık etmesinde etkili olmuştur. Öte yandan İtalyan mutfağının önemli gıdalarından olan makarnanın, Kore eriştesinden alındığı tezinin yaygın şekilde Kore'de savunulduğu tespit edilmiştir. Kore ve İtalyan mutfağına dair ileride yapılabilecek akademik çalışma önerileri ise aşağıda sunulmuştur:

- Kore ve İtalyan mutfağında pirincin yeri ve önemine dair alan yazın taraması ve tüketicilerin görüşleri,
- Kore ve İtalyan mutfağında makarna ve erişte tarihi ve yerli halkın konu hakkındaki görüşü,
- Kore ve İtalyan mutfağında çiğ balık tüketiminin benzerlikleri ve konuyla ilgili yerli halkın görüşlerinin turistlerin görüşleri ile karşılaştırmalı analizi yapılabilir.

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A STUDY ON FOOD WASTE IN HOSPITALITY BUSINESSES

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INTRODUCTION

In line with the aim of using limited resources effectively and efficiently in order to feed the world population in a healthy way, preventing food waste and losses in the consumption age has become an important issue that concerns all developed and developing countries (Akmeşe & İlyasov, 2022). Food waste is seen as an obstacle to achieving food and nutrition security for millions of undernourished people worldwide (Bagherzedah, Inamura & Jeong, 2014). Approximately one-third of the food produced for human consumption is lost or wasted, which equates to approximately 1.3 billion tonnes per year (FAO, 2011). Scherhaufer et al. (2018) stated that approximately 88 million tons of food is wasted every year in the European Union. With this amount of food wasted, there are 795 million hungry people out of 7.5 billion people on this planet, meaning one in nine people in the world suffers from chronic malnutrition (World Hunger News, 2016). According to FAO's latest report on the State of World Food Security and Nutrition (SOFI), the number of people affected by hunger has increased by approximately 46 million since 2020 and by 150 million since 2019, reaching 828 million in 2021. In total, it is estimated that 3.1 billion people do not have access to a healthy diet (FAO, 2022). Kibler et al., (2018) stated that most of the food produced all over the world is wasted and that the resource impact of wasted food production is large. It seems to be a serious contradiction that there is a problem of hunger in the world while a large amount of food is thrown away every day. This is a matter of concern; Therefore, food waste needs to be addressed with a better approach (Nguyen, 2018).

LITERATURE

FAO (2015) defines food wastage as 'the optional disposal or alternative (non-food) use of food that is fit for human consumption after it has spoilt through negligence or has passed its expiry date'. In general, food waste is caused by some mismanagement in the food supply chain or a conscious decision to dispose of edible items. Food waste is largely seen as avoidable food loss (Kibler et al., 2018). Food waste usually occurs at the retail and consumption stages in the food value chain. This may be due to negligence or a conscious decision to throw away food (Nguyen, 2018).

Food waste has significant economic, environmental and social impacts. Bagherzedah, Inamura and Jeong (2014) stated that reducing food waste can improve the efficiency of the food supply chain and provide economic benefits, including lower costs for businesses and lower prices for consumers. From a social perspective, FAO's State of Food and Agriculture (2019) report shows that about 14 per cent of the world's food (worth $400 billion annually) continues to be lost after it is harvested and before it reaches stores; UNEP's Food Waste Index Report shows that a further 17 per cent of our food is wasted at retail and by consumers, especially in households. According to FAO estimates, lost and wasted food could feed 1.26 billion hungry people every year (FAO, 2022).

The magnitude and complexity of the global food waste problem has brought it to the forefront of the environmental agenda (Papargyropoulou et al., 2016). In terms of environmental impact, food waste not only damages the environment in terms of soil, water and air, but also contributes to climate change by producing greenhouse gases and releases toxicity from pesticides and leachate. Since climate change directly affects all living things on earth and the future of humanity negatively, it is necessary to prevent and reduce food waste in order to prevent all related damages (Nguyen, 2018). Kilibarda, Djokovic and

Suzic (2020) state that since one third of the food produced is wasted, one third of the total arable land is unnecessarily exposed to intensive agriculture, leading to soil degradation. In addition, food waste also affects climate change, as no stage of food production, from fertiliser production to the transport of the food produced, can be realised without the use of fossil fuels (oil).

Reducing food waste represents an important sustainability and economic issue and is being actively studied by researchers, organisations and governments worldwide (Alsuwaidi, Eid, & Agag, 2020). The only way to solve the problem of food waste, which has become a problem of modern society, is to understand and identify the reasons for its occurrence throughout the food chain and to identify the specific sectors that contribute to its occurrence (Kilibarda, Djokovic, & Suzic, 2020). In this context, the aim of the research is to examine the food waste processes in hospitality businesses in detail and to reveal the necessary strategies to prevent food waste.

METHOD

Given the exploratory purpose of this study, a qualitative framework was adopted to gather meaningful insights at the early stages of the subject area's development. The main aim is to reveal the information on food waste from the perspective of executive chefs who are given the responsibility of food production process in hospitality businesses.

The study group was selected using purposive sampling method from non-probability sampling method. In this method, the sample is determined by making a selection from the universe in order to reach the highest level of information in line with the objectives of the researcher (Şimşek, 2018). As chefs are on the frontline of the food waste battlefield, it is important to examine the causes of food waste through their lens. In this direction, the study group of the research consists of 5 executive chefs working in hospitality businesses.

The data of the study were collected by interview technique, which is one of the most frequently used qualitative research methods. The research questions were determined as a result of the existing literature review. The questions asked to the participants consist of 2 parts. In the first part, questions about the demographic and professional experiences of the participants, and in the second part, the questions used in Nguyen, (2018), Öcal (2021); Girgin, Üzüm, Yılmaz and Sünnetçioğlu (2022) and their researches were used.

1- Why is food wastage caused?
2- Do you keep any numerical data on food waste?
3- In which process does food waste occur more? (supply-preparation or post-consumer)
4- At which meal does food waste occur more? Why?
5- Which products cause the most food waste? Why?
6- What are the practices to prevent food waste?
7- Which products are recycled? How do you dispose of your non-recyclable food waste?

The interviews were held in July 2024. An appointment was made with the participants beforehand and face-to-face interviews were conducted at the specified time. The interviews lasted 15 minutes on average. The interviews were recorded with the knowledge of the participants and then transferred to Word programme for transcription. Content analysis was applied to analyse the data.

In order to ensure validity and reliability in the study, purposive sampling and in-depth interviews were conducted, participant confirmations were made after the interview, direct quotations from the participants were presented, and coding was compared by different researchers (Yıldırım ve Şimşek, 2018).

WIDESPREAD EFFECT AND LIMITATIONS OF THE RESEARCH

For the purposes of the research, it was determined that a total of approximately 350-360 different foods were offered to customers in three meals in hospitality businesses. It has been determined that less food is served at the breakfast buffet compared to lunch and dinner. It is stated that the all-inclusive

system is the reason for increasing the variety of breakfast, lunch and dinner meals. It is stated that enriching the food served at the buffet, especially at dinner, plays an important role in customer satisfaction.

The research revealed that food waste is generally consumer-related. Consumer awareness and dissatisfaction have been described as the most important determinants of food waste. The all-inclusive system is mentioned as an important factor that triggers food waste among customers. It was emphasised that in the all-inclusive system in line with customer satisfaction, there is an obligation to put many products in terms of quantity and this situation leads to food waste. In connection with this data, it was revealed that food wastage occurs mostly in the post-consumer process.

While numerical data records on food waste were kept in some of the hospitality businesses, it was found that numerical data on food waste were not recorded in some hospitality businesses. It was revealed that the numerical data in hospitality businesses where records were kept regarding food waste were under the responsibility of quality departments. In this direction, when the numerical data are analysed, it is determined that hospitality businesses produce a significant amount of food waste.

When food wastage was analysed in terms of meals, it was found that the most wastage occurred after dinner. The reason for this is stated to be related to the fact that the highest number of food is served at dinner. The chefs emphasised that the food served at dinner was important for the satisfaction of their customers. It is stated that if the content of the dinner is not rich, customer dissatisfaction occurs and managerial problems arise due to this situation. However, the study has some limitations. This study is limited to the opinions of 5 star hospitality businesses and executive chefs operating in Kuşadası district.

ORIGINALITY OF THE RESEARCH

The research is expected to contribute to the gap in the related literature. There is no study examining food waste from the perspective of executive chefs who are responsible for the food production process in hospitality businesses. The research offers some important implications for practitioners and officials responsible for tourism management who plan to promote sustainable consumption in the hospitality sector. In this direction, it proposes a conceptual framework for the investigation of food waste in the hospitality sector. The conceptual framework can help to explain the processes of food waste occurrence and identify its main drivers. It is thought that conducting the study from the perspective of executive chefs will help the top managers of hospitality sector to understand the underlying causes of food waste.

Within the scope of the research, consumers are considered as an important element of food waste. The service-oriented approach and all-inclusive system led by the aphorism 'the customer is always right' have negative consequences in terms of food waste. In this regard, it is emphasized that presenting too many numerical products to customers in the open buffet naturally triggers food waste. All executive chefs emphasize the necessity of switching to the a la carte system to prevent food waste. Kilibarda, Djokovic & Suzic (2019) found that the amount of food discarded in the hospitality sector depends on the type of service or type of restaurant, and that there is research suggesting that a large proportion of unnecessary food is obtained from buffet-style restaurants rather than a la carte restaurants.

One of the important tools to reduce food waste is recycling practices. In this context, there are methods applied by hospitality businesses. In this context, it was reported that the most commonly used products were meat and stale bread. However, it has been revealed that recycling opportunities are reduced when meats are served with sauces. In addition, it was stated that stale bread was transformed into croutons and used in soups and desserts. Stale bread is also converted into breadcrumbs and used as panelling mortar in meat products. In addition, it was determined that watery dishes and appetisers could not be transformed. Non-recyclable products are sorted and used in animal shelters and composted in the composting machine to be converted into fertiliser.

COĞRAFİ İŞARET TESCİLLİ KEŞKEĞİN TÜRKİYE'DEKİ YEMEK RİTÜELLERİNDEKİ VE YÖRESEL SÜRDÜRÜLEBİLİRLİKTEKİ ÖNEMİ

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GİRİŞ

Yiyecek tüketmek, insan hayatının en temel hayatta kalma aktivitesidir. Yemekler insanların kültürel özelliklerini oluşturan unsurlardan biri olarak, toplumların kültürel şekillenmesinde ve sosyal etkinliklerinde rol oynamaktadır. Toplumların yemek etrafında şekillenen kültürel yapıları mutfak kültürlerini oluşturmaktadır. Ayrıca ait olunan din, yaşanılan coğrafya, iklim özellikleri ve ekonomik durum gibi faktörler de toplumların kültürel yapısında etkili olmakta ve bu durum mutfak kültürü özelliklerinde de rol oynamaktadır. Toplumlar birçok unsurdan etkilenen mutfak kültürü özelliklerini toplumsal olarak anlam ifade eden etkinlikler ve pratikler aracılığıyla sürdürmektedir (Sürücüoğlu ve Özçelik, 2018; Tsai ve Wang, 2017; Ademoğlu ve Durlu Özkaya, 2021). Mutfak kültürü ve bu kültüre dair algılar ile uygulamalara verilen önem dünya çapında artış göstermektedir. Toplumların kültürel değerlerini yansıtan mutfak, en değerli kültürel zenginlikler arasında yer almaktadır. Ayrıca, mutfak kültürü sürdürülebilir turizmin saglanmasinda da önemli bir rol oynamaktadir (Ademoglu ve Durlu Özkaya, 2021).

Bir toplumda kültürel unsurların yaşatılması, töre, tören, ritüel ve gelenek gibi toplumsal kurumların varlığı ile mümkündür; bu kurumlar toplumsal hafızanın korunmasında önemli bir rol oynar. Dinî, millî ve tarihî ögelerin izlerini barındıran ritüeller, ortak bir bellek oluşturulmasında ve bu toplumsal hafızanın aktarılmasında tekrar edilme özellikleri sayesinde süreklilik sağlamaktadır (Kartal, 2023). Ritüeller bir toplumun sosyokültürel yaşamının dinamiklerini oluşturan unsurlardan biridir. Türkiye'de çeşitli alanlardaki ritüeller açısından oldukça zengin bir ülkedir. Ritüellerin varlığı Türk toplumunda geleneksel uygulamaların bir parçasını oluşturmaktadır. Toplumların ortak değerlerini bir arada tutmasından dolayı ritüeller kolektif bir özellik taşımaktadır. Bu bağlamda yapılan uygulamalar kapsamında toplumlar belirli dönemlerde ritmik olarak aynı etkinlikleri tekrarlamaktadır. Bu etkinlikler sosyokültürel birikimi koruyarak geleceğe aktarmaktadır (Karaman, 2010).

Türkiye'de insanların bir arada bulunduğu kutlama amaçlı birçok etkinlikteki yemek ritüellerinden biri de keşkektir. Ülkemizdeki düğünlerin vazgeçilmezi olan keşkek birçok ilde yapılmaktadır. Bu nedenle insanların önemli günlerine eşlik etmesi ve birçok ilde düğün törenlerinin vazgeçilmez yiyeceği olduğu için 2011 yılında "Geleneksel Tören Keşkeği" adı ile UNESCO Somut Olmayan Kültürel Miras (SOKÜM) Temsili Listesine girmiştir (Özer, 2020). Bu çalışmada Türkiye'de pek çok yörede özellikle düğün törenlerinin vazgeçilmezi olan keşkeğin yemek ritüellerindeki yeri ve önemi araştırılmış ve ayrıca yöresel sürdürülebilirliğe etkisi incelenmiştir.

LİTERATÜR

Türkiye'de Yemek Ritüelleri

Ritüel kavramı köken olarak Latince "ritus" kelimesinden gelmektedir. Bu kelime anlam olarak "toplumsal alışkanlıklar, âdetler ve belirli bir değişmezlikle tekrarlanan hareketleri ifade etmektedir (Akarpınar, 2006). Ritüeller toplumların toplumsallaşma özelliklerini, birlikte hareket etme niyetlerini ve bireyler arasındaki bağı güçlendirmektedir. Bundan dolayı toplumsal dayanışmayı ve toplumsal gücü gösteren bir unsurdur (Curkan vd. 2022).
Yemek konulu ritüeller diğer ritüellerde olduğu gibi toplumların farklılaşmasında etkili olmaktadir (Besirli, 2010). Yemekle ilgili ritüellerin tekrar edilmesi, toplumlarin unutulmaya yüz tutmuş yemeklerini ve pişirme tekniklerini koruyarak, bu değerlerin gelecek nesiller tarafından da öğrenilmesine katkı sağlamaktadır (Üzülmez ve Onur, 2021).
Yemekli ritüellerde hazırlanan ve tüketilen yemekler toplulukların somut kültürlerinin ve kültürel miraslarının bir parçası olarak kabul edilmektedir. Düğün, eğlence, ağırlama, sünnet ve dini bayramlarda gerçekleştirilen ritüeller yemek kültürüyle aynı doğrultuda gelişip toplumsal bir iletişim ağı oluşması noktasında topluma katkı sağlayan bir işleve sahiptir (Önçel ve Boz,. Önceki yıllarda yapılmış bir çalışmada yemek ritüelleri çeşitli açılardan kategorileştirilmiştir, bunlar; dini bayram ve özel gün yemekleri, aşama törenleri yemekleri, kutlama/uğurlama/karşılama tören yemekleri, mevsimlik bayram ve özel gün yemekleri ve iş/yol yemekleridir (Yalçın Çelik, 2010).

Türkiye'deki yemek ritüellerinin oluşumunda evlenme, doğum, ölüm, dini açıdan önemli günler, festivaller ve özel gün kutlamaları etkili olmaktadır (Yıldız, 2016; Şahinbaş, 2018; Akoğul, 2019). Türk halkı için önemli bir anlamı olan düğünlerde onlarca ritüel yıllardır alışılagelmiş geleneklerin eseridir. Bu düğünlerde her toplumun kendi yemek ritüelleri uygulanmaktadır (Özer, 2020). Örneğin, söz-nişan ritüellerindeki yemeklerde şerbetler, pasta, çerez, tatlı, lokum ve şeker gibi ürünler ikram edilmektedir (Turan, 1991; Bozok, 2009; Atçı vd. 1998; Kartal, 2023).
Afyon'da yapılan düğünlerde yemek ritüeli kapsamında pirinç veya tandır çorbası, musakka, muhallebi, dolma, nohutlu tavuk yahni, pilav hoşaf ile güllaç veya kaymaklı baklava ikram edilir. Kına gecelerinde haşhaşlı lokul veya dolma, nişan törenlerinde ise şerbet ikram edilmektedir (Özer, 2020). Denizli'deki düğünlerin yemek ritüellerinin önemli bir ürünü ise keşkektir. Bunun yanı sıra düğün törenlerinde pirinç çorbası, dolma, sarma, kuzu içi pilav, hoşaf ve helva yapılmaktadır (Uğur Çerikan, 2019). Bursa'da düğün ritüellerinden biri de gelin hamamıdır. Yine burada da lokum, sarma ve börek gibi ürünler ikram edilir. Samsun'da keşkek, dolma, su böreği, pilav ve kuzu dolması gibi yiyecekler sunulmaktadır. Amasya'da ise düğün evinde keşkek, pilav, et ve helva, gelin hamamında ise bakla dolması, cevizli poğaça, bat ve lokma gibi ikramlıklar yer almaktadır. Karaman'da düğünlerde sembolik bir yemek olarak ballı kabak önemli bir yere sahiptir. Bu yöredeki düğün yemeği Herse (keşkek) olup, ayrıca etli nohut yahnisi ve bulgur pilavı da yapılmaktadır (Özer, 2020, s. 3683-3684).
Söz-nişan töreni yemeklerde ise şerbetler, pasta, çerez, tatlı, lokum ve şeker gibi ürünler ikram edilmektedir. Bazen de yemekler müzik eşliğinde tüketilerek eğlence havasında bir ortam oluşturulmaktadır (Turan, 1991; Bozok, 2009; Atçı vd. 1998; Kartal, 2023).

Yöresel Sürdürülebilirlik

Sürdürülebilirlik kelimesinin kökeni Latince'ye dayanmakta olup, "subtenir" kelimesinden türemektedir (Özmehmet, 2008). Sürdürülebilirlik, insan yaşamında fayda sağlayan hem yapay hem de doğal kaynakların varlığını devam ettirmek için yapılan koruma uygulamalarıdır (Osso, 1996). Yöresel sürdürülebilirlik, enerji kullanımının ve doğal kaynakların verimli ve adil bir şekilde yönetildiği hem günümüz hem de gelecekteki nesiller için fayda sağlayan bir alan olarak tanımlanmıştır (Tedla, 2007). Doğal kaynakların yönetimi, kentsel gelişim, atık yönetimi, enerji kullanımı, kamu sağlığı, sosyal hizmetler ve eğitim gibi alanlarda yerel sürdürülebilirlikle birlikte ulusal sürdürülebilirliğin sağlanmasında yerel yönetimler önemli bir rol oynamaktadır (Selman, 2000). Küresel anlamda beslenme alışkanlıklarındaki değişimler, yöresel yemek kültürünün kaybolmaya başlaması, bazı insanların bilinçli olmayan tutum ve davranışları kültürel ve çevresel anlamda sürdürülebilir olmanın gerekliliğini açıkça göstermeye başlamıştır (Kesici, 2012; Durlu Özkaya vd. 2013). İnsanları sürdürülebilir davranışlara yönlendiren unsurlarda biri de yöresel yiyecek kültürünün devamlılığının zarar görmeye başlamış

olmasıdır. Bundan dolayı yöresel yiyecek ve içeceklerin sürdürülebilir olması adına yavaş yemek akımı gibi küresel anlamda birtakım uygulamalara gidilmiştir (Durlu Özkaya vd. 2013). Yöresel kültürün devamlılığına katkı sağlayan önemli unsurlarda biri de ritüellerdir. Ritüeller aracılığıyla toplumlar kendilerine özgü olan toplumsal faaliyetlerini belirli dönemlerde tekrarlanmaktadır. Bu durum mevcut kültürel faaliyetin sürdürülebilirliğine katkı sağlayabilmektedir. Yemek ritüellerinde de bir toplumun belirli etkinliklerinde kendilerine özgü yöresel yemekler tüketilmektedir (Özer, 2020; Önçel ve Boz, 2023). Bu nedenle yemek
ritüelleri kapsamında korunan, belirli dönemlerde veya önemli günlerde tüketilen yöresel yiyeceklerin yöresel sürdürülebilirliğe katkı sağladığı düşünülmektedir.

YÖNTEM

Bu çalışmada Türk Mutfağındaki yemek ritüelleri ürünlerinden biri olan coğrafi işaretli tören keşkeğinin öne çıkarılması, çeşitlerinin ortaya çıkarılması suretiyle değerine farkındalık yaratılması ve bu bağlamda sahip olduğu önemin anlatılması amaçlanmıştır. Araştırma kapsamında, nitel bir veri analizi yöntemi olarak doküman analizi tercih edilmiştir. Nitel araştırma; eğitim, sosyal bilimler, antropoloji, sosyoloji, psikoloji, antropoloji, eğitim ve sosyal bilim alanlarındaki olayların değişkenleri arasında nedensel ilişkileri laboratuvar ortamı dışında ortaya ^ikarmak i^in yapilan ara^tirmalardan birisidir (Yazicioglu ve Erdogan, 2014) Doküman analizi ise, basılı ya da elektronik kaynaklar dahil olmak üzere tüm belgeleri sistemli bir şekilde inceleme imkânı sağlamaktadır. Dokümanlar, uzun yıllardır nitel araştırmalarda önemli bir kaynak olmuştur. Doküman türleri arasında kitaplar, mektuplar, dergiler, günlükler, haritalar, çizelgeler, istatistikler, anayasa ve yönetmelikler, yasal metinler, gazeteler, fotoğraflar, anılar, röportajlar, okul kayıtları, sağlık ve kamu kayıtları, resimler, videolar, mesajlar gibi çeşitli materyaller bulunmaktadır. Son dönemlerde, doküman analizi yöntem biliminin (methodology) bir parçası olarak daha fazla ilgi görmüş ve bu konuda yayınlanan araştırma raporları ve makalelerin sayısında artış olmuştur (Kıral, 2020). Bu çalışmada, keşkek üzerine çevrim içi veri tabanlarında bulunan bilimsel eserler, gazete ve dergi yazıları, kitaplar ve diğer internet kaynakları incelenmiştir. Keşkek ile ilgili tescil bilgileri "Coğrafi İşaretler Portalı" web sitesinde "keşkek" anahtar kelimesiyle arama yapılarak toplanmış ve ikincil veriler elde edilmiştir. Doküman analizi kısmında, coğrafi işaretli keşkeklerin “ürün adı”, “coğrafi işaret türü”, “tescil tarihi”, “tescil aldığı il” ve “ayırt edici özellikleri” konularına yer verilmiştir. Bu bulgular, betimsel analiz yöntemi kullanılarak incelenmiş ve yorumlanmıştır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Ülkemiz bulunduğu coğrafi konum ve birçok etnik kültüre ev sahipliği yapması gibi özelliklerinden dolayı toplumsal anlamda sembolik özellik taşıyan birçok ritüel ve gastronomik ürüne sahiptir (Teyin, 2020). Gastronomik ürünler, bir yöreye özgü yiyecek ve içeceklerin yanı sıra bunların hazırlanma, pişirme ve servis edilme tekniklerini de kapsayan somut kültürel miras unsurlarını kapsarken (Aydın ve Bayat, 2021); coğrafi işaretli gastronomik ürünler ise, gastronomik değeri olan ürünlerin ait olduğu yöreyi, bölgeyi gösteren, bu ürünlerin tatları ve özellikleri hakkında bilgi veren tescilli ürünler olarak tanımlanmaktadır. Coğrafi işaretli ürünler, sunuldukları bölge için bir pazarlama aracı olarak kullanılabilecek, gelir kaynaklarını artırıcı özelliklere sahip ve bölge halkının refah düzeylerini artıracak niteliktedir (Jaelani, IGAKR ve Karjoko, 2020). Coğrafi işaret tescilli keşkek, Türkiye'nin çeşitli bölgelerinde derin köklere sahip bir yemek ritüelidir ve toplumsal dayanışmayı pekiştiren önemli bir kültürel unsurdur. Bu tescil, keşkek yemeğinin belirli bir coğrafi bölgeye özgü olduğunu ve o bölgenin tarım ürünleri ile pişirildiğini garantileyerek, yerel ekonomilere önemli katkılarda bulunmaktadır. Yerel çiftçiler, keşkeğin ana malzemeleri olan buğday ve etin üretiminden doğrudan fayda sağlamakta ve bu durum kırsal kalkınmayı desteklemektedir.

Türk gastronomisinin önemli bileşenlerinden biri olan keşkek, etrafında çok sayıda sosyal algı ve pratiği barındıran kültürel bir göstergedir. Keşkek, düğün, bayram, hıdırellez gibi özel günlerde pişirilerek insanların bir araya gelmesini ve sosyal bağların güçlenmesini sağlamaktadır. Bu ritüel, toplumsal hafızanın ve geleneklerin gelecek nesillere aktarılmasında önemli bir rol oynamaktadır (Çekiç ve Özkan,

2022). Coğrafi işaret tescilli keşkeğin yemek ritüellerindeki ve yöresel sürdürülebilirlikteki önemi, sadece bir yemeğin ötesinde, toplumsal,
ekonomik ve ekolojik sürdürülebilirliğe olan katkılarıyla çok boyutlu yaygın etkiye sahiptir. Bu çalışma UNESCO'nun Somut Olmayan Kültürel Miras listesinde yer alan "Tören Keşkeği Geleneği" ile sınırlandırılmıştır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Birlik ve beraberlik içerisinde herkesin katılımıyla gerçekleşen tören keşkeği geleneği, 2011 yılında UNESCO tarafından somut olmayan kültürel miras listesine alınmıştır (Teyin, 2020). Geleneksel yemek ritüelleri, sadece birer kültürel ifade aracı olmanın ötesinde, yerel kalkınma, sosyal bağların güçlendirilmesi ve doğal kaynakların sürdürülebilir kullanımı gibi kritik alanlarda önemli roller üstlenmektedir. Bu bağlamda çalışmanın amacı, coğrafi işaret tescilli keşkek yemeğinin Türkiye'nin kültürel mirası, toplumsal yapısı ve yöresel sürdürülebilirliği üzerindeki çok yönlü etkilerini detaylı bir şekilde incelemektir.
Keşkeğin belirli bir bölgeye özgü niteliklerini koruması ve bu yolla yerel üreticilerin ve çiftçilerin ekonomik refahını artırması açısından coğrafi işaret tescili alması oldukça elzemdir. Yapılan değerlendirme sonucu; 7 şehire ait 8 mahreç işareti ile tescilli keşkek olduğu ve 6 adet başvuru süreci devam eden keşkek ürünü olduğu bilgisine ulaşılmıştır. Türkiye genelinde yaygın olarak pişirilen keşkek, özellikle Yozgat, Çorum, Çankırı, Amasya, Sinop, Adana, Erzincan, Tokat, Tekirdağ, Aydın, Muş, Muğla, Uşak, Sivas, Kırşehir, İzmir, Antalya, Afyonkarahisar ve Kastamonu gibi illerde geleneğe uygun olarak yemek ritüelleri düzenlenmektedir. Farklı yörelerde üretilen tören keşkeklerin ortak noktaları olarak sünnet ve düğün törenleri, Ramazan ve Kurban bayramları, Muharrem ayı, hayır işleri, Hac ziyaretleri, toplu yağmur duaları, mevlütler ve Hıdırellez gibi özel günlerde hazırlanmasıdır (Kültür ve Turizm Bakanlığı, 2024). Bu bilgiler doğrultusunda; tören keşkeği yemeğinin coğrafi işaret tescili çerçevesinde taşıdığı anlamı irdeleyerek, toplum içinde sosyal dayanışmayı nasıl pekiştirdiğini ve kültürel mirasın nesilden nesile aktarılmasındaki rolünü açıklamaktadır. Bu bağlamda, keşkek gibi geleneksel yemek ritüellerinin modern toplumlardaki yerini ve önemini tartışarak, kültürel sürdürülebilirlik kavramına katkıda bulunmak amaçlanmaktadır.
Coğrafi işaret tescilli keşkeğin çok yönlü önemini kapsamlı bir şekilde ele alarak, kültürel, ekonomik ve ekolojik sürdürülebilirlik perspektiflerinden özgün katkılar sunmaktadır. Bu bağlamda hem akademik literatüre hem de uygulamalara yönelik değerli bilgiler sağlamaktadır.

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A CASE STUDY ON ZERO WASTE IN MENU MANAGEMENT IN ANKARA

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GİRİŞ

Geçmişten günümüze oluşan büyüyen ekonomi, kentleşme, hızlı nüfus artışı ve bunlarla birlikte değişen tüketim alışkanlıkları ile atık üretimi artmakta olup zorlukları da beraberinde getirmektedir. Tüketimin artması ve doğal kaynakların kontrolsüzce tüketilerek azaltılması sebebiyle var olan kaynakların kontrollü tüketimi, atıkların değişim ve değerlendirilmesi için yeni yönetim sistemlerinin uygulanması zorunlu hale gelmektedir (Ömürbek, V., Erk, Ç. ve Herek, S., 2019). Yaşanan bu zorluklar sürdürülebilir atık yönetim sisteminin uygulanmasını gerekli kılmaktadır (Ulaşlı, 2018). Sürdürülebilir atık yönetim sistemi ile atıkların minimale indirilmesi, değerlendirilmesi, ikincil ürüne dönüştürülmesi ve yok edilen miktarın azalmasında büyük ölçüde katkı sağlamaktadır (Mısır, A. ve Arıkan, O.A., 2022).

Atık yönetiminin yaklaşımı olan sıfır atık uygulaması her gün daha da etkin şekilde uygulanmaktadır (Er, 2012). Sıfır atık uygulaması 1980'li yılların başından itibaren önem kazanmıştır (Zaman, 2015).
Kaynakların hızlı tüketimi ve tüketim alışkanlıkların değişimi nedeniyle atıkların artması nedeniyle bu araştırma yapılarak atıkların minimalize edilmesi, sürdürülebilir atık yönetimi uygulanması ve kaynakların doğru, etkin kullanımının sağlanılması hedeflenmektedir.

LİTERATÜR

Türkiye'de atık kelimesi ilk 1983 yılında ve 2872 sayılı Çevre kanunu' nda "herhangi bir faaliyet sonucunda çevreye atılan ya da bırakılan zararlı maddeler" olarak ifade edilmiştir. Bunun dışında atık üretim proseslerinden, insanların tüketimleri sonucunda ortaya çıkan, tüketilmeyecek ve yok edilecek her türlü madde olarak da tanımlanabilir. Atık Yönetimi Yönetmeliği'nde Atık ise; "Üreticisi veya fiilen elinde bulunduran gerçek veya tüzel kişi tarafından çevreye atılan veya bırakılan ya da atılması zorunlu olan herhangi bir madde veya materyaller" olarak tanımlanmıştır (Ulaşlı,2018).
Çevre, Şehircilik ve İklim Bakanlığı Sıfır atık yönetmeliğinde Sıfır Atık Yönetim Sistemi ''Atık oluşumunun önlenmesinden başlayarak, atıkların azaltılması, kaynağında ayrı biriktirilmesi, geçici depolanması, ayrı toplanması, taşınması ve işlenmesi süreçlerinin hepsini içine alan, fayda ve maliyet unsurları göz önünde bulundurularak oluşturulan yönetim sistemi'' olarak tanımlanmıştır (ÇSB, 2019).
1987 yılında yapılan uluslararası görüşmeler sonucu sürdürülebilirlik kavramını içeren ve önem veren Bruntdland Raporu yayınlanmıştır. Birleşmiş Milletler Dünya Çevre ve Kalkınma Komisyonu, bu raporda var olan kaynakları boşa harcamadan nesilden nesile aktarılmasını sürdürülebilirlik olarak tanımlamıştır (Apak ve Gürbüz, 2022).

Sürdürülebilir gıda üretimi, üretim prosesinin tüm aşamasında atık yönetiminin tüm gerekliliklerini yerine getirilmesi ile sağlanır. (Özkan, G. Subaşı, Kamiloğlu ve Çapanoğlu, 2022).

Dünya çapında en doğru kaynak kullanımı için atıkların yönteminde yol gösterici atık yönetim hiyerarşisidir. En çok kullanılan ve doğru olan önleme, azaltma, yeniden kullanım, dönüşüm, enerji geri kazanım ve bertaraf gibi atık yönetim uygulama sırası belirlenmektedir. Atık yönetimi hiyerarşisi Sıfır Atık'ın ilkeleri ışığında ortaya çıkmaktadır (Bilgin, 2020).
Çevre ve Şehircilik Bakanlığı 2017 yılında atık yönetimi kapsamında sıfır atık projesi başlatmıştır. Bu başlatılan proje ile hammaddenin verimli kullanımı, atıkların azaltılması ve önlenmesi hedeflenmektedir. Proje ön uygulamaları yapılarak tahmini 2023 yılında ülke genelinde uygulanması planlanmaktadır (Ömürbek, V. ve ark., 2019).

YÖNTEM

Bu araştırmada 'örnek olay incelemesi' modeli kullanılarak Ankara'da bir işletmede atıkların tartımı yapılmıştır. Veriler 01.01.2023 – 12.02.2023 tarihleri arasında 6 hafta süresince toplanmıştır. Gıda atık miktarları üretim prosesinde hazırlık aşaması ve tüketim sonrasında gıda atık miktarları olarak ayrıştırılarak incelenmiştir. Bu süreçte oluşan yemek atıklarının, ekmek atıklarının, kemik atıklarının, yeşillik atıklarının ve sıvı yağ (kızartmalık yağ) atıklarının hazırlık ve tüketim sonrasındaki tartımlar yapılarak kayıt altına alınmıştır. Bu kayıtlar üretim prosesinde depo stok kontrolü amacıyla kullanılan yazılım sistemine giriş yapılmış tüketim ve fire miktarları kullanılarak yüzde oranları hesaplanmıştır.

SINIRLILIKLAR

Araştırma yapılan bu işletmede araştırmaya konu olan gıda atıklarının kayıtları Kasım 2020 tarihinden itibaren tutulmakta olup örnek olay incelemesi modeline göre 01.01.2023- 12.02.2023 tarihleri arasında 6 hafta süresince olan veriler dikkate alınmaktadır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu araştırmada daha önceki araştırmalardan farklı olarak hem hazırlık aşaması ve tüketim sonrası olarak sınıflandırılması hem de atıkların ürün gruplarına göre ayrıştırılarak miktarlarının kayıt altına alınmasıdır. Bu sınıflandırma ve ayrıştırılmalar yapılarak atık yönetimi ve sürdürülebilirlik kapsamında sorunların karşılığına uygun çözüm ve yöntemler uygulanması hedeflenmektedir. Uygun çözüm ve yöntemlerle etkin kaynak kullanımı, doğru üretim planlama, atık yönetiminin minimalize edilmesi ve atıklar konusunda hem üretimdeki çalışanların hem de tüketicilerin farkındalığının artırılması amaçlanmaktadır.

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A QUALITATIVE ANALYSIS OF CRISIS LEADERSHIP IN RESTAURANTS: THE CASE OF CUISINE CHEFS

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INTRODUCTION

Crisis management is a crucial discipline that ensures businesses are prepared to face uncertainties and threats effectively, minimizing damage and restoring order. Crisis management encompasses the measures and behaviors adopted by individuals and organizations during crises to mitigate adverse effects. Within this context, leadership plays a vital role in the effective execution of crisis management (Demirtaş, 2000).

Leadership is a concept that has been defined and studied in various ways by social scientists throughout history. Leaders have emerged in every environment where human communities exist, taking on pivotal roles in driving their communities forward, anticipating needs, and responding promptly. Crisis leadership, in particular, requires senior executives to exhibit unique and exceptional skills during times of crisis. Crisis leaders must possess fundamental values such as effective communication, a clear vision, and genuine human relationships. These values are critical for leaders to manage human-centered problems during crises (Aksu, 2009).

This study aims to measure and describe the leadership characteristics exhibited by kitchen chefs in Turkey during crises. The focus of the study includes chefs' crisis management attitudes during peak order times, their interventions during crises, the precautions taken before crises, and the activities carried out after crises. The sample consists of chefs working in restaurant kitchens in Istanbul, and semi-structured interviews were conducted with these chefs. Data obtained through these interviews were analyzed using content analysis and descriptive analysis methods, revealing the leadership characteristics of chefs during crises.

This study is a qualitative analysis conducted to determine the leadership characteristics exhibited by kitchen chefs during crises. The findings highlight how chefs act during crises, which leadership qualities they emphasize, and what precautions they take before and after crises. In this context, the findings provide valuable insights that can contribute to the development of crisis management and leadership skills among kitchen chefs.

LITERATURE

Etymologically, the term "crisis" derives from the Greek word "krisis," meaning separation or decision-making. According to the Turkish Language Association (TDK, 2024), a crisis is defined as a sudden separation or tension caused by a dangerous outcome (Glaesser, 2006, p.14; Daddario & Schmidt, 2018, p.4). Due to the unpredictable nature of crises, continuous preparedness against crises may be necessary (Lagadec, 1993, p.31). Crisis management, aimed at minimizing damage and restoring order, is crucial for both individuals and organizations (Mitroff, Shrivastava & Udwadia, 1987, p.283; Zhang,

Jia & Gu, 2012). Effective leadership is vital at all organizational levels, as crises can develop and change faster than an organization's coping abilities (Fener & Çevik, 2015; Haddon et al., 2015).

Leadership is a concept that has been extensively studied by researchers (Schnurr & Schroeder, 2019). It has been defined multiple times by social scientists (Podolny, Khurana & Hill-Popper, 2004). The concept of leadership has existed since the earliest periods of human history, with leaders emerging in every institution where more than one person is present (Gül & Çöl, 2003, p.163). Despite varying definitions across different social sciences, leadership can be succinctly described as pioneers who manage, advance, anticipate, and respond to the needs and wants of the organization or structure they head (House & Aditya, 1997; Begeç, 1999, p.133; Zel, 2006, p.90).

Crisis leadership can be defined uniquely due to the extreme pressure of crises (James & Wooten, 2011, p.61). During crises, particularly senior executives are expected to exhibit skills and abilities different from the norm (Greening & Johnson, 1996, p.38; Bundy et al., 2017). Effective crisis management requires leaders to possess three core values: effective and clear communication, a clear vision, and sincere human relationships (Klann, 2003; Schoenberg, 2004). Leaders who develop these attributes can control human-centered issues during crises. Previous research indicates that the most crucial behavior during a crisis is controlling the human factor (Heath, 1998; Arslan, 2009, p.182; Gill, 2010, p.25).

Crisis leadership should adopt a pragmatic and functional perspective rather than focusing on long-term plans (Muffet-Willett & Kruse, 2009). Consequently, researchers have formulated various theories for leaders in crisis management (Prabhakar & Yaseen, 2016). Some of these theories include distributed leadership, self-leadership, and situational leadership (Kayral, 2016, p.15-16; Khan, Nawaz & Khan, 2016). Research suggests that the best leadership theory is situational leadership (Hersey et al., 1979; Graeff, 1983).

Situational leadership should be effective not only in the pre-crisis stages but also during and after the crisis (Wisittigars & Siengthai, 2019, p.882). Such leadership can prevent or mitigate crises if planning starts from the institution's inception. The flexibility of leadership under crisis conditions can protect the institution's resources effectively (Heifetz, Grashow & Linksy, 2009). The resilience of employees and other individuals involved in the crisis can also be strongly influenced by the behavior of institutional management (Mokline & Ben Abdallah, 2021). Moreover, it is important to note that crisis leadership often involves a centralized, small group to provide more talent and knowledge in the decision-making process rather than relying on a single individual (Hart et al., 1993). Thus, crisis leadership is more of a group activity than an individual one (Rast & Hogg, 2016).

A profession is a type of activity that allows a person to sustain their life, earn money, and establish relationships with others (Kuzgun, 2000; Adams, 2010). Competence, on the other hand, is the set of special knowledge and skills needed to perform a task. It encompasses all the abilities required to complete a task thoroughly and correctly (Delamare Le Deist & Winterton, 2005; Vidan et al., 2019).

McClelland (1973) was the first to explain the concept of professional competence. He introduced the concept to challenge the evaluation of individual abilities solely based on intelligence tests. The factors that contribute to the success of individuals working in an organization are termed professional competencies. These factors include attitudes, cognition, and personal traits (Bondarenko et al., 2019). The concept of professional competence provides important criteria for analyzing individual achievements and evaluating performance in the work life (Çizel et al., 2007, p.16; Jeou-Shyan et al., 2011). Professional competencies include individual traits and behaviors, such as skills, knowledge, and attitudes (Arnold, 2002). Additionally, other components of professional competencies are defined in the literature, including motivation, personal factors, beliefs, and values. These components significantly contribute to career success and professional competence (Spencer & Spencer, 1993; Birdir & Pearson, 2000; Rusu & Turliuc, 2011; Ko, 2012; Chen, Zhang & Li, 2021).

Recent studies on professional competencies often separate them into general and technical dimensions (Martin & Staines, 1994; Agut & Grau, 2002; Agut et al., 2003; Dimmock et al., 2003). Technical competence refers to specific occupational knowledge related to the job. General competence, on the other hand, refers to interpersonal skills that can be utilized to fulfill tasks and responsibilities

(Winterton, Delamare-Le Deist & Stringfellow, 2006; Young & Chapman, 2010). Conceptually, technical competencies are job-focused, whereas general competencies are oriented towards employees (Jeou-Shyan et al., 2011, p.1045).

In the food and beverage industry, kitchen chefs need to be professionally competent. Chefs undertake significant tasks to ensure smooth operations and maintain high service quality (Zopiatis, 2010). It is essential for chefs to possess both technical and general competencies to effectively overcome challenging situations (Suhairom et al., 2019). Technical competence enables chefs to make quick and informed decisions regarding food preparation, equipment use, and resource allocation. General competence allows chefs to communicate effectively with their teams, delegate responsibilities, and maintain a harmonious and productive work environment (Ko, 2010; Siti, Djamhur & Kusdi, 2016; Wan et al., 2017; Marinakou & Giousmpasoglou, 2022).

In the culinary industry, the ability to lead and manage in high-pressure situations is extremely valuable, and chefs who exhibit strong leadership qualities often gain respect and advance quickly in their careers (Norton & Sun, 2008; Ward, 2017). Industrial kitchens are dynamic and fast-paced environments, making leadership qualities crucial (Fox, 2022). Chefs with versatile skills encompassing both technical and general competencies are more successful in meeting the demands of crisis management and guiding their teams to successful outcomes (Shrivastas, 2024, p.3).

THE WIDESPREAD IMPACT AND LIMITATIONS OF THE STUDY

The widespread impact of this study lies in its significant contributions to the fields of crisis management and leadership. By examining the leadership behaviors of kitchen chefs in Turkey during crises, the study provides an in-depth understanding of how leadership is shaped in such environments. Understanding the crisis management and leadership skills of kitchen chefs offers new perspectives not only for the gastronomy sector but also for general crisis management and leadership theories. The study's findings emphasize the critical role of quick decision-making and effective communication skills in the success of kitchen chefs during crises. These insights could aid in developing training programs for professionals in the gastronomy sector, thereby enhancing overall industry quality.

However, the study also has certain limitations. Firstly, it is limited to kitchen chefs in Turkey, which restricts the generalizability of the findings to other cultural and geographical contexts. Examining the crisis management and leadership approaches of kitchen chefs in different countries and cultures could contribute to a more comprehensive and comparative understanding. Another limitation is the relatively small number of participants. Interviews conducted with only ten chefs may be sufficient to identify general trends, but studies with larger samples would provide more robust and generalizable results. Additionally, the use of semi-structured interviews in this research means that the findings may be influenced by the subjective interpretations of the participants' experiences and views.

In conclusion, this study represents an important step towards understanding and improving the leadership behaviors of kitchen chefs during crises. Nonetheless, additional research with larger and more diverse samples would further enrich the knowledge base in this field, leading to more universal and valid conclusions in crisis management and leadership.

THE ORIGINAL VALUE OF THE STUDY

The original value of this study lies in its focus on crisis management and leadership within the specific context of the gastronomy sector, contributing significantly to the literature in this field. By examining the leadership behaviors of kitchen chefs in Turkey during crises, the study offers an innovative approach to understanding the leadership dynamics within the sector and identifying how these dynamics can be developed.

The study's originality stems from applying crisis management and leadership theories to high-pressure environments such as kitchens. By analyzing the leadership skills of kitchen chefs during crises, the study reveals how these skills align with and differ from general leadership theories. This understanding is valuable for better comprehending the practical applications of leadership theories and

observing how these theories operate in real-world contexts. Additionally, the study provides concrete examples of how crisis management strategies can be applied in the gastronomy sector. A detailed examination of the behaviors exhibited by kitchen chefs during crises can aid in developing training programs for future leaders in such environments. It also offers important insights into how these leadership behaviors impact overall efficiency and employee satisfaction within the sector. Understanding the leadership and crisis management skills of kitchen chefs in Turkey allows for the development of more localized and specific solutions, considering the country's cultural and operational nuances. This understanding aids in integrating local dynamics, often overlooked in global literature, into broader theories.

By offering a unique perspective on crisis management and leadership, this study makes significant contributions to the gastronomy sector. Understanding the leadership behaviors of kitchen chefs in Turkey during crises enriches the knowledge base in this field and provides valuable guidelines for professionals in the sector. This innovative approach will inspire future research and encourage more in-depth and comprehensive studies on crisis management and leadership.

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EVALUATION OF TRIPADVISOR REVIEWS OF RESTAURANTS LOCATED IN MALATYA PROVINCE BY CONTENT ANALYSIS METHOD

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INTRODUCTION

In today's digital age, the internet and social media platforms have become an important tool for consumers to share their experiences and for other users to benefit from these experiences. These digital environments, especially in the fields of travel and gastronomy, stand out as critical factors that guide consumer behavior and decisions. With the spread of the Internet and the increasing use of mobile devices, people have had the opportunity to share their experiences instantly and benefit from the experiences of others quickly. This allows consumers to make informed decisions, while allowing businesses to receive valuable feedback to improve the quality of service (Xiang & Gretzel, 2010). Online review sites have become one of the most important sources that influence consumer decisions. In particular, platforms such as TripAdvisor allow users to share their reviews about hotels, restaurants and tourist attractions, providing valuable information to potential customers (Litvin, Goldsmith, & Pan, 2008). TripAdvisor has millions of users worldwide and includes reviews and reviews of people who have had experiences in different destinations. This platform allows users to share their positive or negative feedback about a particular venue or service, helping other consumers make informed and safe decisions. Users benefit from the reviews on these platforms not only when choosing restaurants or hotels, but also when creating travel plans (Filieri & McLeay, 2014).

LITERATURE

One of the biggest advantages of online review sites such as TripAdvisor is that it can offer unbiased and sincere opinions of users. These platforms also serve as an important feedback source for restaurant, hotel or tourist attraction operators. Operators can analyze these reviews to understand the satisfaction levels and expectations of their customers, and take the necessary steps to improve the quality of service and improve the customer experience (Sparks & Browning, 2011). In addition, positive reviews can help businesses attract more customers by increasing their reputation, while negative reviews also provide an important opportunity to correct shortcomings (Banerjee & Chua , 2019). From a business perspective, platforms like TripAdvisor play a strategic role in managing customer relationships and protecting brand reputation. Enterprises have the opportunity to continuously improve the quality of service by taking into account the feedback of their customers. For example, comments made about the taste of dishes served in a restaurant, the way they are presented, or the quality of service provide valuable information to

business owners and managers. In the light of this information, changes can be made to the menu, staff training can be increased, or improvements in the overall quality of service can be made. Thus, businesses can create a loyal customer base by increasing customer satisfaction (Luca, 2016). From the point of view of consumers, online review sites offer the opportunity to quickly access reliable and unbiased information. Users can make more informed and safe decisions based on the experiences of others (Chevalier & Mayzlin, 2006). For example, when planning a vacation, a user who reviews reviews on TripAdvisor may have detailed information about the destination he is going to. In this way, it saves both time and money and can evaluate the holiday experience in the best way. In the same way, when choosing a restaurant, examining the positive or negative reviews of other users allows them to have an idea about the quality of that restaurant (Anderson & Magruder , 2012). In general, the opportunities offered by the digital age have made the interaction Decently transparent and dynamic between the consumer and the business. Online review sites provide valuable guidance to both current and potential customers by sharing consumers' experiences, as well as providing important feedback to businesses to improve their services. In this context, platforms such as TripAdvisor play an indispensable role in terms of understanding modern consumer behavior and expectations. While consumers make more informed and secure decisions through these platforms, businesses also provide customer satisfaction by increasing their service quality. These innovations brought by the digital age offer many opportunities for both consumers and businesses. Online review sites are of critical importance in terms of evaluating these opportunities. Consumers can access better services and products by benefiting from the experiences of others through these sites, while businesses can gain a competitive advantage in the sector by taking the necessary steps to increase customer satisfaction. Therefore, the role of platforms such as TripAdvisor will continue to be important in the future and will continue to guide the dynamics of the digital age.

METHOD

The reason for examining the TripAdvisor site within the scope of the research is that it is the most popular web page among the websites evaluated under the heading “travel” (Aljahdali, 2016). During the research, a restaurant was selected as the type of business displayed in Malatya. As a result of the research, it has been determined that there are 191 restaurants with TripAdvisor membership in Malatya province, and 84 of these restaurants have never been evaluated. It was seen that 6 of the remaining 104 restaurants received more than 100 reviews, and these restaurants were evaluated within the scope of the research. Thus, it is aimed that the 6 businesses listed on TripAdvisor can represent the research universe. Altunışık et al., (2010) suggest ideal and realistic sample definitions while expressing that the universe may have certain limitations within itself, that the main important issue should have “at least one feature that distinguishes itself from other groups”. In this context, the research universe is restaurant businesses located in Malatya that have TripAdvisor membership, while only those that have more than 100 reviews are businesses that have. Customer reviews of the identified restaurant establishments were examined by researchers in July 2024. In total, 1178 reviews received by six restaurants were examined. Content analysis, one of the qualitative research methods, was used in the research. According to Kassarjian (1977), the most important feature that distinguishes content analysis from other methods is that it is based on more objective, systematic and numerical data. In content analysis, qualitative research data obtained through observations, interviews and documents are analyzed in four stages. It is the coding of data, finding themes, organizing encodings and themes, and finally the identification and interpretation of information (Yetgin, Keküç & Şayin, 2020). The obtained data were interpreted by creating main categories and subcategories by making encodings. The evaluations within the scope of the research will not be included in any coding while being examined (e.g.: it was great, we were satisfied, we liked it, etc. comments) have been excluded from the scope of the research. In addition, statements such as “excellent and good” in the five-point evaluation on the website were evaluated positively, while statements such as “average and bad” were evaluated as negative comments.

THE WIDESPREAD IMPACT OF THE RESEARCH AND ITS LIMITATIONS

One of the most important parts of destinations as a tourist product is the restaurant establishments located in that destination. In today's conditions, one of the most important factors affecting the purchasing decisions of people who will visit the regions about all kinds of products is online reviews. TripAdvisor is among the most popular websites with the most reviews in terms of gastronomy.Dec. There are many scientific studies that show that the comments contained on the website are effective for customers to show purchasing behavior. (Mudambi &Schuff, 2010; Ye, at all, 2011; Zang, at all; 2018).

The Widespread Effects of the Research

The widespread effects of the research can be examined in four main headings: contribution to restaurant management, contribution to the tourism sector, academic contribution and contribution to TripAdvisor users: In terms of restaurant management; Restaurant operators in Malatya will be able to improve the quality of service by analyzing customer reviews. On the other hand, improvement can be made by obtaining information about customer satisfaction and complaint issues through comments. In terms of its contribution to the tourism sector; the role of restaurants will be emphasized in order to increase the tourist attraction of Malatya. In addition, information about the restaurant preferences and expectations of tourists will be provided. In terms of academic contribution; The application areas of the content analysis method will be expanded and contributions will be made to the academic literature and it will create a methodological example for other researchers. TripAdvisor users will be able to determine the best restaurants in Malatya and make informed choices.

Limitations of the Research

The study used only data obtained through TripAdvisor on other platforms (Yelp, Google Reviews, etc.) the fact that the reviews were not included and only 6 restaurants with more than 100 reviews were included in the review constitutes a limitation in terms of data source. On the other hand, the fact that the comments are collected within a certain time period may lead to ignoring long-term trends. Dec. In content analysis, the fact that comments are based on subjective evaluations may cause variability in Decodings between different researchers. In addition, since the language and meaning of the comments may change in different cultural and linguistic contexts, this may affect the accuracy of the analyses. The fact that the distribution of positive and negative comments may be unbalanced, which may affect the results, is another limitation of the study.

ORIGINAL VALUE OF THE RESEARCH

As a result of the literature review, it was found that there are studies in which TripAdvisor user reviews about the province of Malatya are evaluated, but these studies focus on the cultural assets in Malatya (Topsakal, 2019; Özek & Başarangil, 2021). Evaluating the TripAdvisor reviews of restaurants specific to Malatya will contribute to regional tourism and gastronomy research; such a focus will provide a valuable source for understanding customer expectations and satisfaction levels in local restaurants. Using the content analysis method, qualitative data will be systematically and objectively examined, offering in-depth and rich data compared to previous studies conducted with quantitative methods. The analysis of customer reviews will help businesses identify areas that need improvement to enhance service quality. Additionally, the reviews will provide direct feedback to businesses by revealing the types of experiences and expectations customers have. The research can contribute to the development of Malatya's gastronomy tourism by creating value for this field. By highlighting local flavors and restaurants, the region's touristic appeal can be increased. While contributing to the academic literature, the study also provides recommendations for restaurant managers, tourism professionals, and policymakers. The use of TripAdvisor data with the content analysis method can serve as a methodological guide for other researchers. Dividing reviews into main and subcategories will allow for

a more detailed and structured examination of customer feedback; this categorical analysis will help to better understand customer satisfaction and complaint issues.

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AN EVALUATION ON THE COMMERCIALIZATION OF CLASSIC FLAVORS IN MALATYA CULINARY CULTURE

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INTRODUCTION

Malatya province, located in the Upper Euphrates basin, is one of the important transition points of the Eastern Anatolia region Deniz and Kuluşaklı, 2021:47). Thanks to the mountain ranges surrounding the province, there are rich underground water resources. This situation has made the Malatya plain, which actually has continental climate conditions, favorable for agriculture Talas, 2020, 283). It can be said that apricot in particular has an indispensable place in Malatya gastronomy. It is seen that it is included in many different dishes both as a main dish and dessert Deniz & Kuluşaklı, 2021: 47). When the extensive gastronomy infrastructure of the province is examined, the geographical location of the region and its favorable living conditions undoubtedly enabled it to host many different civilizations and cultures in the past. This wide cultural spectrum is one of the main reasons for the diversity of Malatya culinary culture and its ability to appeal to almost all tastes. Although the cornerstones of culinary culture are meat dishes such as Yesilyurt black oven pan and paper kebab, meatballs made from bulgur, stuffed vegetables and vegetable dishes constitute the real diversity Talas, 2020: 290).

In Malatya cuisine, it is seen that various herbs that grow spontaneously in nature are used in meals. However, approximately 72 different types of meatball dishes, the main ingredient of which is known to be bulgur, constitute the basis of Malatya cuisine Kılıç et al., 2013: 12). Among these, there are meatball varieties that can especially appeal to vegetarian eating habits. An example is “ayranlı yaprak sarma” leaf roll with buttermilk), regionally known as “avrat köftesi”, which is made of bulgur and wrapped in bean leaves and cherry leaves and served with buttermilk and caramelized onions.

When the studies on Malatya cuisine are examined, it is seen that the most common foods at home are "Analı Kızlı, stuffed meatballs, sumac and sour meatballs, squeezed meatballs, apple meatballs, bulletproof meatballs, liver meatballs, poppy seed ball meatballs, bald meatballs, spinach stuffed meatballs, stuffed meatballs with potatoes, zucchini stuffed meatballs". It is seen that meatballs with bulgur raw material such as pinched meatballs, lump meatballs and lentil raw meatballs are consumed Malatya KTB). However, it is assumed that many of the classic flavors in Malatya culinary culture cannot be commercialized and are not sold in sufficient quantities in local or national restaurants. In this context, it is essential to standardize the production methods of traditional flavors, to adapt the production methods to modern business standards and to conduct shelf life studies for the commercialization of the products Cumhur, 2017: 399).

At this point, the aim of the study is to examine the process of introducing these flavors to the food and beverage industry, taking into account the unique production and preservation techniques of the classic flavors in Malatya culinary culture.

LITERATURE

When the literature on Malatya culinary culture was reviewed, it was seen that studies have intensified

in recent years. In this context, the study titled "Evaluation of Malatya by local people in terms of city marketing" conducted by Karataş and Türk 2017) aimed to determine the prominent aspects of the destination in the branding process of Malatya. As a result of the research, it was determined that the gastronomy factor is an important element in destination development in Malatya. In the study titled "City brand concept: Branding of Malatya" conducted by Kıyat and Topal 2019), it was determined that Malatya has the potential to stand out in Turkey in the field of gastronomy and has a cuisine suitable for vegan and vegetarian diets. However, it was emphasized that the number of businesses selling these foods was few and it was suggested that their number be increased. In the study titled "The impact of gastronomy on city branding: An evaluation on Malatya" conducted by Gök 2019), it was emphasized that it is wrong to mention Malatya only with apricots, and that it also has a unique culinary culture. However, it has been concluded that the dishes in question are not sold sufficiently in local restaurants and that local dishes should be presented at more points with more varieties. In the study titled "Evaluation of Malatya dishes in terms of gastronomy tourism" conducted by Talas 2020), the theoretical analysis method was used and the prominent dishes in Malatya cuisine were emphasized. In the study titled "Malatya culinary culture within the framework of sustainability: A research on vegan-vegetarian dishes" conducted by Özdemir and Özbay 2023), it was aimed to increase the awareness of vegan and vegetarian dishes in Malatya cuisine and their suitability for sustainable nutrition was evaluated. In another study conducted by Işık and Sevim 2023) about Malatya cuisine, face-to-face interviews were held with the chefs of restaurants offering local products. As a result of the research, it was determined that chefs used geographically indicated products, but could not offer a sufficient variety of products due to lack of promotion.

As a result of the literature review, it was determined that there are few studies on Malatya cuisine and these studies summarize the general situation. The studies focus on what the dishes in Malatya cuisine are and that they should be brought to gastronomy tourism. However, these studies do not provide sufficient information about which dishes in Malatya cuisine can be industrialized or commercialized.

METHOD

In the study, qualitative research method was used to make an evaluation on the commercialization of classic flavors in Malatya culinary culture. Qualitative research is an inductive approach that aims to investigate psychological and social phenomena within the natural environment to which they are related Yıldırım and Şimşek, 2016: 41). In this context, food and beverage establishments operating in Malatya were determined as the universe, and especially businesses selling local products were taken as the study population. Snowball sampling technique, one of the purposeful sampling methods, was used in the research. In order to perform snowball sampling, first of all, someone from the population is contacted. Then, with the help of the person contacted, another participant is contacted and the sample is enlarged in a chain manner Coşkun et al. 2015: 143). The semi-structured interview technique, which makes it possible to both answer with fixed options and delve into the relevant field in depth, was adopted within the scope of the research. Based on this, a semi-structured interview form was prepared by the researchers and the interview form was finalized by taking the opinions of two faculty members who are experts in qualitative research. In this regard, face-to-face interviews were held with the managers and chiefs of 10 different businesses selling local products in Malatya between July 1, 2024 and July 15, 2024. The interviews were recorded with a voice recorder with the permission of the participants. Additionally, issues deemed important by the researcher were noted during the interviews. Then, the obtained records were transcribed and analyzed with the MAXQDA 2024 program used in qualitative data analysis.

The data obtained will be evaluated using the content analysis method and the findings will be presented.

WIDESPREAD IMPACT AND LIMITATIONS OF THE STUDY

In order to reach reliable and valid results in the research, certain assumptions are accepted. In this regard, it is assumed that the participants in the sample mass give sincere and correct answers. In addition, it is considered that the information provided as a result of the literature review is sufficient to explain the research topic. It is assumed that the method used in the research is sufficient to achieve the purpose of

the research.
Considering the limitations of the research; the data collected were obtained only from 10 different participants who voluntarily participated in the research and operated in Malatya province. Other restaurants that do not sell local products were excluded from the scope of the research. The theoretical framework of the research is limited to the information available as a result of the literature review. Finally, there are some limitations in the research due to the lack of statistical data across the universe, the difficulty of access in terms of process, time, space and cost.

ORIGINAL VALUE OF THE RESEARCH

The research focuses on the fact that the classic flavors in Malatya culinary culture are made only at home and cannot be found in local restaurants, which are commercial establishments. Commercializing these delicacies and selling them daily in local restaurants is extremely important for the sustainability of gastronomy tourism and the protection of delicacies within the scope of intangible cultural heritage. At this point, the research focuses on which production methods of the classic flavors in Malatya culinary culture can be standardized, production methods can be adapted to modern standards, and shelf life studies. Thus, as mentioned in previous studies, the study is important in terms of revealing the gastronomy potential of Malatya and making the classic flavors produced at home available for consumption in restaurants. As a result, the research is important in terms of guiding tourism businesses, restaurant businesses and tourism stakeholders in Malatya province. Additionally, there are few studies in the literature addressing the research topic. Therefore, this research is important in terms of its contribution to the literature. In line with the findings obtained from the study, it is planned to make contributions to sector managers and the relevant literature.

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EVALUATION OF MEVLEVİ ORDER AND MEVLEVİ CUISINE IN TERMS OF GASTRONOMY GUIDANCE

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INTRODUCTION

One of the basic principles of the concept of tourism is that people travel to places outside the areas where they spend their daily lives and meet and experience different cultures there. From this perspective, encountering and participating in "different cultures" is generally very important for most tourists. The rapid growth of tourism in the world in recent years has increased the competition between tourism organizations (Kamenidou, Mamalis and Proporas, 2008). As a result of increased free time, increased disposable income and advances in transportation infrastructure, consumers are able to travel more than before (Sirgy and Su, 2000). Mevlana, who is considered one of the most important representatives of love and peace, is a great spiritual teacher from whom basic information about life, humanity, faith and tolerance should be learned. Throughout history, he is one of the most beloved Sufi poets of both the East and the West, perhaps of all time. Founded after the death of Mevlana, Mevlevi order attracts great attention from tourists coming to our country with its teachings, rituals and whirling ceremonies. In this study, the Konya Mevlana museum and whirling dervish ceremonies, which are included in the cultural tour programs, as well as the Mevlevi Cuisine, with all its symbols, were conveyed to the coming tourists and their potential in terms of gastronomy tourism and gastronomy guidance was evaluated.

LITERATURE

Mevlevi Order and Mevlevi Cuisine

After Mevlana's death on December 17, 1273, the Mevlevi Sufi order was founded in Konya by Rumi's eldest son, Sultan Veled, and other Rumi disciples. Rumi's approach to Islam created a large following of followers who came together to continue Rumi's teachings and lifestyle after his death. In the last years of the 13th century, the dervishes who followed Mevlana's footsteps chose his son Sultan Veled as the first Çelebi, that is, the leader of the sect. Sultan Veled established foundation deeds and ordered the construction of a tomb for his father and his family (Atasoy, 2000). Mevlevi order, which was first adopted in the villages, moved towards the cities after the 16th century, new lodges were built in the cities with state support, and the order turned into a state institution after the 17th century (Gölpınarlı, 2006). There were six levels of Mevlevi members. These include muhip (sympathetic), dervish ("door seeker"), dede (elder), sheikh (head of a particular lodge), caliph (successor of the sheikh), and çelebi (the highest rank of all Mevlevis and a descendant of Rumi). In order to rise from muhip to sheikh, a person had to go through a long and serious initiation process called ordeal (Küçük, 2007).

Muhipler/nevniyaz were responsible for tasks such as washing dishes, fetching water, brushing and sweeping, setting the table, lighting candles, and shopping in the markets. (1) errand boy (delivery boy/servant) (2) kindler (3) sweeper (4) outdoor kinder (5) valet (6) tahmisci (coffee pourer) (7)) indoor kinder (8) interior announcer (9) somatci (waiter) (10) marketer (food supplier)) (11) dolabci (store master) (12) dishwasher (13) Being a sherbet maker (14) abriz maker (ablution places) (15) Laundry maker (16) outdoor keeper (17) Caliph - Dede (teaching the novices the etiquette of the sect) (18) Kazancı Dede (educator who ensures the safety of the apprentices and manages education and training) There are

eighteen initiation levels in total that the muhip must fulfill (Horata, 2007). In addition to his training in the kitchen, Muhip was also trained in other Mevlevi rituals. The lodge was made up of a kitchen with two sections, including the kitchen where daily meals were prepared and the Meydan-ı Şerif, which was Mevlana's kitchen (Atasoy, 2000). At the end of 1001 days, after successfully completing his ordeal in the kitchens, a ceremony was held to celebrate the success of the muhip and he was presented with a dervish robe.

Gastronomy Guidance

As a tourism product, gastronomy plays a role in conveying the culture of the destination, is an important element of attraction and makes tourism-related experiences more unforgettable. Gastronomy is a concept that examines the production, presentation, cultural and historical foundations of all kinds of food and beverages, and the act of conveying people's eating and drinking tendencies (Choe and Kim, 2018). According to Long (2010), gastronomy tourists are defined as "tourists who taste the food of various cultures and experience the service and presentation of these foods, and also gain experiences of different cultures". Gastronomy tourists want to discover the culinary culture of the local people during their visit. As an important element of culture, food can represent the values and lifestyle of the destination. One of the leading motivations of tourism activities in recent years is gastronomy tours aimed at introducing visitors to different cuisines (Frost et al., 2017). Today, gastronomy, which is valued as an intangible cultural heritage, affects the destination choice and satisfaction of tourists in tourism regions (Erkmen, 2019). A tourist guide is a person who makes tourists aware of the natural and cultural beauties of his country, region or destination and introduces them to every aspect that they are not familiar with. The tourist guide is the person who has intense face-to-face contact with tourists and interacts with them the most. Gastronomy guidance involves tourist guides who are well-equipped and have long-term face-to-face communication with tourists to convey to tourists the flavors of traditional cuisine, which are considered within the scope of the intangible cultural heritage of the destinations.

METHOD

Tourism is a phenomenon characterized by multiculturalism and requires cross-cultural research. Therefore, determining the extent to which concepts, theories, and findings are relevant across different cultures has been an important area of research in tourism (Chen and Huang, 2017; Kim and Ritchie, 2014). However, cross-cultural research has methodological challenges that may not be present in monocultural research. Tourism is a complex system of supply and demand where destinations offer different products and travelers desire different experiences. This system has led to the emergence of many types of tourism. Heritage tourism, which falls within the scope of cultural tourism, is one of the most notable and widespread types of tourism. Heritage tourism is used in both natural and cultural senses in the context of tourism (Nuryanti, 1996).

Qualitative research; It is a multiple method that is interpretative in its focus and includes a naturalistic approach. This means that qualitative researchers examine events in their natural settings, trying to make sense of or interpret the phenomena in terms of the meanings people attribute to them (Denzin and Lincoln, 1994). In this study, the potential for gastronomy guidance was tried to be revealed by analyzing documents related to Mevlevi order and Mevlevi cuisine.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

This study is of great importance in terms of revealing the Mevlana Museum and Sema ceremonies, which are frequently included in cultural tour programs, as well as the characteristics of Mevlevi Cuisine, which has a rich meaning, and the tourism potential of this cuisine in terms of Gastronomy guidance. With this study, it will be possible to pioneer studies that can be considered among many types of tourism such as cultural tourism, heritage tourism, gastronomy tourism and special interest tourism. Transferring the gastronomic elements of the place visited within the scope of many spiritual tourism programs in our country, such as Mevlevi and Bektashi, to tourists will provide the opportunity to understand and explain

the cultural riches of Anatolia. In addition, this study will fill an important gap in the sector by educating students studying in tourist guidance departments about these issues.

Considering the limitations of the study, it is possible to express that there is no business where the elements of Mevlevi cuisine are still alive and the recipes from past to present have not preserved their originality in terms of ingredients and cooking techniques.

ORIGINAL VALUE OF THE RESEARCH

In this study, the characteristics of Mevlevi cuisine, its place and importance in Mevlevi order, the meanings of the symbols, as well as existing studies were examined and carried out in accordance with scientific values. Gastronomy tourism promotes tourism by enabling cultural exchange between cities and countries. The fact that the subject of gastronomy tourism and gastronomy guidance is up-to-date reveals the quality of the research. In the study, not only information about Mevlevi Cuisine is given, but also suggestions on how it can be evaluated together with the subject of Gastronomy guidance are presented.

Gastronomy elements enrich the attraction elements of the destination and create a perception of the place and local culture. Gastronomy is more than food because it reflects the cultural heritage and traditions of different people. It brings people and traditions closer and promotes understanding between different cultures. It is thought that traditional cuisine, one of the intangible cultural heritage elements that has an important place among the reasons for choosing tourism destinations, will contribute specifically to Mevlevi Cuisine and Gastronomy guidance.

MODERN GASTRONOMİDE TADIM MENÜLERİNDE GEÇİŞLER YARATMA: AMUSE BOUCHE

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GİRİŞ

Modern gastronominin temel göstergelerinden biri olan tadım menüleri, bireylerin yeme-içme ihtiyacını bir deneyim üzerinden karşılamasına fırsat sunmaktadır. Son yıllarda modernize edilmiş tadım menülerinin oluşmasıyla birlikte gastronomide yeni bir süreç başlamış, bu süreci yönetmek ise eskiye göre çok daha karmaşık bir yapıyı beraberinde getirmiştir.

Tadım menüleri, belirli bir konsept üzerinden birkaç tabağın bir arada sunulduğu, her tabağın kendi içerisinde planlamasının yapıldığı, aynı zamanda tabakların birbirleriyle de geçiş planlarının sağlandığı bir sistemi ifade etmektedir. Bu sistem içerisinde misafirlere birçok tabak (course) ardı ardına sunulmaktadır. Mutfak şeflerinin müşteri kontrolünü daha verimli bir şekilde ele aldığı bu sistem içerisinde tabak geçişlerinin kontrolü oldukça önem kazanmaktadır. Çünkü, misafirlerin kontrolünü sağlayan şef tarafından; tat, koku, doku ve görsel etmenler vb. geçişlerle bir sonraki tabağın performansı arttırılabilmektedir. Amuse bouche, genellikle tadım menülerinde yer almayan minimal bir tabağın müşterilere ücretsiz bir şekilde sunulmasıdır. Buradaki temel amaç tadım menüsünü yöneten şefin tabak geçiş aşamasında müşteriyi yönetmesidir. Müşterilere tabak geçişleri esnasında ücretsiz bir şekilde ve menüde olmayan bir ürün statüsünde gönderilen amuse bouchelar bu çalışmanın temel çıkış noktasını ve amacını oluşturmaktadır. Amuse bouchelar ile tadım menülerinde tabaklar arasında geçiş yapmak oldukça uygulanabilir bir aksiyondur. Müşteri hem ücretsiz bir şekilde sahip olduğu tabağın deneyimini yaşarken, aynı zamanda bir önceki tabaktan aldığı lezzet performasını nötrleyip yeni tabak için hazırlanma imkanına sahip olabilmektedir.

LİTERATÜR

İlgili literatür incelendiğinde modern gastronomi gibi yeni bir kavramın ortaya çıkışı ve bununla birlikte gelen sistemlerden biri olan tadım menülerinin oluşması oldukça yeni ve karmaşık bir yapıda olduğunu göstermektedir. Tadım menüleri, konsepti daha önceden belli olan ve sunum sırasında birkaç tabağın bir arada sunulduğu, her tabağın kendi içerisinde planlamasının yapıldığı, aynı zamanda tabakların birbirleriyle de geçiş planlarının sağlandığı bir sistemi ifade etmektedir. Tadım menülerinde genel olarak üç tabaktan başlayarak 20 tabak ve üstüne kadar giden tabakların sunumu gerçekleşebilir. Bu sistem içerisinde misafirlere birçok tabak sunulurken, bunlar sırasıyla ve ardı ardına verilmektedir.

Mann'a (2018) göre tadım menüleri belirli bir gastronomi deneyimini ve buna bağlı olarak tatma duygusunu çağırmaktadır. Bertan'a (2020) göre tadım menülerinin bir restoranda yer alması ya da tadım menü sisteminin bir restoranda asıl sistem olarak kullanılması, hizmet kalitesiyle doğru orantılı olarak yenilikçi ve kusurusuz bir şekilde oluşturulmalıdır. Bowen & Morris (1995) tarafından kullanılan amuse bouche kavramı küçük ama ağızda etki bırakacak bir servis çeşidi olarak vurgulamıştır. Nguyen'e (2019) tarafından amuse bouchelar Fransızca'dan ağzı eğlendiren olarak çevrilen ve müşterilerin gastronomi deneyimlerine çeşitlilik katmak için diğer yemek porsiyonlarından daha küçük bir şekilde sunulan, müşterilerin ağızlarındaki tat karmaşışını yönetmek için kullanılan, aynı zamanda müşteriyi bir bakıma şımartan bir deneyim olarak vurgulanmıştır. Michelin (2017) rehberine göre amuse bouche genel olarak

karmaşıklıktan uzak, içerisinde ağır ürünleri barındırmayan, taze ve doğal ürünlerden yapılmış küçük sunumlar olarak ifade edilmektedir.

Amuse bouche sunumlarının küçük ve taze ürünler kullanılarak oluşturulması, aynı zamanda müşterilere ücretsiz bir şekilde (şefin ikramı olarak) verilmesi, müşterilerin deneyimlerini olumlu olarak etkileyebilmektedir. Bu araştırmanın temel çıkış noktasında da belirtildiği üzere; "amuse bouche kullanılarak müşterilerin ağızlarından tat yönetimi nasıl yapılmalıdır?" sorusu, bu araştırmanın temel problemini oluşturmaktadır.

YÖNTEM

Bu araştırmanın yöntemi literatür taramasıdır. İlgili literatür taraması sonucunda ortaya çıkan verilerden elde edilen yorumlar bir bakış açısı yaratma amacı taşımaktadır. Bu bağlamda araştırmanın temel amacına uygun olarak, ilgili sınırlılıklar kapsamında modern gastronomide sıklıkla kullanılan tadım menüleri hedef alınmış olup, bu menüler üzerinden yemek geçişlerine odaklanılmıştır. Spesifik olarak geçişlerde sıklıkla kullanılan amuse bouchelar, araştırmanın temel çıkış noktasını oluşturmakta olup, menüde geçişlerde yer alan öğelerin amuse bouchelar sayesinde oldukça önemli bir konumda olduğu ilgili literatür taraması sonucunda ortaya çıkarılmıştır. Bu bağlamda bu çalışmanın temel yapısı amuse bouchelar ve onların menü geçişlerinde kullanımı üzerine olduğu için, genel olarak geçiş mantığının nasıl uygulandığı ve nerelerde kullanılması gerektiği, konfüzyon vb. teknik bilgilere de bu çalışmanın yöntem kısmında yer verilmiştir.

Modern gastronomi kavramı oldukça yeni bir kavram olduğu için 2000'li yılların başlarından itibaren yapılmış ve günümüzde hala araştırılan ulusal ve uluslararası yayınlar incelenmiş ve listelenmiştir. Çalışma sayısının azlığından kaynaklı olarak yapılan yayınların nitelik olarak değerlerine bakılmamış olup, hepsi kendi içerisinde harmanlanmıştır. Yapılan incelemeler sonucu ulusal açıdan bu kapsamı içeren amuse bouche ve geçiş odaklı bir çalışmaya rastlanılmadığı görülmüştür. Aynı zamanda yapılan uluslararası çalışmalar incelendiğinde ise SSCI Q1 bu konu hakkında herhangi bir yayının yayımlanmadığı ortaya çıkarılmış olup, uluslararası açıdan desteklenen ve önem verilen bir konu olmasına rağmen, akademik açıdan inceleme gerektiren bir konu olduğu çıkarımına varılmaktadır. Özellikle anahtar kelime olarak modern gastronomi ve amuse bouche özelinde Web of Science veri tabanında herhangi bir çalışmaya rastlanılmamıştır. Amuse bouche ile ilgili yapılan çalışmalar genel olarak restoran menülerinde içerik ve reçete olarak yapılmış, bu çalışmaların menüde var olan kalemlerin birbirleriyle geçişi hakkında bir bilgi içermediği tespit edilmiştir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Araştırmanın yaygın etkisi; nihai kullanıcılar, ilgili hedef kitle ve bu alanda çalışan ya da çalışmak isteyen araştırmacılar, gastronomi profesyonelleri, şefler ya da yöneticiler özelinde, modern gastronominin daha iyi anlaşılabilmesiyle doğru orantılıdır. Spesifik olarak modern gastronomi özelinde kullanılan tadım menülerinin olmazsa olmazlarından biri olan amuse bouche'nin ilgili ulusal literatüre girişini sağlanmasının gerekli olduğu düşünülmektedir. Çünkü, modern gastronomi özelinde dünya genelinde oldukça fazla çalışma ve uygulama yapılıyorken, ülkemizde bu çalışmaların akademik açıdan hiç yapılmamış ya da araştırılmamış olması her ne kadar çalışmanın bir yandan da sınırlılığını oluştursa da, bu durum gastronomi gelişimi ve bilinci açısından oldukça önem ifade etmektedir. Yapılan bu çalışma ile görüldüğü üzere, ilgili alanda var olan eksikliklerin giderilmesi için bir bilinç yaratmak önemli bir etki değeri sağlayabilir. Bu çalışmanın diğer bir sınırlılığı ise Türkiye'de tadım menüsü sistemiyle çalışıp, aynı zamanda amuse bouche ile tabaklar arasında geçiş ve tat dengesi sağlayan şef sayısının azlığıdır. Araştırma ile ortaya konulan paradigmanın birçok kişiye ilham olabileceği düşünülmektedir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu araştırmanın bilimsel kalitesi, farkındalığı ve yeniliği, çalışmanın temel olarak modern gastronomide en çok uygulanan sistem üzerinden bir gereklilik yaklaşımını ortaya çıkarmasıyla ölçülebilir. Çünkü, ulusal düzeyde ele alınmamış bir konu olsa da, modern gastronomide uygulanan tadım menülerinin kendi tabakları arasındaki geçiş yönetimi oldukça önemli ve yönetilmesi karmaşık bir kavramı ortaya çıkarmaktadır. Bu bağlamda, bu çalışma ile ulusal düzeyde bir tadım menüsü ve geçiş süreci bilinci oluşturulabilir konumdadır. Aynı zamanda, alanda uygulanan sistemsel süreçlerin yönetimi daha anlaşılabilir ve uygulanabilir bir şekilde verilmiştir. Çünkü, modern gastronominin kendi içerisinde karmaşık ve çoklu sistem yapısı ile zaten oldukça zorlayıcı olan süreçler, tadım menülerinde uygulanan geçişlerin de söz konusu olmasıyla daha karmaşık bir yapıya dönüşebilmektedir. Bu amaçla, çalışmanın temel çıkış noktasına bağlı kalarak bu araştırmanın özgünlüğü ve alan katkısının oldukça önemli olduğu düşünülmektedir.

Araştırmanın özgün değerini ortaya çıkaran diğer bir husus ise çalışmada taranan bilimsel makalelerin bir paradigma etrafında sunulması ve bu paradigma ile öze indirgeme ve öze ulaşma konusunda hem bilimsel çalışmalarda bulunacak olan akademisyenler, hem de sektör profesyonelleri tarafından kolaylıkla kullanılabilir ve ulaşılabilir olmasıdır.

A SYSTEMATIC REVIEW OF GASTRONOMY STUDIES ON MICHELIN STARS

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INTRODUCTION

The Michelin Guide was founded in 1900 and was initially designed solely as a travel guide, and over the years it has become an authority on evaluating and classifying restaurants. In order to obtain a Michelin star, Michelin inspectors visit restaurants as secret shoppers, examine criteria such as the restaurants' kitchen quality, innovation, service quality, atmosphere, menu quality and price, and obtain valid approval from these criteria. Stars received, including one, two and three stars, bring restaurants to an important position in terms of international prestige. In this context, the aim of the research is to reveal the current status of the Michelin Star and gastronomy relationship in terms of method, subject and analysis diversity in the domestic literature by making a systematic review of Michelin Star themed studies carried out in the field of gastronomy between 2013 and 2023.

LITERATURE

The Michelin Star is considered an indicator of high quality standards and excellence. The research conducted examines the Michelin Star researches conducted in the field of gastronomy in the domestic literature between 2013 and 2023 with a systematic review technique. In the research, a literature review was conducted using the keywords ‘‘Michelin Star’’ and ‘‘Michelin Guide’’ through Google Scholar, Dergipark, Jotags and Yöktez databases. As a result of the scanning process of the studies, 9 studies from Dergipark, 4 studies from Jotags, 23 studies from Google Scholar and 7 studies from Yöktez are listed. Among the studies listed, 16 studies were found to be repeated and they were not included in the study. After reviewing the titles, abstracts, and findings, 3 studies from Google Scholar were excluded as they were not considered relevant. The remaining 9 articles from Dergipark, 4 articles from Jotags, 4 articles from Google Scholar and 7 theses from Yöktez were evaluated. Relevant tables were created according to information such as author name and year information, study name, sample, method, data collection techniques, analysis techniques and findings. In addition, in the literature review, there are 71 current restaurants in our country that received their first Michelin Star in 2022 and are eligible to enter the Michelin Guide. These restaurants include ‘‘Seraf Mahmutbey’’, ‘‘Mürver’’, ‘‘Zuma İstanbul’’, ‘‘Azur’’, ‘‘Seraf Vadi’’, There are examples such as ‘‘Lokanta 1741’’ and ‘‘Aila’’. Additionally, there are 26 restaurants in the Bib Gourmand category. ‘‘Bib Gourmand’’ means establishments where inspectors emphasize the price-quality balance and where you can enjoy quality food served at reasonable prices. Some of the restaurants that fall into this category in our country are ‘‘Calipso Fish’’, ‘‘Efendy’’, ‘‘HIC Lokanta’’, ‘‘LA Mahzen'’’, ‘‘Iki Sandal’’, ‘‘Alaf’’ and ‘‘Aman’’. Bravo is listed as an example. In addition to all this, in 2022, Green Star appears as Michelin's newest rank. It emphasizes sustainable gastronomy approaches. It seems that there are 5 restaurants in our country that are entitled to receive

this title. Green Star restaurants include ‘‘Neolokal’’, ‘‘HIC Lokanta’’, ‘‘Vino locale’’, ‘‘Circle by Vertical’’ and ‘‘OD Urla’’.

METHOD

The aim of this research is to reveal the place of Michelin Star themed research in the field of gastronomy in Google Scholar and Dergipark databases and Jotags magazines, by taking academic articles published between 2013-2023 as a sample. Considering the purpose of the research, qualitative research method was adopted as the research method and systematic compilation technique was used by using the document technique as the research model. Qualitative research methods, unlike quantitative research methods, start from various pieces of information to create a holistic structure or theory required for themselves and mediate the collection of primary or secondary data for this purpose. Qualitative research methods include qualitative data methods such as interview, observation, archive document scanning, focus group, open-ended form, scenario and case study (Kozak, 2021, p. 26). Systematic review is a research approach that involves a comprehensive and detailed examination of studies conducted in a specific field. This approach involves determining the studies to be included in the review using various selection criteria and performing a structured and comprehensive quality assessment and synthesis of the selected studies (Yılmaz, 2021, p. 1457).

As a result of examining the studies included in the study in the context of the research, answers to the following research questions are sought:

1. In what context are the studies conducted in Michelin Star and gastronomy research discussed?

2. What research methods, techniques and analysis techniques were used in the subjects studied in Michelin Star and gastronomy research?

3. What are the gaps in the literature based on studies on Michelin Star and gastronomy?

In this research, the scanning process was carried out between 04.05.2024 and 19.05.2024 for the publications considered in the context of systematic review, and the scope of the research only covers the studies containing the Michelin Star in the context of gastronomy. The research scope of the studies on Michelin Star and Gastronomy has been expanded with keywords such as "Michelin Star and Gastronomy" and "Michelin Guide".

WIDELY IMPACT AND LIMITATIONS OF THE RESEARCH

The widespread effect of the research conducted, carried out with the systematic compilation method, contributes to the existing knowledge in the domestic literature, considering the relationship between Michelin Star and gastronomy, and makes important contributions to the areas in which research should be done for future studies. In this way, it is thought that it will form an important basis for future research. Considering the included studies, more in-depth information can be obtained about the effects of the Michelin Star in the field of gastronomy and its consequences on customer experience. The sample of the research is limited to Google Scholar, Dergipark, Jotags and Yöktez. This research is limited to studies between 2013 and 2023. Not including studies conducted before this date range may lead to limitations in analyzing pre-existing trends and changes. The majority of the studies included in the research are based on qualitative research methods. For this reason, it may impose limitations on the research in terms of generalizability and statistical robustness of the results. In this context, the use of quantitative research methods and diversification of data sources can be considered as important criteria to overcome the limitations of the proposed research.

ORIGINAL VALUE OF THE RESEARCH

In this research, it was investigated how the Michelin Star, the most prestigious label in the world, was handled in gastronomy-themed research in the domestic literature in the context of restaurant classification. When previous studies in the literature were examined, no systematic scanning research

was found in the domestic literature among the studies on the theme of the Michelin star. The study attempted to identify new subject areas and research gaps that will guide future research. In this context, it is envisaged that the conducted study can make a significant contribution to the academic literature. When the studies included in the research were examined, it was seen that the studies were generally not based on a theoretical basis and quantitative research methods were rarely used. Preferring quantitative research methods in future studies will provide the opportunity to examine the relationship between Michelin Star and gastronomy more comprehensively and from different perspectives. Considering that there are limited studies on Michelin Star in the literature, it is thought that comments on social media platforms and shares of Michelin Star restaurant chefs will be an important data source in the future.

INVESTIGATION OF FAMILY AND NEAR ENVIRONMENT FACTORS AFFECTING THE CAREER CHOICES OF HOTEL, RESTAURANT AND FOOD SERVICES DEPARTMENT, CULINARY PROGRAM STUDENTS

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INTRODUCTION

Cooking, as a profession where taste meets art, is a field that requires both creativity and discipline. It is important for individuals to make the right decision in choosing a career, based on their abilities, both individually and socially. Choosing a career is one of the important turning points in individuals' lives, and family and close environment factors can be very decisive in this process (Kuzgun, 2000). Especially vocational school students may intensely feel the influence of their families and close circle in the process of shaping their future careers (Kuzgun, 2000; Erkan, 2001). When culinary program students are examined in this context, it becomes clear how important family and environmental factors are in their career choices (Erkan, 2001; Yıldız, 2002). The role of the family in an individual's career choice is very decisive. Examining these factors in detail may enable the development of more effective policies and programs in culinary education and career selection processes. In this study, the effects of family and close circle on the career choices of Hotel, Restaurant and Catering Services Department, Culinary Program students are discussed and the nature and importance of these effects are examined. In the study, the effects of family, school, social life experiences, gender and immediate environment factors on career choice were discussed. In this context, the problem of this research is; The aim is to determine which factors are effective or not regarding the career choices of family and close circle, Hotel, Restaurant and Catering Services Department, Cooking Program students. The main purpose of this study is to examine the effects of family and close circle on the career choices of Hotel, Restaurant and Catering Services Department, Culinary Program students and to examine the nature and importance of these effects. For this purpose, a research was conducted with 15 students from different cities enrolled in the Cooking Program of Isparta University of Applied Sciences, Isparta Vocational School, Department of Hotel, Restaurant and Catering Services.

LITERATURE

Career choice is an important turning point in individuals' lives, and many studies have been conducted on the effects of family and close environment in this process. These studies reveal important findings by examining the effects of family and environment on career choice from different perspectives. Family is the first social environment of individuals and has a significant impact on career choice (Kuzgun, 2000). According to research, the perspective of their families on their professions, the education levels and professions of their parents, and communication and support within the family play an important role in the career choices of culinary program students (Yıldız, 2002; Çetin and Güneş,

2003). In addition, social norms and values in the environment where students grow up can be effective in directing their career choices (Çetin and Güneş, 2003). Family factors may be effective in various aspects of the career choices of culinary program students. These are briefly;;

• Family Background and Cultural Heritage: A family's eating and drinking culture may increase the likelihood of a young individual choosing cooking. The cooking tradition inherited from family elders and interest in this field can be decisive in choosing a career.

• Family Professional Experience: If one or more family members work in the culinary or food industry, this may be an incentive for a young individual to turn to this field. The professional success or experience of the family may be a factor that can make cooking attractive.

• Family's Attitude and Supportive Role: The attitude of family members towards career choice and their support can be an important source of motivation for young people to choose cooking. The financial and moral support provided by the family can facilitate the education process and reinforce the love of the profession.

One of the other important factors that shape the career choices of culinary students is the immediate environment. Nearby environmental factors may have an impact as follows:

• Influence of Friends and Peers: The interests and career choices of young people in their circle of friends are important factors in their orientation towards a specific field such as cooking. Friends' preference for cooking or their positive evaluation of this profession may be effective in young people choosing this profession.

• Support and Information Resources in Schools and Educational Institutions: Culinary students are greatly influenced by the information and support resources offered by their schools or educational institutions. Applied training opportunities, internship opportunities and connections with the sector can be decisive in young people's career choice. When the literature on the subject was examined, no previous study could be found by researchers examining the family and immediate environment factors affecting the career choice of Culinary Program (associate degree) students. For students of the "Department of Gastronomy and Culinary Arts" studying at the undergraduate level, İçigen and Geçgin (2021) conducted interviews with 17 students studying at the Department of Gastronomy and Culinary Arts at Cappadocia University from different cities of Turkey. According to the findings obtained from the interviews; The most effective reason why students choose the profession is stated as "the attractiveness of the profession". At the same time, it has been determined that individuals' knowledge about the profession is superficial.

METHOD

Within the scope of this research, the effects of the Hotel, Restaurant and Catering Services Department, Culinary Program students on their career choices were discussed. With the idea that it can best represent the scope of the study regarding the nature and importance of these effects, the research cluster is Isparta University of Applied Sciences, Isparta Vocational School, and the sample of the research is the students of the Culinary Program. Students who voluntarily participated in the research were selected as the sample. In this context, data was collected by interview method, one of the qualitative research methods, and interviews were conducted with a semi-structured interview form. In this context, in-depth interviews were held with 15 students from different cities registered in the Cooking Program of Isparta University of Applied Sciences, Isparta Vocational School, Department of Hotel, Restaurant and Catering Services, between 10 April 2024 and 15 May 2024. As a result of the findings and analyzes obtained from the interviews, the family and immediate environment factors that were effective in the Culinary Program students' choice of profession were determined and the findings were examined. The study of İçigen and Geçgin (2021) was used to create the questions used in the interview form in the research. The created interview form was examined by four different researchers who are experts in their field. Interview form; It consists of two sections containing demographic

information and questions prepared for the purpose of the research. In order to conduct interviews within the scope of the interview form and in line with the purpose of the study, the necessary ethics committee approval was obtained with the decision of Süleyman Demirel University, University Ethics Committee dated 24.04.2024 and numbered E-87432956-050.99-732769. The students selected within the scope of sampling were listed as K1, K2, K3… and coded between K1 and K15. A face-to-face interview was held with the selected sample group in the practice kitchen of Isparta Vocational School Culinary Program, with the consent of the students' voluntary participation form. The sample group was informed about the purpose and content of the research. Then, the questions in the interview form were directed to the interviewed students and the answers were transferred to the answer section in the interview form. Since the students did not accept audio recording during the interviews, the interviews were recorded only in writing after filling out the voluntary participation consent form.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

Creating widespread impact in research means that the research reaches a wide audience and also raises awareness. To increase the widespread impact of this research, it is important to broaden the scope of future research in this field. The research was limited to 15 Isparta Applied Sciences University, Isparta Vocational School Hotel, Restaurant and Catering Services Department, Culinary Program students who were registered in the spring semester of 2024. The limitations of the research are the insufficiency of national-international research and bibliography on the subject of the study. Conducting similar studies with culinary program students at different universities and reaching a wide audience will support widespread impact. The reason why the researcher chose the students of Isparta Applied Sciences University, Isparta Vocational School Hotel, Restaurant and Catering Services Department, Cookery Program as a sample is that one of the researchers works in this program and knows the program and the students. However, due to time and budget limitations, universities in other regions were not included in the scope of the research. Since the research data was obtained in the spring semester of 2024, the research findings can only give an idea about the relevant period.

UNIQUE VALUE OF THE RESEARCH

The original value of the research should express how much a study contributes to national and international literature. Research can be a resource for the scientific field and society with its original value. Although research has been conducted to examine the family and immediate environment factors that are effective in the career choices of Gastronomy and Culinary Arts students, the unique value of the research is to obtain results that can contribute to strategies for examining the family and immediate environment factors that are effective in the career choices of Culinary program students. It is an original research of great importance, as no study investigating the impact of career choices of Culinary program students could be found in the literature review. As a result of the research, it is thought that the career choice factors of culinary program students will be determined and important data will be obtained through these factors and will contribute to the relevant literature. Adhering to the originality of the data obtained and making quotations using the expressions of the participants reflects the original value of the research. During the presentation of the findings, students' opinions on the subject were listed and direct quotations were included.

EXPLORING THE MOTIVATING FACTORS FOR CHOOSING THE GASTRONOMY DEPARTMENT IN POSTGRADUATE EDUCATION

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INTRODUCTION

Gastronomy can be expressed as the systematic organization of eating and drinking activities, an indispensable element of individuals' daily lives. According to Maslow's Hierarchy of needs, eating and drinking activities are at the top of individuals' needs. Gastronomy, a process that directly affects mental and physical health and meets psychological and sociological needs requirements, constitutes a source of scientific studies that left their mark on the 21st century (Kivela and Crotts, 2006; Brown, 2011). The development of gastronomy has led to an increase in food and beverage production, diversity and quantity. The growth and diversification of food and beverage production provide commercial value to gastronomy (Pedersen, 2012). With the development of the Industrial Revolution, eating out due to the increase in the disposable income of individuals and free time is seen as one of the most critical factors in providing commercial value. As a result of the development of this phenomenon, gastronomy has become an important industry, triggering the food and beverage sector to operate as a commercial enterprise (Zakaria, Wahab and Jasmi, 2010). In this context, gastronomy is an important industry contributing to economic development and creating job opportunities worldwide. Countries are trying to gain attractiveness in terms of tourism by using gastronomy and culinary riches. As a result of the increasing importance of gastronomy, countries need trained, qualified personnel to develop this industry. They aim to increase visits by increasing service quality. In this context, this study aims to evaluate postgraduate gastronomy education from the perspective of postgraduate gastronomy students studying at different undergraduate levels and to understand the motivations that allow them to receive education in this field. It is thought that determining the interests and motivations for gastronomy education through the study's findings will provide significant benefits to creating appropriate and qualified education processes for the gastronomy industry that contribute to social development.

LITERATURE

In the twentieth century, the scope and speed of the global flow of information expanded, first with technological progress and later with the globalization of markets, trade, and labour. Particularly in the last few decades, interfaces for global exchanges have been constantly changing, and people's interconnectedness worldwide has increased. The international connections that emerge with globalization increasingly impact people's daily lives, penetrating various areas of local life experiences.

Experiential roles, which cover a significant part of life experiences, form the basis of the tourism sector. Food is an essential component in the tourism industry, shaped by experiential commodities. Although food is an integral part of the contemporary experience economy, it has played a much more significant role than nutrition in the globalizing modern world. It is also an essential part of all cultures, a vital element of the global intangible heritage and an increasing tourist attraction. Links between food and tourism also provide a platform for local economic development, which can be strengthened using food experiences for branding and marketing objectives. Realizing that the food experience contributes to the tourism economy and this value, country governments are planning studies on this subject. Countries aiming to increase their tourism revenues are trying to improve them by seeking to market the heritage created by their ethnic diversity and culture. In addition to the potential of food to increase tourism revenues, it expands the scope of food as a part of the cultural experience of a country or region. As a result of the integration of food-based activities into all industries, the concept of gastronomy was born.

The concept of gastronomy combines the Greek words "gastro", meaning stomach, and "nomos", meaning law. It derives from the French word "gastronomie" and was later translated into Turkish as "gastronomie". While gastronomy is defined as understanding various social cultures, historical components, literature, economic situations, religion and geographical situations, the studies focus on food (Williams, Williams and Omar, 2014). Apart from the food focus, the area covered by the phenomenon of gastronomy has an extensive range (Sari et al., 2019). Therefore, gastronomy products are not only about food and beverages but are also seen as activities that include culture and cultural heritage. Based on this inference, the scope of gastronomy can be expressed as including advice or guidance on what to eat (and drink), how much, how, where and when, why, in what form and in what combinations (Gillespie, 2002). There are elements such as allowing individuals to socialize, gain travel experiences, and increase their status through the phenomenon of gastronomy. As a result, the demand for gastronomy and gastronomy tourism is growing daily due to its personal and social importance.

While the basis of the study of gastronomy is eating and drinking, contemporary gastronomy extends the understanding to the production and preparation of food and beverages and how, where, when and why they are consumed. It also includes the philosophies, beliefs and values that influence gastronomy practices. These are associated with the social, cultural and history of food and eating, covering topics such as kitchens, restaurants and dining, food and wine pairing, tourism and gastronomy writing, respectively. Based on Brillat-Savarin's understanding of gastronomy, gastronomy studies are related to food production and the tools by which food is produced. It also has broad areas of study, including the economics and politics of food, the processing, storage, transportation and processing of food, the preparation and cooking of food, meals and etiquette, the chemistry of food, its digestion and physiological effects of food, and food choices and traditions and customs (Santich, 1996).

As gastronomy becomes increasingly essential and conceptually appeals to a wide range of people, the importance of gastronomy education is increasing daily (Kivela and Crotts, 2006). Changes and developments in gastronomy and cuisine throughout history have been examined and developed by considering the aesthetic and scientific properties of food products. In traditional cuisine, a cook is skilful, has good hand size, cooks delicious meals, and maintains cleanliness. The word gastronome refers to people who are knowledgeable about taste, confident in their taste, and knowledgeable about food. While some professional groups disappear in response to individuals' constantly developing and changing needs, others develop depending on these needs. The field of gastronomy appears to be creating professional groups in different branches with a vast average area. While gastronomy education, which traditionally started at the secondary school level in the 1960s in Turkey, covers the concept of cookery, today, this conceptual scope has expanded and revealed the need for education at different levels. Today, the establishment of undergraduate and graduate programs specializing in Gastronomy and Culinary Arts is developing. These programs aim to train qualified personnel and academic staff who are experts in their fields. There are 42 thesis master's and nine doctoral programs actively operating in the Gastronomy and Culinary Arts department in Turkey (Şat et al., 2024; Demir, 2024). In this context, it is anticipated that studies on gastronomy education will gradually increase.

METHOD

This research aims to determine the motivation, expectations and evaluations of students who have completed their undergraduate education in different departments in Turkey and are studying at the postgraduate level in the gastronomy department regarding the program's purpose. In this context, the population of this research, which allows the situation to be determined, consists of students studying gastronomy at the postgraduate level in Turkey. The sample of the research consists of doctoral students in gastronomy who have an undergraduate education in different branches of science (Sociology, Food Engineering, Tourism Management and Hotel Management, Nutrition and Dietetics, etc.). It aims to reach the research participants with the maximum diversity sampling technique, which is one of the purposeful sampling methods of qualitative research methods.

This exploratory research will adopt An inductive research approach, where qualitative research methods will be applied to the research purpose. This analysis method is aimed to reach concepts and relationships that explain the collected data. Inductive analysis reveals the underlying data concepts and the relationships between these concepts (Strauss and Corbin, 1990). The study is planned to obtain data through the interview technique, one of the qualitative research data collection techniques (Punch, 2005). Interview techniques are conversations that allow an understanding of the participants' feelings, thoughts, and attitudes regarding the research subject. Interviews conducted with two or more participants are divided into three groups: unstructured, semi-structured and structured interviews (Creswell, 2021). In this research, the semi-structured interview technique, one of the interview types with a high level of flexibility, will be used to obtain in-depth and diverse information. Data collection from participants will continue until data saturation is reached. The data received will be analyzed using the content analysis technique. In recent years, there has been an increase in the number of studies using content analysis in other fields of social sciences. The general purpose of content analysis studies is to guide future academic studies within the scope of the subject discussed and to determine the general trend. Content analysis is a research technique in which valid interpretations extracted from the text are revealed due to a series of processes. These comments concern the message's sender, the message itself and the receiver (Weber, 1990). The results obtained from this analysis method are expected to guide future studies planned on the targeted topics (Lune and Berg, 2017; Yıldırım and Şimşek, 2018).

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

This study aims to evaluate postgraduate gastronomy education from the perspective of postgraduate gastronomy students studying at different undergraduate levels and to understand the motivations that allow them to receive education in this field. In recent years, interest in gastronomy has allowed it to gain importance both in countries and in scientific terms and to increase studies in this field. Gastronomy is a field that will enable countries to turn their socio-cultural knowledge into economic gain. In this context, it can be seen that education and training dynamics have developed with the development of gastronomy. Our country's departments are open, starting from the high school, to provide gastronomic education. At the same time, undergraduate and graduate education programs are being opened to meet the increasing demand on an industry basis. The interest in these departments, established to meet the need for personnel and instructors by the constantly changing and developing sectoral identity, is increasing. The phenomenon of gastronomy has a multi-disciplinary approach. The demand for the gastronomy branch of science, which interacts with many branches, attracts graduates from various branches of science.

For this reason, it is not possible to demonstrate an interest in gastronomy education only through sectoral dynamics. Perceiving the motivations of the students who create this demand and revealing suggestions for gastronomy education are among the expected effects of this research. It is thought that this effect will create an opportunity to develop program contents, educational curricula and program outcomes in postgraduate education. This research represents a limited population in terms of sample. It aims to fill the gap in the literature regarding individuals from different disciplines turning to gastronomy education day by day. This goal is also seen as the most critical limitation of the research. However, the

limitation of the research target is unique in that it reveals the motivations for postgraduate education in gastronomy, which has become increasingly popular in recent years.

ORIGINAL VALUE OF THE RESEARCH

Since gastronomy is a multi-disciplinary research field, it is seen that the education and student profiles provided in this field are also interdisciplinary. With the increasing interest in gastronomy globally and the economic, cultural and social contributions of destinations gaining importance, the need for qualified personnel has emerged. The need for qualified personnel has enabled the establishment of gastronomy programs at an educational level. This study examines the views of postgraduate students from different disciplines to identify what is currently known, as well as trends and research gaps in this field. At the same time, it aims to provide knowledge for future studies in this field of research by conducting systematic literature research in gastronomy education. This research, which was conducted to understand the expectations and evaluations of students from different disciplines studying at postgraduate institutions providing education in gastronomy and culinary arts in Turkey, aims to provide helpful information regarding the scientific quality and academic motivations of postgraduate education. Although the phenomenon of gastronomy education in Turkey is not new, it seems that the studies conducted are limited. When evaluated in this context, it seems very important to understand the motivations of students who receive postgraduate education from different disciplines to specialize in gastronomy. This study aims to investigate the evaluations of graduate students from other disciplines studying in postgraduate gastronomy programs in higher education institutions in Turkey and provide valuable information for future improvements.

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THE IMPACT OF GASTRONOMY AND TOURISM ON THE AXIS OF GLOBALIZATION AND LOCALIZATION

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INTRODUCTION

In general, the meanings of the words "Globalization" and "Localization" are confused with each other and are sometimes used interchangeably. Often there is a confusion of meaning. This study will enable the concepts to be more understandable. Tourism, with its versatile structure; It is an important part of interaction and change in areas such as cultural, economic, political, technological and environmental. This versatile structure of tourism includes the concepts of globalization and localization in terms of sustainability of tourism on international platforms. In this regard, there are multiple definitions of tourism, globalization and localization. While global processes connect distant cultures, they also create a mutual communication network between local cultures. Thus, on the axis of globalization, the concept of localization begins to emerge. Within the framework of these definitions; People living in different geographies and different cultures go out of their homes to eat and drink, thus pioneering the creation of gastronomy tourism. A new definition is added to the definition of "Globalization and Localization of Tourism"; "Globalization and Localization of Gastronomy"
The aim of this study is; By initiating changes in social and economic life, the transformation process and the tourism-gastronomy relationship will be discussed from the perspective of globalization and localization.

LITERATURE

The place and importance of gastronomy tourism within the general definition of tourism was discussed within the framework of the concepts of globalization and localization.

METHOD

In order to evaluate the study titled "The Impact of Gastronomy and Tourism on the Axis of Globalization and Localization" within a conceptual framework, the following studies were carried out:

1. As the data collection technique to be used in the study; Effective examination of documents in the literature review was done using the qualitative research method.
2. From academic studies within the scope of literature review; Theses, articles, books, proceedings and scientific journals were examined.
3. Information about the sector; Internet search engines, sectoral magazines and print media were used.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

Within the scope of the research topic, gastronomy tourism offers important opportunities on a global and local scale. However, due to time constraints, national and international cuisines could not be visited within the framework of gastronomy tourism.

ORIGINAL VALUE OF THE RESEARCH

Gastronomy tourism, both globally and locally, is a window opening to the world for the recognition and promotion of different cultures, the diversification of products, the economic development of the local people, the creation of a destination identity and the preservation of historical and cultural heritage. In order to make global tourism activities sustainable, local resources must be included. Local products should be used as tourism products. By developing the diversity of gastronomy tourism; agricultural will be provided.

THE ROLE OF FOOD NEOPHOBIA AND FAMILIARITY IN THE SPICE USE OF GASTRONOMY AND CULINARY ARTS DEPARTMENT STUDENTS

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INTRODUCTION

Gastronomy and culinary arts are of great importance for the preservation of cultural identity and local gastronomic heritage. Students studying in this field learn not only cooking techniques but also the historical and cultural contexts of food. The role of spices in increasing the taste and variety of dishes is undeniable. Spices not only add flavor and aroma to dishes, but also carry meanings in specific cultural and social contexts.

However, some individuals may be reluctant to introduce new foods and tastes. This condition is known as food neophobia. Food neophobia refers to the tendency of individuals to avoid foods that they are unfamiliar with or find unfamiliar. This tendency can be a significant obstacle, especially in the discovery of new flavors and spices. On the other hand, food familiarity relates to individuals' habits towards certain foods and spices and the frequency with which they consume these foods. Familiarity is an important factor that affects individuals' food preferences and cooking habits.

In this study, the role of food neophobia and familiarity in the spice use of gastronomy and culinary arts department students will be examined. The main problem of the research is the students' attitudes towards spices and how these attitudes are related to their level of familiarity with food neophobia. The aim of the research is to understand students' spice usage habits and what factors shape these habits. In this way, suggestions can be made on how to develop educational programs for the use of spices in gastronomy education.

CONCEPTUAL FRAMEWORK

Education in the field of gastronomy and culinary arts enables students to understand not only cooking skills but also the cultural and historical contexts of food. The use of spices is an important part of this education, as spices provide taste, aroma and aesthetic contributions to dishes. However, individual differences play an important role in spice use. Food neophobia and familiarity come first among these differences. Food neophobia is the tendency of individuals to avoid trying new or unknown foods, and this becomes especially evident when it comes to the use of spices. Familiarity, on the other hand, is a

reflection of individuals' experiences with certain foods and tastes.

Research on food neophobia shows that this condition greatly affects individuals' food preferences and eating habits. Pliner and Hobden (1992) suggested that food neophobia develops especially in childhood and may continue in adulthood. Additionally, it has been stated that food neophobia may negatively affect healthy eating habits (Kauer et al., 2015). It has been observed that individuals with food neophobia in the use of spices have difficulty trying new and exotic spices, and this situation causes various difficulties in gastronomy education.

On the other hand, the concept of familiarity can positively influence food preferences. The "mere exposure effect", introduced by Zajonc (1968), states that individuals develop more positive attitudes towards foods and tastes they frequently encounter. In this context, students' frequent exposure to certain spices may reduce their hesitations about using these spices. Accordingly, the effect of familiarity on the spice usage habits of gastronomy students is also important.

The purpose of this study is to examine the role of food neophobia and familiarity in the spice use of gastronomy and culinary arts department students. Although there are many studies in the literature on the effect of food neophobia and familiarity on food preferences, studies directly addressing the effects of these two variables on spice use are limited. In this context, this study aims to make a significant contribution to the literature in the field of gastronomy education. Additionally, the results of this study may provide important information for the development of programs for the use of spices in gastronomy education. Findings about the spice usage habits of gastronomy students and the factors shaping these habits may help make education programs more effective and student-focused.

METHOD

The aim of this study is to understand the spice usage habits of Gastronomy and Culinary Arts department students and what factors shape these habits. The population of the research consists of Gastronomy and Culinary Arts departments at universities affiliated with Higher Education Institutions in Turkey. The sample of the research is the students of Gastronomy and Culinary Arts department of Osmaniye Korkut Ata University, Siirt University, Ankara Hacı Bayram Veli University, Gaziantep University, İzmir Kâtip Çelebi University and Denizli Pamukkale University. The students selected for the sample were selected as voluntary participants aged 18 and over.

The survey created to collect data suitable for the purpose of the research was applied to the determined sample group using the convenience sampling method between January and March 2024. An online survey was created for the data of the research and distributed to the sample group.

A survey form was used as a data collection tool in the research. The survey used was prepared as a survey form consisting of 4 parts in accordance with the purpose of the research. In the first part of the survey, there were 7 questions to determine the demographic characteristics of the participants.

There are. These questions include gender, age, what grade the student is in, income level, student's neophobia (fear of tasting/trying new foods), daily spice usage frequency and spice usage amount.

In the second part of the survey, students were asked about their level of familiarity with spices. In the third part of the survey, students were asked about the frequency of use of spices regarding the spices determined. In the last part of the survey, the Food Neophobia Scale developed by Pliner and Hobden (1992) was applied to the participants. The data obtained were tested in the statistical package program using analyzes determined according to the demographic variables of the participants. In this context, statistical methods such as t test and ANOVA were applied to analyze the data. The analysis results are presented in detail in tables, revealing differences according to demographic variables such as gender, age, education level and similar demographic variables of the participants. These tables make the data more understandable and visually trackable.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

This research makes significant contributions to the development of educational programs by examining the effects of food neophobia and familiarity on the spice use of gastronomy and culinary arts department

students. The findings obtained may help understand the hesitations and habits regarding the use of spices in gastronomy education. In this way, educators can develop strategies that will encourage students to encounter new flavors and spices. The results of the research can guide the curriculum development process for institutions providing gastronomy and culinary arts education and enable the adoption of innovative approaches that will increase student performance.

However, the research has some limitations. First of all, the study was limited to gastronomy and culinary arts department students only at certain universities, so the generalizability of the findings is limited. Because participants from different universities and geographical regions were not included, the results may not be universally valid. Additionally, the data collection method based on participants' selfreports may increase the risk of subjective bias. Participants' perceptions of spice use and food neophobia may differ from their actual behavior.

To reduce the effects of these limitations, future studies should be repeated with larger and more diverse sample groups and objective data collection methods should be used. Additionally, changes in students' attitudes towards spice use should be monitored through long-term follow-up studies. In this way, a more in-depth understanding of the use of spices in gastronomy education can be achieved and training programs can be made more effective.

ORIGINAL VALUE OF THE RESEARCH

The unique value of this study lies in its focus on spice use by gastronomy and culinary arts students, examining how psychological factors such as food neophobia and familiarity affect this use. Although there are many studies in the literature on the effects of food neophobia and familiarity on food preferences, studies directly addressing the effects of these two variables on spice use are quite limited. The findings of this study aim to fill the gap in this field by identifying the obstacles and facilitating factors regarding the use of spices by students in gastronomy education.

The scientific quality of the research is supported by its methodological soundness and meticulous application of data analysis techniques. By revealing the effects of important variables such as food neophobia and familiarity on spice use, the results of this study add an innovative perspective to the existing literature in the field of gastronomy education. In particular, it provides valuable information for institutions providing gastronomy education on developing strategies that will support students' exposure to new tastes and spices.

This research can also help educators update their curricula accordingly by providing practical suggestions for making gastronomy education programs more effective and student-focused. Understanding the hesitations and familiarity levels around the use of spices has the potential to increase students' creativity and innovation in gastronomy.

Thus, this study aims to be an important resource both academically and practically by providing original contributions to the educational processes of gastronomy students.

MEASURING NUTRITIONAL KNOWLEDGE LEVELS OF GASTRONOMY AND CULINARY ARTS DEPARTMENT STUDENTS: İZMİR KÂTİP ÇELEBİ UNIVERSITY EXAMPLE

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INTRODUCTION

Gastronomy is a concept that is difficult to explain and define. While there is a general consensus on the gastronomic character of a country or region, gastronomic specialties, and gastronomic tourism, the concept of gastronomy itself remains ambiguous (Santich, 2004).
Gastronomy can be defined as the culinary culture or art of cooking, encompassing the preparation of food and beverages in accordance with food safety requirements and presenting them aesthetically and tastefully (Dilsiz, 2010). However, it is important not to overlook the distinction between gastronomy and mere eating and drinking (Altınel, 2009).
Gastronomy is not solely related to food and beverages but is also associated with many different disciplines such as anthropology, sociology, economics, chemistry, agriculture, medicine, and modern technologies (Akbaba & Kendirci, 2016; Gülen, 2017). In this context, it is seen that gastronomy is closely related to the concepts of nutrition and health. On the other hand, the constantly changing desires of consumers and the innovations of restaurants aiming to meet this demand are advancing daily, leading to the emergence of new gastronomic trends. By examining these gastronomic trends, it is observed that eating behaviors are increasingly returning to nature, and the desire for healthy eating among consumers is coming to the forefront (Yılmaz & Erden, 2017). Therefore, it is thought that students studying Gastronomy and Culinary Arts should have more comprehensive knowledge about food.
In this study, the knowledge levels of students in the Gastronomy and Culinary Arts Department at İzmir Kâtip Çelebi University regarding foods and nutrients were determined, and evaluations and recommendations based on the findings were provided.

LITERATURE

A review of national and international literature reveals numerous studies aiming to assess the nutritional knowledge levels of adults. Some of these studies utilize the Nutrition Knowledge Level for Adults (YETBİD) Scale and employ survey methods, while others use semi-structured interview techniques.
Within the scope of the research, an examination of the national and international literature indicates the existence of studies focusing on the knowledge levels of Gastronomy and Culinary Arts students regarding food safety, their proficiency in reading food labels, and the measurement of chefs' nutritional knowledge. However, no study has been found that specifically examines the nutritional knowledge levels of students regarding the contents of foods. An important study among these is by Keskin and Ardıç Yetiş (2021), titled "A Study on

Measuring the Knowledge Levels of Chefs About Nutrients." According to this study, the nutritional knowledge levels of chefs working in establishments are of great importance. Therefore, chefs must have adequate knowledge about nutrition and food preparation and apply this knowledge in their workplaces. In other words, chefs working in the food and beverage industry are expected to practically use their knowledge and skills. The aim of this study was to determine whether chefs working in various food and beverage establishments possess sufficient knowledge about nutrients, and for this purpose, a survey method was employed. The researchers concluded that the chefs' nutritional knowledge levels were adequate. The findings suggested that the chefs had the knowledge and awareness necessary to prepare healthy foods and that their nutritional knowledge levels positively contributed to the preference of the establishments they worked in.Based on the chefs targeted in the mentioned study, this research aims to measure the nutritional knowledge levels developed by Gastronomy and Culinary Arts students, who are still in the educational phase, regarding nutrients and nutrition as a result of their training.

METHODOLOGY

The population of this study consists of students at İzmir Kâtip Çelebi University, and the sample includes students pursuing education in Gastronomy and Culinary Arts. To obtain the most suitable responses from participants, the Nutrition Knowledge Level for Adults (YETBİD) Scale was used, based on the literature.

The study employed the survey method, a quantitative research technique. Surveys are conducted to collect verbal or written information from individuals. The requested information may include various quantitative and qualitative data about the individuals themselves, their environment, or their institutions (Arıkan, 2018).

The survey method is widely used in academic research, business, politics, education, and applied fields such as health. There is an extensive literature on the survey method worldwide. The rapid development of information technologies has enabled the conduct of large-scale surveys and mega-analyses (Bakır, 2013; Karadağ, 2010).

Participants from each grade level, from first-year to fourth-year, were included in the study, reaching a total of 100 participants. Each grade level was represented by 25 participants, ensuring a homogeneous distribution across the classes. Using an existing 5- point Likert scale, 23 survey questions were posed to the participants. All survey questions were formatted as multiple-choice and distributed to participants through an online form. Participants were assured that their personal data would not be used. The first part of the survey includes socio-demographic questions about the students' gender and their grade levels. The remainder of the survey consists of questions aimed at measuring the participants' nutritional knowledge levels. The questions focus on the nutritional contents of foods, covering topics such as carbohydrates, proteins, fats, vitamins, minerals, and salt.

The research was conducted in June and July 2024. Due to the end of the Spring Semester at the university, it was not possible to reach the students through a written survey form. The data obtained from the research were analyzed using the SPSS Statistical Package Program.

T-tests and ANOVA tests were used for evaluation.

IMPACT AND LIMITATIONS OF THE STUDY

Today, nearly every establishment in the food and beverage sector employs a chef or cook. Although the tradition of apprenticeship persists, the field of Gastronomy education has evolved to the point where new chef candidates are now receiving formal education before embarking on their professional careers. Schools providing this education aim to develop students' cooking skills and educate them comprehensively in various aspects. As a result of the education provided within the curriculum, students will acquire knowledge about health

and nutrition that will benefit them not only in their professional lives but also in their social lives, making them more informed individuals.

This study will evaluate how beneficial the nutrition education received by Gastronomy and Culinary Arts students at the university has been and whether the students are utilizing this knowledge. Based on the evaluation results, the effectiveness of the current educational

methods will be discussed, and if necessary, recommendations for improvement will be made. The study is limited to an undergraduate institution in İzmir, and the conclusions drawn should not be generalized. The survey questions in the study were only directed at current students in the Gastronomy and Culinary Arts program. Graduates and students in preparatory classes were not included.

ORIGINAL CONTRIBUTION OF THE STUDY

The review of existing literature on the subject reveals numerous studies aimed at measuring nutritional knowledge levels. While there are studies targeting various professional groups and individuals, the number of studies specifically related to Gastronomy and Culinary Arts students is limited. Among these studies, there are assessments of knowledge levels concerning food safety, reading food labels, and having adequate knowledge about a specific product. Although there is a study on the nutritional knowledge levels of chefs, there is no study measuring the nutritional knowledge levels of chefs/cooks or academic personnel candidates who are still in their educational phase. This research aims to identify changes in the nutritional knowledge levels of students in a four-year undergraduate program at a state institution over time, thereby contributing to the existing literature and allowing educational institutions to evaluate the effectiveness of the education they provide to their students.

As a result of this study, it is anticipated that similar studies could be conducted on the benefits of nutrition education received by students in other educational institutions in Turkey that offer Gastronomy and Culinary Arts programs. Based on the evaluation results, institutions might consider making changes to their educational approaches.

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GASTRONOMİ VE AŞÇILIK ÖĞRENCİLERİNİN "YEŞİL GURME" KAVRAMINA İLİŞKİN BİLİŞSEL YAPILARININ KELİME İLİŞKİLENDİRME TESTİ (KİT) İLE İNCELENMESİ

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GİRİŞ

Sürdürülebilir turizm, turizm amaçlı yapılan seyahatler sırasında ziyaret edilen destinasyonun doğal kaynaklarının korunması, kültürel ve çevresel değerlerin gelecek nesillere bozulmadan aktarılması yaklaşımıdır (Süzer ve Doğdubay, 2022). Bu yaklaşım, turistik alanların korunmasına ve geliştirilmesine yönelik niteliği itibariyle bölge halkını sisteme dahil ederek refahı artırırken, bu turizme talep oluşturan kitleyi çekmeye çalışan işletmeler çeşitli sürdürülebilir sosyal sorumluluk projeleri yürütmelerini sağlamaktadır (Ayaş, 2007). Bu süreç, sadece bireysel ve özel sektörlerin çabalarıyla değil aynı zamanda devletlerin koruma politikaları, yürütme politikaları, teşvik politikalarıyla yürütülmektedir (Schönherr, Peters, ve Kuščer, 2023). Türkiye'de 2023 Turizm Stratejisi Eylem Planıyla birlikte sürdürülebilir turizm ana unsur haline gelmiştir. Bu plan, bölgelerin oluşturduğu alternatif turizm türleri sayesinde bölgeler arasındaki gelişme farklılıklarının giderilmesi hedeflenmiştir (Akbaba ve Yeksan, 2019). Sürdürülebilir turizm olgusu son yıllarda akademik çalışmalarda da önem verilen başlıca konular arasında yer almaktadır. Öyle ki turizm alanında önde gelen dört derginin başlık ve anahtar kelimelerinin analiz edildiği bir çalışmada, ilgili dergilerde en çok değinilen turizm türünün sürdürülebilir turizm olduğu belirlenmiştir (Demirer ve Hatırnaz, 2023). Son yıllarda gerek bireyler gerek akademik çalışmalarda gittikçe popüler hale gelen bir başka olgu ise, yiyecek ve içeceğin merkezde olduğu turizm türleridir. Yiyecek ve içeceğin merkezde olduğu turizm türlerinden birisi gurme turizmidir.

Gurme turizmi, turizm literatüründe gastronomi turizmi, mutfak turizmi, şarap turizmi, yiyecek-içecek turizmi gibi terimlerle birbirleri yerine kullanılabilmektedir. Gurme turizmi, geniş bir bakış açısıyla yeme-içme anlamında özgül bir deneyim olarak yapılan faaliyetleri ifade eder (Avcı ve İskender, 2022). Bu tanım genel olarak istenileni verse de özellikle gurme turizmini tanımlama açısından eksik kalmaktadır. Bu durum gastronomi turistinin temel motivasyonu ile gurme turistinin temel motivasyonu arasındaki farktan kaynaklanmaktadır (Orden-Mejía ve Moreno-Manzo, 2024). Gurme turizmi alanında son dönemlerde artan çalışmalar olsa da tanımlamalarda ve sınırlandırmalarda halen eksiklikler içermektedir. Ancak gurme turizmi, günümüze gelene kadar edinilen en geniş anlamıyla, yiyecek-içecekler konusunda uzmanlaşmış, geniş bilgi birikimine sahip, tat algısı gelişmiş, önerileriyle geniş kitleleri etkileyebilen kişilerin yaptığı seyahatler olarak açıklanabilir (Nascimento, 2023; Orden-Mejía ve Moreno-Manzo, 2024). Gurmelerin, gurme turizmi kapsamında yaptıkları seyahatlerden paylaştıkları olumlu izlenimler, ilgili bölgeler için potansiyel gurme turistleriyle, yiyecek ve içecek turistleri için çekicilik oluşturmaktadır. Bu durum, bölgenin tanıtılmasında, mutfak kültürünün geliştirilmesinde, dışarıdan gelen turistlerin harcamaları sayesinde bölge ekonomisinin gelişiminde önemli rol oynamaktadır (Türkoğlu, 2014).

Bölgeye ait çeşitli geleneksel yiyecek ve içeceklerin talep edilmesi aynı zamanda kültürel mirasın aktarılmasında önemli bir rol oynamaktadır. Artan tüketim bölge halkının yerli gıda üretimini teşvik

ederken, yeni iş fırsatları da oluşturmaktadır (Coşkun, Bişiren, ve Gençer, 2024). Kitleleri etkileyebilen gurmelerin; sürdürülebilirliğe önem veren, çevreye duyarlı, organik, yerel ve yöresel ürünleri kullanan işletmeleri tercih ederek, yaşanacağı düşünülen gıda kıtlığı sorunlarının çözülmesinde, çeşitli pestisit ve hormonlar yüzünden verimsizleşen toprakların onarılmasında, lojistik maliyetleriyle artan gıda maliyetleri gibi sorunların giderilmesinde önemli bir rol oynayabilecekleri düşünülmektedir (Wei, 2015; Taş ve Olum, 2020). Bu bağlamda hem sürdürülebilirliğe önem veren hem de yiyecek-içecek temelli seyahat hareketlerine katılan bireyler neticesinde ilgili literatürde "yeşil gurme turizmi" (Wei, 2015, s. 546) kavramı ortaya çıkmıştır.

Bu çalışmanın amacı literatürde son zamanlarda ortaya çıkan, sürdürülebilir turizm kavramı ile gurme turizmi kavramının birleşiminden oluşan "yeşil gurme" kavramına ilişkin gastronomi ve aşçılık alanında eğitim gören öğrencilerin algılarını belirleyerek kavramın algılanış şekli ve gerçek ifade arasındaki farkı ortaya çıkartmaktır.

LİTERATÜR

Ulusal düzeyde turizm literatüründe KİT kullanılarak gerçekleştirilen çalışmaların yaygın olduğu söylenebilir. Bu yöntem kullanılarak, farklı örneklem gruplarının farklı kavramlara ilişkin bilişsel yapılarının belirlenmesinin amaçlandığı bazı çalışmalarda; akıllı turizm (Özışık Yapıcı, 2022), yavaş şehir (Coşkun ve Doğan, 2019), sürdürülebilir turizm (Keskin ve Örgün, 2015), iş etiği (Akyurt ve Mıhçı, 2019), ekoturizm (Kaya vd., 2022), sürdürülebilir gastronomi turizmi (Çetin ve Bora, 2022), Türk mutfağı (Karaman ve Girgin, 2023), boş zaman ve rekreasyon (Altınay Özdemir, 2018; Kayan Ürgün, 2023), sürdürülebilir turizm (Yayla, 2020), kış turizmi (Paslı ve Zere, 2020), turizm eğitimi (Akyurt, 2019), yamaç paraşütü (Ön Esen ve Kılıç, 2020), gastronomi (Keskin vd., 2017) ve organik gıda (Onat ve Keskin, 2019) kavramları incelenmiştir. Buradan hareketle mevcut çalışma ile, yeşil gurme kavramının bireyler tarafından algılanış şeklinin ve gerçek ifadeyle arasındaki farkın ortaya çıkartılması amaçlanmaktadır. Bu sayede mevcut literatüre katkı sağlanacağı düşünülmektedir.

YÖNTEM

Bu çalışmada Wei (2015, s. 546) tarafından gerçekleştirilen çalışmada geçen "green gourmet tourism" kavramında yer alan "green gourmet" kavramı, "yeşil gurme" şeklinde Türkçeleştirilerek, gastronomi ve aşçılık bölümü öğrencilerinin ilgili kavram hakkındaki düşüncelerini belirlemek amaçlanmıştır. Çalışmada yalnızca "green gourmet" kavramının temel alınarak Türkçeleştirilmesinin nedeni, "turizm" kavramının katılımcıların zihinlerini yönlendirmesinin önüne geçilmek istenmesidir. Çalışmanın amacı doğrultusunda kelime ilişkilendirme testinden (KİT) faydalanılacaktır. KİT'ler, kelimeler arasındaki ilişkileri değerlendirmek, algıları ortaya çıkarmak, kavram yanılgılarını tespit etmek ve kavramsal ilişkiler kurmak için değerli araçlardır (Karaman ve Karakuş, 2022). KİT'lerde bir dizi uyarıcı kelime (uyaranlar), akıllarına gelen ilk kelimeyle (yanıt kelimeleri) cevap veren katılımcılara kalem ve kurşun kalemle ya da sözlü olarak sunulur (Sharifi vd., 2018) ve katılımcılardan 30-45 saniye içinde uyarıcı kelimelerin zihinlerinde çağrıştırdığı kelimeleri yazmaları istenir (Coşkun ve Doğan, 2019).Yazılan kelimeler, katılımcıların duyguları, inançları, karakterleri ve düşünceleri de dahil olmak üzere özel dünyaları hakkında farklı gerçekleri göstermektedir (Sharifi vd., 2018).

Çalışmanın veri toplama aracında "Yeşil Gurme" kavramı bir sayfada alt alta 10 kez yazılmıştır. Bunun nedeni katılımcıların verebilecekleri zincirleme yanıt riskinin ortadan kaldırılmasıdır (Keskin ve Örgün, 2015; Özışık Yapıcı, 2022). Veri toplama işlemi gerçekleştirilmeden önce katılımcılara, KİT'e yönelik gerekli bilgilendirmeler yapılacak ve 45 saniye içinde "yeşil gurme" kavramının zihinlerine getirdiği kavramları yazmaları istenecektir. Elde edilecek olan kavramları, sayılarına ve türlerine göre değerlendirilecek ve yanıtlar arasında en fazla kullanılan kavramlar belirlenerek bir kavram haritası oluşturulacaktır. Çalışmada kullanılacak olan kelime ilişkilendirme testi sunulmuştur.

Tablo 1
Kelime İlişkilendirme Testi

Yeşil Gurme	……...
Yeşil Gurme	……...
Yeşil Gurme	……...
Yeşil Gurme	……...
Yeşil Gurme	……...
Yeşil Gurme	……...
Yeşil Gurme	……...
Yeşil Gurme	……...
Yeşil Gurme	……...
Yeşil Gurme	……...
İlgili Cümle	……...

Araştırmanın çalışma grubunu yükseköğretim kurumlarının gastronomi ve mutfak sanatları ve aşçılık bölümlerinde öğrenim gören öğrenciler arasından rastgele seçilecek olan öğrenciler oluşturmaktadır. Çalışma grubu olarak gastronomi ve aşçılık öğrencilerinin seçilmesinin nedeni ilgili kavramın eğitim aldıkları alana yakın olmasıdır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Çalışmanın özgün değerini, yeşil gurme kavramının gastronomi ve aşçılık öğrencileri tarafından algılanış şeklinin ve gerçek ifadeyle arasındaki farkın ortaya çıkartılması, öğrencilerin kavrama ilişkin yanılgılarının incelenmesi ve dolayısıyla öğrencilerin anılan kavramı nasıl algıladıklarının belirlenmesi oluşturmaktadır.

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PRODUCTION AND SENSORY ANALYSIS OF GLUTEN-FREE LAVENDER AMASYA BUN

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INTRODUCTION

The eating habits of societies change over time. Geographical and religious reasons, the discovery of fire, the transition to settled agriculture, the abandonment of hunter-gatherer culture, industrial developments, differences in lifestyles can be given as examples of important changes over time. As a result of the transition from hunter-gatherer society to settled life and dealing with agriculture, it is seen that the protein-dominated diet has been replaced by a carbohydrate-dominated diet. Therefore, when the changes in dietary habits and the adaptation of the human body to this situation are evaluated together, it is seen that various difficulties are experienced. These difficulties cause the emergence of hereditary diseases (Yıldız, 2018).

Celiac disease is a disease that occurs in genetically predisposed individuals as a result of sensitivity to gluten found in cereals and cereal products; it is a malabsorption disease that develops with sensitivity to gluten found in cereals such as wheat, barley, rye, oats (Yanal & Özdil, 2014). It is an autoimmune familial disease. Although it is a chronic disease, it can be kept under control with diet; it is possible by eliminating gluten-containing foods from the diet.

When product development studies for celiac patients are examined, it is seen that products such as bread, cakes, biscuits, noodles, noodles, pita bread, cookies are developed with gluten-free flours and sensory analyzes are performed (Durlu-Özkaya, Akbulut, & Tulga, 2017). In this study, sweet, lavender and gluten-free production trials of Amasya doughnut with salted walnut, a local product of Amasya, were carried out within the scope of product development.

Gluten, which is a plant protein, is found in pastries such as bread, pasta, bulgur, semolina, cakes, pastries, pies and beverages containing wheat and barley. Based on this, the aim of the study is to add a new product to the product range to meet the dessert needs of people who have to eat gluten-free. In addition, it is thought that the suitability of the production of this product in the home environment will be effective in the preference of the product.

LITERATURE

Turkish cuisine is one of the most preferred cuisines in the world with its variety of dishes and richness of local flavors. The use of local flavors as a tourism product protects the local cultural heritage of countries and makes it universal. Thus, the destination of the mentioned tourism product can be included

in the travel plans of tourists. In addition, local flavors also contribute to the regional economy (Esen, 2022). It is thought that product development studies on local products will provide convenience by creating alternatives in nutritional preferences according to the special needs of individuals.

Celiac disease is an autoimmune disease that occurs after the ingestion of gluten in individuals with genetic predisposition. Although many alternative treatment options for celiac disease have been investigated, the only treatment for celiac disease today is a gluten-free diet. Gluten is a protein mixture found in wheat, barley and rye and is unfavorable for individuals with celiac disease. It is essential for celiac patients to follow a gluten-free diet for life (Yıldırım, 2020). However, there are difficulties in the implementation of the gluten-free diet due to the difficulties in obtaining gluten-free products, the risk of cross-contamination and the relatively high cost of products. The variety of gluten-free products is increasing day by day to meet the increasing demands of individuals with celiac disease.

Amasya Bun was registered as a product with a trademark on 24.08.2021. The dough obtained from wheat flour, walnut kernels, butter, salt and chickpea juice used as yeast is used in the production of Amasya Donut, which was registered by the Yeşilırmak Basin Development Union. After the palm-sized and semicircular Amasya Donut is scratched and baked for 15 minutes, a mixture of vegetable oil, egg yolk and white sugar is spread on it and baked for another 20 minutes. The use of chickpea juice prepared with crushed chickpeas as yeast in the production of Amasya pastry and the two-stage cooking process have a geographical boundary with fame because it provides it with distinctive features (Turkish Patent and Trademark Office, 2022).

In this study, gluten-free production trials of Amasya doughnut with geographical indication were carried out within the scope of product development for celiac patients. Sensory analysis of the obtained products was carried out in two stages by applying to trained panelists and consumers.

METHOD

Product development and sensory analysis methods from quantitative research methods were used in the study. Within the scope of product development, a new product is defined as a product that is not previously available in the industry or in the market by an enterprise, or a product that offers a new benefit or different feature (Derya Öztürk, 2018). Innovative product development is a critical strategy to gain competitive advantage, increase market share and support sustainability (Topçu, 2021). Sensory attributes are factors that are perceived by people's senses and indicate the consumer's acceptability of the product. Sensory quality is important for consumers, but also for producers, making the right production is an important process for the business. Food manufacturers use sensory evaluation systems for purposes such as sustainability of quality, development of new products, quality improvement and market analysis (Kiş, 2023).

n the first phase of the research, a sweet form of the savory Amasya bun was developed (using regular flour), then different recipes were created using chickpea flour, almond flour and gluten-free flour. After each trial, revisions were made to the recipes by trained panelists using a quality rating test. The panel arrangement is composed of a group of 3 to 10 trained panelists, a group of 8-25 semi-trained panelists, and a panel group of 80 to 100 untrained panelists used to determine consumer preferences (Altuğ Onoğur and Elmacı, 2011). As a result of the trials, the most popular product was presented to 80 consumers. Trained panelists were administered a quality rating test prepared in accordance with a 7-point Likert scale. The liking test was prepared and applied in accordance with a 5-point Likert scale.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

Gluten allergy is commonly associated with celiac disease. In this context, celiac patients are especially disadvantaged in terms of nutrition and have problems in terms of product diversity. Amasya Pastry with Lavender can be considered as an alternative for individuals with gluten sensitivity. In addition, Amasya Donut is a geographically marked product. In this respect, adding added value to the product in question by using a geographically marked product is among the common effects of the research.

The flours used in the research are limited to chickpea flour, almond flour and gluten-free white flour. The findings obtained in the research are limited to the panelist who participated in the sensory evaluation.

ORIGINAL VALUE OF THE RESEARCH

Amasya Donut, a geographically marked product, is formulated with gluten-free flours. The enrichment of Amasya doughnut with lavender gives the product an antioxidant property and paves the way for its transformation into a health-promoting product. In this respect, when the researches in the literature were analyzed, no research similar to our study was found.

GLÜTEN İÇERMEYEN UN VE NOHUT UNU İLE HAZIRLANAN COĞRAFİ İŞARETLİ MELENGÜCCEĞİ TATLISININ DUYUSAL DEĞERLENDİRİLMESİ

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ABSTRACT

Melengücceği is a traditional dessert with a geographical indication, and the study aims to make the dessert suitable for gluten-free diets. The study addresses an important research issue in terms of making geographically indicated traditional desserts compatible with today's nutrition trends and the spread of gluten-free diets. In the production of Melengücceği dessert, a recipe in accordance with the recipe in the geographical indication system was developed by using gluten-free flour and chickpea flour. The dessert prepared with the resulting flour mixture was evaluated in terms of sensory properties such as color, smell, taste, texture and general taste by a panelist group consisting of individuals diagnosed with celiac disease. In the study, using the Flavor Profile Analysis Method (LPA), which is a descriptive sensory analysis technique, the expected or unexpected color, smell, taste, texture and general taste criteria of the dessert were analyzed and interpreted. It was determined that the panelists liked the dessert by giving an average of 5.8 points to the general appreciation parameter. In addition, the average of all criteria in the sensory analysis parameter of the dessert evaluated by the panelists is above 5. In the statements of the panelists, they stated that they consumed dessert before the celiac diagnosis, but after the diagnosis, the gluten-free Melengücceği dessert offered a taste close to the original and could be preferred on gluten-free diets. By using a gluten-free flour mixture, consumers are offered an option to access this traditional dessert. Such research is of great importance not only for the purpose of preserving the cultural heritage of traditional desserts, but also for the potential to offer alternatives to individuals on a gluten-free diet. In future studies, it is recommended to examine the effects of different gluten-free flour types and combinations on the sensory and nutritional properties of Melengücceği dessert in more detail.

Key words: Gastronomy, Geographical Indication, Sensory Analysis, Melengüccegi, Gluten.

ÖZET

Melengücceği, coğrafi işaretli geleneksel bir tatlı olup, çalışmada tatlının glütensiz diyetlere uygun hale getirilmesi hedeflenmektedir. Çalışma, coğrafi işaretli geleneksel tatlıların günümüzdeki beslenme trendlerine uygun hale getirilmesi ve glütensiz diyetlerin yaygınlaşması açısından önemli bir araştırma konusunu ele almaktadır. Melengücceği tatlısı üretiminde glüten içermeyen un ve nohut unu kullanılarak coğrafi işaret sisteminde yer alan tarife uygun bir reçete geliştirilmiştir. Elde edilen un karışımı ile hazırlanan tatlı, çölyak teşhisi konulmuş bireylerden oluşan bir panelist grubu tarafından renk, koku, tat, doku ve genel beğeni gibi duyusal özellikler açısından değerlendirilmiştir. Çalışmada tanımlayıcı duyusal analiz tekniği olan Lezzet Profil Analiz Yöntemi (LPA) kullanılarak, tatlıda beklenen veya beklenmeyen renk, koku, tat, doku ve genel beğeni ölçütleri analiz edilmiş ve yorumlanmıştır.

Panelistlerin genel beğeni parametresine ortalama olarak 5.8 puan vererek tatlıyı beğendikleri tespit edilmiştir. Ayrıca panelistlerin değerlendirdikleri tatlının duyusal analiz parametresinde yer alan tüm ölçütlerin ortalaması 5'in üzerindedir. Panelistlerin ifadelerinde, çölyak tanısından önce tatlıyı tükettiklerini, tanıdan sonra ise glütensiz Melengücceği tatlısının orijinaline yakın bir tat sunduğunu ve glütensiz diyetlerde tercih edilebileceğini belirtmişlerdir. Glütensiz un karışımının kullanılmasıyla, tüketicilerin bu geleneksel tatlıya ulaşımlarına seçenek sunulmuştur. Bu tür araştırmalar, sadece geleneksel tatlıların kültürel mirasının korunması amacıyla değil, aynı zamanda glütensiz diyetteki bireylere alternatifler sunma potansiyeli bakımından da büyük öneme sahiptir. Gelecek çalışmalarda, farklı glütensiz un türlerinin ve kombinasyonlarının Melengücceği tatlısının duyusal ve besinsel özelliklerine etkilerinin daha ayrıntılı olarak incelenmesi önerilmektedir.

Anahtar kelimeler: Gastronomi, Coğrafi İşaret, Duyusal Analiz, Melengücceği, Glüten.

TRADITIONAL KAZANDIBI DESSERT AND ITS DEVELOPMENT WITH CURRENT TECHNIQUES

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INTRODUCTION

The culinary history of the Turks, spanning from the Central Asian Nomadic Period to the present day, is an important example of living cultural heritage. It is essential to preserve intangible cultural heritage under appropriate conditions to ensure its transmission to future generations and its sustainability. Due to the culinary culture changing and diversifying over time; while nations acquire new cultures, it can be said that some cultural elements are forgotten. It can be argued that the dessert tavuk göğsü, mentioned as being consumed during the Roman Period, was introduced to the Turks by the Arabs and is among the traditional Turkish desserts today. It is thought that dessert kazandibi emerged during the Ottoman Period by deliberately burning the bottom of the tavuk göğsü dessert. It can be said that the dessert, originally prepared with chicken meat, rice flour, and milk, is now predominantly made without chicken, using ingredients like starch and eggs. In this regard, traditional kazandibi dessert faces the risk of either evolving over time or being culturally forgotten. In this study, the traditional kazandibi recipe has been standardized using three different sources. The standardized traditional kazandibi recipe was subjected to sensory analysis by preparing a total of four different samples. Three of the samples represent innovative versions of the kazandibi recipe, while the other sample represents the dessert prepared using traditional methods. In this context, it is aimed to preserve the traditional kazandibi recipe and to develop this recipe without deviating from tradition.

LITERATURE

The regional culinary products and history of cultures are in danger of changing and being forgotten day by day. It can be said that the kazandibi dessert, which was prepared using chicken meat in the past, is consumed and known differently from cultural recipes today. In this regard, various methods are employed to transmit and preserve cultural elements to future generations. Some cultural foods and beverages can be preserved through innovation practices in the field of gastronomy. Additionally, it can be argued that product development studies have positive effects on the formation of cultural diversity. When the literature is examined in this direction; Erol (2023) subjected three traditional and innovative desserts or dishes from three different cities to sensory analysis with expert panelists. Among the nine dishes prepared in total, the innovative samples of eight products received more appreciation, while the traditionally prepared sample of one product (pumpkin dessert) received more appreciation. Özata (2019) subjected 21 regional dishes to sensory analysis as traditional and modernized by expert panelists. The sensory analysis results showed that all innovative examples were more liked than those prepared traditionally. Kendirli (2023) developed a functional tavuk göğsü dessert with coconut oil for patients with swallowing difficulties. The developed dessert was given a softer texture and as a result of sensory analysis, the optimal formulation became the most liked product. Ermercan (2022) subjected four

different Ottoman desserts and control desserts (rice pudding), which did not survive to the present day, to sensory analysis. The modern-day dessert rice pudding was preferred more and liked more than the other desserts. Ercan (2021) developed traditional tel kadayıf and tulumba desserts within the scope of fusion cuisine and compared them with traditional desserts using the sensory analysis method. In this context, the samples of the two desserts developed with fusion cuisine were more appreciated by the panelists. Bakan (2021) enriched Turkish milk desserts in various ways and developed 24 dessert recipes. The recipes and data of the most liked desserts in the study were shared. Kulaksız (2015) conducted sensory analysis by incorporating kesme muhallebi, yalancı tavuk göğsü, and semolina desserts into ice cream. Within the scope of the study, it was found that the ice creams were more liked than the traditional milk desserts. Therefore, it can be concluded that the development of cultural food and beverage products under certain conditions is preferred. In this context, three different dessert samples developed in the study were prepared according to the types and proportions of ingredients in traditional desserts.

METHOD

In this study, a detailed literature review was carried out to standardize the traditional kazandibi recipe. In the light of the findings obtained from the literature review, tavuk göğsü dessert recipes obtained from three different sources were passed through preliminary tests to standardize the recipe. The standardized dessert recipe was used in preparing four product samples. The four different prepared samples were subjected to sensory analysis with the participation of a total of 42 panelists. The sensory analysis was carried out in two sessions and 21 panelists attended each session. Participants individually evaluated the four desserts in five different categories (appearance, color, taste/flavor, texture/texture and general liking) according to the hedonic scale (between 1-9). To increase the reliability and validity of sensory analysis, three semi-structured interview questions were asked to the panelists at the end of the sensory analysis. The data obtained from sensory analysis were examined using one-way analysis of variance (ANOVA), and post hoc comparisons were made using the LSD (Least Significant Difference) test. The data were found to be statistically significant at the 95% ($P \leq 0.05$) confidence interval. Additionally, the responses to the semi-structured interview questions with the participants were examined and interpreted.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

Subject of the study has been narrowed down to kazandibi dessert, which is widely consumed and developed by the Turks, due to the large number of traditional Turkish desserts. The dessert samples are limited to four to avoid tasting difficulties for the panelists. The prepared samples were sensory evaluated by students studying in the gastronomy and culinary arts department at the university. The participation of panelists was limited to students from the mentioned department because they received sensory analysis training. Due to the sensory analysis training included in the department curriculum, the students can be considered semi-trained panelists. Typically, the number of panelists ranges from 40 to 50, and it is argued that a meaningful result can be achieved with 40-60 panelists in hedonic ranking. Therefore, the sensory analysis panel was carried out by 42 participants. A high number of samples in sensory analysis can negatively affect taste perception. Hence, the sample size was increased, and the commonly consumed kazandibi dessert without chicken and other developed dessert samples could not be compared. Selecting the panelists only from gastronomy students receiving sensory analysis training limited consumer diversity. It can be said that using the proportions in the traditional kazandibi recipe in the developed kazandibi samples restricts the change of the samples' taste.

UNIQUE VALUE OF THE RESEARCH

Based on the findings obtained in this study, the traditionally prepared kazandibi dessert was preferred more than the kazandibi dessert samples developed with different techniques and equipment. It can be said that this result differs from similar studies in the literature. In this context, it can be suggested that preparing some desserts traditionally with different textures and presentations may reduce their preference level. Similar studies in the literature suggest that traditional recipes are prepared with different ingredient contents and ratios. The innovative desserts prepared within the scope of this study have the same ingredient content and proportions as the traditional kazandibi dessert. Unlike the literature, the developed desserts stand out only as the preparation stages and the new generation equipment used. The traditional kazandibi dessert is prepared by intentionally burning the bottom of the chicken breast dessert. Today, the use of chicken meat in the tavuk göğsü dessert is gradually increasing, while the use of chicken in kazandibi dessert is mostly unknown. This study aims to develop the traditional dessert in terms of texture, appearance, and flavor. In this context, the study aims to contribute to the literature and preserve the traditional dessert recipe.

Note: This study is extracted from a master's dissertation titled "Geleneksel Kazandibi Tatlısı ve Güncel Teknikler ile Geliştirilmesi"

YENİLEBİLİR BÖCEKLERİN TÜKETİMİNDE NEOFOBİ DÜZEYİNİN BELİRLENMESİ: İZMİR ÖRNEĞİ

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GİRİŞ

İnsan hayatını sürdürebilmek için en temel ihtiyaçlardan bir tanesi beslenmedir. Tercih edilen yiyecek ve içecekler bireyin beslenme tarzını oluşturmaktadır. Birey alışkanlık edindiği beslenme tarzı dışındaki yiyecek ve içeceklere önyargı ile yaklaşabilmektedir (Topçu & Özer Altundağ, 2023). "Yeni" kelimesi gıdalar için kullanıldığı zaman tüketiciler için bir fobi haline gelmektedir (Özdal & Nakilcioğlu, 2024). Yeni yiyecek ve içecekleri denemeye isteksiz olmak neofobi olarak adlandırılmaktadır. Bu durumun tam tersi olan yeni yiyecek ve içecekleri denemeye istekli olmaya neofili denmektedir. Gıda neofobikleri ve gıda neofililerinin genetik yatkınlıklar, duyusal değerlendirmeler, psikofiziksel derecelendirmeler, uyaran etkileri ve fizyolojik tepkiler bakımından farklılıklar gösterdiğinin daha önceki çalışmalarda belirtildiği aktarılmaktadır (Capiola & Raudenbush, 2012).

Hızla artan nüfus ve özellikle hayvansal protein üretiminin yetersizliğinden dolayı kişi başına düşen protein miktarında azalma öngörülmektedir. Bu sebeple yenilebilir böcekler alternatif besin kaynakları olarak ön plana çıkmaktadır (Karaman & Bozok, 2019; Gencal & Selçuk, 2024). Endüstriyel olarak üretildiğinde böcekler, ekonomik getirisi olan alternatif bir hayvansal proteindir ve "geleceğin eti" olarak görülmektedir (Baş Aksoy & Nehir El, 2021).

Bu çalışmada gıda endüstrisinde yeni bir trend olan yenilebilir böceklere tüketicilerin yaklaşımı incelenmektedir. Yenilebilir böcekler Türkiye'de geleneksel olarak tüketilmediğinden tüketicilerin yenilebilir böceklere yaklaşımı üzerinde neofobi düzeylerinin belirlenmesi amaçlanmıştır.

LİTERATÜR

Günden güne değişim gösteren dünya ile birlikte bireylerin istek ve ihtiyaçları başkalaşmakta ve bu durum tüketim alışkanlıklarına da yansımaktadır. Bu değişimin yansımaları yiyecek-içecek sektöründe de gözlenmektedir (Hoş & Zencir Çiftçi, 2022). Küreselleşme ile birlikte her geçen yıl yerel olmayan ürünler pazarda kendine daha çok yer edinmektedir. Bu durumda kültürel etkileşim kaçınılmaz olmaktadır (Ceylan & Akar Şahingöz, 2023).

Dünya nüfusundaki hızlı artış gıda kaynaklı sorunları da beraberinde getirmektedir. Protein yetersizliği gelecekteki sorunlardan bir tanesi olarak görülmektedir ve dolayısıyla araştırmacılar üretim maliyeti düşük ve üretim süresi kısa olan yeni protein kaynaklarını incelemektedirler. Bir porsiyonundaki mevcut protein değerinin yüksekliği, daha küçük alanlarda daha düşük maliyete üretilebilmesi ve çevreye verdiği zararın az olması sebebiyle doğrudan ya da gıda bileşeni olarak kullanılma potansiyeli yüksektir (Demir & Altun, 2021; Baş Aksoy & Nehir El, 2021). Yenilebilir böcekler yağ, protein, vitamin, mineral ve lif bakımından zengindir ve %20-70 ham proteine sahiptir. Ek olarak biyoyararlılığı yüksek olan

magnezyum, manganez, demir, çinko, fosfor, potasyum, selenyum ve sodyum gibi bazı mikro besinleri de içermektedir (Tekiner, Darama, Özatila & Yetim, 2022).

Çevre ve insan sağlığına yarar sağlaması, gastronomi alanında alternatif bir gıda olarak incelenmesi yenilebilir böcekleri yükselen bir trend olarak önümüze çıkarmaktadır (Özkan & Güneş, 2023). Dünyanın birçok bölgesinde özellikle Afrika, Asya ve Güney Amerika'da böcekler yaygın olarak tüketilmesine rağmen Avrupa ülkelerinde böcek tüketimine sıcak bakılmamaktadır. Türkiye'de böcek tüketimi yok denilebilecek kadar azdır (Baş Aksoy & Nehir El, 2021; Karaman & Girgin, 2020). Yaşanılan coğrafya ve buna bağlı olarak edinilen mutfak kültürü, deneyimler, ülke şartları bireyin neofobisinin üzerinde önemli bir etkiye sahip olduğu düşünülmektedir (Ceylan & Akar Şahingöz, 2023).

YÖNTEM

İzmirde yaşayan bireylerin yenilebilir böceklerin tüketimi ile ilgili neofobi düzeylerinin belirlenmesi amaçlanmaktadır. Dolayısıyla gerçekleştirilmekte olan çalışmanın evrenini İzmir'de yaşayan bireyler oluşturmaktadır. Çalışmanın yöntemi olarak anket tekniği kullanılmaktadır. Araştırmada kullanılacak olan anket Google Anketler ile hazırlanmış olup katılımcılara internet üzerinden ulaştırılmaktadır. İnternet üzerinden gerçekleştirilen anket yönteminde anketler katılımcılara internet aracılığıyla ulaştırılmaktadır. Bu yöntem ile birlikte verilerin daha geniş bir coğrafyadan daha hızlı ve daha ucuz bir şekilde toplanması sağlanmaktadır (Koçoğlu & Kıyıcı, 2022). Çalışmada İzmirli tüketicilerin yenilebilir böcekler üzerindeki davranışsal niyetlerini belirlemek amacıyla Neves (2015) tarafından geliştirilen ölçek ve İzmir ilinde yaşayan bireylerin yenilebilir böcekler hakkındaki neofobi düzeylerinin belirlenebilmesi adına Pilner and Hobden (1992) tarafından geliştirilmiş olan neofobi ölçeği kullanılmaktadır. Her iki anket de Türkçeye çevrilmiş olup katılımcılar tarafından kolay anlaşılır olabilmesi için günlük kullanım diline uygun hale getirilmiştir. Veri toplama süreci bir ay sürecek olup 1-30 Temmuz arasında gerçekleştirilmesi planlanmaktadır. Yapılan araştırma sonucunda elde edilen veriler SPSS paket programında değerlendirilecektir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Gastronomide yeni bir trend olan yenilebilir böcekler literatürde de belirtildiği üzere artan nüfus ve gelecekteki protein kıtlığı sebebiyle düşük maliyetli ve hızlı üretilebilen 'geleceğin eti' olarak görülmektedir. Ancak Türkiye'de yenilebilir böceklerin geleneksel olarak tüketilmemesi ve Türkiye için yeni bir gıda türü olması sebebiyle bireylerin ilgili konuya yaklaşımı merak konusu olmuştur. Tüketicilerin kendi kültürüne ve beslenme alışkanlığına dahil olmayan gıdalara yaklaşımı üzerinde kişinin sahip olduğu neofobi düzeyinin etkili olduğu gerçekleştirilen literatür analizi sonucunda anlaşılmıştır. Bu noktada geleceğin önemli bir protein kaynağı olarak görülen yenilebilir böceklerin tüketilmesi hakkında İzmir'de yaşayan tüketicilerin neofobi düzeylerinin ölçülmesi önem taşımaktadır.

Çalışma İzmir ilinde gerçekleştirilecektir ve dolayısıyla elde edilen sonuçlar tüm Türkiye'yi yansıtmamaktadır. Çalışma Temmuz 2024'te gerçekleştirilecek olup sınırlı bir zaman dilimini kapsamaktadır. Bu sebeple aynı çalışmanın farklı zaman ve mekanda yapılması durumunda farklı veriler elde edilmesi mümkündür. Araştırmada yalnızca İzmir'de yaşayan bireylerin yenilebilir böceklerin tüketimi üzerine neofobi düzeylerini ölçülmektedir. Dolayısıyla bireylerin genel neofobi düzeylerini yansıtmamaktadır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Sürekli değişen ve gelişen dünya ile birlikte gastronomide de her geçen gün yeni bir trend ortaya çıkmaktadır. Popüler gastronomi trendleri arasında alternatif bir gıda olarak yenilebilir böcekler ve bireylerin neofobi düzeyleri gösterilebilir. Yenilebilir böcek tüketimi dünyanın birçok yerinde geleneksel olmasına karşın Türkiye'de yaygın olmaması sebebiyle birçok kişi için yeni ve geleneksel olmayan bir gıda türüdür. Dolayısıyla İzmirli tüketicilerin yenilebilir böceklerine karşı tutumu merak konusudur.

Birçok kişi için yerel ve geleneksel olmayan, beslenme alışkanlıklarının dışında kalan gıdaları tüketmek korku vericidir. Dolayısıyla geleneksel olarak tüketilmeyen yenilebilir böcekler düşünüldünde akla gıda neofobisi de gelmektedir. Gerçekleştirilen çalışmada yenilebilir böcekler ve neofobi konuları birleştirilerek İzmir'de yaşayan bireylerin böcek tüketimi konusundaki neofobi düzeyleri belirlenmesi amaçlanmıştır. Literatür taraması sonucunda İzmirli bireylerin yenilebilir böceklerin tüketilmesi ile ilgili neofobi düzeyleri hakkında bir çalışma tespit edilememiştir. Geleceğin temel protein kaynaklarından biri olarak görülen ve birçok ülkede tüketilen yenilebilir böceklerin İzmirli bireyler tarafından kabul edilirliği açısından çalışmanın alanyazına katkı sağladığı düşünülmektedir.

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EXAMINATION OF PURCHASING TENDENCIES AND LIKES OF CAKES IN THE FORM OF NON-EDIBLE NATURAL ITEMS IN THE CONTEXT OF ADULT PICKY EATING: THE CASE OF ISTANBUL PROVINCE

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INTRODUCTION

Nutrition is a basic need for humans. Eating habits, which started with hunting and gathering in ancient times, changed with the invention of fire and the transition to settled life (Selimoğlu, Bektaş, Özkocak, & Gültekin, 2018). With the transition to settled life, civilizations were formed and food became a symbol of power and status indicator (Mormenekşe, 2005). In later periods, food played a leading role in the development of social relations (Doğan, 2022). Starting from 1765, commercial places where people could eat outside the home began to be opened (Çalışkan, Tekeloğlu, & Gençer, 2023).

Nowadays, as living conditions change, consumer expectations have also changed. The number of businesses opened in the past and increasing in number has created the necessity of making innovations in many products and services in line with changing consumer expectations. These conditions also require consumer-oriented improvements to be made for restaurant businesses to gain competitive advantage (Öndoğan, 2010). These demands and developments in the food industry have led to the emergence of various culinary trends. One of these trends is thematic restaurants (Aldemir, 2022).

When the literature on thematic restaurants is examined, it is seen that there are foods in various shapes and presentations. When studies within the scope of neurogastronomy are examined, there are various studies in which shape and presentation come to the fore in food preferences. There is also the concept of “picky eating behavior” that allows us to understand and measure people's consumption preferences. However, there is no study yet that examines consumers' product preferences in thematic restaurants by combining these data. This study aims to examine the tendency to enjoy and purchase cakes in the form of inedible nature substances in the context of "adult selective eating". Cake images were created taking into account neurogastronomy studies. The cake images created are nature-themed but represent substances that cannot be eaten in their natural state. Thus, consumer preferences for products that can be offered in a thematic restaurant in the context of picky eating behavior have been revealed.

LITERATURE

Picky eating is the behavior of avoiding familiar or unfamiliar foods. It usually manifests itself with features such as limited food consumption, a rigid attitude towards sensory effects such as taste, smell, aroma and appearance, and difficulty in trying new foods. Dovey and his colleagues are the first researchers to define picky eating in the literature, and since this is a new concept, they stated that it has different theorized structures (Dovey, Staples, Gibson, & Halford, 2008) (Banhard, Hamilton, Jordan,

Pratt, & Musher-Eizenman, 2021) . Since picky eaters have not been fully defined, studies on this subject have been limited (Marcontell, Laster, & Johnson, 2003).

Picky eating behavior has generally been studied in children. However, recent findings have shown that picky eating also has significant effects on adults' eating behavior (He, Ellis, Zickgraf, & Fan, 2019). Although modernization of the food chain has led to higher levels of food security and diversity, 15-35% of people still show restrictive behavior in their daily food choices. Although picky eating is seen as a feeding difficulty, it is described as a multidimensional phenomenon that is behaviorally and etiologically different from other types of eating disorders. While picky eating is associated with disinterest in both familiar and unfamiliar foods, it also includes dislike of certain sensory characteristics and/or psychosocial disorders (Menghi, et al., 2022). Some studies have defined picky eating as an eating disorder and used it synonymously with avoidant/restrictive food intake disorder (Tümen, 2023).

In the literature, picky eating behavior is generally defined in terms of neophobia. However, these definitions are limited for measuring attitudes and behaviors. For this reason, "The Adult Picky Eating Questionnaire (APEQ)" was developed by Ellis et al. This scale aims to diagnose adult picky eating, accurately determine the dimensions, and interpret psychosocial results (Ellis, Galloway, Webb, & Martz, 2017). Later, He and his colleagues added 4 more items to this scale. These 4 added items were found to be supportive in understanding the sensory food aversions underlying picky eating and were compatible with the 4 underlying dimensions of the scale (He, Ellis, Zickgraf, & Fan, 2019).

Food selection is a complex process. There are different studies on how consumers make their choices. Social activities such as consumption at home, celebrations or parties are factors that push consumers to choose food. Food choice is not just a conscious act. It also includes automatic choices or subconscious choices along with habits (Kaplan, 2018). Neurogastronomy studies include neuroscience studies. It often uses implicit techniques known as conscious or non-conscious evaluations. The purpose of these studies is to evaluate what affects individuals' decisions (Niedziela & Ambroze, 2021).

When consumers evaluate a product, visual stimulation occurs first. Visual stimulation is what the consumer sees. This could be a product itself, an advertisement or in-store visual. The consumer then enters the process where the brain makes sense of the visual stimuli, which is called visual processing. This stage includes factors such as shape, color, light and movement. Then the consumer evaluates the product he sees. Visual evaluation is the consumer's positive or negative reaction to a visual stimulus. In order to benefit from visual perception positively, it is important to use quality, consistent visual content that is suitable for the target audience (Rughubir, 2011).

Thematic restaurants do not only offer their customers a dining experience. At the same time, they include objects and visuals related to the theme in decoration, presentation, menus, and music and activities appropriate to their themes (Heung, 2002). Thematic restaurants should have a clear theme, be easily described, have decoration appropriate to the theme, and offer a menu appropriate to the theme (Çalışkan, Tekeloğlu, & Gençer, 2023).

Thematic restaurants first emerged in America in the late 1950s (Kim & Moon, 2009). Restaurants with different themes were opened and continue to be opened today. In a study examining thematic restaurants in the world, examples such as 'Hard Rock Cafe', 'Rainforest Cafe', 'Heart Attack Grill', 'Roller Coaster Cafe' and 'Modern Toilet Restaurant' were examined. When these examples are examined, it is seen that such restaurants commonly offer atmospheres and menus appropriate to their themes (Çalışkan, Tekeloğlu, & Gençer, 2023).

METHOD

In this study, the adult picky eating scale consisting of 16 items and 5-point Likert-type questions, developed by Ellis et al. and whose Turkish validity and reliability study was conducted by Demir et al., was used to measure adult picky eating behavior (Demir, Songür Bozdağ, & Çakıroğlu, 2023). . Additionally, 7 cake visuals in the form of inedible nature items were prepared and the participants were

asked about their liking and purchasing intentions on a 10-point Likert-type scale. Demographic characteristics were evaluated with 4 questions.

First of all, product images to be used in the study were prepared. Product images were created using a professional camera with the same light, always placing the products in the same spot. Product images were created to be the same size and in the same alignment. In this way, it is aimed to minimize the perception that may change due to the photo angle or the position of the product.

The created surveys were sent to the participants via computer and phone. Participants were selected by random sampling method from individuals residing in Istanbul. Participants naturally answered the questions in the environment they were in. Participants were informed that no personal information was collected and that they could withdraw from the study at any time. The answers given by the participants were automatically collected by the computer.

The obtained data were examined using the SPSS program. First of all, the reliability level of the adult picky eating scale was analyzed. Then, Exploratory Factor Analysis was conducted to examine the variables of the scale. Shapiro-Wilk test was performed to decide the type of analysis to be performed and it was observed that there was no normal distribution. Then, Spearman's Correlation Analysis was performed to examine the relationship between picky eating behavior and purchasing/liking. Additionally, the data were examined in the context of gender.

A total of 429 people participated in the study. The average age of the participants is 37.5. 217 of the participants were women and 207 were men, 5 participants did not want to indicate their gender.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

In the study, the relationship between adult picky eating behavior and the intention to purchase and liking cakes in the form of inedible natural substances was examined. Additionally, relationships were evaluated when demographic characteristics were mediating variables. As for demographic characteristics, gender, age, education level and whether they had previously worked in a professional kitchen were asked.

Firstly, exploratory factor analysis was conducted specifically for the adult picky eating scale, and another dimension was found in addition to the 4 dimensions found in previous studies. With this result, the scale should be evaluated as 5 dimensions in future studies.

This study is important because it is a first in the literature. When previous publications were examined, no similar study was found.

This study has potential benefits for the industry; Industry professionals, in particular, can reconsider their product development and marketing strategies by taking these findings into account. It is a pioneering work, especially for thematic restaurants that have a product portfolio on different themes and offer foods in different shapes.

In this study, only cakes in the form of inedible natural substances were examined. In future studies, it is recommended to repeat similar studies on different product categories or participant groups with various demographic characteristics.

UNIQUE VALUE OF THE RESEARCH

A significant relationship was observed between participants' liking of cake visuals and purchase intention (sig. <.001). At the same time, when the relationship between each cake image was examined, a significant relationship was seen in all of them (sig.<,001). When the sub-dimensions of the "adult picky eating" scale were examined and the liking of the cakes or the intention to purchase, no significant relationship was observed in general (sig. >.005). When descriptive analyzes were made, it was observed

that the participants generally gave low scores to the items in the picky eating scale, and their purchasing intentions and liking levels were also low. In general, it was concluded that the participants evaluated all cake images in the same category, but they did not like them or did not buy them. In addition, it was observed that the results did not change when demographic characteristics (gender, age, educational status and having previously worked in a professional kitchen) were mediating variables.

As mentioned before, no similar studies were found when the literature was examined. It is thought that these results in this context will be pioneers for future research. It is an important study to understand how the unusual presentations used especially in thematic restaurants are perceived by the consumer.

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INTRODUCTION

Fungi are defined as single-celled and multicellular eukaryotic organisms. They do not contain chlorophyll, do not photosynthesize, and cannot synthesize their own carbohydrates, so they use organic substances as carbon and energy sources. It has been determined that there are 45000 mushroom species worldwide, but the number of edible ones among these species is 2000. The collection of edible wild mushrooms is a form of utilization that can be applied in large areas with social, economic and cultural aspects and affects a large part of the society. Whether for subsistence or commercial purposes, wild mushroom picking is an important part of the life of rural communities not only in our country but all over the world, as it does not require much labor and is low-cost. Cedar mushrooms, which are marked with the epithet "Anatolicum" meaning "Anatolian mushroom", grow in the Mediterranean region, especially in the Taurus Mountains and in cedar forests in Adana, Kahramanmaraş, Antalya, Konya and Muğla provinces and live a symbiotic life with the roots of this tree. Cedar mushroom, which is harvested intensively in Feke district of Adana province, constitutes an important source of income for the people of the region. It is exported to many countries, especially Japan, and it is stated that the demand for the mushroom is increasing. This study will be carried out to investigate the cedar mushroom with the local name Thricoloma Anatolium, which grows in cedar forests in Feke and Kozan districts of Adana province. This study

LITERATURE

Mushrooms have existed on earth for many years and have been used as food for humans in prehistoric times (Şimşek, 2020:22).Considering the contribution of mushrooms to human health, the effect of creating economic value, and the effect of creating natural recycling on the ecosystem, they are very beneficial to both natural life and human life.(Özkan, Boz, 2023:169) Since the humidity and temperature values needed by mushrooms occur in the spring and autumn months in Turkey, they are more common in these months (Barutçiyan, 2012: 28). There are about 300 edible nature mushroom species in Turkey (Şimşek, 2021, 22). Pine mushroom, pepper mushroom, garden hare mushroom, cedar (tar) mushroom can be given as examples.

Cedar (tar) mushroom in Feke district of Adana province grows in places where Tricholoma anatolicum cedar (tar) trees belonging to the Tricholomataceae family are found. The cap is first in the form of a knob attached to the stem, then opens and flattens into a dome. It turns white-cream when young, yellowish cream when mature. The surface is finely woolly hairy. Fleshy part 2-4 cm thick, white, firm, tarry and sweetish. The lamellae are cream, indented into the stem. When development progresses, the

color is reddish brown spotted. First white, then cream white to cream yellow. It has a thin woolly structure and annulus. Microscopic characteristics of Tricholoma anatolicum are broadly elliptical or subglobose, colorless, smooth, 6-7.5 × 4-5µm spores.(Kaplaner, 2017: 12).

Tricholoma anatolicum grows naturally only under cedar trees in our country and under cedar trees in the Western Taurus Mountains (Fethiye-Koruköyü) and Kozan plateaus. It is also known as "cedar mushroom" because it grows under cedar trees. This mushroom is collected and traded by forest villagers in the region during the growing season. It is reported that an average of 50 tons are exported to Japan every year (Doğan and Akata, 2011). As a result of the literature review, no studies were found in which cedar mushroom was considered as a gastronomic value. For this reason, it is planned to make a gastronomic evaluation and to reveal the sales and marketing situations in this study.

METHOD

As stated by Baltacı (2019), there is an effort to obtain in-depth information about the situations examined in studies prepared using qualitative research methods. These studies are based on the principle of examining human events and phenomena in their social reality and natural environment. For this reason, qualitative research method will be used to obtain data suitable for the objectives of the study. A semi-structured interview form will be used as a data collection tool in order to ask additional questions during the interviews. Purposive sampling methods used in qualitative research methods allow in-depth investigation of situations that are thought to have rich information suitable for the research problem, and to discover and reveal the connections between facts and events (Yıldırım & Şimşek, 2021: 116). For this reason, snowball sampling method, one of the purposive sampling methods, will be used in the study. Based on the question of who has the most knowledge about this subject, interviews will be conducted with people who are determined to have in-depth knowledge about the subject. In qualitative research, it is stated that when the answers received start to become repetitive, the interviews reach the saturation point where they can be ended. For this reason, the interviews will continue until the answers received from the participants are repeated. In order to avoid data loss during the interviews, the interviews will be audio recorded by obtaining permission from the participants. Personal data will be used in the study.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

With the analysis of the data to be obtained within the scope of the research, the gastronomic value of cedar mushroom will be shared. In this way, it will be possible to provide ideas for studies on mushrooms that grow in different regions and have not yet been examined. Transfer will be possible by collecting and recording information from the local people about the use of the mushroom in the kitchen, cooking and storage methods. In addition, if information is obtained about the current situation and the problems experienced at the marketing point, it will be possible to put forward the current situation on this issue and make suggestions. The outputs obtained as a result of the research will be a source of literature and will help researchers who want to study on a similar subject.

ORIGINAL VALUE OF THE RESEARCH

Although edible mushrooms vary locally, they are included in human nutrition. Mushrooms are consumed not only for their flavor but also for their positive effects on health. As a result of the literature review on cedar mushroom with its local name tar mushroom, it is seen that the studies focus on issues such as growing conditions of the mushroom, microbiological properties, problems experienced during collection. There is no study evaluating the mushroom in terms of gastronomy. For this reason, the study

to be conducted will help to fill this gap in the relevant literature. As a result of the increase in knowledge about mushrooms, it will be possible to handle them from different angles. In addition to this, with the data to be revealed about its situation in the domestic and foreign markets, the demand situation, the reasons for demand, the problems experienced can be revealed and solutions can be offered regarding these issues.

YÖRESEL LEZZETLERİN YİYECEK İÇECEK İŞLETMELERİNDE SUNUMUNUN GASTRONOMİ TURİZMİ KAPSAMINDA İNCELENMESİ: BOYABAT ÖRNEĞİ

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Özet

Bu çalışmanın amacı, Sinop iline bağlı Boyabat ilçesinde faaliyet gösteren yiyecek içecek işletmelerinin menülerinde bölgeye ait yöresel yemeklerin yer alma durumunu araştırmaktır. Nitel araştırma yaklaşımının benimsendiği çalışmada literatür araştırması yapılmış, yarı yapılandırılmış görüşme tekniği uygulanmıştır. Bu amaç doğrultusunda Boyabat destinasyonundaki 17 yiyecek içecek işletmesi yetkilisinden veriler toplanmıştır. Çalışma neticesinde; yiyecek içecek işletmelerinde yöresel ürün olarak daha çok sırık kebabı, keşkek, mantı ve pilavın olduğu, bu ürünlerin daha çok yerli ziyaretçiler tarafından tercih edildiği tespit edilmiştir. Diğer yandan yöresel ürünlerin daha çok köylerden ve toptancılardan temin edildiğini belirtilen katılımcıların tanıtım için düşündükleri en önemli aracın kültürel etkinlikler olduğu belirlenmiştir. Gerçekleştirilen mülakatlar neticesinde elde edilen diğer tespitler de; gastronomi turizminin yiyecek içecek işletmesi yetkililerince daha çok yemek ve ziyaret kavramlarıyla açıklanmaya çalışıldığı, işletmelerde yöresel ürünlerin özellikle talep edilmediği konularında olmuştur.

Anahtar Kelimeler: Yiyecek İçecek İşletmesi, Gastronomi Turizmi, Boyabat.

KÜLTÜREL MİRASIN AKTARILMASINDA MISIR UNU KULLANIMININ ETKİSİ

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GİRİŞ

Kültür, toplumların yaşayış biçimlerinde var olan ve anlamlandırdığı ortak değerlerin bütününü yansıtan küçük parçalara ayrılarak incelenmesine imkân sunan bir olgu bütünüdür. Bu olgu bütünün bir parçasını da yemek kültürü oluşturmaktadır. Yemek bir kültürün temel unsurunu temsil etmektedir ve bir kişinin etnik kimliğinin önemli bir göstergesidir. Yemek kültürü sayesinde nesilden nesile bir ürün ve yemeğin paylaşılmasına imkân sunularak bölgesel kimliğin oluşmasına katkı sağlanmaktadır. Böylelikle bireyler ömürleri boyunca sürecek olan anılara imza atmaktadır. İnsanların çocukluk dönemlerinden bu yana tükettikleri yiyecek tatlarını, lezzetlerini ve kokularını kültürleriyle özdeştirerek her zaman anımsayabilmektedir. Geçmişten günümüzde yaşanan göçler sayesinde insanlar nereye giderse gitsinler yanlarında kendi kültürlerine ve yörelerine ait yemekleri götürmüştür. Bu sayede bulundukları bölgeye kendi yemek kültürlerini de taşımışlardır. Yiyecek maddelerinin üretimi, taşınması, saklanması ve kullanımı süresince sürdürülen eylemler beslenme ve yemek konusunda kültür kavramı kapsamında değerlendirilmesini zorunlu hale getirmiştir. Tezcan (2000) yemek kültürünü; ne yenileceğinin belirlenmesi şeklinde ifade etmiştir. Yiyecek ve içecek alışkanlıklarının küçük yaşlarda öğrenildiğini ve öğrenildikten sonra da uzun süre değişmediğini savunmaktadır. Aslında yiyeceklerin kültürün bütünleyici parçalarını oluşturduğunu vurgulamaktadır. Dünyada hemen hemen her mutfağın temel sayılacak bazı farklı özellikleri söz konusudur. Bu özellikler bölgeye ait geleneksel yöntemlerle üretilen ürünler ve pişirilen yemeklerin diğer bölgelerdeki ürünlerden ayıran nitelikleri olarak ifade edilmektedir. Çoğu zaman bu farklılıklar üzerinde din ve inanış kısıtlamalarının, bölgeye özgü hayvan varlığı ve bitki varlığı ile sınırlamaların olduğundan söz edilmektedir (Şavkay, 2000). Toplumun ekonomik yapısı ve bu yapının şekillendirildiği gündelik hayat deneyimleri mutfağın temel belirleyicisi haline gelmiştir. Toplumun tarımsal üretim esnasında mı yoksa konar göçer bir yaşam tarzı sergilediği için mi yoksa yaşadığı coğrafyanın fiziksel özellikleri sayesinde mi, beslenme kültürünü oluşturduğu her zaman merak konusu haline gelmiştir. Ele alınmış olan bu özellikler ve yöneltilen sorular aynı zamanda o bölgenin gelenekleri, görenekleri, tarihlerini ve kültürleri hakkında da fikir sahibi olunmasına imkân sunmaktadır. Yüzyıllar öncesine dayanan geleneksel üretim ve pişirme yöntemleri gibi bilgilerin nesilden nesile aktarılmasıyla bölgenin kültürel varlığı korumaya da yardımcı olmaktadır.

Bölgeye özgü kültürel mirasın parçasını oluşturan geçmişten günümüze birçok kütürde varlığını sürdüren geleneksel gıdalardan birisi de mısır unudur. Bu çalışmada kendine özgü üretim ve yetiştirme özelliklerine sahip ve geleneksel metotların kullanıldığı mısır unun önemi vurgulanmaya çalışılmıştır. Ayrıca temelinde hangi kültürleri barındırdığı, hangi bölgelerin kültürünü yansıttığı ve mısır unu ile yapılan unutulmaya yüz tutmuş lezzetlerin reçetelerinin açığa çıkarılarak kültürler arası etkileşiminin önemi vurgulanmaya çalışılmıştır. Bu sayede kültürler arası etkileşimde mısır ununun etkisine yer

verilerek mısır unu kullanılarak hazırlanan unutulmaya yüz tutmuş lezzetlerin bilinirliğinin arttırılması amaçlanmıştır.

LİTERATÜR

Yöresel Yemek Kültürü e Kültürel Kimlik İlişkisi

Kültürel kimlik sözcüğü, istikrar ve aynılık anlamlarını taşıyan Latince bir sözcük olan "idem" sözcüğünün gelişmesiyle oluşmuştur. Türkçede ise Kültürel kimlik, toplum tarafından gelenek görenek, örf adet ve bütünlüğü temsil eden aynılığı, mecburi aidiyeti ifade etmektedir.

Kültür, bir bireyin kendi kimliğini oluşturmasında ve kendi düşüncesini yansıtmasında en önemli faktördür (Bilgin ve Oksal, 2018). Düşünce tarzlarının, davranışın, hareketlerin, beslenmenin ve objelerin bütününü oluşturan kültürel birikim insanların birliğini ve bütünlüğünü sağlayan bir kalıntıdır (Bourse ve Yücel, 2017). Kültür, simgesel bir alan olarak görülmektedir. Bu simgeler genel olarak dil ile ilintilidir. Fakat ülkeleri temsil etmekte olan bayrakları gibi sözlü olmayan simgeleri de mevcuttur. Bu simgesel alanın kullanılması için en etkili faktör insanlardır. Kültürün aktarılması için ortak deneyimleri sağlayan ve paylaşan insanların kültürleri birleştirici etkisi mevcuttur (Kottak, 2008). Bu kapsamda insanların yemek kültürleri de birbirleriyle olan iletişimde ve paylaşımında büyük öneme sahiptir.

Kültürel bir unsur olarak yemek kültürü, bireylerin ve toplumların özelliklerini içermektedir. Yemek ile fizyolojik bir bağı mevcut olan insanlar; sosyal açıdan da yaşadıkları kültürlerin etkisiyle bir yemek kültürüne sahiptir. Tüm bu durumlar göz önünde bulundurulduğunda, yerleşik hayatın ve göçebe hayatın farklı etkilerinin yemek kültürünün oluşması üzerindeki farklılıkları yansıtan en belirgin göstergeler yemek çeşitliliğidir. Türk mutfağı olarak isimlendirilen mutfağımız yemek kültürü içinde sadece bir kısmını oluşturmaktadır (Abdurrezzak, 2005). Antropolojik olarak kabul edilen damak tadı sadece bir bedensel duygudur. Doğuştan gelen bir durumu değil, aynı zamanda geniş çapta zaman içerisinde sosyalleşmeyle birlikte gelişim gösteren bir durumdur (Macbeth, 1997; Caplan, 1997; Scholliers, 2001). Yeme içmeye dair tercih ettiğimi ve istediğimiz her durumda olduğu gibi, belirli sosyal çevrede de edindiğimiz tecrübelerle yemek kültürümüz şekillenmektedir (Weichart, 2004). Yemek pişirme ve yemek bireylerin kültürel iç içe geçmesiyle ve kimliğini sergilemesi açısından oldukça güvenilir ve protatif olmayan eylemleri yansıttığı savunulmaktadır (Weichart, 2004). Bu nedenle yemek bizlere bir kültürün hayata yaklaşımı hakkında detaylı bilgi vermektedir. Kültürel alışkanlıkları, gelenek ve görenekleri, ritüelleri yemek ile gerçekleştirilen her faaliyeti incelediğimizde başka bölgelerin yemek kültürleri hakkında detaylı bilgiye sahip olunabilmektedir (Stajcic, 2013). Yöresel ve geleneksel yemekler ise belli bir bölgede yaşayan belli bir grubun, halkın ya da milletin kimliği ile özdeşen ve geçmişten günümüzde dek aktarılmasında kültürün bir aracı haline gelmiştir. Yöresel yemeklerin aynı zamanda o bölgenin dışından gelen çiğ işlenmemiş malzemelere ihtiyaç duyduğu fakat yöresel biçimde işlemden geçtiği ve bu sebeple yerel ve bölgesel kimlik kazandığından söz etmek mümkündür (Nummedal ve Hall, 2006).

Yöresel ve geleneksel yemek kültürü bir halkın kültüründe en önemli paya sahiptir. Yöresel mutfağın temeli o bölgede var olan yemeklerin ve yöresel ürünlerin " olduğu gibi" doğal haliyle kullanılmasını ifade etmektedir. Bu nedenle yöresel mutfağın girdileri de o yörenin iklimi, hayvan yetiştiriciliğine elverişliliği, üretilen tarım maddeleri ve av imkanları tarafından belirlenmektedir. Yörede yaşayan halkın yerel kimliğini belirleyen (kavmi ve inanç özellikleri gibi), yemek reçeteleri, yöresel pişirme teknikleri ve geleneksel sunum şekilleri belirlemektedir (Gürsoy, 2013). Buna karşılık özellikle son zamanlarda yöresel ve geleneksel yemeklerin nadir pişirilmeye başlandığı görülmektedir. Bunun en temel sebebinin nesilden nesile aktarılmaya uğraşılan yemek reçetelerinin sosyal yaşam, kadınların iş hayatına atılması, göç ve kentselleşme, kitle iletişim araçlarının çoğalması, gıda endüstrisi ve gıda teknolojisinde meydana gelen değişimler olduğu görülmektedir (Güler, 2007). Ulusal literatürde yöresel mutfağa ilişkin çalışmaların genellikle o bölgenin kültürünü ve yöresel pişirme tekniklerini ön plana çıkarmakta olduğu

görülmektedir (Demir, 2000; Demirci, 2000; Akman vd., 2001; Güzelbey, 2008; Aslan vd.; 2014; Serçeoğlu, 2014; Aksoy ve Sezgi, 2015; Işık vd., 2017; Artun, 2001; Sağır, 2012). Bu kapsamda bu araştırma da mısır unu kullanan bölgelerin mısır unu ile yaptıkları ürünler incelenerek bölgelerin kültürleri arasındaki benzerliklerine yer verilmeye çalışılmıştır.

YÖNTEM

Nitel araştırma yöntemini esas alan bu çalışmada, veri toplama aracı olarak doküman (belge) inceleme tekniğinden yararlanılmıştır. Verilerin çözümlenmesinde betimsel analiz tekniği kullanılmıştır. Doküman incelenmesinde asıl amaç; araştırılması hedeflenen olgu ve olaylar hakkında bilgi içeren materyallerin analiz edilmesidir (Yıldırım ve Şimşek, 2016). Doküman incelemesi özellikle doğrudan görüşme ve gözlem yapmanın mümkün olmadığı durumlarda tek başına bir araştırma yöntemi olarak faydalanılmaktadır. Bu yöntemle, araştırılması planlanan konu hakkında bilgi içeren yazılı ve sözlü materyallerin analizi yapılmaktadır. Araştırmada yapılan doküman incelemesi araştırılması planlanan konular hakkında bilgi içeren yazılı materyallerin analizini kapsamaktadır.

Araştırmanın verilerinin toplanması için 2024 yılından itibaren son on yılda yapılan çalışmalar incelenerek " Web of Science, Google akademik, YÖK tez sistemi, Sciencedirect, Researchgate, Dergipark, Google books" veri tabanları üzerinde tarama yapılmıştır. Bu kapsamda 18.10.2023 ve 31.06.2024 tarihlerinde araştırma ile ilgili veriler toplanmaya başlanmıştır. Araştırmanın çalışma evreni anahtar kelimeler üzerinde durularak sınırlandırılmıştır. Bu nedenle çalışmanın örnekleminde Mısır unu, Mısır unu ile geliştirilen reçeteler, Mısır unu üretimi ve tüketimi, Polenta, Mamaliga, Kültürel etkileşim konuları üzerinde durularak ilerlenmiştir. Örnekleme ulaşılabilmesi için web siteleri üzerinde anahtar kelimelerle aramalar yapılarak yer verilen çalışmalar derinlemesine incelenmiştir. Ayrıca veri tabanlarının yanı sıra web günlükleri ve basın yayın siteleri üzerinden de alanyazın taraması yapılmıştır. "Mısır Unu", "Polenta", "Mamaliga", "Kültürel Etkileşim", "Mısır Unu ve Tarihi" anahtar kelimeleriyle yapılan aramalar sonucunda araştırmalara ulaşılmıştır. Araştırmalar üzerinde yapılan ön inceleme sonucunda bulunan makalelerden araştırmaya uygun olanları incelemeye alınmıştır. Yıldırım ve Şimşek'e (2016) göre betimsel analiz yönteminde, araştırma kapsamında toplanan verilerin, önceden saptanmış temalara göre özünün yansıtılması ve yorumlarda bulunması söz konusudur. Bu doğrultuda araştırma kapsamında toplanan veriler, betimsel analize tabi tutulmuştur. Betimsel analiz sayesinde araştırmada ulaşılmak istenen anahtar kelimelere yönelik çalışmalar değerlendirilerek çalışmanın amacı ve önemi vurgulanmıştır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Araştırma kapsamında Türkiye'de özellikle Karadeniz bölgesinde, Yurtdışında Romanya, İtalya ve Bulgaristan bölgelerinde kullanılan Mısır Unu tüketimi ve üretimine yönelik bilgilere yer verilmiştir. Bu bağlamda Mısır Unu ile yapılan en bilinen ve unutulmaya yüz tutmuş lezzetlerin kültürlerin birbirinden etkilenmesine yer verilerek reçeteler ve yapılış biçimleri açıklanmaya çalışılmıştır. Bu çalışma sayesinde Mısır Ununun kullanımının ve tüketiminin kültürlerarası etkileşimde önemli bir rolü olduğu görülmektedir. Bu lezzetlerin yaygın kullanımı ve kültürel niteliklerinin bilinmesi sayesinde literatüre ve sektöre katkı sunması amaçlanmıştır. Ayrıca geçmişten günümüzde kullanımı yaygınlaşan Mısır unu kullanılarak yapılan reçetelerin daha çok geliştirilmesi üzerinde de etkili olacağı düşünülmektedir. Araştırmada sonucunda ulaşılan reçetelerde " Mamaliga, Tıngırış Çorbası, Mamlaylu, Kaçamak, Mamalingo, Karmaç, Garmaç, Kocaaşı, Pirjona, Malay, Haşıl, Mamalika, Puğut, Tranenik (Mısırlı Çörek), Kınalı Kesme Tatlısı, Plaska, Mıhlama (Muhlama), Cadi (Mısır Unu Ekmeği/ Gevreği)'nin tarifi ve yapılışına yer verilmiştir. Araştırmanın sınırlılığını belirli bölgeler üzerinde ilerlenmesi oluşturmaktadır. İleri ki çalışmalarda daha fazla bölge ve daha derinlemesine araştırmalar yapılabilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Araştırmanın ulusal ve uluslararası alanyazına Mısır Unu kullanımının ve tüketiminin kültürlerarası etkileşimde bir köprü görevi görmesi sebebiyle büyük katkısı olacağı düşünülmektedir. İlgili alanyazın taraması yapıldığında Mısır Unu üretimiyle ilgili sınırlı sayıda çalışmanın yer aldığı fakat Mısır Unuyla Kültürlerarası reçetelerin kıyaslandığı herhangi bir çalışmaya çok sık rastlanmadığı görülmektedir. Bu nedenle bu çalışmanın özgün ve önemli olduğu sonucuna ulaşılmıştır. Bu kapsamda unutulmaya yüz tutmuş geçmişten günümüze mısır unu kullanılarak hazırlanan yemeklerin bizim kültürümüzle olan benzerlik ve farklılıklarına yer verilmesi amaçlanmıştır. Bu sayede ulusal ve uluslararası reçetelerde birbirlerinden etkilendikleri yönlere yer verilmesiyle Mısır Unun kültürler arası etkileşimde katkı sağladığı görülmüştür. Literatürde bundan sonra yapılacak çalışmalara rehber ve öncü olması düşünülmektedir. Kullandığımız birçok ürün ve malzemenin kültürünün bilinmesi kendi mutfak kültürümüzün oluşum sürecinin de derinlemesine incelenmesi açısından büyük önem arz etmektedir. Bu nedenle bu araştırmada yer verilen ürünler gibi birçok etkileşimde olunan ürünün de derinlemesine incelenmesi sağlanabileceği düşünülmektedir. Ayrıca sektörde yeni reçeteler geliştirilerek bu ürünlerin hem yerel hem yöresel ekonomiye katkı sunacağı düşünülmektedir.

A RESEARCH ON THE DIFFERENCES BETWEEN BREAD FROM SIYEZ FLOUR AND INDUSTRIAL BREAD

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INTRODUCTION

Wheat has an important place in the history of humanity as it is one of the first cultivated plants. Wheat, which is a one-year herbaceous plant species of the genus Triticum, which has been breeding all over the world, started to be produced as a wild plant before it was cultivated and as a cultivated plant with the agricultural revolution. The flour obtained from wheat is the main raw material of bread, which is the staple food of many nations in the world. Today, Triticum Aestivum, which has been genetically modified and made more resistant to external factors, stands out as the species from which flour to be used in bread production is obtained all over the world. However, the use of species that were more primitive, difficult to cultivate or very open to external factors in the past has decreased. Siyez (Triticum monococcum) is one of these species. Siyez, which is thought to be native to Anatolian lands, is currently produced and consumed at low levels compared to Triticum aestivum, known as white flour, due to the difficulties in grain number, yield and bread production. In this direction, the aim of this study is to compare the bread obtained from siyez wheat (Triticum monococcum) flour and bread obtained from industrial wheat (Triticum aestivum) flour by sensory analysis method. In this context, it is aimed to show that siyez wheat, which is the homeland of our country, is a preferable product for restaurants and consumers.

LITERATURE

Siyez flour stands out as a product whose consumption is increasing in every layer of society day by day. With its increasing popularity, it is used in the production of different products. In addition to siyez flour, products such as siyez bulgur, siyez germ, siyez bagel can be found in the markets. It is also possible to find experimental siyez product studies in domestic and foreign literature. Kızılaslan (2020) produced baby biscuit from siyez flour in his study. In his study, he produced baby biscuits from mixtures of different concentrations of siyez flour and white flour and observed that the baby biscuit obtained as the concentration of siyez flour increased was healthier.

Gazza et.(2022) carried out sensory and chemical analyses of spaghetti made from three different types of siyez flour. In this direction, spaghetti pasta obtained from three different siyez types were compared with spaghetti pasta obtained from durum wheat. As a result of the study, despite the very poor siyez gluten structure, sensory and instrumental evaluation of pasta quality emphasised that siyez spaghetti showed good sensory characteristics related to texture, especially for overall judgement and

firmness. However, the spaghetti pasta obtained from Hammurabi type siyez flour appeared to be the most superior option considering both technological performances and chemical and sensory aspects.

Yılmaz and Koca (2020) aimed to make a comparative sensory analysis of bulgur obtained from siyez wheat and durum wheat. They also examined the effect of the difference of the two products on the cooking time. At the end of the study, it was observed that the average cooking time of durum bulgur was twice as long as that of siyez bulgur due to some physical differences between wheat types. According to the sensory analysis results, siyez samples were harder, stickier and less chewy than durum bulgur samples. The results of the analyses showed that siyez has different characteristics from durum in different aspects, but these differences are acceptable and even better in terms of some bulgur quality characteristics.

Özgören and Işık (2022) compared some chemical, physical and sensory properties of tulumba desserts produced using flours obtained from primitive wheat varieties (dinkel, siyez and kavılca) with control group tulumba desserts produced with traditional commercial baklava flour. As a result of the study, it was determined that tulumba dessert obtained from siyez flour contained more minerals and protein than commercial baklava flour. In addition, it was determined that tulumba dessert obtained from siyez flour was darker in colour. Texturally, it was observed that tulumba dessert obtained from siyez flour was harder. The panellists did not find any significant difference in flavour factor between tulumba dessert obtained from siyez and tulumba dessert obtained from commercial baklava flour.

METHOD

The aim of this study was to compare bread obtained from siyez wheat (Triticum monococcum) flour and bread obtained from industrial wheat (Triticum aestivum) flour by sensory analysis method. In this context, it was aimed to compare the bread obtained from siyez flour and industrial flour in terms of textural and flavour performance. In this study, experimental research method, one of the quantitative research methods, was used. Experimental researches are studies to test the effect of the differences created by the researcher on the dependent variable. The main purpose of experimental designs is to test the cause and effect relationship between variables. Sensory analysis constitutes the second part of the experiment. According to Stone, Bleibaum and Thomas (2020), sensory analysis is a scientific discipline used to evoke, measure, analyse and interpret the reactions of the characteristic properties of food and materials perceived by the senses of sight, smell, touch and hearing. Paired comparison test was used in the sensory analysis phase of the experiment. Paired comparison tests are tests used to test whether there is a difference between samples (Altuğ & Elmacı, 2011). These tests are based on the presentation of two samples at the same time or in sequence. Panellists make inferences through their own senses as to whether the product served is the same or different

In order to determine the sensory acceptability of the bread samples, 30 panellists between the ages of 20 and 50, trained as recommended by Lawless and Heymann (1998) to be used in tests to determine differences, were used. Deliberate sampling method, one of the random sampling methods, was used in the study. The panellists were asked to evaluate the appearance of whole and halved bread and the texture and flavour of bread from 3x2x5 pieces. A scale from 1 to 5 was used to average the panellists' evaluation.

The source of the sensory analysis form is based on the study of Elia (2011). In order to determine the validity and reliability of the form to be used in sensory analysis, expert opinion was obtained from academicians and bakers who are experts in the field of sensory analysis and bread. Sensory analyses were carried out in the sensory analysis laboratory at Anadolu University Faculty of Tourism. The study was carried out at noon in order to get maximum efficiency from daylight.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

The aim of this study was to compare bread obtained from siyez wheat (Triticum monococcum) flour and bread obtained from industrial wheat (Triticum aestivum) flour by sensory analysis method. In this

context, it was aimed to compare the bread obtained from siyez flour and industrial flour in terms of textural and flavour performance. With its widespread use in restaurants, there is an increase in siyez wheat agriculture in the Turkish geography and our country is a leading country in the production of high added value and functional flour. However, the results to be obtained from the study aim to popularise siyez flour in the bakery sector.

However, there are some limitations in the study. These were made in order to overcome the deficiencies in visual and textural quality caused by the lack of gluten in the flour obtained from siyez wheat. It is aimed to mix Psylilium (Plantago Ovata) plant into the dough of the bread to be obtained from siyez flour and to make the product a product suitable for bread quality standards. Psylilium shows a gluten-like feature by retaining high water and forming mucilage in products obtained from functional flours. While psylilium was used in bread obtained from Siyez flour, psylilium was not used in bread obtained from industrial flour.

ORIGINAL VALUE OF THE RESEARCH

Wheat has an important place in the history of humanity as it is one of the first cultivated plants. Wheat, which is a one-year herbaceous plant species of the genus Triticum, which has been breeding all over the world, started to be produced as a wild plant before it was cultivated and as a cultivated plant with the agricultural revolution. The flour obtained from wheat is the main raw material of bread, which is the staple food of many nations in the world. Today, Triticum Aestivum, which has been genetically modified and made more resistant to external factors, stands out as the species from which flour to be used in bread production is obtained all over the world. However, the use of species that were more primitive, difficult to cultivate or very open to external factors in the past has decreased. Siyez (Triticum monococcum) is one of these species. Siyez, which is thought to be native to Anatolian lands, is currently produced and consumed at low levels compared to Triticum aestivum, known as white flour, due to the difficulties in grain number, yield and bread production. In this direction, the aim of this study is to compare the bread obtained from siyez wheat (Triticum monococcum) flour and bread obtained from industrial wheat (Triticum aestivum) flour by sensory analysis method. In this context, it is aimed to show that siyez wheat, which is the homeland of our country, is a preferable product for restaurants and consumers.

BIBLIOMETRIC ANALYSIS OF STUDIES ON PLATE PRESENTATION PUBLISHED IN THE WEB OF SCIENCE DATABASE

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INTRODUCTION

In the postmodern world, eating goes beyond just meeting the need for nutrition and becomes an action with design and artistic value, and this action affects many senses (Ekincek, 2023). Although it is thought that the primary one of these effects is the sense of taste, the image of a food reaches the brain before its taste, and the individual includes the image in the taste process as a result of visual perception. According to Zellner et al. (2014), "we see food before we taste it" and "the first sense of taste occurs with the eyes." Therefore, physical appearance is an important factor in the liking of food (Lyman, 1989). The stylized structure of the presentation conveys information about the taste, texture and aroma of the food to the diner, creating an artistic and engaging dining experience (Young, 2012). Therefore, every plate presented is considered as a work of art that contains aesthetics and beauty (Dündar Arıkan & Ekincek, 2016). In this context, although all five senses have important effects on the perception of taste and flavor, the sense of sight takes the first place in plate presentation (Başaran, 1996). Therefore, visual sense is an important decision factor about the food to be consumed (Wadhera & Capaldi-Phillips, 2014; Jang & Kim, 2015; Melović et al., 2020). Bibliometrics, which is an important tool in terms of revealing the trends and formations related to any subject (Palmer et al., 2005), enables quantitative analysis of written publications (Ellegaard & Wallin, 2015; Moral-Muñoz et al., 2020). In recent years, bibliometric analysis studies have become a more emphasized topic. However, no bibliometric study has been found in the literature that examines plate presentations in detail. In this study, which aims to examine the importance and development process of research on this subject by addressing the studies published on plate presentation, one of the basic elements of the gastronomy field, bibliometric analysis technique was used and the studies were analyzed according to various parameters.

LITERATURE

Plate presentation is the art of arranging and decorating food to enhance its aesthetics (Leith, 1987). In this context, plate presentations encompass the process of transforming food into different forms, shapes, and appearances with an aesthetic concern. The presentation of food has a significant impact on individuals' senses. Although the primary effect is thought to be on the sense of taste, the appearance of food reaches the brain before its taste, and individuals include the visual perception in the tasting process. "We see the food before we taste it," and "the first sense of taste occurs with the eyes" (Zellner et al., 2014). Therefore, the physical appearance has a significant impact on the liking of food (Lyman, 1989).

Thus, presenting food attractively involves combining ingredients with structural elements to create a unique plate (Roque et al., 2018). The criteria for visual evaluation resulting from the combination of these elements include the freshness, flavor, color, texture, density, size, and shape of the food (Szczesniak, 2002; Arce-Lopera et al., 2010; Motoki et al., 2020). On the other hand, visuality in presentation can change the perception of the taste, smell, and flavor of the food (Delwiche, 2012). For example, fruits, vegetables, and beverages with vibrant colors are perceived as more delicious by consumers (Spence & Piqueras-Fiszman, 2016; Huang et al., 2019). Therefore, the artistic placement of food on a plate during a meal can enhance the diner's expectations and, consequently, the food experience. The use of artistic (visual) effects can enhance a consumer's taste perception. In this regard, gastronomy is closely related to both art and design (Michel et al., 2014). When examining studies on plate presentations in the literature, there has been an increase in research focusing on their effects on consumer preferences. These studies address topics such as the impact of food presentation on consumer liking (Mwangi, 2010; Zellner et al., 2011; Youssef et al., 2015; Uçuk, 2017), the effects of plate presentations on the taste of food (Zellner et al., 2014; Navarro, 2016), and the impact of the amount of food presented on

the plate on consumer preferences (Zampollo et al., 2012; Wood et al., 2016). On the other hand, bibliometrics is the statistical analysis of literature results with a quantitative perspective (Yalçın & Esen, 2016). Bibliometric analyses are typically used for performance analysis and scientific mapping. Scientific mapping aims to reveal the structure and nature of a scientific field, while performance analysis aims to evaluate the performance of scientific publications (Cobo et al., 2011). Additionally, bibliometric analyses are both descriptive and evaluative (McBurney & Novak, 2002). In this context, there has been a significant increase in bibliometric analysis studies in various fields in recent years (Ellegaard & Wallin, 2015). When examining bibliometric studies in the field of gastronomy in the literature, studies have been conducted on various topics such as gastronomy-themed articles (Sandıkçı & Mutlu, 2019; Demir, 2020), gastronomy conferences (Yılmaz, 2017; Boyraz & Sandıkçı, 2018; Özdemir & Kasap, 2021), graduate theses in the department of gastronomy and culinary arts (Sünnetçioğlu et al., 2017; Şahin et al., 2018; İşeri & Önçel, 2024), geographical indications (Köşker, 2020; Cankül et al., 2021), and street foods (Kargiglioğlu, 2021; Aykaç & Buyruk, 2021). However, no detailed bibliometric study has been found that specifically addresses plate presentation.

METHOD

Bibliometric analysis technique was used in this study, which aims to examine the importance and development process of research on this subject by addressing the studies published on plate presentation. Bibliometric analysis is the presentation of scientific researches such as journals, articles, and books through parameters determined by mathematical and statistical analysis (Fahimnia et al., 2015). In bibliometric analysis, selected features of documents and publications are analyzed in relation to scientific communication and various numbers of data are determined (Al & Tonta, 2004:20). In this context, bibliometric analysis is a research approach that is frequently used to quantify specific previous research in a field, to understand the trends in the field and to visualize the level of saturation (Ülker et al., 2020:105). On the other hand, many databases are used today for data collection and bibliographic or bibliometric research. Web of Science, Scopus, Google Scholar and PubMed are among the important databases frequently used in bibliometric studies (Chen, 2017). Web of Science is widely preferred in bibliometric studies because it is a database that provides great convenience to researchers and covers many journals in different fields (Chen et al., 2014; Wang et al., 2014; Kolle & Shankarappa, 2016; Gong et al., 2019; Lyu et al., 2020; Escamilla-Fajardo et al., 2020). In this study, the keywords "food presentation" and "plate presentation" were searched using the "advanced search" option in the Web of Science database. The search scope was determined as "all fields" and a total of 105 studies were reached on June 1, 2024. The 105 studies were examined within the scope of publication type, year, keyword, WoS index, journal, country, language, citation and author parameters and were subjected to bibliometric analysis through VOSviewer 1.6.20 software program. VOSviewer, which is considered an important

program for discovering trends, relationships and new concepts in the literature, enables in-depth analysis of data sets by offering possibilities such as visualization, mapping and multidimensional analysis (Dirik et al., 2023).

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

When the literature is examined in detail, it is seen that there is no bibliometric study that reveals the status and development level of studies on plate presentation. This study, which aims to examine the studies on plate presentation in a bibliometric sense and to determine the status of the literature, may have a widespread impact by guiding researchers in terms of identifying gaps in the literature and revealing quantitative deficiencies. The results of this study may

encourage researchers to conduct more research on plate presentation in the relevant literature and contribute to the emergence of new discussions and studies on this subject. Although Web of Science, one of the most widely used databases, was preferred in the study in order to make a status determination regarding the importance and development process of the studies on this subject by addressing the studies published on plate presentation, the study is limited to the resources in this database. This constitutes the limitation of the study. It may be suggested that future studies should provide information from different databases and address the literature on plate presentation in a more comprehensive manner. In this context, the diversity of research on plate presentation can be increased and scientific knowledge in this field can be deepened.

ORIGINAL VALUE OF THE RESEARCH

Although plate presentations are one of the basic elements of the field of gastronomy, it is a subject that has not been sufficiently analyzed in the scientific literature. Plate presentations, which appear in a wide range from gastronomy and culinary arts education to sectoral practices, should be researched in depth in this context and its literature should be enriched by addressing it from different perspectives. This study has an important originality in terms of revealing the existing gaps in the relevant field and providing guidance by revealing points that have not been emphasized before with the results of the analysis. In addition, the fact that there is no similar study in the literature that deals with plate presentation studies in a bibliometric context is another important point that increases the original value of the study. In particular, examining plate presentation studies in a bibliometric context is an important tool in determining the distribution of research in this field according to various parameters and visualizing the relationships between these studies. The international dimension of the current study has the potential to provide a broad perspective for research on gastronomy and culinary arts on a global scale. In this context, it can play a guiding role for future research and can be a valuable reference point for interdisciplinary studies.

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YAKIN DÖNEM TÜRKİYE GÖÇMEN POLİTİKALARI BAĞLAMINDA GÖÇMEN RESTORANTLARI VE TOPLULUK OLUŞUMUNUN TÜRK GASTRONOMİSİNE ETKİLERİ ÜZERİNE İNCELEME: İSTANBUL ÖRNEĞİ

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ABSTRACT

One of Turkey's primary issues and changing priorities is the phenomenon of migration. The significant increase in migration in recent times has brought along various challenges. To protect and secure the living rights of migrants, migration policies have been developed. Migrants, as a result of their relocation, have started to open ethnic restaurants reflecting their own cultures in their new environments. These restaurants, in fact, represent a dynamic relationship in the identity-culture-gastronomy triangle in the places where they are established. In other words, migrants view these restaurants both as a refuge reminding them of their homeland and as a place to build a social environment. Particularly after the civil war in the Syrian Arab Republic in 2011, waves of migration to Turkey have rapidly increased, shaping living areas with diverse migrant identities in certain regions. As with every migration process, the interaction of gastronomic elements has begun in this manner.

The purpose of this study is to examine the various internal and external gastronomic interactions created by the migration process and political policies in the context of gastro-diplomacy, gastro-economy, and the sociology of gastronomy. The study aims to determine the extent and manner in which migrants, through the restaurants they open and cultural exchanges, impact the Istanbul region within the scope of migration policies. Positive impacts are focused on the creation of cultural richness and gastro-economic effects, while negative impacts are examined in terms of cultural degradation and the potential harm to local cuisine in the process of forming a gastronomic identity.

Keywords: Migration Policies, Cultural Degradation, Gastroeconomy, Gastrodiplomacy

ÖZET

Türkiye’nin temel meseleleri ve değişen öncelikleri arasında en önemli gündemlerinden birisi de göç olgusudur. Yakın dönemde önemli ölçüde göçün artması, yaşanan aksaklıkları da beraberinde getirmiştir. Göçmenlerin yaşam haklarının korunması ve güvence altına alınması amacıyla göçmen politikaları oluşturulmuştur. Göçmenler, göç etmeleri sonucunda bulundukları yerlere kendi kültürlerine ait etnik restoranlar açmaya başlamıştır. Nitekim bu restoranlar, bulundukları yerlerde kimlik-kültür-gastronomi üçgeninde dinamik bir ilişki bulunmaktadır. Diğer bir ifadeyle göçmenler söz konusu bu restoranları hem

anavatanlarını hatırlatan bir sığınak olarak görmekte hem de bu alanlarda sosyal çevre oluşturmaktadır. Özellikle 2011 yılında Suriye Arap Cumhuriyeti'nde yaşanan iç savaş sonrası Türkiye'ye göç dalgaları hızla artmış ve belirli bölgelerde farklı göçmen kimlikleri ile yaşam alanları şekillenmiştir. Her göç sürecinde olduğu gibi özellikle gastronomik unsurların etkileşim süreci de bu şekilde başlamıştır.

Bu çalışmanın amacı, gastro-diplomasi, gastro-ekonomi, gastronomi sosyolojisi bağlamında göç sürecinin ve siyasal politikaların yarattığı çeşitli içsel ve dışsal gastronomik etkileşimleri inceleyerek göçmen politikaları kapsamında yerleşen göçmenlerin gerek açtıkları restoranlar ile gerekse kültürel alışveriş yolu ile İstanbul bölgesini hangi düzeyde ve nasıl etkilediğini belirlemektir. Pozitif etkiler bağlamında kültürel zenginlik oluşturma ve gastroekonomik etkiler konularında yoğunlaşılmış, negatif etkiler bağlamında ise kültürel yozlaşma ve gastronomik kimlik oluşturma sürecinin yerel mutfağa vereceği zararlar incelenmiştir.

Anahtar Kelimeler: Göçmen Politikaları, Kültürel Yozlaşma, Gastroekonomi, Gastrodiplomasi

SUSTAINABILITY IN RESTAURANT ESTABLISHMENTS IN ISTANBUL: MENU REVIEW

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INTRODUCTION

Eating and drinking behavior which is a physiological need, was carried out in ancient times only to satisfy hunger and survive. With the discovery of fire, people started to find different cooking and flavor enhancing methods. The food culture, which continued to change over time, went beyond the concept of "eating to live" with the first restaurant opened in 1765 and extended to different branches (Özdemir & Altıner, 2019: 2). Over time, people have realized that food is not only to meet physiological needs, but also to satisfy their aesthetic concerns, and they have discovered that they can get pleasure and enjoyment and started to treat gastronomy as a culinary art (Ekincek & Yılmaz, 2017: 382). Gastronomy touches not only on food and beverage, but also on agriculture, economy and industry (Yılmaz and Akman, 2018: 853).

The food and beverage sector has the largest volume of the industry and this is increasing rapidly year by year. This growing sector causes great damage to the environment due to reasons such as energy use and water use. Another situation that has negative impacts on the environment is the generation of a lot of waste (Yazıcıoğlu, Özata, & Yarış, 2018: 352). This waste generation pushes us to make more sustainable choices in the food and beverage sector. Sustainability behavior can be explained as an awareness-raising movement that tries to make the balance that has been unconsciously ruined and disrupted in areas such as climate change, polluted resources, continuity of nutrition, education and health livable and sustainable again. Due to rapidly increasing urbanization and population, our limited resources have started to deplete rapidly. The unconscious consumption that continues at this rate jeopardizes meeting the basic needs of future generations (Alkan and Öztekin, 2020: 178). In order to provide a more sustainable life for future generations, diets with relatively low environmental damage should be adopted. In addition to animal foods, which increase greenhouse gases in production and prevent sustainable living by triggering global warming, a more plant and grain-based eating habit should be adopted (Alkan and Öztekin, 2020: 179). From this point of view, the suitability of the menus of the top ten highest-rated restaurants in Istanbul according to Tripadvisor for sustainable living was examined and the deficiencies in the menus were identified. For example, for a sustainable restaurant business and menu design, ways to be followed such as food waste control, portion size, seasonal menu preparation were determined.

LITERATURE

Nutrition is seen as the basis of physiological needs in human life and there are multiple fields that investigate nutrition. Gastronomy is one of the branches of science that covers nutrition. One of the important features that make gastronomy different from the fields related to nutrition is that it offers foods that give people pleasure in restaurant establishments. Menus, which distinguish restaurant

establishments from each other and reflect their characteristics, play the role of the identity of a food and beverage establishment. After the atmosphere element that gives the first impression in restaurant businesses, the menu contains information about the business. It has been observed that menus were first designed in the 1540s under the name of 'food lists' or 'menu cards' (Cankül, 2019: 251). It is argued that menu design directly affects the way customers perceive the restaurant, their attitudes and purchase intentions (Lo, King, & Mackenzie, 2017: 848). Another study argues that menu design; colors, paper, images and fonts should reinforce the image of the restaurant and that the menu becomes an extension of the restaurant's personality (Bowen & Morris, 1995: 4). As with everything else that needs to be sustained, sustainability should be adopted as the basis for the progress of gastronomy. Sustainable nutrition is a concept that involves the transition to nutritious diets with less negative environmental impacts in order to prevent losses and waste in food systems and reduce overconsumption (Baygut & Bilici, 2021: 424). With the development of the food and beverage sector, the concept of sustainability has also been reflected in menu designs. Restaurants that adopt a sustainable approach should pay attention to choosing organic products produced in season and suitable for health while preparing menus (Akay & Yılmaz, 23: 214). For example, besides the fact that products of animal origin cause greater environmental and financial impacts, environmentally friendly packaging should be used in restaurants, portion sizes should be adjusted according to the customer, and efforts to utilize the parts of food that are considered as waste can be appropriate steps towards a sustainable menu approach (Maynard et al., 2020: 14). From this point of view, menu design should not only include elements such as shape, paper features, layout, etc., but also reflect the sustainability of the content, not only for the benefit of food and beverage businesses, but also contribute to the continuation of the ecological order with less damage.

METHOD

In the research, firstly, a literature review was conducted within the scope of sustainability. Then, the menus of the 10 highest rated restaurants operating in Istanbul and registered on Tripadvisor.com, one of the world's largest travel recommendation sites, which was used as a data collection tool, as of 20.06.24 were analyzed within the scope of sustainability. The research was conducted using qualitative analysis technique. Qualitative analysis is explained as generally relying on inductive reasoning processes to interpret and structure the meanings that can be extracted from the data (Thorne, 2000: 68). In the study, the data were evaluated by content analysis method, which is one of the qualitative analysis methods. Content analysis is considered as a qualitative research method used to provide systematic and unbiased information (Koçak & Arun, 2006: 22). Content analysis, one of the methods widely used in social sciences, has various definitions. Content analysis is explained as a research method for making and evaluating reproducible and valid inferences from data regarding their context (Prasad, 2008: 2).

The population of the study consists of 8,762 restaurant businesses registered on Tripadvisor operating in Istanbul. The sample of the study consists of the 10 highest rated restaurants in Istanbul registered on this online platform. The menus of the restaurant establishments examined in the study were evaluated within the scope of sustainability, food variety, portion size, seasonality and balanced distribution of food and beverages as animal and plant products. Document analysis was conducted in line with the inferences drawn from the findings. Document analysis is defined as a systematic process for examining or evaluating both printed and electronic materials (Bowen, 2009: 28). Document analysis is the detailed scanning of written documents containing information related to the phenomena examined in the study and the creation of a new integrity from this information (Baltacı, 2019: 376). Document analysis of the menus of the selected restaurant establishments was utilized to reach the results of the research in an integrity.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

In this research, the concepts of sustainable gastronomy and sustainable menu, which are one of the important issues of our age, are emphasized. When the relevant literature is examined, the concept of "sustainable menu" is not frequently seen. In addition to these, elements such as sustainability, which

have gained importance in recent years, and the attitudes of food and beverage businesses towards sustainability, waste management issues in their menus and kitchens have been addressed relatively less. With the awareness of the consumer base, they want to see not only the presence of organic products they use in their own kitchens, but also similar sustainable and nutritious attitudes in the food and beverage establishments they visit (Lo, King, & Mackenzie, 2017: 846). In this context, in this study, examining the menu and design of restaurant businesses within the framework of sustainability understanding and conducting this examination in highly visited city restaurants such as Istanbul allows an understanding to be developed for both businesses and visitors.

The limitations of the research can be mentioned that restaurant businesses are evaluated only according to their menus and the products they offer. The packaging used by restaurant businesses, the dimensions of food waste in the kitchen, and the evaluation of consumers' demands and opinions on sustainability and nutritious products are outside the boundaries of the research.

ORIGINAL VALUE OF THE RESEARCH

In this study, it is aimed to evaluate the menus in food and beverage establishments in terms of sustainability, which is a relatively less addressed issue in the literature. In order to address this issue, the 10 highest rated restaurant establishments in Istanbul, ranked from the experiences of consumers on Tripadvisor, were selected. The reason for choosing these food and beverage establishments is to ensure that the most visited and attention-grabbing businesses registered on the Tripadvisor site, which is known worldwide, gain awareness of consumers' understanding of sustainability. In addition, one of the reasons for the selection is that the restaurant businesses in Istanbul, which has the largest population in Turkey and is one of the most preferred tourism cities, are pioneers in terms of quality and quantity. In addition, it aims to shed light on the activities of the restaurants' menus and kitchens at the point of sustainability and, if necessary, the practices they see missing and want to add. In the study, a scale of sustainable menu elements was also developed to facilitate the examination of the restaurants included in the list. In this way, sustainable menu practices of food and beverage establishments can be determined more effectively in future studies. Finally, it can be said that consumers will consider sustainable, healthy and environmentally friendly attitudes in addition to factors such as taste, price and atmosphere etc. when choosing restaurant establishments.

EVALUATION OF HATAY CUISINE IN TERMS OF FUNCTIONAL FOOD FEATURES

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INTRODUCTION

Hatay is a city that has hosted thirteen civilizations, where different nations have lived together for years and where various cultures are blended. The fact that Hatay is home to many civilizations has affected the culture of the city and this interaction is naturally reflected in the culinary culture. Hatay cuisine, which has incorporated different civilizations since the early times of history and is becoming a point of attraction in terms of gastronomy tourism day by day, has the feature of synthesis cuisine by succeeding in being a traditional and new cuisine according to its own taste and palate. Hatay culinary culture has hosted many different civilizations in the past and is a layered food delta. When the food and beverages consumed in Hatay cuisine are examined, it is seen that many products have functional food characteristics, as the food and beverages are very diverse due to the influence of different cultures and also contain many ingredients. Functional foods are foods or nutritional components that are part of the normal nutrition plan and contain components that not only meet the body's basic nutritional requirements but also have positive effects on human metabolic functions and physiology. Functional foods, which consist of natural ingredients and can be consumed as part of the daily diet and are not in the form of any dietary supplements, pills or capsules, positively affect people's health, delay the occurrence of diseases and accelerate the treatment processes. Foods such as kömbe, oruk, zahter salad, kaytaz pastry, hummus, walnut dessert and pumpkin borani have functional food characteristics in Hatay cuisine. In this study, the functional food properties of foods and beverages consumed in Hatay cuisine were examined. In the study, document analysis, which is one of the qualitative research methods, was carried out and a detailed literature review was conducted on the subject.

LITERATURE

Many foods and beverages in Hatay cuisine are frequently consumed by local people and tourists. It is necessary to know the functional properties of these foods and beverages in order to be aware that the food and beverages consumed should be consumed not only to meet nutritional needs but also to protect human health and avoid disease. In the literature, there is information about the functional food properties of the components of the foods and beverages that make up Hatay cuisine and are presented below:

Curcumin, found in the turmeric rhizome, is one of the main polyphenolic compounds. Curcumin has been associated with important physiological effects to help reduce the risk associated with and manage some of the major diseases affecting society. It has antioxidant, anti-inflammatory, antimicrobial, anticancer, antiarthritis, antiviral and antifungal properties (Shah, 2022).

Red pepper; It contains fat, carbohydrates, protein, dietary fibers, vitamins, phosphorus, potassium magnesium, iron, calcium, sodium, copper and zinc. In addition, there is an active substance called capsaicin with high functional function. Capsicum and capsaicin are used in dietary regulations aimed at improving health. Dietary capsaicin helps manage gastrointestinal disorders. There is also evidence to show that capsaicin-containing red pepper not only promotes weight loss and weight maintenance, but also reduces glucose intolerance and insulin resistance. Capsaicin shows analgesic, cardioprotective, antioxidant, anticarcinogenic, anti-inflammatory and antimicrobial effects and can be used in the treatment of diseases and therapeutic applications (Singletary, 2011).

Onion (Alium cepa) is one of the important condiment plants grown and consumed all over the world, with various therapeutic and pharmacological properties. Onion is a perennial plant that contains high amounts of dietary fiber. It contains high concentrations of folic acid, vitamin B6, magnesium, calcium, potassium and phosphorus. It is widely used as an antimicrobial agent and has anticancer, antidiabetic, antioxidant, antiplatelet, antihypertensive and neuroprotective effects. It is said to have beneficial effects on the digestive, circulatory and respiratory systems, as well as the immune system (Chakraborty, 2022).

Garlic is an important raw material of plant origin that has observed and proven positive effects on the human body. The bioactive compounds of garlic, when isolated, show a wide range of beneficial health effects, such as antithrombotic activities, liver-protective, antimicrobial, antihyperglycemic, antidiabetic and antitumor effects. Garlic has shown antiviral, antibacterial, antifungal and antioxidant properties with its sulfur-containing compounds, high trace mineral content and enzymes. Diseases that can be helped or prevented by the medicinal effects of garlic include Alzheimer's disease, cancer, cardiovascular diseases (including atherosclerosis, stroke, hypertension, thrombosis, and hyperlipidemias), pediatric diseases, dermatological disorders, stress, and infections (Lidikova et al., 2022).

Many of the health-promoting effects of the Mediterranean diet have been attributed to the consumption of olive oil. In addition to oleic acid, certain components found in olive oil, such as hydrocarbons, tocopherols, fatty alcohols, triterpenic compounds and polyphenols, some of which are known to be anti-inflammatory, make olive oil an excellent functional food. It is stated that phenolic compounds play an important role in improving human health due to their various bioactivities, such as strong antioxidant and anti-inflammatory properties, which can reduce the risk of diabetes, cardiovascular and cancer diseases. Olive oil is an important food ingredient in Mediterranean dishes, linked to a lower risk of cardiovascular diseases, diabetes, hypertension and cancer (Rodriguez, 2006).

Yogurt is among the functional foods. It is the best source of calcium, an essential nutrient that can prevent osteoporosis. Various health benefits of yoghurt have been attributed to probiotics, which show anticarcinogenic, hypocholesterolemia and antagonistic effects against intestinal pathogens (Butnariu and Saraç, 2019).

Dark green leafy vegetables are an important food group in terms of nutrition because they contain vitamins, minerals, polyphenols and fiber. The best sources of zeaxanthin and lutein are green leafy vegetables (such as cabbage, spinach, lettuce). Lutein and zeaxanthin have functional properties such as slowing the progression of age-related macular degeneration, protecting against cataracts, and reducing the risk of glaucoma and diabetic retinopathy. Zeaxanthin is a carotenoid pigment found in various fruits and vegetables. It fulfills important physiological functions with its antioxidant and anti-inflammatory effects.

METHOD

In the study, document analysis, one of the qualitative research methods, was carried out. Any written material that provides information about the subject of a research is called a document (Balcı, 2016). Document analysis is a scientific research method that can be defined as the collection, review, query and analysis of various documents as the primary source of research data. While this method often serves as a complement to other research methods in the literature, it is also used as a stand-alone method (Sak et al., 2021).

In document analysis, also known as documentary scanning, data is obtained by examining existing records and documents. Document analysis includes the processes of finding, reading, taking notes and evaluating sources for a certain purpose (Karasar, 2005). In other words, document analysis is a series of processes that occur during the examination and evaluation of printed and electronic (computer-based and internet-accessible) materials (Bowen, 2009).

The literature review was carried out by scanning the keywords determined in Web of Science, Pubmed, YÖK Thesis Center and Google Scholar databases. The data obtained by the literature scanning method was systematically classified by the document analysis method, which is called detailed scanning of documents containing information related to the subject under investigation and creating a new integrity from this information (Baltacı, 2019). In the first step, documents that meet the needs for the purpose of the research were determined and the documents were accessed. The originality of the documents obtained was checked to avoid any problems in the later stages of the research. In the second stage, efforts were made to make the documents understandable. In the third stage, the documents were subjected to comprehensive content analysis according to the purpose of the research and the data suitable for the purpose of the research were used in this study.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

With this study, the rich variety of foods and beverages of Hatay cuisine will be introduced and detailed information will be given about the functional properties of these foods and beverages. This study will contribute to the literature, and information and recommendations on what the nutritional components of Hatay cuisine are, what functional food properties these components have, their health advantages, and whether they should be consumed or not consumed will reach many researchers at national and international levels. It is thought that with this study, Hatay cuisine can be brought to light again, especially after the earthquake disaster, and the city can be contributed to a certain extent by reviving gastronomy tourism. In addition, local people and tourists, who will be able to consume consciously with the findings of this study, will be able to create a healthier nutrition plan. Researchers who examine this study will conclude that the functional food properties of foods and beverages from different destinations should be examined and will conduct studies on this issue. The limitations of the study are that the studies on food and beverages belonging to Hatay cuisine are not sufficient and limited data can be obtained. These limitations were eliminated by using different sources (Governorship publications, etc.) and there was no negative impact on our study.

UNIQUE VALUE OF THE RESEARCH

Functional food as a concept; It first emerged in Japan in the late 1900s by grouping some foods that may have positive health effects. In a study conducted as a national initiative to reduce healthcare costs in Japan, it was aimed to improve the health of the aging population by accepting these foods and food groups with proven health benefits (Swinbanks, 1993). There are many foods and beverages consumed in our country. However, what are the contents of these foods and beverages, what proportions of fat, carbohydrate and protein they contain, which are nutritious elements, what foods and beverages contain unhealthy fatty acids (saturated fats), which ones have functional components that provide one or more health benefits. Many valuable studies need to be done on the subject, and in this regard, the deficiencies in the literature, especially on food and beverages produced in local cuisines, need to be completed.

There are a limited number of studies in the literature on the functional nutritional properties of Hatay cuisine foods and beverages. With this study, the missing information on the functional food properties of foods and beverages from the Hatay region will be eliminated and information that researchers can use in their studies will be added to the literature.

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CHOCOLATE CHIPS COOKIES MADE WITH WHEAT FLOUR AND GLUTEN-FREE EVALUATION OF CHOCOLATE CHIPS COOKIES PREPARED WITH FLOUR

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INTRODUCTION

Etymologically from Ancient Greek koiliakós κοιλιακός "abdominal cavity (disease)" (Online Etymology Dictionary, 2024) Celiac disease is an autoimmune disease (a type of disease caused by the body's immune system unconsciously attacking healthy cells in the body) that occurs as a result of an immune response to gluten in genetically predisposed individuals.(Green & Jabri 2006) The general prevalence is 1% in the world and 1-3% in Turkey (Republic of Turkey Ministry of Health, 2023) Although it is defined as the prevalence (refers to the total number of cases of the disease present in a given period of time and in a population) and incidence (refers to the number of new cases of a disease in a given period of time and in a population) of the disease vary from country to country, from society to society, and it is thought that the proportion of patients who are still undiagnosed is higher than those who are diagnosed.(Düztaş & Dalgıç, 2022) Therefore, it is of great importance to carry out activities to raise awareness about celiac disease and to support diagnostic processes. Although there is no definitive cure for celiac disease despite many studies on the treatment of celiac disease, it can be treated with a strict gluten-free diet maintained for life. (Yıldırım, 2020) It is possible to control symptoms and heal intestinal damage. As part of this diet, people with celiac disease should avoid gluten-containing foods such as barley, wheat and rye and maintain this practice for life. Therefore, for these individuals with special nutritional needs, it is of great importance to reorganise gluten-containing recipes using substitute products; in this way, the variety of foods that can be consumed can be increased, giving these individuals access to a wider range of products. While the consumption of foods such as cheese, meat, vegetables and fruits is generally not a problem in a gluten-free diet, the products to be developed in the field of pastry are of great importance for the diet, especially due to the limitations arising from foods such as bread and pastry products. (Ceylan & Muştu 2020) Since the complete elimination of gluten may lead to the emergence of sensory inferior products, it is of great importance to produce cereal-based gluten-free products that are close to their equivalents in terms of technological properties and minimally compromise quality. (Kola, Parıldı & Keçeli, 2022)With the effect of such practices, a steady growth is observed in the gluten-free food products market on a global scale. (Gorach, Oksana & Rezvykh 2024)

This study has been uses sensory analysis, the preferred method for optimizing experiences in many fields from food to cosmetics.(Zulkarnain, Radvanyi, Szakal, Kokai, & Gere 2024) Firstly, two different gluten-free cookies were presented to the trained panellists in order to develop the recipe of the gluten-free cookie and as a result, the recipe of the final product was developed. Afterwards, a sensory evaluation was performed on the subjects to compare the gluten-free cookie with the standard chocolate chip cookie. While it was revealed that the creation of gluten-free alternatives by using the right substitute products in standard recipes contributed positively to the diet of celiac patients, the importance of raising awareness about celiac disease by contributing to the literature with studies to be carried out in this field was underlined.

LITERATURE

Celiac disease is an ancient disease that started from the times when wheat was included in human nutrition and has reached today.(Özçay 2022) In 1887, the famous paediatrician Samuel Gee described it as "a type of chronic indigestion seen in people of all ages". (Dowd & Walker-Smith 1974) The prevalence of the disease varies according to gender, age, population and region. A common autoimmune disorder triggered by ingestion of gluten, a protein component found in wheat, barley and rye(Shiha, Chetcuti Zammit, Elli, Sanders & Sidhu 2023) The only available treatment for celiac disease is a strict gluten-free diet. Therefore, adopting this diet for celiac patients is not a lifestyle choice but a mandatory treatment method.(Pinto Sanchez, Blom, Gibson & Armstrong 2024)

The development of products with similar sensory properties to standard products in the diet of celiac patients is of great importance for the food industry. In order to meet the needs of celiac patients, the food industry should aim to improve the quality of life of these individuals by bringing the sensory properties of gluten-free products such as flavour, texture and aroma closer to standard products. Based on this basis, modifications that can be made for the integration of cookies, an integral part of dessert culture, into the diet of celiac patients stand out as a common research topic in the literature. In a study conducted by Anberbir et al. (2024), it was emphasised that composite flour prepared with pearl millet, teff and buckwheat grains (It is a type of flour consisting of a mixture of flours of more than one different cereals or plants) can contribute to the development of healthy products in the food industry as well as creating a gluten-free, nutritious and delicious product. On the other hand, ın a study conducted by Adelerin et al. (2024), sensory evaluation was carried out focusing on the optimisation of pumpkin pulp flour, pumpkin seed and pumpkin starch residue mixtures as an alternative to wheat flour. In this study, it was stated that not only for gluten-free cookie alternatives, but also pumpkin-based cookies may be suitable for diabetic patients due to its low glycaemic index. In this context, it was concluded that the sweetener to be used for the recipe to be developed in the research was a determining factor and as a result of the studies, trials were carried out with erythritol, which is frequently used in ketogenic (a type of diet characterised by low carbohydrate, high fat and moderate protein content) recipes. In the literature, erythritol, which is a low calorie and low glycaemic index sweetener when used with composite flours(Grembecka 2015)It has been emphasised that it plays an important role in determining the suitability of ingredients for various food applications such as thickening, binding and enhancing food products.(Kaushal, Kumar & Sharma 2012)

METHOD

The aim of this study was to develop a gluten-free chocolate chip cookie recipe suitable for celiac patients and sensory evaluation. In the first stage of the study consisting of two main phases, chocolate chip cookie samples prepared using two different alternative flours were evaluated by trained panellists (people trained to objectively and reproducibly analyse the taste, smell, texture, appearance and other sensory properties of products) and the final recipe was determined. In the second stage, chocolate chip cookies prepared with wheat flour and gluten-free cookies were sensory compared by 80 volunteer subjects. At the stage of determining the panellists and the number of samples, " The information in the fourth chapter of the book titled "Sensory Evaluation in Foods" is taken as reference (Altuğ-Onoğur & Elmacı, 2015;27-31).

Development and Sensory Analysis of Gluten-Free Cookie Recipe

In the first stage, seven trained panellists evaluated samples of chocolate chip cookies prepared using two different alternative flours. The panellists consisted of academicians working in the Department of Gastronomy and Culinary Arts, graduate students in this department, marketers working in the field of product development in the food industry and professional chefs. In the first recipe, gluten-free flour, a composite flour type of Söke Flour brand, was used, olive oil and erythritol were added, cocoa and chocolate were used as flavour enhancers. In the second recipe, unlike the first recipe, rice flour was

preferred instead of composite flour. The final gluten-free cookie recipe was determined as a result of the panelists' evaluations on sensory characteristics such as appearance, taste, texture and general taste. During the sensory analysis process, the panellists were trained on how to define and rate the sensory characteristics and a suitable evaluation environment was provided. Each cookie was presented at the same temperature, quantity and presentation and standardised evaluation forms were distributed to the panellists. These forms include the sensory analysis scale created by Özkaya et al. (2022)

Evaluation of Chocolate Chip Cookies Prepared with Wheat Flour and Chocolate Chip Cookies Prepared with Gluten-Free Flour

In the second stage, 80 volunteer subjects (55 of them were professionals working in the kitchen department of food and beverage establishments and 25 of them were standard consumers) evaluated two different cookie samples (one of the cookies used the recipe decided as a result of the panel discussion with trained panellists, and the other one preferred wheat flour and granulated sugar differently from the other recipe). Convenience sampling technique was used to determine the volunteer participants. The subjects evaluated the cookies on appearance, taste, texture and general liking criteria using an 8-point Likert scale, and the Likert-type scale developed in the study titled "Comparison of standard chocolate chip cookies and gluten-free chocolate chip cookies" was used.(Kipper & Syler 2010)

Analysing the Data

The collected data were analysed with descriptive statistics. Internal consistency (Cronbach's Alpha) was used to evaluate the reliability of the study and the value of the consumer appreciation scale was found to be 0.625, which supports the reliability of the scale. (Tavakol & Dennick 2011)

WIDESPREAD IMPACT OF RESEARCH

In this study, the role of celiac disease in the diet and the importance of the lack of diagnosis were emphasised and the necessity of increasing the level of awareness in order to improve the quality of life of individuals with this disease was examined. It has been shown that recipes with high gluten content commonly used in the field of pastry can be effectively substituted with gluten-free alternatives. In this context, it was determined that successful gluten-free alternatives can be created by using appropriate substitute products in standard recipes and that these products can produce results suitable for general consumer acceptance. The gluten-free products market is expected to reach 8.3 billion USD 2032. So, this situation ıt supports that product development and diversification activities in the gluten-free products market can make positive contributions to the future of the market. In addition, gluten-free products can improve the quality of life not only for celiac patients but also for consumers who have gluten sensitivity and prefer a healthy diet. It is of great importance to increase the nutritional value of gluten-free products and improve consumer acceptance with studies to be carried out in this field.

Limitations in the research

Since there is a risk of cross-contamination from both environmental factors and primary materials during the processing of products due to the aerosol (dispersion of the substance in a gaseous environment) property of gluten(Tóth, Kajtor, Kasza, Battay, Bittsánszky & Süth, 2024) Coeliac patients were not included in the sample group.

ORIGINAL VALUE OF THE RESEARCH

This study emphasises the critical importance of choosing the right substitutes in the development of gluten-free products and highlights the need for new approaches to increase the dietary diversity of celiac patients and gluten intolerant individuals. In particular, the importance of the use of newly widespread ingredients such as composite flour and erythritol in the food industry is emphasised, and the effects of these ingredients on consumer acceptance of both textural and taste properties of the products are meticulously analysed. These analyses highlight the innovative aspect of the study. The study also emphasises the effects of celiac disease on nutrition and the importance of lack of diagnosis and draws attention to the necessity of increasing the level of awareness.

The data obtained during the research process was provided by various participants, such as kitchen staff, experts developing products in the food industry, academics teaching in the field of gastronomy and culinary arts, and standard consumers, which supports the reliability and comprehensiveness of the content of the study.

In conclusion, the findings of the study are consistent with similar studies in the existing literature and support the suitability of gluten-free products for general consumer acceptance. The findings provide a valuable roadmap for future research and contribute to the development of gluten-free products.

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INTEREST LEVELS OF COFFEE SHOP EMPLOYEES TOWARDS FOOD PHOTOGRAPHY: KYRGYZSTAN (BİSHKEK) EXAMPLE

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INTRODUCTION

In recent years, coffee and coffee culture have developed and become widespread in the world. However, there is an increase in the number and quality of businesses that prepare and serve coffee. Such businesses are trying to improve their qualifications in order to maintain and develop their activities in the competitive environment of the sector. One of these ways is food photography, which allows them to use the products they prepare for marketing purposes by making them more attractive.

Food photography has become popular in the last decade. The superior images of food and beverages in photographs are very valuable in creating appeal among customers. Because the image has neither taste nor smell. The photo should be able to attract attention with its appearance alone. In addition, food photography, which aims to arouse the purchasing feeling in customers by making the prepared food and beverages look more delicious and attractive, thus increasing sales for the business, gives customers motivation to consume. For this reason, as in other food and beverage businesses, the interest of employees in coffee shops in food photography and the use of food photography applications by businesses are increasing day by day. This research was prepared to determine the level of interest in food photography among the employees of Coffee Shop businesses serving in Bishkek, the capital of Kyrgyzstan, the purpose of using food photography techniques and applications, and their level of knowledge about these applications.

LITERATURE

Food Photography Concept

Food photography is one of the types of photography that mainly aims to make food look delicious and whose subject is food products. Its aim is to increase the desire to consume food and beverages by presenting them to the end consumer in the best possible way. The aim of the food photographer, who is an artist practicing this branch, is to photograph food using certain photography techniques and creativity in order to make the existing beautiful appearance of food more attractive by appealing to the senses of consumers (Manna & Moss, 2005). Today, people who continue their careers as food photographers prefer to continue their food photography in private studios for a number of reasons, such as using special lights and equipment in a studio environment and preserving the temperature and freshness of food and beverages (Hicks & Schultz, 1994).

Coffee Shop Businesses

According to Princeton University's online dictionary, Coffee Shop businesses; It is a type of small restaurant where coffee, drinks and snacks are sold (WordNet, 2023). These businesses, generally called Coffee Shops, are also called coffee houses, coffee houses and coffee shops. These businesses are today defined not only as a consumption area but also as social and enjoyable environments that help people interact (Chadios, 2005; Manzo, 2014). Therefore, these places contribute to the quality of life of customers by meeting various needs of customers such as socializing, resting and working, and are also important among food and beverage businesses with their different features such as social communication and meeting point, working and meeting area, relaxation and stress reduction (Broadway et al., 2018; Jang & Lee, 2019; Rahat, 2023).

Study Examples from the Literature

When the literature is examined, it is possible to mention that there are many studies on Coffee Shop businesses and the employees working in these businesses. Son et al. (2021), in their study conducted in South Korea, found that the identification provided by the organizational climate increases employee satisfaction, and this situation has positive effects on customer satisfaction. Dhisasmito and Kumar (2020) examined customer loyalty for Coffee Shop businesses. The study concluded that the shop atmosphere has no effect on customer loyalty, but employee attitudes and behaviors and products are important factors in creating customer loyalty. Adhi and Yunus (2022) investigated what the concept of coffee means for employees. Study findings reveal that employees who are knowledgeable about coffee increase their commitment to work and this positively affects their relationships with customers. Tıngır (2023), in her study regarding coffee as an art, concluded that the presentation and aesthetics of coffee will increase the demand for coffee and that coffee will be accepted as a more marketable product with artistic approaches Valentina (2014), in her study examining the importance of perceptions and presentation in the marketing of coffee; It has been determined that correct packaging and aesthetic presentations are variables that will positively affect the demand for coffee.

METHODOLOGY

Purpose and Importance of the Research

The use of food photography applications in Coffee Shops is considered one of the current approaches that will positively affect market demand. This research was prepared to measure the interest level of employees working in Coffee Shop businesses in food photography. Food photography has long been known as a marketing and sales technique for food and beverage businesses. However, it is important for the originality of the subject that the use of food photography in Coffee Shop businesses is considered a new concept. In accordance with this purpose; It is essential to determine the interest of Coffee Shop employees in the field of food photography, to measure the use of applications in this field in their businesses and their level of interest in this field, and to determine the interest and knowledge levels of the employees in line with the data obtained. In this way, it is aimed to develop suggestions that will benefit businesses in the long term

Population and Sample

The population of the research consists of employees working in Coffee Shop businesses operating in Kyrgyzstan. However, since Kyrgyzstan is located in a very wide geography and has a large number of businesses, the study population of the research consists of employees actively working in Coffee Shop businesses in Bishkek, the capital of Kyrgyzstan. The sample of the research is; The sample consists of employees who volunteered to participate in the research from Coffee Shop businesses operating in Bishkek city center. In this context; The sample of the research consists of 176 employees of Coffee

Shop businesses operating in Bishkek city center who volunteered to participate in the research. Data were collected using a convenience sampling technique, and employees were informed about the basic elements of the study beforehand. The measurement tool used in the study was taken from the study conducted by Sarıtaş (2022). The data obtained in the research were analyzed in a statistical package program. The resulting findings were analyzed with the help of percentage values-frequencies and the results were interpreted based on the literature.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

Food photography is one of the most effective marketing tools that food and beverage businesses can visually present to customers. Because people are extremely sensitive to visual stimulation, delicious and attractive food photos are very effective in attracting customers' attention and directing them to purchase. Additionally, food photos shared on social media platforms help promote the business and increase brand awareness. In this respect, the role of food photography is very important. It is a known fact that visuality has a significant impact on consumers and food photographs have a consumption-increasing effect (Bouvier, 2018; Machin et al., 2021; Matalon-Degni, 2010). Therefore, food photography in the tourism industry plays an effective role not only as a visual experience but also as a marketing tool. In the research; One of the most basic elements found is that participants think that the creativity factor is effective in food photography. The research also concluded that Coffee Shop employees are interested in food photography and think food photography is necessary in the sector they work in. As in many studies, there are some limitations in this study and the limitations of the research can be listed as follows; The validity and reliability of the collected data are limited by the characteristics of the data collection technique used. Survey data consists of the opinions of people who fill out surveys. In this context, the answers given by the participants to the survey were accepted as correct. Survey data were collected in Bishkek. Therefore, the general interpretation of the results was made based on this scale.

SPECIFIC VALUE OF THE RESEARCH

When the literature is examined, it is seen that the number of scientific publications about Coffee Shop businesses has increased every year, especially since the last 20 years. Customer satisfaction, (Prayogo, et al., 2020; Lee et al.), service quality, (Yu and Fang, 2009; Dewi and Putri, 2022), employee commitment, (Kim and Jeong, 2011), While there are studies focusing on behavior and the consequences of behavior, there are also many studies that include product-based evaluations (Tirtayasa, 2022). On the other hand, the subject of food photography stands out as one of the frequently discussed topics in the literature (Andersen et al., 2021; Machin et al., 2021).

The studies, which are examined from a product marketing perspective, have begun to cease to focus solely on food. Recently, studies on the photography of beverages and their visibility on social media have begun to be encountered in the literature. However, the fact that studies on the use of food photography in coffee businesses or the use of photography to highlight products are relatively preferred makes this study valuable. Employees' approaches to photography, their level of interest and the outcomes of using photography applications in coffee businesses are considered among the prominent features of the subject.

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AN EVALUATION ON WHEAT ASSOCIATION'S PROJECTS IN TERMS OF SUSTAINABILITY

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INTRODUCTION

Gastronomy is a broad discipline that encompasses the entire process of food and beverage production, from the initial agricultural stage to the final consumption stage. This process encompasses various stages, including agricultural cultivation, processing, preparation, and presentation, as well as the final consumption of food. While the cultivation, processing, and preparation of foods constitute the production dimension of gastronomy, the preparation, presentation, and consumption of foods constitute the consumption dimension. Both the production and consumption dimensions constitute the fundamental elements of gastronomy. Both dimensions are closely interconnected. Significant research is conducted in both the academic and practical realms on the production dimension of gastronomy. One such organisation is the Association for Supporting Ecological Living (Buğday Association), which has made valuable contributions to the field of sustainable gastronomy through its projects. The Buğday Association is a non-governmental organisation that is active in the field of sustainable living and ecological agriculture in Turkey. It was founded by a group of environmental volunteers in the early 1990s and was officially established in 2002. The Buğday Association carries out various projects and activities with the objective of supporting ecological life, promoting organic agriculture and raising environmental awareness. Among the most significant initiatives undertaken by the association are Zehirsiz Sofralar (Toxic Free Tables), Agroecology Training for Young People (AYE), Zehirsiz Kentler (Toxic Free Cities), 100% Ecological Market, WWOOF Turkey (Worldwide Opportunities on Organic Farms) and TATUTA (Agrotourism and Volunteer Knowledge and Experience Exchange in Ecological Farms - Agricultural Tourism Exchange). Upon examination of the research conducted by the Wheat Association, it was found that the majority of studies focused on ecological agriculture, local seeds, ecological farms, and agrotourism within the scope of the TATUTA project. It was determined that the projects did not address the field of sustainable gastronomy. The objective of this study is to address this deficiency and provide a perspective on sustainable gastronomy for projects that support ecological life, promote organic agriculture, and create environmental awareness.

LITERATURE

The concept of sustainability has been interpreted in various ways throughout history. The term was first employed in the context of forest and wildlife management in Hans Carl von Carlowitz's Sylvicultura Oeconomica in 1712. In the early twentieth century, the term began to be used with greater frequency in the context of fisheries and agriculture. Following the United Nations' "Man's Environment" conference in 1972, the concept of sustainability was introduced with the understanding that the needs of the present generation should be met without compromising the needs of future generations (Vehkamäki 2005: 3). In accordance with the tenets of sustainability, sustainable gastronomy strives to ensure that society is balanced, correct, and that nutrition is natural, thereby promoting health. Furthermore, it aims to support

the development of society economically and socially (Kurnaz, 2017). The majority of studies in the field of sustainable gastronomy have focused on sustainable gastronomy tourism (Egeli et al., 2022; Çavuş & Eker, 2022; Pramezwary et al., 2022; Baran & Karaca, 2021; Güngör & Kök, 2021; Özkan, 2020; Paola & Fontefrancesco, 2019; Çetin & Polat, 2018; Akdağ et al., 2016; Diaconescu et al., 2016; Akdağ et al., 2017; Durlu et al., 2013).

A review of the literature revealed that only one study directly related to the Buğday Association, which plays a significant role in sustainable agriculture practices in Turkey, was identified. Dölek et al. (2023) conducted a research project on the Association as part of their studies in the Department of History. In addition, it is evident that the studies on the projects of the Wheat Association are generally collected within the scope of the TATUTA project. Uponanalysis of the studies conducted within the scope of the TATUTA project, the following results were obtained. Hatırnaz and Konaklıoğlu (2022) conducted a study investigating the motivations of individuals working as volunteers in ecological farms within the scope of the TATUTA project and the reasons why volunteers prefer these farms. Akın et al. (2021) determined the ability of TATUTA ecological farms to leverage the crisis created by the Covid- 19 pandemic into an opportunity and investigated the strategies they implemented during the pandemic period. In their study, Çiftçi and Zencir (2019) examined the job and life satisfaction of the officials involved in the project and the employees working in the farm examined within the scope of the study. In a study conducted by Şekerli (2018), interviews were conducted with five TATUTA farms in the Izmir region to ascertain whether the TATUTA project had achieved its intended goal. Civelek, Dalgın and Çeken (2013) investigated the relationship between agrotourism and sustainability, with the objective of elucidating the activities of agro-tourism enterprises in the Muğla region in a manner that is aligned with sustainability principles.

METHOD

This research comprises an analysis of the projects on the Buğday website of the Association for Supporting Ecological Living in Turkey in terms of sustainable gastronomy. In this study, the document analysis method, one of the qualitative research methods in which written documents are analysed systematically and meticulously, will be employed. In the context of document analysis, all electronic and printed documents pertaining to the subject under study will be examined and evaluated. This process will facilitate the formation of an understanding of the study through the interpretation of the relevant data (Kıral, 2020).

The research data will be obtained by examining the projects on the Buğday website, which are mainly concerned with topics such as poison-free cities, poison-free tables, 100% Ecological Market, Food Communities, TaTuTa, MED Caravan and AYE, and the practices and activities carried out within the scope of the projects. The data will be collected from the website wheat.org between 25 June and 30 July 2024. A meticulous analysis and evaluation of the descriptions, activities, products and sustainability practices of each project on the webpage will be conducted in order to ascertain their alignment with the principles of sustainable gastronomy.

The data will be subjected to content analysis. One of the most frequently employed methods in the social sciences is content analysis. This method involves the objective analysis of documents, texts, and other materials related to the subject under study within the framework of predefined rules. The objective measurement and verification of the data obtained from the study is possible through the application of content analysis (Metin & Ünal, 2022). In this study, the information and documents pertaining to the projects on the Buğday website will be subjected to thematic analysis and categorisation. During the coding process, the primary themes that define gastronomic sustainability will be identified, and the sustainable practices of the projects will be analysed within these themes.

This methodology allows for the examination of projects conducted in Turkey within the context of ecological life, environmental awareness, and sustainable agriculture from the perspective of sustainable gastronomy. It also provides insight into the current status and potential development areas of these projects. The findings of the research provide valuable insights that can inform the enhancement and dissemination of gastronomic sustainability practices.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

Projects such as environmental sustainability, ecological agriculture, climate-friendly farms, ecological markets, eco-friendly cities and intermediary-free access to local products have the potential to protect soil and water resources and save energy. The aforementioned projects, which are designed to support biodiversity, serve to protect the ecological balance by reducing the carbon footprint. The projects facilitate the promotion of seasonal and local products,
thereby ensuring that all segments of the population have access to natural and organic products. The project's scope encompasses the participation of consumers in the production phase, which enables them to gain an understanding of the difficulties involved in producing food products. This, in turn, encourages people to become more conscious of their food consumption habits and to reduce food waste.
The analysis of these projects confers benefits upon local communities and producers, supports environmental sustainability, and contributes significantly to the sustainable gastronomy movement on a global scale. On a global scale, this study serves to raise awareness of sustainable gastronomy and to inspire the implementation of similar projects in other countries. The successful implementation of these projects encourages the dissemination of sustainable gastronomy, sustainable gastronomy tourism and ecological agriculture models. These projects, which assist in the preservation of environmental and cultural diversity and aim to protect the cultural heritage of local communities, are integrated into the food and beverage and tourism sector and make a valuable contribution to the efforts to create a healthier and more balanced world for future generations by creating more conscious societies.
The present study will focus on evaluating only those projects on the Buğday Association's wheat.org website. Accordingly, the general information to be obtained about the projects in this study will be limited to the data obtained from the wheat.org website.

ORIGINAL VALUE OF THE RESEARCH

This research, which analyses the projects of the Buğday Association in terms of sustainable gastronomy, makes notable contributions to the field through its scientific rigour, originality and innovative approach. Among the projects, the Zehirsiz Sofralar project supports environmentally friendly agricultural activities by reducing the use of pesticides, and the TATUTA project supports the economic and environmental sustainability of local farmers and producers by encouraging the spread of sustainable agricultural practices. In this context, the organic farming methods employed in TATUTA farms and the preference for local products provide ecological benefits, including the protection of soil health, the promotion of biodiversity and the reduction of the carbon footprint. The objective of the Ecological Market project is to enhance the supply and demand in this field by ensuring the availability of reliable and healthy products obtained through ecological agriculture to all segments of society. Upon examination of the general topics and aims of the Wheat Association projects, it becomes evident that they are closely related to the production dimension of gastronomy.
In recent years, the concept of sustainable gastronomy has gained importance in response to the increasing prevalence of global warming, unsustainable agricultural practices, and food shortages. Consequently, the implementation of projects within the scope of ecological life, environmental awareness and sustainable agriculture in terms of sustainable gastronomy will enhance the appeal of food and beverage establishments, tourism establishments, institutions providing education in the field of gastronomy and individuals with an interest in the field of gastronomy. This will facilitate the dissemination of information and knowledge related to these projects to a wider audience. As the number of individuals aware of the potential applications of the projects increases, the scope of their application will expand, thereby facilitating the protection of the environment.

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GASTRONOMİ TURİZMİNDE ROTA ÖNERİSİ: SAMSUN ÖRNEĞİ

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GİRİŞ

Gastronomi, bir bölgenin kültürel kimliğini yansıtan, yerel yaşam tarzını ve tarihini anlamak için kritik bir penceredir. Dünya genelinde, gastronomi turizmi hızla büyüyen bir sektördür ve bu eğilim, özellikle farklı kültürlerin mutfaklarını keşfetmek isteyen turistler için büyük bir cazibe merkezi oluşturmaktadır. Türkiye'nin çeşitli bölgeleri, kendine özgü mutfaklarıyla bu alanda önemli fırsatlar sunmaktadır. Türk mutfağı, sadece lezzetleriyle değil, aynı zamanda köklü geçmişi ve kültürel zenginlikleriyle de dünyada saygın bir konuma sahiptir. Üç temel bileşeni olan özgünlük, çeşitlilik ve bilinirlik, Türk mutfağını küresel bir cazibe merkezi haline getirmiştir.

Bu bağlamda, Türkiye'nin önemli şehirlerinden biri olan Samsun, Karadeniz Bölgesi'nin merkezi konumunda yer almakta ve tarihi boyunca çeşitli topluluklara ev sahipliği yapmıştır. Samsun mutfağı, Anadolu'nun, Balkanlar'ın ve Kafkasya'nın mutfak kültürlerini bir araya getiren benzersiz bir sentez sunar. Coğrafi farklılıklar, Samsun'un mutfak kültürünü zenginleştirmiş ve bölgedeki kıyı ve iç kesimlerin farklı yemek alışkanlıklarını ortaya çıkarmıştır. Özellikle kıyı kesimlerinde su ürünleri, hamur işleri ve sebze ağırlıklı beslenme öne çıkarken, iç kesimlerde kırmızı et, süt ve süt ürünleri daha fazla tüketilmektedir. Samsun, balıkçılık faaliyetleriyle de tanınır ve bu durum bölgenin mutfak kimliğine belirgin bir katkı sağlamaktadır. Ayrıca, Samsun'un mısır, lahana ve fasulye gibi temel tarım ürünleri üzerine kurulu beslenme alışkanlıkları, Karadeniz mutfağının esintilerini taşır. Göçlerin etkisiyle zenginleşen Samsun mutfağı, kırmızı et, pirinç ve hamur işlerinin kazandırdığı çeşitlilikle dikkat çeker. Su ürünleri ve kümes hayvanları ile yapılan yemekler, Samsun mutfağında özel bir yer tutar. Samsun'un meşhur yemeklerinden bazıları Yakakent Mantısı, Samsun Kaz Tiridi, Bafra Nokulu ve farklı pideleri içerir. Araştırma, Samsun'un gastronomi potansiyelini ortaya çıkarmak, bu potansiyeli geliştirmek ve bölgenin turizm çekiciliğini artırmak amacıyla yapılmıştır. Samsun'un zengin mutfak kültürünün incelenmesi ve bu kültürün gastronomi turizmi açısından değerlendirilmesi, bölgenin ekonomik kalkınmasına da katkı sağlayacaktır. Bu çalışmanın amacı, Samsun'un gastronomi rotalarını tanımlamak ve bu rotaların bölgeye getireceği ekonomik ve kültürel faydaları analiz etmektir.

LİTERATÜR

Gastronomi turizmi, bir destinasyonun mutfak kültürünü keşfetmek amacıyla yapılan seyahatleri içerir. Bu turizm türü, hem yerel hem de uluslararası düzeyde hızla büyümektedir. Çeşitli araştırmalar, gastronomi turizminin bölgesel kalkınmaya katkı sağladığını, yerel kültürlerin korunmasını teşvik ettiğini ve turizm sezonunu uzattığını ortaya koymaktadır (Hjalager & Richards, 2002; Kivela & Crotts, 2006). Özellikle, yerel mutfakların tanıtılması ve bu mutfakların turistik ürün olarak sunulması, destinasyonların pazarlanmasında önemli bir rol oynamaktadır.

Gastronomi turizmi, Türkiye'de de önemli bir ekonomik ve kültürel kaynak olarak görülmektedir. Türkiye'nin farklı bölgelerinde yapılan çeşitli çalışmalar, yerel mutfakların turistler için cazip birer çekim merkezi olduğunu ve bu durumun turizmi çeşitlendirmede kritik bir rol oynadığını göstermektedir (Oğan & Durlu-özkaya, 2021). Örneğin, Gaziantep ve Hatay gibi şehirler, zengin mutfak kültürleriyle UNESCO'nun Yaratıcı Şehirler Ağı'na dahil edilmiştir. Bu durum, yerel mutfakların uluslararası düzeyde tanınmasını sağlamakta ve bu şehirlerin gastronomi turizmi açısından önemini artırmaktadır.

Samsun'un gastronomi potansiyeli üzerine yapılan çalışmalar sınırlıdır ancak mevcut araştırmalar, bölgenin zengin mutfak kültürünü ve bu kültürün turizm açısından sunduğu fırsatları vurgulamaktadır. Özellikle Samsun'un kıyı ve iç kesimlerindeki farklı beslenme alışkanlıkları, bölgenin gastronomi rotaları oluşturulması açısından büyük bir avantajdır. Samsun, Karadeniz'in merkezinde yer alması nedeniyle balıkçılık ve tarım ürünleri açısından da büyük bir çeşitliliğe sahiptir. Bunun yanı sıra, Samsun'un göçmen mutfağı unsurları, Balkan ve Kafkas etkilerini taşıyan yemekleriyle dikkat çeker (Baydeniz vd., 2023). Literatürde, Samsun'un gastronomi turizmini geliştirme potansiyeli üzerine yapılan değerlendirmeler, yerel mutfak mirasının korunması ve tanıtılması gerekliliğini vurgulamaktadır. Özellikle coğrafi işaretli ürünlerin tescillenmesi ve bu ürünlerin tanıtımının yapılması, bölgenin turizm çekiciliğini artırabilir (Sarıışık & Özbay, 2015). Bunun yanı sıra, Samsun'un geleneksel pişirme teknikleri ve mutfak araç gereçleri de bölgenin gastronomi turizmi için önemli birer unsur olarak değerlendirilmektedir.

YÖNTEM

Bu araştırma, Samsun'un gastronomi turizmi potansiyelini ve bu potansiyelin turizm açısından değerlendirilmesini amaçlayan bir çalışma olarak tasarlanmıştır. Araştırmada, Samsun'un mutfak kültürü, turistik çekiciliği ve ekonomik etkileri ele alınmıştır. Çalışma, betimsel araştırma yöntemleri kullanılarak gerçekleştirilmiştir. Betimsel araştırma yöntemi, mevcut durumu objektif bir şekilde tanımlamak ve anlamak amacıyla yapılan araştırmalardır. Bu bağlamda, ikincil veriler ve gözlem tekniği kullanılmıştır.

Araştırmanın evrenini, Samsun ili genelindeki gastronomi ile ilgilenen yerel halk, işletmeler ve turizm profesyonelleri oluşturmaktadır. Çalışma evreni ise Samsun'un merkez ilçeleri olan İlkadım, Atakum ve Canik ile Bafra ve Çarşamba ilçelerini kapsamaktadır. Bu ilçeler, Samsun'un gastronomi kültürünün önemli temsilcileridir ve araştırma bu bölgelerde yoğunlaşmıştır. Araştırmada, Samsun'un gastronomi turizmi ile ilgili mevcut literatür, resmi raporlar, turizm istatistikleri ve diğer ikincil veri kaynakları incelenmiştir. Bu veriler, Samsun'un mutfak kültürü, turizm potansiyeli ve ekonomik etkileri hakkında detaylı bilgi sağlamıştır. Özellikle, Samsun'un gastronomi ile ilgili geçmiş çalışmalar, turizm strateji raporları ve yerel yönetimlerin yayınladığı belgeler analiz edilmiştir. İkincil verilerin toplanması ve analizi, Samsun'un mevcut gastronomi durumu hakkında kapsamlı bir bakış açısı sunmuştur.

Gözlem tekniği, araştırmanın önemli bir bileşeni olarak kullanılmıştır. Samsun'daki gastronomi faaliyetleri, restoranlar, yerel pazarlar ve turistik alanlarda yapılan gözlemler aracılığıyla değerlendirilmiştir. Bu gözlemler, Samsun'un mutfak kültürünü, turistlerin ilgisini çeken yerel yemekleri ve bölgedeki gastronomi deneyimlerini anlamak için yapılmıştır. Gözlemler, belirli bir zaman diliminde (2023 yılı Mart ve Nisan aylarında) gerçekleştirilmiş ve farklı mekanlarda (restoranlar, yerel yemek festivalleri, pazarlar vb.) toplanan verilerle desteklenmiştir.

Toplanan veriler betimsel analiz yöntemi kullanılarak analiz edilmiştir. Betimsel analiz, mevcut verilerin organize edilmesi ve belirli temalar çerçevesinde yorumlanması sürecini içerir. Bu yöntemde, Samsun'un gastronomi potansiyelini ve bu potansiyelin turizm açısından nasıl değerlendirilebileceğini anlamak amacıyla toplanan ikincil veriler ve gözlemler detaylı bir şekilde incelenmiştir. Analiz sürecinde, Samsun'un mutfak kültürü, turistlerin ilgisini çeken unsurlar ve bölgenin ekonomik kalkınmasına olan etkiler gibi ana temalar belirlenmiş ve bu temalar çerçevesinde veriler yorumlanmıştır.

Analiz Aşamaları:

1. İkincil veri kaynakları ve gözlem notları, temalarına göre sınıflandırılmıştır. Bu süreç, verilerin sistematik bir şekilde organize edilmesini ve daha sonraki analiz aşamaları için hazır hale getirilmesini sağlamıştır.
2. Samsun'un gastronomi potansiyelini ve turizm açısından değerlendirilmesini içeren ana temalar belirlenmiştir. Bu temalar, Samsun'un mutfak lezzetleri, yerel yemeklerin turistler üzerindeki etkisi, coğrafi işaretli ürünler, yerel pazarlar ve ekonomik etkiler gibi konuları kapsamıştır.
3. Belirlenen temalar çerçevesinde, toplanan veriler yorumlanmış ve Samsun'un gastronomi turizmi potansiyeli hakkında detaylı değerlendirmeler yapılmıştır. Bu aşamada, Samsun'un mutfak kültürünün turistik çekiciliği ve bu çekiciliğin ekonomik kalkınmaya katkıları üzerinde durulmuştur.

Araştırmada kullanılan ikincil verilerin güvenilirliği ve gözlemlerin doğruluğu, literatürdeki mevcut bilgiler ve yerel kaynaklarla karşılaştırılarak değerlendirilmiştir. Ayrıca, farklı kaynaklardan elde edilen verilerin tutarlılığı sağlanarak, bulguların güvenilirliği artırılmıştır. Betimsel analiz yöntemi, Samsun'un gastronomi turizmi potansiyelini derinlemesine anlamak için uygun bir yaklaşım olarak seçilmiştir ve bu yöntemle elde edilen bulgular, bölgenin gastronomi kültürü ve turizm açısından sunduğu fırsatları net bir şekilde ortaya koymaktadır.

BULGULAR ve TARTIŞMA

Araştırmanın bulguları, Samsun'un gastronomi turizmi açısından büyük bir potansiyele sahip olduğunu göstermektedir. Katılımcılar, Samsun'un zengin mutfak kültürünü ve bu kültürün turistik çekiciliğini vurgulamışlardır. Gözlem esnasında yerel halın ve yöneticilerin düşüncelerine göre, Samsun'un özellikle balıkçılık ve tarım ürünleri açısından sunduğu çeşitliliğin, bölgenin gastronomi turizmi için önemli bir avantaj olduğu ifade edilmiştir.

Gastronomi Turizmi Potansiyeli: Katılımcılar, Samsun'un farklı mutfak lezzetlerinin ve geleneksel yemeklerin, turistler için büyük bir cazibe oluşturduğunu belirtmişlerdir. Özellikle Samsun'un kıyı kesimlerindeki su ürünleri ve iç kesimlerdeki et yemekleri, bölgenin gastronomi turizmi için önemli bir çekim merkezi olarak görülmektedir. Ayrıca, Samsun'un coğrafi işaretli ürünleri ve bu ürünlerin tanıtımının yapılması, bölgenin turistik çekiciliğini artıran unsurlar arasında yer almaktadır.

Yerel Mutfak Kültürünün Korunması ve Tanıtılması: Katılımcılar, Samsun'un mutfak mirasının korunması ve tanıtılması gerektiğini vurgulamışlardır. Geleneksel pişirme teknikleri ve mutfak araç gereçlerinin korunması, yerel mutfak kültürünün sürdürülebilirliği açısından önemli görülmektedir. Özellikle Samsun'un geleneksel yemeklerinin modern mutfaklara uyarlanarak tanıtılması, bu kültürün yaşatılması ve gelecek nesillere aktarılması açısından büyük bir önem taşımaktadır.

Ekonomik Etkiler: Samsun'un gastronomi turizmi potansiyeli, bölgenin ekonomik kalkınmasına da önemli katkılar sağlayabilir. Katılımcılar, yerel gıda üreticilerinin ve işletmelerin desteklenmesi gerektiğini belirtmişlerdir. Ayrıca, gastronomi turizmi sayesinde yerel ekonomiye yeni iş fırsatları ve gelir kaynakları yaratılabileceği ifade edilmiştir. Bu durum, bölgenin sosyal ve ekonomik kalkınmasını teşvik edebilir.

Geliştirme Önerileri: Katılımcılar, Samsun'un gastronomi turizmini geliştirmek için çeşitli önerilerde bulunmuşlardır. Bu öneriler arasında, yerel mutfak festivallerinin düzenlenmesi, coğrafi işaretli ürünlerin tanıtımının yapılması, gastronomi rotalarının oluşturulması ve bu rotaların turistlere sunulması gibi stratejiler yer almaktadır. Ayrıca, yerel işletmelerin ve üreticilerin desteklenmesi, bölgenin gastronomi turizmi açısından daha çekici hale getirilmesi için önemli bir adım olarak görülmektedir.

Tartışma: Araştırma bulguları, Samsun'un gastronomi turizmi açısından büyük bir potansiyele sahip olduğunu ortaya koymaktadır. Samsun'un zengin mutfak kültürü, turistler için benzersiz bir deneyim sunabilir. Ancak, bu potansiyelin tam anlamıyla değerlendirilmesi için yerel mutfak mirasının korunması

ve tanıtılması gerekmektedir. Ayrıca, gastronomi turizminin bölgenin ekonomik kalkınmasına katkıda bulunabilmesi için yerel işletmelerin ve üreticilerin desteklenmesi önemlidir.

SONUÇ ve ÖNERİLER

Samsun'un gastronomi turizmi potansiyelinin incelenmesi, yerel mutfak kültürlerinin turizm açısından taşıdığı değerin anlaşılmasına katkıda bulunur. Bu çalışma, gastronomi turizminin bölgesel kalkınmaya ve kültürel mirasın korunmasına nasıl katkıda bulunabileceğini ortaya koymaktadır. Ayrıca, Samsun'un mutfak kültürünün zenginliği ve çeşitliliği, turistik çekiciliği artıran önemli unsurlar arasında yer almaktadır. Bu araştırma, nitel araştırma yöntemleri kullanılarak gerçekleştirilmiştir ve bu yöntem, Samsun'un gastronomi turizmi potansiyelinin derinlemesine incelenmesini sağlamıştır. Görüşme tekniği, katılımcıların perspektiflerini anlamak için etkili bir araç olmuştur. Gelecekteki araştırmalarda, daha geniş katılımcı grupları ve farklı veri toplama yöntemleri kullanılarak Samsun'un gastronomi turizmi potansiyelinin daha kapsamlı bir şekilde incelenmesi önerilmektedir.

Samsun'un gastronomi turizmi açısından sunduğu fırsatlar, yerel işletmeler ve turizm profesyonelleri için büyük bir potansiyel taşımaktadır. Yerel mutfak festivalleri, coğrafi işaretli ürünlerin tanıtımı ve gastronomi rotalarının oluşturulması gibi stratejiler, bölgenin turistik çekiciliğini artırabilir. Ayrıca, yerel gıda üreticilerinin ve işletmelerin desteklenmesi, bölgenin ekonomik kalkınmasına katkıda bulunabilir. Bu bağlamda, yerel yönetimlerin ve turizm organizasyonlarının Samsun'un gastronomi turizmini geliştirmek için işbirliği yapması önemlidir. Bu araştırma, Samsun'un gastronomi turizmi potansiyelini ortaya koyan bir ön çalışma niteliğindedir. Gelecekteki araştırmalarda, daha geniş ölçekli ve nicel veri toplama yöntemlerinin kullanılması önerilmektedir. Ayrıca, Samsun'un gastronomi turizmi açısından sunduğu fırsatların ve bu fırsatların bölgenin ekonomik kalkınmasına nasıl katkıda bulunabileceğinin daha detaylı bir şekilde incelenmesi gerekmektedir. Bu bağlamda, farklı disiplinlerden araştırmacıların işbirliği yaparak Samsun'un gastronomi turizmi potansiyelini daha kapsamlı bir şekilde analiz etmeleri teşvik edilmelidir.

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A RESEARCH ON DETERMINING THE FACTORS AFFECTING THE FOOD LOGISTICS AND SUPPLAY CHAIN MANAGEMENT PROCESSES OF ACCOMMODATION ESTABLISHMENTS OPERATING IN MUĞLA

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INTRODUCTION

Today, the tourism sector has taken the first place in terms of economic income sources of countries in the developing and rapidly growing world. Accommodation businesses, which are an important part of the tourism industry, need to implement strategic moves that increase their competitiveness in all management processes. The supply management process is a process that starts from the procurement of goods and services and continues until meeting guest demand. Achieving customer satisfaction and responding quickly to the demands of different customer types without compromising quality or increasing costs is possible through efficient supply chain management. Proper management of the supply chain process plays a big role in reducing food costs of accommodation establishments. The aim of the study is to reveal the factors affecting the supply chain management process of accommodation businesses.

LITERATURE

Supply chain management is the management of the product, capital and sales between the work and institutions involved in the coordination of the period from the initial processing of a good until it reaches the end consumer. Meeting the expectations of the end consumer, reaching the product to the consumer on time, reducing the cost burden in stocks, reducing costs during operation, and minimizing defects that may occur in the product are among the objectives of supply chain management (Özdemir, 2004).

Artun, (2022)'s study titled A research on the supply chain of local food and beverage businesses: Fethiye example, discussed the supply processes of local products. It has been observed that the local product supply processes of businesses are shaped according to their production processes and the supply processes differ according to business conditions. It has been revealed that whether businesses are franchising or independent, the production conditions of the local food they offer direct the supply process.

Çiçekdağı and Karaman, (2020) in their study titled Supply chain management strategies in hotel businesses: Konya province example, revealed that whether hotel businesses are owned by individuals or companies affects the supply chain management process. Supply chain strategies of meat and meat

products in food logistics have varied. The research results revealed that more importance should be given to food and beverage management processes. The food and beverage department, which is one of the most important departments in hotel businesses where guests have the most demands and a serious income is obtained from sales, should be operated not with traditional methods but with modern systems suitable for its own conditions and an effective kitchen, warehouse and production coordination should be ensured. As a result, it has been stated that a sustainable supply chain management can be implemented.

Cooperative management of the supply chain will reveal the final consumer's demands more clearly and prevent supplier businesses from incurring unnecessary stock costs. At the same time, the contribution of trust and cooperation established in supply process management is great in presenting the product to the target audience, developing the product to meet expectations, ensuring confidence in the market, and gaining an advantage over rival companies (Özdemir, 2004).

METHOD

In line with the purposes of food logistics and supply process management of accommodation establishments, certain factors affecting the supply process were identified in the literature review. Groups related to the research will be contacted by e-mail and/or phone, preliminary information will be provided, and data will be collected through face-to-face interviews with positive feedback. The interviews will be conducted by the researcher himself. The population of the study consists of personnel working in supply management in accommodation establishments operating in Muğla. The sample of the research consists of supply-related personnel working in 3-4-5 star accommodation establishments operating in Fethiye, Dalaman, Ortaca and Köyceğiz. Purposive sampling method was chosen for the research because it was desired to interview people who were thought to be able to answer the questions. Interviews will be held face to face by contacting the business employees selected according to the data obtained from the Muğla Provincial Directorate of Culture and Tourism, by phone, and by making an appointment with the people who are accepted for the interview. Although the number of participants to be reached within the scope of the research is limited to reaching saturation, it is aimed to interview at least 14 people.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

The aim of the research is to determine the factors affecting the food logistics and supply chain management process in accommodation establishments. Revealing the advantages and disadvantages of supply chain management applied by accommodation establishments and offering solutions for negative factors will guide businesses and local producers in the Muğla region. It can be accepted that the study was conducted only in Muğla province due to time, cost and similar factors, and that it could not be spread throughout Turkey, and that it was limited to only interviewing the personnel of the accommodation establishments working in the supply chain management process.

SPECIFIC VALUE OF THE RESEARCH

The subject of the research is the food logistics and supply chain management process in accommodation establishments operating in Muğla. No matter how experienced the purchasing managers of accommodation establishments are, they face many problems outside their businesses. Since the study was conducted in accommodation establishments in the Muğla region, it can be said that it is original because it sheds light on the problems specific to this region.

GASTRONOMİ TURİZMİ İLE KENT KİMLİĞİNİN KEŞFİ: DİDİM ÖRNEĞİ

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GİRİŞ

Gastronomi turizmi, bir kentin kimliğini keşfetme ve yanımlama açısından önemli bir rol oynadığı literatürde yapılan pek çalışmada ortaya konmuştur. Bir kentin gastronomik kimliği, o bölgeye özgü yemekler ve yerel ürünlerle şekillenmektedir. Bu lezzetler, kentin tarihini, coğrafyasını ve kültürel mirasını da yansıtması açısından oldukça önemlidir. Yemek tarifleri, hazırlama yöntemleri ve yemek kültürü geçmişten günümüze geleneklerin bir parçasıdır. Gastronomi turizmi, bu tarihi ve kültürel mirası ortaya çıkararak kentin kimliliğinin önemli bir bölümünü tanıtmaktadır. Bununla birlikte yerel mutfak, turistler için çekici bir deneyim sunmaktadır. Gastronomi turizmi, bir kenti bu açıdan benzersiz kılarak turistlerin ilgisini çekmekte ve kentin kimliğini daha belirgin hale getirmektedir. Yerel halkın gastronomi üzerinden oluşturduğu sosyal bağlar ve ekonomiye katkıları, kentin kimliğinin oluşmasını destekleyen unsurlar arasında sayılabilmektedir. Pazarlar, festivallar ve yemek etkinlikleri, toplulukları bir araya getirerek kentin kimliğini canlı tutmaktadır. Yerel gastromik ürünlerin sürdülebilir üretimi ve tüketimi de kentin kimliğinin oluşmasında etkili olabilmektedir. Bu anlamda yerel üreticilerin desteklenmesi hem gastronomi turizminin hem de kentin kimliğinin güçlenmesine yardımcı olmaktadır. Bu noktada medya ve dijital platformlar aracılığıyla geniş kitlelere ulaşan gastronomi turizmi, kentin kimliliğinin keşfedilmesine katkıda bulunmaktadır. Tüm bu unsurlar, gastronomi turizminin bir kentin kimliğini nasıl şekillendirdiğini ve keşfettiğini göstermektedir.

Tüm bu bilgiler ışığında araştırmanın problemi "Didim'in kent kimliğinin oluşmasında gastronomi turizminin etkisi nedir?" şeklinde belirlenmiştir. Araştırma problemi doğrultusunda araştırmanın amacı, Didim'in gastronomik turizm ürünlerinin kent kimliği oluşum sürecindeki rolünün literatür çerçevesinde belirlenmesi amaçlanmıştır. Bu kapsamda bu çalışmada Harrington (2005) tarafından geliştirilen gastronomik kimlik modeli çerçevesinde Didim'in gastronomik kimliğinin belirlenmesi ve gastronomik kimliğin kent kimliği sürecine katkısını değerlendirmek amaçlanmıştır.

LİTERATÜR

Gastronomi turizmi, bir destinasyonun yemek kültürünü keşfetme amacıyla yapılan seyahatlerdir. Gastronomi turizmi, destinasyonun hem gastronomi kimliğinin hem de kent kimliğinin tanıtılması ve keşfi açısından büyük önem sahiptir. Danhi (2003), bir ülkenin "mutfak kimliğinin" belirlenmesinde altı ana unsurun kritik öneme sahip olduğunu ileri sürmüştür. Bu unsurlar arasında coğrafya, tarih, etnik çeşitlilik, mutfak görgü kuralları, hakim tatlar ve tarifler yer almaktadır. Coğrafya, gastronomik kimlik için belirleyici bir faktördür; çünkü belirli bir bölgenin kesin kilerini, yerli gıda ürünlerini ve kolayca bulunabilen temel tarım ürünlerini belirlemede kritik öneme sahiptir.

Gastronomik kimlik Harrington (2005) tarafından tanımlanan bir kavram olup, çevrenin (coğrafya ve iklim) ve kültürün (tarih ve etnik etkiler), yiyecek ve içeceklerde hakim tat bileşenleri, dokular ve tatlar üzerindeki etkilerini gösterdiği vurgulanmıştır. Gastronomik kimliği şekillendiren çevresel ve kültürel faktörler de alt boyutlara ayrılmaktadır. Bu aşamada çevre faktörü kapsamına coğrafya, iklim, mikro iklimler, yerel ürünler ve yeni ürünlerin bölgeye adaptasyonu oluştururken, kültürel faktörü bölgenin tarihi, etnik çeşitliliği, deneme yanılmayı, gelenekleri, inançları ve değerleri oluşturmaktadır. Destinasyonun çevresel ve kültürel faktörleri de destinasyonun mutfağının kendine özgü özelliklerinin yani gastronomik kimliğinin şekillenmesinde etkilidir.

Dış çevrenin etkisi, araştırmacılar tarafından içecek, yiyecek ve restoran işletmeciliği ile ilgili çeşitli konularda öne sürülen önemli bir endişe alanı olmuştur: şarap üretimi, gıda üretimi, yönetim ve ürün yenilikleri literatürü (Alabala, 2003; Dougherty, 1997; Farjoun, 2002). Kültür kavramı ve gıdaya ilişkin kültürel çalışmalar, geçtiğimiz yüzyılda sosyologlar ve antropologlar tarafından verimli bir büyüme kaydetmiştir. Araştırmacılar, yeme alışkanlıklarını istikrarlı bir toplumun ritüellerini destekleyen bir tür geleneksel davranış olarak tanımlamışlar ve yeme kalıplarındaki normların, toplumun daha geniş yapılarının simgesi olduğu kadar, yeme alışkanlıklarının daha derin bir anlamı olduğunu ve "lezzetin kültürel olarak şekillendiğini ve sosyal olarak kontrol edildiğini" öne sürmüşlerdir (Atkins ve Bowler, 2001: 5). Gastronomik kimlik kavramıyla ilgili olarak, yiyecek ve içecek alışkanlıklarının zaman içinde meydana gelen çeşitli kültürel normlar ve olaylar tarafından türetildiğini tahmin edilebilmektedir. Bunlar bölgenin tarihini, kullanılan gıda sistemlerini, ticaretin miktarını ve yerini, gelenekleri, inançları ve zaman içinde geliştirilen yetenekleri içermektedir. Daha genel anlamda yukarıda vurgulanan faktörler bölgenin lezzet yapısını, sofra adabını ve tariflerini etkilemekte, dolayısıyla o bölgeye özgü gastronomik kimliğin oluşmasını sağlamaktadır. Yukarıdaki açıklamalara göre gastronomik kimliğin ürünleri en temel anlamda destinasyonun çevresel ve kültürel özelliklerini taşıyan yerel yiyecek, içecek ve yemeklerdir. Turizmde kullanılan gastronomik ürünlere gastronomi turizmi ürünleri adı verilecektir.

YÖNTEM

Araştırma alanı olarak Aydın'ın Didim ilçesi seçilmiştir. Bunun nedeni Didim'in yerel lezzetlerinin gastronomi turizmindeki ve Didim'in kent kimliğinin keşfindeki yerinin belirlenmesinin Didim'de alternatif turizm açısından değerlendirilmek istenmesidir. Turizmde çeşitliliğin sağlanması ve klasik olarak bilinen deniz, kum, güneş unsurları dışında da alternatif turizm türlerinin etkin bir şekilde kullanılması adına Didim'in kent kimliğinin oluşmasında gastronomi turizminin etkisinin incelenmesi ve mevcut durumun ortaya konulması amaçlanmıştır. Bu amaç kapsamında Didim'in yerel mutfağının öncelikle gastronomik kimliği üzerinde sonrasında ise kent kimliği arasındaki ilişkiyi belirlemede durum analizindan faydalanılmıştır. Araştırmanın amacı doğrultusunda şu sorulara yanıt aranmıştır:

3. Didim yerel mutfağının gastronomik kimliğini oluşturan unsurlar nelerdir?
4. Didim'e ait gastronomi turizmi ürünlerinin kent kimliği oluşumunda kullanılma durumu nasıldır?

Belirlenen araştırma sorularına derinlemesine cevap aramak amacıyla nitel araştırma yöntemi kullanılmıştır. Uzuner (1999), araştırma sorularını cevaplarken dikkate alınması gereken konulardan birinin tümevarım veya tümdengelim yöntemlerinin seçimi olduğunu belirtmektedir. Amaç daha önce önerilen modellerin incelenmesiyle elde edilen verilerin yorumlanması olduğundan tümdengelim yönteminin tercih edilmesinin bu araştırma için uygun bir yöntem olduğuna karar verilmiştir. Didim'in yerel mutfağına ait ürünleri, bu ürünlerin turizmde kullanılma durumu ve bu durumun kent kimliği sürecine katkısının ortaya konulması açısından nitel araştırma yönteminin uygun olduğu söylenebilmektedir. Araştırmada nitel araştırma yöntemlerinden biri olan doküman incelemesi kullanılmıştır. Doküman incelemesinin kullanıldığı bu çalışmada Didim'in mutfak kültürü, gastronomi turizmi ve gastronomik turizm ürünlerinin ortaya çıkarıldığı kitaplar, makaleler, akademik çalışmalar, haber siteleri, tanıtım broşürleri incelenen kaynaklar arasında yer almaktadır. Doküman analizi Bowen (2009) tarafından, basılı ve/veya elektronik materyallerin gözden geçirilmesi veya değerlendirilmesi için kullanılan sistematik bir prosedür olarak tanımlanmıştır. Araştırmada doküman incelemesi yöntemi

kullanıldığı için herhangi bir etik kurul iznine ihtiyaç duyulmamıştır. Araştırmada belirlenen kaynaklar kullanılarak araştırma soruları kapsamında içerik analizi yoluyla bulgular sunulmuştur.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu araştırma Didim'in gastronomi turizmi, gastronomik ürünleri, gastronomik kimliği ve kent kimliği konusunda hazırlanan çalışmalardan elde edilen bilgiler ile sınırlıdır. Literatür incelendiğinde Didim'e özgü gastronomik ürünler ve bu ürünlerin turizme etkisi üzerinde yapılan akademik çalışmaların sınırlı olduğu görülmüştür. Bu da araştırmanın sınırlılıklarından biridir. Bununla birlikte Didim Kaymakamlığı, Didim Belediyesi ve Didim Ticaret Odası resmi web siteleri incelendiğinde Didim'in gastronomik turizm ürünlerine ilişkin herhangi bir tanıtıma ya da bilgiye yer verilmediği görülmüştür. Bu da araştırmanın bir başka sınırlılığı olarak gösterilebilmektedir. Bu nedenle çalışmada ağırlıklı olarak akademik çalışmalardan faydalanılmıştır. İncelenen akademik çalışmalarda Didim'in yöresel lezzetleri genellikle yerli halkla yapılan görüşmeler sonucunda ortaya konduğu görülmüştür. Bununla birlikte çalışmada az sayıda da olsa Didim'e yönelik hazırlanan kitaplar da araştırmada kullanılan kaynaklardan biridir. Bu kitaplar doğrudan Didim'in yerel mutfağına yönelik yazılan kitaplar olmamakla birlikte satır aralarında yöresel lezzetlerden bahsedildiği için incelenen dokümanlar arasında dahil edilmiştir. Bu konuda hazırlanan kitapların da sayıca az olması araştırmanın sınırlılıklarından bir diğeri olmuştur. Bununla birlikte Didim'de yapılan festivallere ilişkin yapılan çalışmalar da incelenerek festivallerde yerel halk tarafından sunulan gastronomik turizm ürünleri belirlenmiştir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Literatür incelendiğinde Didim özelinde gastronomik turizm ürünlerinin Didim'in kent kimliğinin oluşmasındaki etkilerine ilişkin bir araştırmaya rastlanmamış olması bu araştırmanın çıkış noktası olmuştur. Bu kapsamda bu araştırmada Didim'in gastronomi turizmine dayalı olarak oluşturuakan gastronomik kimliği ortaya konulmuştur. Gastronomik kimliğin, turizmde kullanılması Didim'in kent kimliğinde öne çıkan gastronomik ürünlerin belirlenmesinde avantaj sağlayabilmektedir. Ayrıca Didim'in gastronomik mirasının ve kültürel kimliğinin daha iyi anlaşılmasını sağlayarak Didim'in kent kimliğinin oluşması sürecinde önemli etkiler yaratabilmektedir. Bu kapsamda araştırmanın yerel yemeklerin ve mutfak kültürünün tarihsel kökenlerini ve kültürel önemini vurgulayarak hem yerel halkın hem de turistlerin bu değerleri tanımasına yardımcı olabilmektedir. Bununla birlikte bu çalışmada Didim özelinde gastronomi turizmi ürünlerinin kent kimliğinin keşfine ilişkin olumlu yöndeki etkileri ortaya konmuştur. Bu da Didim'de yerel üreticilerin ve işletmelerin gastronomik ürünlere ağırlık vermesinin desteklenmesi ve Didim'in kent kimliğinde bu ürünlerin öne çıkarılması turizm gelirlerini artırarak hem yerel halkın hem de bölgenin ekonomik kalkınmasına katkıda bulunabileceği söylenebilmektedir. Çalışmada belirlenen Didim'in gastronomik ürünleri geniş bir yelpazede ele alınmış, unutulmaya yüz tutmuş ürünler öne çıkarılmıştır. Bu nedenle bu çalışmanın Didim'in gastronomi turizminde kullanılan ürünlerin çeşitlendirilmesine de katkı sağlarken aynı zamanda Didim'in kent kimliğinin gastronomik açıdan keşfedilmesinde etkili olabilecektir.

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FROM PAST TO PRESENT: STREET FLAVORS OF MERSİN AND ADANA

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INTRODUCTION

Nutrition is one of the most fundamental needs for humans and has undergone various stages throughout history. With the Industrial Revolution, dietary habits in societies have experienced profound changes (Eren, 2020). Particularly, urbanization, women's participation in the workforce, and the increasing pace of work have shortened the time individuals spend cooking at home, thereby promoting the habit of eating out (Steyn and Labadarios, 2011). This situation has increased the significance of fast and convenient foods, especially street foods (Çakıroğlu and Sürücüoğlu, 2000).

Street foods are typically defined as foods that are offered through stalls or mobile carts on the streets, suitable for immediate consumption, and economically accessible (Şahin and Yıldız, 2016). These types of foods not only meet nutritional needs but have also become a phenomenon that provides social interaction and cultural satisfaction. The atmosphere created by street foods offers individuals an enjoyable experience and fosters a sense of community belonging (Yüncü, 2010). Turkey has a rich tradition of street foods that extends from the Ottoman period to the present day. These flavors have become significant gastronomic elements that reflect local tastes and cultural heritage, varying across different regions of the country (Akdağ et al., 2018). Cities like Mersin and Adana are among the regions that best represent this cultural richness. In this context, the historical development and current status of street foods in Mersin and Adana will be examined as the subject of study. The aim of this study is to reveal the changes in street food and beverages unique to Mersin over time and the effects of these changes on participants. Thus, the goal is to achieve a better understanding of both the cultural and social dimensions of street foods.

LITERATURE

Street food, defined by the Food and Agriculture Organization of the United Nations in 1986 in Indonesia, refers to ready-to-eat foods and beverages sold on the streets (FAO, 1986). The World Health Organization describes these foods as items that can be consumed immediately without any further processing (WHO, 1996). Street food is served through mobile vendors in public spaces and plays a significant role in economic, cultural, and social contexts (Steyn and Labadarios, 2011; Şahin and Yıldız, 2016). Street food has a broad historical background, ranging from ancient civilizations to the Ottoman Empire, and is currently regarded as a part of both local cultures and tourism (Solunoğlu and Nazik, 2018; Vignola and Oosterveer, 2022). Today, street food has gained notable attention in tourism and

gastronomy, prompting many researchers to explore this phenomenon. Various studies, such as those by Yıldız (2020), Iğdır (2020), and Demirci, Yılmazdoğan, and Düşmekalender (2020), have shown that street foods influence destination choice and should be evaluated as a gastronomic product. In this context, Demirci and colleagues (2020) indicate that street food festivals enhance tourists' sense of belonging to a destination, while Karsavuran (2018) emphasizes the limited research in this area and the need for more in-depth studies. Street food vendors play a vital role in the context of tourism and gastronomy. Dönmez Polat and Gezen (2017) highlight the importance of this situation, while Sünnetçioğlu and Yıldırım (2019) have examined the positive effects of consumer trust in street food vendors on perceptions. However, it has also been shown that perceived risks can reduce consumption intentions. Kargiglioğlu and Aksoy (2020) emphasize that consumer attitudes and the influence of social environments are decisive in the preference for street foods. It is stated that the demographic characteristics of consumers affect their attitudes towards street foods, highlighting the importance of food safety. As a result, street foods stand out as a significant phenomenon in both the tourism sector and the field of gastronomy.

Mersin and Adana are noted as cities rich in gastronomic culture in Turkey. Research conducted in these cities reveals that street foods are an important resource not only for local cultural heritage but also for gastronomic tourism. In Ballı's (2016) study, the gastronomic tourism potential of Adana was examined, emphasizing how street foods can benefit from food safety measures within this type of tourism. This demonstrates that Adana’s rich culinary culture can be integrated into tourism activities through conscious risk management. In the case of Mersin, Şahin and Solunoğlu (2019) addressed the impact of environmental factors on consumer behavior, noting that food safety concerns shape consumption intentions. This aspect is critical for gastronomic tourism, indicating that consumers should try local delicacies in a safe environment. Oğuz (2020) pointed out that the gastronomic potential of Adana has not been fully realized and argued that these resources need to be effectively leveraged for tourism. The study conducted by Oğuz, Ballı, and Buzcu (2020) suggested that street foods in Adana constitute a significant tourism resource, and public institutions should seize these opportunities. Finally, Soylu and colleagues (2021) examined the food neophobia levels of domestic tourists coming to Mersin, identifying variations based on demographic factors, thereby indicating the need to increase interest in local street foods.

As can be seen, the street flavors of Mersin and Adana not only offer a culinary richness but also harbor significant potential that should be considered in terms of effective tourism. However, the limited research conducted on this subject from the past to the present creates a need to examine the gastronomic richness of these two provinces more comprehensively. Therefore, carrying out more detailed and systematic studies on the street flavors of Mersin and Adana will contribute to the academic literature and serve the development of the tourism sector.

METHOD

In this study, qualitative research methods employed included face-to-face interviews. Participants were selected using purposive sampling and administered a semi-structured interview form in Mersin and Adana, where they had resided for many years. Additionally, observations were conducted in the bazaars, busy areas, streets, and beaches of central districts of Mersin and Adana. Observation is a method used to understand the attitudes, behaviors of participants or the formal dimension of the researched subject (Baltacı, 2019, p. 376). During the data collection process, face-to-face interviews were conducted with 50 participants, each lasting approximately 25-35 minutes, and recordings were made. The collected data were analyzed using descriptive analysis and content analysis methods. Content analysis involves systematically examining written or visual material to identify and analyze specific topics, themes, or concepts (Alanka, 2024). Descriptive analysis, on the other hand, is a type of analysis conducted based on direct observations of data to summarize its basic characteristics and trends (Ültay, Akyurt, & Ültay, 2021). Interview questions were prepared based on a literature review and finalized with expert input. Among the questions addressed in the study were participants' demographic characteristics, street food

and beverages specific to Mersin and Adana, consumption patterns and times of these foods and beverages, participants' memories related to these products, the economic accessibility of these products, and the historical changes in street food over time.

THE WIDER IMPACT AND LIMITATIONS OF THE STUDY

This study goes beyond providing a comprehensive understanding of the street foods of Mersin and Adana; it also covers several key areas. First, the study highlights the cultural, gastronomic, and economic value of these two cities' street foods, emphasizing their significance not only for local residents but also for international tourists. Evaluating the tourism potential of street foods contributes to informed strategic decisions by local governments and tourism professionals, yielding substantial benefits in terms of economic development and cultural promotion. An additional key impact of the study is the findings related to hygiene and food safety. These findings offer recommendations for street food vendors and consumers to review and enhance their food safety practices. Moreover, the personal experiences and consumption habits of participants provide valuable data for understanding the social and cultural importance of street foods. The information gathered can be utilized in academic studies and the formulation of public policies. However, this study has certain limitations. The study's focus on specific areas of Mersin and Adana with a limited participant group reduces its capacity to reflect the entire province. Additionally, although face-to-face interviews offer advantages in gathering in-depth information, time and resource constraints prevented application to a broader sample. Therefore, it is crucial for future similar studies to be conducted with a wider audience to enhance the generalizability of the results.

THE ORIGINAL VALUE OF THE STUDY

This study examines the flavors found in the streets of Mersin and Adana, two major provinces in Çukurova with rich culinary cultures, which have been minimally explored in the literature, through the lenses of memories and changes over time. The street flavors reflecting the rich culinary cultures of Mersin and Adana are of great significance not only in terms of taste but also culturally and economically. This study emphasizes the value of gastronomic diversity by detailing the similarities and differences in street foods between these two provinces. Another significant aspect of the study is evaluating the tourism potential of street flavors. Practical recommendations are provided for promoting and directing consumption of these flavors by providing valuable insights expected to be beneficial for local governments and the tourism sector. In-depth interviews conducted in the study help understand the cultural and social significance of street flavors in Mersin and Adana. Participants' personal memories and consumption habits underscore the societal value of these foods. In conclusion, this comprehensive analysis of street flavors in Mersin and Adana makes significant contributions both academically and practically, highlighting that these flavors are indispensable parts of the cultural identities and social fabric of these provinces. Thus, this study lays the groundwork for future research and policy shaping in this area.

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GEOGRAPHICAL INDICATION TRACES IN GASTRONOMY FACILITIES LOCATED IN GASTRONOMY CITIES INCLUDED IN THE UNESCO CREATIVE CITIES NETWORK

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INTRODUCTION

Being involved in the globalization process with local elements creates originality. The concept of globalization refers to the increasing mutual relations between countries that are effective not only in economic but also in social, cultural and political areas. Globalization can be seen as a qualitative transformation in capitalism as a result of the developments in the field of science and technology. After the cold war period with globalization, capitalism has spread throughout the world with a new evolution. In this respect, it has become inevitable to be included in the globalization that manifests itself in every field, including in the field of tourism, due to the increasingly challenging competitive conditions.

Gastronomy is defined as the preparation, cooking, serving and consumption of food and beverages specific to a region. Gastronomic studies on issues related to food and beverages, which have an important role in the development of tourism destinations, may create a global network built with local elements. This research is designed to identify the unique cultural values that will be created on the path from local to global with geographically indicated products. This research aims to determine the proportion of geographically indicated products in the food-soups group and bakery-pastry products-pastries-desserts group, which belong to their own region in the menus of gastronomy facilities in Turkish cities that are included in the gastronomy field in the UNESCO Creative Cities Network.

THEORETICAL FRAMEWORK

Cities can stand out in certain areas with their historical and cultural heritage. Drawing attention to these areas, UNESCO launched the Creative Cities Network program and determined themes within the program, based on the characteristic features of the cities. 350 cities in 7 fields were included in the UNESCO Creative Cities Network, which was created in 2004 to promote international cooperation by placing creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level. These fields include crafts and folk art, design, film, gastronomy, literature, media arts and music. Gaziantep, Hatay and Afyonkarahisar provinces of Turkey are within the field of gastronomy. Gastronomy tourism is a field that deals with peoples' experiences with food. The food and drink culture of the region and the gastronomic products grown, produced and presented with methods specific to the region constitute the gastronomic identity. It is important that

local products, which are one of the components of gastronomic identity, are not lost and are preserved as they are and passed on to future generations. Knowing the strengths of destinations regarding gastronomy tourism may lead them to gain a competitive advantage. One of these strengths is the facilities related to gastronomy tourism. 9 of the 392 facilities with the Gastronomy Facility Tourism Operation License, which came into force in 2019 by the Republic of Turkey Ministry of Culture and Tourism to develop gastronomy in Turkey and promote Turkish Cuisine at the international level, are in Gaziantep and 5 of them are in Afyonkarahisar. There is no gastronomy facility in Hatay. Local values affect tourists' destination preferences. Introducing and registering these values is important for their protection. In addition to registering geographical indications, presenting them in food and beverage establishments will increase the image of the destination and ensure economic development. Geographical indications are signs that indicate a product that has a distinct quality, reputation or other characteristics and is identified with a territory, area, region or country. Geographical indications of food and agricultural products in Turkey, which are within the scope of industrial property rights, must first be registered by the Turkish Patent and Trademark Office before being registered by the European Union. 69 of the geographically indicated products in the group of geographically indicated dishes and soups, bakery and pastry products, pastries and desserts registered by this institution belong to Gaziantep and 27 to Afyonkarahisar.

METHODOLOGY

In this research, by using document analysis, which is a qualitative research method, data will be collected about gastronomy cities, gastronomy facilities and geographically indicated products in the food-soups group and bakery-pastry products-pastries-desserts group of their own regions. It will be determined whether the geographically indicated products have been included in the menus of the gastronomy facilities in the provinces where they are located in the last year, and if so, to what extent. The research population is the gastronomy facilities located in the provinces of Gaziantep, Hatay and Afyonkarahisar, which are included in the UNESCO Creative Cities Network from Turkey. The research sample includes a total of 14 gastronomy facilities, 9 in Gaziantep and 5 in Afyonkarahisar, since there are no gastronomy facilities in Hatay. The sample covers 100% of the research population.

The research will begin after the Ethics Committee Approval received from the Ethics Committee of Aydın Adnan Menderes University, Social Sciences and Humanities Research. In this research, it will be determined to what extent the menus of gastronomy facilities in the provinces of Gaziantep and Afyonkarahisar in the last year included geographically indicated dishes and soups, bakery and pastry products, pastries and desserts. In this regard, data will be collected based on 69 geographically indicated products belonging to Gaziantep in 9 gastronomy facilities in Gaziantep and 27 geographically indicated products belonging to Afyonkarahisar in 5 gastronomy facilities in Afyonkarahisar.

Data collection will be carried out by examining the menus of gastronomy facilities in the last year. This period will cover the Ethics Committee Approval date and the one-year period before this date. The purpose of determining the period as one year is to ensure that the ingredients to be included in the products will be included in the menu freshly, according to seasonal growth characteristics. After the data is collected, only the percentage of geographically marked products in the menus will be determined, without using any program for statistical analysis.

THE WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

It is thought that this research will have a widespread impact on the tourism sector finding a place for itself in the globalizing world by revealing the importance of gastronomy facilities and ensuring the use of geographically indicated products in these facilities. Entering international markets through promotion and marketing processes with unique elements created based on local values may be beneficial for businesses.

This research is limited to gastronomy facilities certified by the Ministry of Culture and Tourism in Turkey. Within these limitations, the criteria for inclusion and exclusion in the study are stated below, respectively. Criteria for inclusion in the study are as follows:

1. The cities of Gaziantep, Hatay and Afyonkarahisar, which are included in the gastronomy field of the UNESCO Creative Cities Network from Turkey,

2. The 14 gastronomy facilities located in the cities of Gaziantep and Afyonkarahisar, which have the 'Gastronomy Facility Tourism Operation License' issued by the Republic of Turkey Ministry of Culture and Tourism,

3. A total of 96 geographically indicated products including dishes-soups group and bakery-pastry products-pastries-desserts group in the cities of Gaziantep and Afyonkarahisar.

Criteria for exclusion from the study are as follows:

1. Hatay city, due to the lack of gastronomy facilities,

2. Food and beverage establishments that do not have the 'Gastronomy Facility Tourism Operation License' issued by the Republic of Turkey Ministry of Culture and Tourism,

3. Geographical indication types other than geographical indication,

4. Product groups other than the geographically indicated food-soups group and the bakery-pastry products-pastries-desserts group.

THE ORIGINALITY OF THE RESEARCH

With the globalization process, people around the world travel more, experience different cultures and discover different cuisines. Thus, traditional recipes may spread to other countries and become popular. Food trade, which has developed with globalization, has also affected the agriculture and food industry. Easier and faster transportation of agricultural products around the world has enabled products grown in different countries to be consumed in other countries. In this way, some food products has become widespread and paved the way for the formation of global cuisines. However, this situation has also caused the danger of losing cultural identities.

Local values of cities are important elements in the formation of cultural identity. Participating in the globalization network with cultural identities created with local elements is very important for tourism destinations. In the gastronomy field of this path from local to global, there are gastronomy cities, gastronomy facilities and geographically indicated products.

As a result of the literature review, no research has been found on geographically indicated products in the menus of gastronomy facilities located in gastronomy cities affiliated with the UNESCO Creative Cities Network. It is envisaged that a study conducted in this context may provide original contributions to the literature.

GASTRONOMİ VE AV TURİZMİ: FARKLI PİŞİRME YÖNTEMLERİ UYGULANMIŞ KAYA KEKLİĞİ (*ALECTORİS GRAECA)* AV ETİNİN DUYUSAL ÖZELLİKLERİNİN ETKİSİNİN BELİRLENMESİ

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GİRİŞ

Av eti tedarik zinciri çağlar boyunca farklı lojistik ve organizasyon sürecinden geçmiştir. Sanayi çağından önce çiftçiler av etlerini tüketiciye ulaşmak için kasaplara veya doğrudan piyasaya satıyorlardı (Siddiqui Gerini, vd, 2023). Birçok av ve besi hayvanı üretim sistemleri ve kasapları kırsal alanlarda bulunuyordu (Składanowska-Baryza & Stanisz, 2019). Sonrasında getirileri hızla artan süreçte ise hem tüketicilerin hem de genişleyen şehirlerde küçük mağazalara, kasap dükkânlarına ve restoranların taleplerini karşılamak için çiftliklerin Kaya Kekliği av eti karkaslarının satışı gibi belirli ürünlere odaklanması gerekiyordu. Bu özellikle av eti tüketiminin zaten popüler olduğu Avrupa'da geçerlidir (Petracci, Soglia & Leroy, 2018). Av eti üreten firmaların sayıları şehre taşınmayla azalmış ama etkisi giderek önemli ölçüde büyümüştür. Av etinin ticari piyasa değerinin belirlenmesinde yaygın olarak farklı ölçümler kullanılmaktadır. Av eti emtiası ile ilgili olarak bunlardan biri pazar payı, fiziksel ulaşılabilirlik veya sektör içinde temsil ettiği para birimleridir (Siddiqui vd, 2023). Avrupa ülkelerinde, kasaplarda ve kümes hayvanı üreticilerinde keklik av etinin ortalama piyasa fiyatı 15 ila 25 Euro/Adet (Thedorsetmeatcompany, 2024; Fossilfarms, 2024) iken av turizmi işletmelerinde yolunmamış haldeki keklik av eti ise 25 ila 40 Euro/adet arasındadır (Exoticmeatmarkets, 2024).

Gastronomik lüks bir değer olan Kaya Kekliği av etinin özellikle düşük gelirli kesimlerde tüketimi doğal olarak azalmaktadır. Yüksek gelirli ve maliyetli olama durumunun en sık karşılaşılan zorluk sebebi kasaplarda veya marketlerde Kaya Kekliği av etinin azlığıdır (Petrescu & Petrescu-Mag, 2018). Bu da Kaya Kekliği av etini seven gastronomi ve av eti meraklılarının, gurmeler ile avcıların onu yalnızca birkaç yerden temin edebileceği anlamına gelmektedir. Tüketicilerin göz önünde bulundurduğu en önemli özellikleri de Kaya Kekliği av etinin değerlendirilmesinde lezzet, sağlıklılık, fiyat, menşe ve üretim yöntemini dikkate almaktadır. Kaya Kekliği avlanma faaliyeti ve et tüketimi olarak iki yönlü kullanımı bakımdan üretimini yapmak iyi bir girişimcilik ve yatırım olabilecek bir av ve yaban hayvanı türüdür. Bu bağlamda en sağlıklı ürünün elde edilebileceği av turizmi ile en lezzetli ürünü ortaya koyma bakımından pişirme ile gastronomik değeri oldukça önem arz etmektedir.

Bu araştırmada, koyun, sığır, dana gibi diğer kırmızı etlere oranla daha değerli besin öğeleri bakımdan zengin olan Kaya Kekliği av etinin farklı pişirme yöntemleri ile duyusal testlerinin yapılarak özelliklerinin ortaya çıkartılması hedeflenmiştir. Bu bağlamda Türk kültür tarihinde büyük öneme sahip olan av etlerinin günümüzde tekrardan hatırlanmasını sağlaması araştırmanın muhtemel çıktıları

arasındadır. Av etinin özel ve genel yemek masalarındaki yerini alması ve tercih edilmesini teşvik etmek için Kaya Kekliği av etinin bazı duyusal özelliklerini belirlemesi aynı zamanda yeni menüler oluşturulmasında destekleyici olacaktır. Buna bağlı olarak üretim, beslenme özellikleri, tüketici tercihleri ve pazarlama üzerine, Kaya Kekliği av eti odaklı yeni girişimlere rehber olabilecek niteliktedir.

LİTERATÜR

1.1. Kaya Kekliği *(Alectoris graeca)* Biyolojik ve Genel Özellikleri

Keklikler genelde 30–32 haftalık bir diğer değişle sekiz aylık olduklarında yumurtlama erişkinliğine ulaşırlar ve doğal ortamlarında bahar aylarında yumurtlarlar (Woodard, Vohra & Denton, 1993). Tabii ortamlarında bahar aylarında yumurtlama yapan bir kekliğin periyodu yaklaşık olarak 16–20 hafta sürer ve ortalama 15 yumurta ile kuluçkaya yatar (Sezikli, 2011). Kaya Keklikleri doğal ortamda yumurtalama süresi ortalama 120 gün ve yılda yaklaşık 50 adet yumurta yapaktadır (Yannakopoulos, 1992). Kül renkli gövdesi ve kuyruk kısmına doğru alt kısmının kahverengi rengiyle Kınalı Keklikten ve Kırmızı Bacaklı Keklikten ayrılmaktadır. Kınalı Keklikte bulunan gözlerinin üzerindeki sürme olmaması ile birlikte ondan farkını gösteren diğer bir özellikte gagasından başlayarak göz hizasını ve göğüs bölgesi kapanan siyah halkanın içi rengi beyazdır. Gözlerinin üzerinde kınalı keklik gibi sürme bulunmaz. Bununla birlikte karkas ağırlığı bakımında da farklılık göstermektedir. Görsel 1 de görüldüğü gibi Kaya Kekliği içi temizlenmiş haldeki karkas ortalama ağırlıkları 300-450 gr gelirken, Kınalı Keklik karkas ağırlığı ortalama 400- 800 gr ağırlığa sahiptirler.

Görsel 1. Kaya Kekliği *(Alectoris graeca)* ve Kınalı Keklik *(Alectoris chukar)* İçi Temizlenmiş Karkas Ağırlıkları

Kaya kekliğinin ana vatanı olan Avrupa'daki coğrafi dağılımı 400 m üzerindedir. Türkiye'den başlayarak Orta ve Güney Avrupa'ya kadar geniş bir dağılıma sahiptir. İtalya Orta, Doğu ve Dolomitik Alpleri ve Sicilya Adası, Fransız Alpleri, Avusturya Alpleri, Güneybatı Balkanların Dinar Alpleri, Balkan yarımadasında yayılış gösteren bununla beraber çoğunlukla güney Bulgaristan, Eski Yugoslavya Cumhuriyetinin bazı eyaletleri ile Yunanistan'ının doğusundan itibaren tüm dağlık bölgelerinin büyük bir kısmında yaşamaktadır (Bontzorlos, Vlachos, Bakaloudis, Chatzinikos, Dedousopoulou, Kiousis & Thomaides, 2012). Türkiye'de Trakya ve Ege bölgesinde bulunur (Tarım ve Orman Bakanlığı, 2024). Bu bağlamda Kaya Kekliği *(Alectoris graeca)* diğer keklik türlerine göre daha değerli bir tür olduğunu söylemek mümkündür. Görsel 2 de görüldüğü gibi koyu renkli yerlerde popülasyonu çok fazla açık olan yerlerde ise fazladır. Türkiye'de genel olarak Türk avcısının avlanma faaliyetlerinde tercihi yüksek olan kanatlı av hayvanıdır (Özer, 2023). Özellikle büyük şehirlerde yaşan yerli avcıların genellikle Pointer, Setter ve Kurzhaar cinsi köpeklerle birlikte avlanma faaliyetini büyük heyecanla gerçekleştirdikleri bir av hayvanı türüdür (Özer, 2021). Diğer tüm av hayvanı türleri gibi Kaya Kekliğinin üretimi, avlatılması ve tüketilmesi özellikle kırsala kalkınmaya ekonomik etkisi yüksektir.

Görsel 2. Kaya Kekliğinin Dünyadaki Yayılımı (Ebird, 2024)

1.2. Kaya Kekliğinin Besinsel Özellikleri

Kaya kekliğinin eti kırmızıdır. Çil Keklik eti ise kırmızıdır. Bu bakımdan besinsel özellikleri arasında çok önemli farklar bulunmaktadır. Kaya Kekliği ve Çil Keklik arasında bu bakımdan tüketiciler tarafından beğenilme durumları ve tercih edilen pişirme yöntemlerinin farklı çıkması doğal bir sonuçtur. Birisi kırmızı et kategorisine girerken diğeri beyaz et kategorisine girmektedir.

Görsel 3. Keklik Türleri Karkasları

Görsel 3 de görüldüğü şekliyle Kaya Kekliği av eti renk özelliklerinde fark olduğu gibi besinsel özelliklerinde de doğrudan farklar bulunmaktadır. Kaya Kekliği av etinin her 100 gramdaki besin değerleri Tablo 1'de verilmiştir. Tabloda görüldüğü üzere her 100 gramda 35 gr protein, 56 gr su, 7.5 gr yağ, 0.5 gr şeker ve karbonhidrat bulunmaktadır (Nutritiontable, 2024). Her 100 grama bakıldığında, enerji 881 kJoule, kalori 210 Kcal ve kolesterol 65 miligramdır (Nutritiontable, 2024). Bu durumda gündelik hayatta tükettiğimiz kırmızı ete göre besin değeri çok daha zengin ve sağlıklıdır. Üretilerek tüketiciye sunulması tüketici sağlığı açısından oldukça önemli bir av eti türüdür. Bu bakımdan hem av turizmi hem de gastronomi sektöründeki girişimlere açık olduğu gibi ayrıca diyet ve sağlık sektörü için bir o kadar fırsat oluşturabilecek bir av eti türüdür.

Tablo 1. Kaya Kekliği Av Eti Besin Değerleri (Nutritiontable, 2024).

Değerler	Ölçüm (100 gr)	Miktar
Protein	100 gr	35 gr
Su	100 gr	56 gr
Yağ	100 gr	7,5 gr
Karbonhidrat	100 gr	0,5 gr
Şeker	100 gr	0,5 gr
Kalori	100 gr	210 Kcal
Kolesterol	100 gr	110 mg
Enerji	100 gr	881 kJoule

Tablo kaynaklardan uyarlanarak yazar tarafından hazırlanmıştır.

Diğer av hayvanı av etleri ve besi hayvanı etleri ile karşılaştırılmasına bakıldığında Kaya Kekliği av etinin daha sağlıklı ve besin değerlerinin yüksek olduğu görülmektedir. Bu nedenle yetiştirilmesi ve tüketilmesi elverişli olan av hayvanları arasında bulunmaktadır. Tablo 2'de Kaya Kekliğinin diğer av ve besi etleri arasındaki karşılaştırılması verilmiştir.

Tablo 2. Av Hayvanları Av Eti ve Besi Hayvanları Etlerinin Besinsel Özellikleri (100 gr) (Dittmar, Meuth & Tomeček, 2018; Nutritiontable, 2024).

Besi Türleri Etleri	Kalori (Kcal)	Protein (gr)	Yağ (gr)
Dana	180	22.0	6.5
Tavuk	135	22.3	4.9
Hindi	146	23.5	1.5
Sülün	144	23.9	0.8
Av Etleri	**Kalori (Kcal)**	**Protein (gr)**	**Yağ (gr)**
Yabani Hindi	163	25.7	1.1
Ördek (Yeşilbaş)	152	23.1	2.0
Yabani Sülün	148	25.7	0.6
Üveyik	145	22.9	1.8
Ada Tavşanı	144	21.8	2.4
Yabani Tavşan	114	21.8	3
Kaya Kekliği	***210***	***35***	***7,5***

Tablo kaynaklardan uyarlanarak yazar tarafından hazırlanmıştır.

Tablo 2 de görüldüğü gibi Kaya Kekliği av etinin diğer av ve besi hayvanı etleri arasında protein bakımından gözle görülür oranda büyük bir fark vardır. Protein bakımında oldukça zengin olmasıyla beraber özellikle ati lezzetlendiren yağ bakımından da oldukça iyi değerlere sahiptir.

2.1. Kaya kekliğinin Av Turizmi Açısından Özellikleri

Türkiye'de olduğu gibi dünyada yaygın olduğu bölgelerde kanatlı av hayvanları avının (small game) ve parlama avlarının *(Upland game)* başını Keklik ve Sülün türleri çekmektedir. Avrupa Kekliği olarak da bilinen Kaya Kekliğinin (*Alectoris graeca*) Avrupa'nın pek çok yerinde avcı gruplarının tercihi olduğunu söylemek mümkündür (Özer, 2024). Tablo 3 de Avrupa'da 2024 yılında av turizmi firmalarının Kaya Kekliği av turları için ücretleri verilmiştir. Tablodan da görüldüğü gibi fiyata dâhil olan opsiyonlarla ortalama günlük $ 1000 olduğunu söylemek doğru olacaktır. Genel olarak fiyata dâhil olan opsiyonlara bakıldığında *Bölgede Ulaşım, Profesyonel Rehberlik, Öğle Yemeği, Akşam Yemeği ve Alkolsüz İçecekler* iken fiyata dâhil olmayanlar ise *Alkollü İçecekler, Bahşişler, Silah Kiralama, Silah İzinleri ve Mühimmat* olduğu görülmektedir.

Tablo 3. Avrupa'dan Seçilmiş Bazı Ülkelerin Kaya Kekliği Av Turizmi Ücretleri (Bookyourhunt, 2024; Faviaviaggi, 2024)

Ülkeler	Ücret ve Gün Sayısı	Ücret Dâhil Olanlar	Ücret Dâhil Olmayanlar
Macaristan	$1.595 1 Gün 1 Avcı	Bölgede Ulaşım Profesyonel Rehberlik Avlanma Ruhsatı Silah İzinleri Av Köpeği Alkolsüz İçecekler	Alkollü İçecekler Bahşişler Silah Kiralama 20 € günlük Kahvaltı, Öğle Yemeği, Akşam Yemeği Havaalanı Transferi Kişi başı 50 € (4 kişi maksimum)

		Atıştırmalıklar Sigorta Evrak İşleri	Çamaşırhane Mühimmat Trofe Ölçümü Trofe Hazırlığı
İngiltere	$1,040 1 Gün 1 Avcı	Bölgede Ulaşım Profesyonel Rehberlik Öğle Yemeği, Akşam Yemeği Alkolsüz İçecekler	Alkollü İçecekler Bahşişler Avlanma Ruhsatı Silah Kiralama Silah İzinleri Havaalanı Transferi Mühimmat
İspanya	$1,108 1 Gün 1 Avcı	Konaklama Bölgede Ulaşım Havaalanı Transfer Profesyonel Rehberlik Avlanma Ruhsatı Silah İzinleri Mühimmat Kahvaltı, Öğle Yemeği, Akşam Yemeği Atıştırmalıklar Alkollü ve Alkolsüz İçecekler	Silah Kiralama Bahşişler
İtalya	$ 564 1 Gün 1 Avcı	Bölgede Ulaşım Profesyonel Rehberlik Avlanma Ruhsatı Kahvaltı, Öğle Yemeği, Alkolsüz ve Alkollü İçecekler Evrak İşler Grup İçin İngilizce Konuşan Tercüman	Havaalanı Transferi Atıştırmalıklar Akşam Yemeği Bahşişler Mühimmat Silah İzinleri Silah Kiralama ve Mühimmat Kişi Başı 100 € Bir av günü Çamaşırhane Gözlemci 30 € Bir Av Günü ve Öğle Yemeği

Tablo kaynaklardan uyarlanarak yazar tarafından hazırlanmıştır.

Türkiye'deki hasadının tam bir istatistiksel verisine ulaşılmamakla beraber basit matematik işlemleriyle bir tahminde bulunmak mümkündür. Türkiye'de yaklaşık 300 bin yerli avcı bulunmaktadır (Özer, 2020). Kaya Kekliği avlanma zamanı 2023-2024 av sezonunda 14.10.2023-14.01.2024 arasında üç ay boyunca her Çarşamba-Cumartesi-Pazar olarak MAK tarafından belirlenmiştir. 14 hafta açık kalan sezonunda gün başına iki adet Kaya Kekliği veya Kınalı Keklik hasat etmek serbesttir. Bu bağlamda (14*6*300.000=25.200.000) hasat edildiği varsayılabilir. Öncelikle bu miktarın %50'sinin Kınalı Keklik olduğu var sayılarak yarı yarıya hasat miktarını düşürmek doğru olacaktır. Sonrasında ise yaklaşık her avcı sezon boyunca ava gidemeyeceği ve her gittiğinde de keklik bulamayacağı ihtimalinden yola çıkarak %80'ini hesaba katılmasa bile yaklaşık olarak av turizm ekonomisine doğrudan katkısı olmadan 6.400.000 adet Kaya Kekliğinin hasat edildiğini varsayabilir. Dolaylı olarak bölgelere gidilmesi, konaklama v yeme içme gibi faktörlerle katkısı olsa da birim başına olan doğrudan katkı göz ardı edilmektedir. Bu durumun çözümlenmesi ayrıca bir bilimsel araştırma konusudur.

Kaya Kekliğinin üreme oranı oldukça yüksek olmasına bağlı olarak av turizmi işletmeleri için elverişli bir av hayvanı türüdür. Av turizmi işletmesinin avlak bölgesine yerleştirilen 1000 adet Kaya Kekliğinin düşük verim olması durumunda bile yılda 5000 adeti bulabilmektedir (500 adet dişi*10 yumurta=5000). Dünyada en fazla kullanılan sistem olan üret-sal-avlat sistemi için oldukça elverişlidir. Aynı zamanda yarı vahşi olarak doğada üremesini sağlamakta bir başka yöntemdir. Bu kadar hızlı üreyebilen bir av hayvanı türü olması, diğer av hayvanları ile birlikte üretiminin yapılması, ürün çeşitlendirme bakımından av turizmine ve işletmelerine yüksek değer katabilecek niteliktedir.

YÖNTEM

Kaya Kekliği av eti farklı pişirme usulleri kullanılarak duyusal teste hazırlanmıştır. Bu pişirme usulleri seçilirken Özer (2022)'in çalışmasındaki günümüzde av etlerinin pişirilme usullerine ait bulgularından faydalanılmıştır (Özer, 2022). Araştırmada avcılar tarafından en fazla kullanılan pişirme usulleri olan, Suda (Güveç), Yağda (Sac Tava) ve Kuru Isıda (Mangal/Izgara) kullanılmıştır. Üç farklı usulde pişirilen Kaya Kekliği av etlerinin duyusal özelliklerini belirlemek amacıyla renk, koku, tat/lezzet, görünüm, çekicilik, aroma, damak zevkine uygunluk ve alışkanlıklara uygunluk parametreleri değerlendirilmiştir (Akyüz, Güneşer & Esen, 2020). Panelistlerin bu kriterleri değerlendirmeleri için 5 noktalı bir hedonik tip ölçek kullanılmıştır (5: çok beğendim, 1: hiç beğenmedim) (Megep, 2013). Araştırmanın yöntemi ve yapılışı üç aşamadan oluşmaktadır;

Panelistlerin Duyusal Analizlere Hazırlanması (Ergezer, 2005).

Farklı pişirme işlemlerine tabi tutulan Kaya Kekliği av etlerinin duyusal analizi için aktif olan ve en az 20 yıldır av eti tüketen 18 erkek, 3 kadın olmak üzere toplam 21 avcı panelist olarak belirlenmiş ve panelistler değerlendirme öncesinden bir gün önce 4 saatlik duyusal analiz eğitime alınmıştır. Panelistlerin eğitimi sırasında; duyusal analiz, terimler ve tarifler (TSE, 1982), panel öncesi ve sonrası uyulacak kurallar (Penfield & Campbell, 1990), dört temel tada (ekşi, tuzlu, acı, ekşi) duyarlılığın belirlenerek, bireysel ve ortalama eşik değerlerin saptanması (TSE, 1983), panel formunun kullanılması ve form ile alıştırma yapılması üzerinde durulmuştur.

Panelin Hazırlanması, Gerçekleştirilmesi ve Analizi

Değerlendirme panelleri öğleden önce saat 11: 30'da aynı gün içerisinde tek bir panel olacak şekilde yapılmıştır. Kaya Kekliği av eti mutfakta suda-yağda-kuru ısıda pişirilmiş, ardından birer tadım porsiyonlara bölünmüş ve lezzet kaybı yaşanmaması bakımından sıcak olarak panelistlere sunulmuştur. Her uygulamada panelistlere 3 ayrı örnek sunulmuştur. Örneklerde farklı tatlar oluşturmaması için baharat olarak sadece tuz kullanılmıştır. Örnek sunumları arasında ağızda oluşan tatları nötrlemek için su kullanılmıştır. Örnekler belirlenen deneme desenine göre panelistlere belli aralıklarla sunularak, değerlendirmelerini daha önceden hazırlanmış formlara işaretlemeleri istenmiştir. İkişer gün aralıkla toplam üç tekrar yapılmıştır.

İstatistiksel analizi ise, Jamovi istatistik paket programı kullanılarak, analiz sonuçları arasında istatistiksel olarak anlamlı bir fark olup olmadığı varyans analizi ile değerlendirilmiştir. Analiz sonuçlarının ortalama değerleri "ANOVA" homojenlik grupları ile karşılaştırılmıştır (Singmann, 2018; Lenth, 2020; R Core Team, 2021; The jamovi Project, 2022).

Bu araştırmada, gıdaların beğenilip beğenilmemesi ve bundan dolayı çıkan sonuçların yorumlarının *"Kişilerin o andaki açlık ve susuzluk gibi fizyolojik durumlarına, Kişilerin alışkanlıklarına, Gıdanın o bölgeselliğine, Bölgenin iklimine ve mevsim değişikliklerine, Kişilerin ekonomik gelişmişliğine, İçinde bulunulan sosyal ve kültürel yapıya, Mikrobiyolojik güvenilirliğe, Hazırlama ve servis şekline, Besleme ve diyet değerine,"* göre etkilenebildiği göz önünde bulundurularak bu durumlara göre değerlendirilmelidir (Gündüz, Dölekoğlu & Say, 2019).

Bu araştırmada veri toplama, araç ve yöntemleri ile ilgili çalışmanın yürütülebilmesi için Selçuk Üniversitesi Turizm Fakültesi Etik Kurulu'ndan 05/06/2023 tarihli ve E./166 nolu toplantısında 166 sıra sayılı kararı ile izin alınmıştır.

BULGULAR

Özer ve Özcan (2023)'te yaptıkları çalışmada Eski Türklerden Günümüz Türkiye'sine kadar av etlerini incelemişlerdir (Özer & Özcan, 2023). İnceledikleri kaynakların nerdeyse tamamında keklik ile yapılmış reçetelere ulaşmışlardır. Yaklaşık olarak çalışmalarında otuzdan fazla kelik ile yapılmış yemekten bahsetmişlerdir. Bu bağlamda Türk Mutfak Kültürü'nün geçmişten günümüze kadar keklik etine yabancı olmadığı anlaşılmaktadır. Ulaşılan ve incelenen Selçukluya ait yazmalardan Tabiatname ve Selçuknamelerde kekliğe ve keklik av etlerine dair daha detaylı bilgiler verilmiştir. Osmanlı da ise önemli seyyah ve gözlemci Evliya Çelebi (Seyahatname), Gelibolulu Mustafa Ali (Mevâ'idü'n - Nefâis

Fi Kavâ'idi'l Mecâlis 16. Yüzyıl Osmanlı İmparatorluğunda Gelenekler- Görenekler ve Sosyal Hayat - Ziyafet Sofraları) ve Mustafa Safi'nin (Zübdetü't-tevârîh) keklik ve keklik av eti yemekleri hakkında detaylı bilgiler aktardıkları görülmektedir (Şeker, 1997; Yerasimos, 2011; Bilgin, 2011; 2015; 2016; Samancı, 2020; Özer & Özcan, 2023). Bunun dışında, Lokman Hekim gibi tıp ve sağlık uzmanlarının lezzetinin yanında sağlık açısından keklik av etinin kullandığı ve tavsiye ettiklerini söylemek mümkündür.

Geçmişten günümüze kadar sosyo-kültürel açıdan adından sıklıkça söz ettiren Kaya Kekliği av etini mutfak kültürü olarak tekrar gündeme taşımakla beraber gastronomi ve av turizmi sektöründe canlandırmak amaçlı yapılan bu araştırmada duyusal özellikleri; renk, koku, tat/lezzet, görünüm, çekicilik, aroma, damak zevkine uygunluk ve alışkanlıklara uygunluk olan sekiz kriteri farklı pişirme usulleri; Suda (Güveç), Yağda (Sac Tava) ve Kuru Isıda (Mangal/Izgara) ile pişirerek aralarındaki ilişki analiz edilmiştir. Farklı zamanlarda yapılan üç panelde yapılan analizlerde öncelikle tanımlaması yapılmış ardından ortalaması ve standart sapması ölçülmüştür. Bu işlemler Tablo 4'te verilmiştir.

	Kaya Kekliği Duysal Analizleri								
N:23	**Duyusal Özellik**	**Renk**	**Koku**	**Tat/ Lezzet**	**Görünüm**	**Çekicilik**	**Aroma**	**Damak Zevkine Uygunluk**	**Alışkanlıklara Uygunluk**
1. Panel Suda Pişirme Yöntemi (Güveç)	**Ortalama (x̄)**	3,83	3,91	3,65	3,65	4,13	4,67	4,13	5
	Standart Hata (S)	0,388	0,288	0,344	0,487	0,487	0,344	0,344	0
1. Panel Yağda Pişirme Yöntemi (Sac Tava)	**x̄**	4,57	4,35	4,70	4,57	4,57	4,70	4,70	5
	S	0,507	0,487	0,470	0,507	0,507	0,470	0,470	0
1. Panel Kuru Isıda Pişirme Yöntemi (Izgara/Mangal)	**x̄**	4,52	4,48	3,87	4,48	4,48	3,87	3,87	5
	S	0,436	0,463	0,402	0,436	0,436	0,402	0,402	0
2. Panel Suda Pişirme Yöntemi (Güveç)	**x̄**	3,83	3,91	3,65	3,65	4,13	4,67	4,13	5
	S	0,388	0,288	0,344	0,487	0,487	0,344	0,344	0
2. Panel Yağda Pişirme Yöntemi (Sac Tava)	**x̄**	4,57	4,35	4,70	4,57	4,57	4,70	4,70	5
	S	0,507	0,487	0,470	0,507	0,507	0,470	0,470	0
2. Panel Kuru Isıda Pişirme Yöntemi (Izgara/Mangal)	**x̄**	4,52	4,48	3,87	4,48	4,48	3,87	3,87	5
	S	0,436	0,463	0,402	0,436	0,436	0,402	0,402	0
3. Panel Suda Pişirme Yöntemi (Güveç)	**x̄**	3,83	3,91	3,65	3,65	4,13	4,67	4,13	5
	S	0,388	0,288	0,344	0,487	0,487	0,344	0,344	0
3. Panel Yağda Pişirme Yöntemi (Sac Tava)	**x̄**	4,57	4,35	4,70	4,57	4,57	4,70	4,70	5
	S	0,507	0,487	0,470	0,507	0,507	0,470	0,470	0
3. Panel Kuru Isıda Pişirme Yöntemi (Izgara/Mangal)	**x̄**	4,52	4,48	3,87	4,48	4,48	3,87	3,87	5
	S	0,436	0,463	0,402	0,436	0,436	0,402	0,402	0

Tablo 4. Duysal Analizlere Ait Panellerin Özelliklerinin Ortalaması ve Standart Hatası

Tablo 4 incelendiğinde panelistlerin test ettiği Kaya Kekliği av etinin pişirildiği Suda (Güveç), Yağda (Sac Tava) ve Kuru Isıda (Mangal/Izgara) üç yöntemde renk, koku, tat/lezzet, görünüm, çekicilik, aroma ve damak zevkine uygunluk olan yedi duyusal özellikte önemli anlamlı farklılıkların olduğu görülmüştür. Suda (Güveç) pişirme yönteminde renk 3.83, koku, 3.91, tat/lezzet 3.65, görünüm 3.65, çekicilik 4.13, aroma 4.67 ve damak zevkine uygunluk 4.13, alışkanlıklara uygunluk 5.0 ortalama beğeni değerine sahip oldukları görülmüştür. Yağda (Sav Tava) pişirme yönteminde renk 4.57, koku 4.35, tat/lezzet 4.70, görünüm 4.57, çekicilik 4.57, aroma 4.70, damak zevkine uygunluk 4,70, alışkanlıklara uygunluk 5.0 ortalama beğeni değerine sahip oldukları görülmüştür. Kuru Isıda (Izgara/Mangal) pişirme yönteminde ise renk 4.52, koku 4,48, tat/lezzet 3.87, görünüm 4.48, çekicilik 4.48, aroma 3.87, damak zevkine uygunluk 3.87, alışkanlıklara uygunluk 5.0 ortalama beğeni değerine sahip oldukları görülmüştür.

Tablo 4 incelendiğinde duyusal özellikler arasında önemli farklılıklar bulunmasına rağmen, paneller arasında önemli bir farkın olmadığı görülmektedir. Aynı şekilde alışkanlıklara uygunluk (5.0) değeriyle duyusal özelliğinin de üç panel ve panelistlerin tamamında her hangi bir fark göstermediği görülmektedir. Bunun sebebin panelistlerin en az 20 yıllık avcılık ve av eti deneyimleri olduğu tespit edilmiştir. Panelisteler en az 20 yıllık tecrübelerine istinaden katıldıkları üç farklı panelde de aynı şekilde pişirilmiş olan Kaya Kekliği av etinin alışkanlıklarına uygun olduğunu, istinasız bir şekilde tam beğeni ile değerlendirmişlerdir. Bu araştırmanın güvenirlilik ve geçerliliği açısından da oldukça önemli bir faktördür. Tablo 5'te Kaya Kekliği av etinin duyusal özelliklerinin genel ortalamasına ait panelistlerin beğeni düzeylerinin betimsel analiz sonuçları verilmiştir.

Tablo 5. Yapılan Panellerin Genel Ortalaması ve Standart Hatası

	1. Panel		
	1, Panel (Suda)	**1, Panel (Yağda)**	**1, Panel (Kuru Isıda)**
N	23	23	23
Ortalama ($\bar{x}$)	4,09	4,64	4,32
Standart Hata (S)	0,227	0,295	0,324
	2. Panel		
	2, Panel (Suda)	**2, Panel (Yağda)**	**2, Panel (Kuru Isıda)**
Ortalama ($\bar{x}$)	4,09	4,64	4,32
Standart Hata (S)	0,227	0,295	0,324
	3. Panel		
	3, Panel (Suda)	**3, Panel (Yağda)**	**3, Panel (Kuru Isıda)**
Ortalama ($\bar{x}$)	4,09	4,64	4,32
Standart Hata (S)	0,227	0,295	0,324

Panelistlerin beğeni düzeylerinin ortalamasının Suda (Güveç) pişirme yönteminde $\bar{X}$ = 4.09, Yağda (Sac tava) pişirme yönteminde $\bar{X}$= 4.64 ve Kuru Isıda (Izgara/Mangal) pişirme yönteminde $\bar{X}$= 4,32 olduğu görülmüştür. Beğeni düzeylerine ait üç tekrardan oluşan paneller arasında anlamlı düzeyde fark olup olmadığını test etmek amacıyla tekrarlı ölçümler için tek yönlü ANOVA testi uygulanmıştır. Analiz öncesinde verilerin normallik koşulları çarpıklık ve basıklık katsayıları kontrol edilmiş ve üç ortalama için de dağılımın normalden aşırı sapma göstermediği (-1< sapma >+1) görülmüştür (Max. Çarpıklık = -0.466 ve Max Basıklık = -0.360). Ölçüm farklarının varyanslarının eşitliği koşulu Mauchy Küresellik testi ile sınanmış ve küresellik varsayımı karşılanmadığı için (Mauchly's W = 0.646; $p< 0.05$) analizde Huynh-Feldt test sonuçları dikkate alınmıştır. Analiz tekrarlı ölçümler için tek yönlü ANOVA testi sonuçları Tablo 6 'da verilmiştir.

Tablo 6. Kaya Kekliği Av Etinde Farklı Pişirme Yöntemlerinin Duyusal Özelliklere Etkisi

Varyansın Kaynağı	Kareler toplamı	sd	Kareler Ortalaması	F	p	Kısmı η2	Anlamlı Fark (Bonferroni)
1.Panel (A:Suda- B: Yağda- C:KuruIsıda)	4,36	1,62	2,4480	50,1	<,001	0,646	B>C B>A
Hata	1,82	36,76	0,0416				C>A
2.Panel (A:Suda- B: Yağda- C:KuruIsıda)	4,36	1,62	2,4480	50,1	<,001	0,646	B>C

							B>A
Hata	1,82	36,76	0,0416				C>A
3.Panel (A:Suda- B: Yağda- C:KuruIsıda)	4,36	1,62	2,4480	50,1	<,001	0,646	B>C B>A
Hata	1,82	36,76	0,0416				C>A

Yapılan tekrarlı ölçümler için tek yönlü ANOVA testi sonucunda panelistlerin Ada Tavşanının farklı pişirme usulleri ile yapılan duyusal analizleri arasında istatiksel olarak anlamlı seviyede fark tespit edilmiştir ($F(1.62; 36.76) = 4.36$, $p< 0.05$, kısmi $\eta2 = 0,646$). Hesaplanan etki büyüklüğü değerinden hareketle üç farklı pişirme yönteminde panelistlerin duyusal test düzeylerindeki değişimin yaklaşık %70 açıkladığı söylenebilir. Tekrarlı ölçümlerine ait Tablo 5'e ve *Bonferroni post hoc* karşılaştırma testi sonuçlarına bakıldığında panelistlerin Suda (Güveç) pişirme yönteminde A: $\bar{X}$ =4,09 Yağda (Sac Tava) pişirme yönteminde B: $\bar{X}$= 4,64 ve Kuru Isıda (Izgara/Mangal) pişirme yönteminde ise C: $\bar{X}$ = 4,34 anlamlı farklılar olduğu (A : $\bar{X}$ =4,09 < C: $\bar{X}$ = 4,34 < B: $\bar{X}$= 4,64) görülmüştür ($p<0.05$).

Bu bağlamda Kaya Kekliği av etine uygulanan Suda (Güveç), Yağda (Sac Tava) ve Kuru Isıda (Mangal/Izgara) ile farklı pişirme yöntemlerinin duyusal özellikleri; renk, koku, tat/lezzet, görünüm, çekicilik, aroma, damak zevkine uygunluk olan yedi kriter arasında farklılar oluşturduğu ortaya çıkartılmıştır. Sadece alışkanlıklara uygunluk kriterinde her hangi bir fark görülmemiştir. Bunun sebebinin ise av etini bilen ve avcılık tecrübesi en 20 yıllık olan avcılardan oluşan panelist grubunun olduğu düşünülmektedir. Bu ve bu araştırma benzeri araştırmalarda dikkate alınması gereken bir bulgu olduğunu söylemek mümkündür.

TARTIŞMA, SONUÇ ve ÖNERİLER

Kaya Kekliği av etinin farklı pişirme yöntemleriyle duyusal analizleri sonucunda pişirme yöntemine göre panelistlerin beğeni düzeyleri ortaya konulmuştur. Suda (Güveç) pişirme yöntemi tüm duyusal testler sonucunda en fazla beğeniyi alırken, Kuru Isıda (Mangal/Izgara) en az beğeniyi almıştır. Bunun sebeplerinin en başında Kaya Kekliği av etinin yağ oranının çok düşük olması neredeyse tamamının kas ve liflerden oluşması gelmektedir. Bu nedenle Kuru Isıda pişirme sırasında normal çiğ karkasın sert ve yağsız olması av etinin piştikten sonra daha da sert olmasına neden olmaktadır. Bu nedenle Suda ve Yağda pişirme yöntemlerinin beğeni düzeyleri daha yüksektir. Av etinin suda haşlanması ile çok daha yumuşak olması bakımından en fazla beğeniyi aldığı düşünülmekte ve görülmektedir. Bu bağlamda Kaya Kekliği av etinin sektörde pişirilmiş olarak sunulmasında, en uygun pişirme yönteminin Suda (Güveç) pişirme yöntemi olduğunu söylemek mümkündür. Bu yöntem geleneksel pişirme yöntemlerinde oldukça yaygın olarak kullanılan bir yöntemdir. İştah açıcı bir tada sahip olan Kaya Kekliği av etini tüketiciye sunacak işletmeler, geleneksel tariflere göre veya modern pişirme yöntemlerini kullanabilirler. Böylelikle hem deneyimli hem de yeni bir tüketici segmentine ulaşabilirler. Ayrıca daha farklı yemeye hazır veya pişirmeye hazır ürünler geliştirerek yeni tüketici segmenti olan gençler için bile lezzetli ürünler ortaya çıkartmaları mümkündür.

Pratik Çıkarımlar

Kaya Kekliği av etinin tüketiciye tanıtılması ve sunulması oldukça önemli bir basamaktır. Tüketicilerin ihtiyaçlarını anlamak, ürün özelliklerini tasarlamanın temelidir. Tüketicilerin Kaya Kekliği av etinin olumlu özelliklerine ilişkin bilgilerini artırmaya yönelik bilgilendirme kampanyalarıyla birleşen ürün stratejileri, pazarın gelişimine katkıda bulunabilir. Kaya Kekliği av etiyle ilgili bilgilerin yayılması ve erişim sağlanması için etkili bir strateji medya olabilir. Özellikle genç tüketicilerin, sosyal medya veya görsel medya gibi çevrimiçi kanalları yaygın olarak kullanıyor olması bu stratejinin geçerliliğini ortaya koymaktadır. Bu mecralarda pazarlamacılar özellikle tüketicileri homojen gruplara ayırarak, tüketicilerin tercih ve beklentilerini karşılayan ürünler sunmalıdır. Bilgilendirme ve reklam kampanyaları sosyo-demografik özelliklere göre uyarlanmalıdır. Hedef kitlenin psikografik özellikleri ve tercihlerini etkilemek için Kaya Kekliği av etinin üst seviyedeki sağlıklı besinsel özelliklerine vurgu yapılabilir. Özellikle günümüzde popüler bir konu olan fonksiyonel ürün olarak lanse etmek etkili bir strateji olabilir. Beslenme ve sağlık arasındaki yakın bağlantı konusunda tüketicilerin artan farkındalığı fonksiyonel

gıdalara olan talebin artmasına neden olmuştur. Fonksiyonel gıdalar tüketimi yararlı etkileri olan belirli besinsel özelliklere sahiptir. Bu bağlamda, müşteri zinciri de dahil olmak üzere paydaşların Kaya Kekliği av eti tüketimini artırmaya yönelik bir strateji geliştirmelerine yardımcı olabilir. Tüketicinin gıda talebini sağlığa yararlı bileşiklerle karşılayarak Kaya Kekliği av etinin imajını iyileştirebilir. Bu bağlamda tüketicileri Kaya Kekliği av etinin çeşitli beslenme özellikleri ve fonksiyonel rolü konusunda bilinçlendirecek tanıtım kampanyalarının önemini oldukça yüksek olacaktır. Kaya Kekliği üreticiliği, fonksiyonel et geliştirebilecek üreticiler için bir fırsat sunarak, bu tür ürünlere yönelik artan tüketici ilgisini karşılayabilecek potansiyele sahiptir.

Kaya Kekliği av etinin gastronomi açısından değerlendirme yöntemleri olduğu gibi av hayvanı olarak av turizmi açısından değerlendirilmesi de oldukça yenilikçi ve verimlidir. Hızlı üreme özelliğine sahip olan Kaya Keklikleri yılda 8-15 arası yumurta üretme yapabilmektedirler. Bu bakımdan av turizmi işletmeleri için oldukça yüksek gelir getirici özelliğe sahip olabilecek potansiyele sahiptirler. Belli bir üretim sürecinden sonra doğada kendi üreme özelliğine sahip olması bakımından av turizmi işletmesine ait avlaklarda yarı vahşi olarak işletme sahiplerine maliyetsiz şekilde üremesi bakımından oldukça karlı bir yatırım potansiyeli vardır. Bu bakımdan av etindeki gibi tanıtımı aynı şekilde yapılarak tüketicilerin dikkati çekilmelidir.

Teorik Çıkarımlar

Diğer et türleri için yapıldığı gibi, Kaya Kekliğinden elde edilen av etlerinin duyusal özelliklerini belirlemeye yönelik araştırmaya rastlanmamıştır. Ayrıca, Kaya Kekliği av eti ve av turizmi için tüketicilerin tercihleri ve harcama talepleri üzerine herhangi bir çalışma yapılmamıştır. Av turizmi ve eti tüketici davranışları ve algıları üzerine çok az çalışma yapılmıştır. Günümüz av eti ve turizmi pazarında müşterilerin tercihlerinin kapsamlı bir şekilde anlaşılması gerekmektedir. Bu araştırma ile elde edilen bulgular, Kaya Kekliği av eti tüketimini artırmaya ve av turizmine ilgiyi artırmaya yönelik bir strateji geliştirmek için bunları kullanabilecek av turizmi işletmeleri, zincir marketler, üreticiler hatta tüketiciler de dâhil olmak üzere birçok paydaş için son derece faydalı olacaktır. Aynı zamanda özellikle Türkçe literatürde böyle bir çalışma olmaması bakımından diğer gastronomi ve av turizmi alanındaki bundan sonraki çalışmalara kaynak sağlayabilecek niteliktedir. Bu araştırma da sadece Kaya Kekliği av eti ve av turizmi üzerinde durulmuştur. Diğer av hayvanları av etleri konusunda çalışmalar yapacak araştırmacılar tarafından başvurulabilecek bir araştırmadır.

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BUTİK ŞARAP OTELLERİNDE HİZMET KALİTESİ BOYUTLARININ TRIPADVISOR YORUMLARI ÜZERİNDEN DEĞERLENDİRİLMESİ

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GİRİŞ

Gastronomi turizmi, son yıllarda turizm sektöründe önemli bir gelişme göstermiştir. Türkiye'nin tarihi ve kültürel zenginliklerinin yanı sıra, benzersiz şarap üretim bölgeleri de bu ilginin artmasına katkıda bulunmaktadır. Özellikle şarap turizmi, yerel kültür ve gastronomiyle bütünleşmiş deneyimler sunarak turistler için çekici bir alternatif oluşturmaktadır. Bu bağlamda, butik şarap otelleri hem konaklama hizmetleri hem de şarap kültürünü birleştirerek benzersiz bir konaklama deneyimi sunmaktadır.

Bu çalışmanın amacı, ülkemizdeki şarap bağ rotaları üzerinde yer alan butik şarap otellerinin hizmet kalitesi boyutlarını otelde konaklayan misafirlerin yorumları üzerinden incelemektir. Otellerde sunulan hizmetlerin kalitesinin müşteri memnuniyeti üzerindeki etkisi, turizm sektöründe önemli bir araştırma konusu olmuştur. Hizmet kalitesinin değerlendirilmesi, otel yönetimlerinin hizmetlerini iyileştirmesi ve müşteri memnuniyetini artırması için kritik bir rol oynamaktadır. Bu bağlamda, TripAdvisor gibi popüler otel değerlendirme platformları, müşterilerin deneyimlerini paylaşmaları ve otellerin hizmet kalitesini değerlendirmeleri açısından değerli bir veri kaynağı sunmaktadır.

Araştırmada, betimsel analiz yöntemi kullanılarak şarap bağ rotası bölgesindeki 17 adet butik şarap oteli hakkında TripAdvisor platformunda yapılan müşteri yorumları incelenmektedir. Müşterilerin yorumları, hizmet kalitesine dair çeşitli boyutları ortaya koymakta ve bu boyutlar, otel hizmetlerinin hangi alanlarda güçlü veya zayıf olduğunu belirlemeye yardımcı olmaktadır. Yorumların analizinde Parasuraman ve ark.'nın (1988) ortaya koyduğu SERVQUAL modelinde yer alan beş temel hizmet kalitesi boyutu temel alınmaktadır. Böylece araştırma, butik şarap otellerinin hizmet kalitesini artırmaları için önemli ipuçları sunmayı amaçlamaktadır. Ayrıca, turizm sektöründe hizmet kalitesi üzerine yapılan çalışmalara katkıda bulunarak, otel yöneticilerine ve sektördeki diğer paydaşlara yol gösterici bilgiler sağlamaktadır. Bu sayede, butik şarap otellerinin müşteri memnuniyetini artırma ve sektördeki rekabet güçlerini yükseltme potansiyelleri değerlendirilecektir.

LİTERATÜR

Gastronomi turizmi, turizm endüstrisinin önemli bir alt dalı olarak son yıllarda büyük bir ilgi görmektedir. Özellikle şarap turizmi, yerel kültürü ve gastronomiyi deneyimlemek isteyen turistler için cazip bir seçenek sunmaktadır (Hall ve Mitchell, 2008). Türkiye, tarihi ve kültürel zenginliklerinin yanı sıra, benzersiz şarap üretim bölgeleri ile şarap turizmi açısından dikkat çekici bir potansiyele sahiptir (Akgüngör, 2013). Hizmet kalitesi, turizm sektöründe müşteri memnuniyeti ve sadakatini belirleyen

kritik bir faktör olarak kabul edilmektedir (Parasuraman, Zeithaml ve Berry, 1988). Hizmet kalitesinin değerlendirilmesi, özellikle otel işletmeleri için stratejik bir önem taşımaktadır. Otel hizmet kalitesini ölçmek için geliştirilen SERVQUAL modeli, beş temel boyut üzerine odaklanmaktadır: güvenilirlik, yanıt verebilirlik, güvence, empati ve fiziksel özellikler (Parasuraman ve ark., 1988). Bu model, otel yönetimlerinin hizmet kalitesini değerlendirmeleri ve iyileştirmeleri için yaygın olarak kullanılmaktadır.

TripAdvisor gibi çevrimiçi değerlendirme platformları, müşterilerin otel hizmet kalitesini değerlendirmeleri ve geri bildirimde bulunmaları için önemli bir araç haline gelmiştir (O'Connor, 2010). Bu platformlar, müşterilerin otel deneyimlerine dair ayrıntılı yorumlar paylaşmalarına olanak tanıyarak, potansiyel müşterilere ve otel işletmelerine değerli bilgiler sunmaktadır. Çevrimiçi yorumlar, otel hizmet kalitesinin farklı boyutlarını analiz etmek için zengin bir veri kaynağı sağlamaktadır (Vermeulen ve Seegers, 2009). Butik oteller, genellikle benzersiz ve kişiselleştirilmiş hizmetler sunarak büyük otel zincirlerinden ayrılmaktadır (Aggett, 2007). Bu tür otellerde hizmet kalitesinin önemi daha da artmaktadır çünkü müşteriler, büyük ölçüde otelin sunduğu özgün deneyimler ve yüksek kaliteli hizmetler nedeniyle bu otelleri tercih etmektedir (McIntosh ve Siggs, 2005). Butik şarap otelleri ise, konaklama hizmetlerini şarap tadımı ve şarap üretim süreçleri ile birleştirerek, turistlere eşsiz bir deneyim sunmaktadır (Getz ve Brown, 2006).

YÖNTEM

Araştırma kapsamında betimsel analiz yöntemi kullanılarak, TripAdvisor üzerinde şarap bağ rotası bölgesinde yer alan 17 adet butik şarap oteli hakkında yapılan müşteri yorumları incelenmiştir. Veriler, Parasuraman ve ark.'nın (1988) ortaya koyduğu SERVQUAL modelinde yer alan beş temel hizmet kalitesi boyutu temel alınarak analiz edilmiştir. Buna göre yorumlar, literatürde yer alan fiziksel unsurlar, güvenilirlik, empati, heveslilik, güven olmak üzere 5 adet hizmet kalitesi boyutlarına ayrılarak kategorize edilmiştir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu araştırmanın temel amacı, ülkemizdeki şarap ve bağ rotası bölgesindeki butik şarap otellerinde sunulan hizmetlerin kalitesini değerlendirmek ve bu hizmetlerin çeşitli boyutlarını TripAdvisor platformundaki müşteri yorumları üzerinden analiz etmektir. Bu sayede, otel yöneticilerine ve potansiyel müşterilere yol gösterici olacak hizmet kalitesi unsurları belirlenmiş olacaktır.

Araştırma, sadece TripAdvisor'da yer alan müşteri yorumlarına dayanmaktadır. Diğer platformlardaki yorumlar veya doğrudan müşteri geri bildirimleri dikkate alınmamıştır. Bu, verilerin temsil yeteneğini kısıtlayabilir. TripAdvisor yorumları, bireysel kullanıcıların subjektif görüşlerini yansıtır. Yorumlar belirli bir zaman dilimi içinde toplanmıştır. Otellerin hizmet kalitesinde zamanla değişiklikler olabileceğinden, bulgular bu zaman dilimiyle sınırlıdır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu araştırma, butik şarap otellerinin hizmet kalitesi boyutlarını TripAdvisor yorumları üzerinden analiz ederek hem turizm literatürüne hem de uygulamaya önemli katkılar sağlamaktadır. Araştırmanın özgün değeri aşağıdaki noktalarda özetlenebilir: Gastronomi ve şarap turizmi, turizm endüstrisinin hızla büyüyen alanlarıdır. Ancak, bu alanlarda hizmet kalitesinin detaylı analizi konusunda sınırlı sayıda çalışma bulunmaktadır. Bu araştırma, şarap turizminin önemli destinasyonlarındaki butik şarap otellerine odaklanarak, bu boşluğu doldurmayı amaçlamaktadır.

Çevrimiçi değerlendirme platformları, müşterilerin gerçek deneyimlerini ve memnuniyet düzeylerini yansıtan zengin veri kaynakları sunmaktadır. Bu araştırma, TripAdvisor gibi popüler bir platformu kullanarak, butik şarap otellerinin hizmet kalitesi hakkında geniş ve derinlemesine bir analiz yapmaktadır. Bu yaklaşım, müşteri geri bildirimlerinin doğrudan incelenmesine olanak tanıyarak, hizmet kalitesinin gerçek zamanlı değerlendirilmesini sağlar. Araştırmada kullanılan betimsel analiz yöntemi, müşteri yorumlarını kategorize ederek, hizmet kalitesinin farklı boyutlarını detaylı bir şekilde

incelemektedir. Bu metodoloji, hizmet kalitesinin somut ve ölçülebilir unsurlarını ortaya koyarak, otel yöneticilerine spesifik iyileştirme alanları hakkında bilgi sağlar.

Çalışma, butik şarap otellerinin hizmet kalitesini artırmak için pratik öneriler sunmaktadır. Bu öneriler, otel yöneticileri ve turizm sektörü profesyonelleri için rehber niteliğinde olup, müşteri memnuniyetini ve sadakatini artırmak için stratejik kararlar almalarına yardımcı olabilir. Hizmet kalitesi, otelcilik literatüründe geniş bir şekilde ele alınmış bir konudur. Ancak, şarap turizmi ve butik oteller bağlamında yapılan çalışmalar sınırlıdır. Bu araştırma, bu spesifik alanda yeni bulgular ortaya koyarak, mevcut literatüre önemli katkılar sunmaktadır. Ayrıca, çevrimiçi yorumların analizi üzerine yapılan çalışmaların artmasına da katkı sağlar. Araştırma bulguları, yerel otel işletmelerinin yanı sıra, turizm politikalarını belirleyen kurumlar için de değerli bilgiler sunmaktadır. Bu sayede, şarap turizmi destinasyonlarının global rekabet gücünü artırmak için stratejik planlamalar yapılabilir. Bu nedenlerle araştırma hem akademik literatürde hem de turizm sektörü uygulamalarında önemli bir boşluğu doldurmakta ve değerli katkılar sağlamaktadır.

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GASTRONOMİDE YENİ YÜKSEK TEKNOLOJİK İŞLER

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GİRİŞ

Teknoloji, üretim, araştırma, geliştirme, pazarlama ve satış öncesi ve sonrasını kapsayan sanayi sürecinin verimli ve etkin bir şekilde gerçekleşmesini sağlayan bilgi ve becerilerdir (Şenel ve Gençoğlu, 2003: 49). Daha basit tanımıyla modern toplumların bilimsel bilgiyi kullanarak hayatı kolaylaştırma çabalarıdır. Teknoloji sürekli değişim ve gelişim halindedir ve hayatımızın pek çok alanında (sağlık, eğlence, eğitim, ev işleri, lojistik…) karşımıza çıkmaktadır.

Teknoloji, gastronomi alanında da pek çok yeniliği beraberinde getirmiştir. Sanayi devriminin etkisiyle teknolojik gelişmeler mutfak alanına da yansımıştır. Mutfakta teknolojik donanımlara sahip ekipmanlara yer verilmesi; zaman tasarrufu sağlama, daha az insan gücünün kullanılması, ürünlerin bozulmadan muhafaza edilmesi, hizmet süresini hızlandırma, raf ömrünü uzatma, kaliteli ve standart ürüne ulaşma gibi pek çok alanda fayda sağlamıştır.

Tablo1. Mutfak ve Yiyecek İşletmelerinin Yönetim Alanında Meydana Gelen Teknolojik Gelişmeler

MUTFAK ALANINDAKİ TEKNOLOJİK GELİŞMELER		YÖNETİM ALANINDAKİ TEKNOLOJİK GELİŞMELER	
YIL	GELİŞME	YIL	GELİŞME
1975	Mutfak fırının icat edilmesi.	1879	Yazar kasanın icadı
1826	Yiyecek işletmelerinde gazlı ocakların kullanılması	1973	Bilgisayarlı satış noktası sisteminin kurulması
1834	Buzdolabının icadı	1984	Kredi kartı sistemine geçilmesi.
1884	Bor camın icadı	1992	Post sistemlerinin geliştirilmesi
1892	Mutfakta elektrikli ocağın kullanılması	1995	Restoran yönetim sisteminin kurulması

1906	Termosun icadı	1999	Çevrimiçi restoran rezervasyonu hizmeti
1910	Elektrikli mikserin icadı (1922- Blender icadı)	2004	Restoran inceleme sitelerinin kurulması
1947	Mikrodalganın icadı	2011	Bulut restoranlar

Kaynak: (Gözgeç Mutlu vd. (2021:136-138)

Tablo1. de yiyecek ve içecek işletmelerinin mutfaklarında ve yönetim alanında yapılan teknolojik gelişmelerden bazılarına yer verilmiştir. Teknolojinin mutfak alanında gelişimler göstermesi sayesinde daha az emek harcanarak daha fazla iş yapılabilmektedir. Ayrıca yönetim kısmında gerçekleşen gelişmeler sayesinde süreçler daha kolay ve hızlı bir şekilde takip edilmeye başlanmıştır. Tüketiciler yemek tercihlerine göre restoran araştırması yapabilir, işletmeye gitmeden kendileri için masa rezervasyonu yapabilir ve kredi kartlarıyla rahat ve hızlı bir şekilde ödeme yapabilmektedirler.

Bu çalışmada gastronomi alanındaki yeni yüksek teknolojik işler, ikincil kaynaklardan derleme çalışması yapılarak toplanmıştır. Çalışmanın amacı; yeni yüksek teknolojik işlerin neler olduğunu ortaya çıkartmak ve bunların gastronominin sürdürülebilirliği ve sektörde uygulanabilirliğine etkisini tartışmaya açmaktır.

ROBOTLAR

Yemek ve Servis Yapan Robotlar

Teknolojik gelişmelerin hız kazanmasıyla birlikte robotlar, yiyecek ve içecek işletmelerinde şef, barmen, aşçı, garson gibi çeşitli görevleri üstlenmektedirler (Özgürel, 2021: 1851). İşletmelerde robot yardımcıların kullanılması; rekabet gücünün artırılması, hizmetin daha hızlı ve standart hale gelmesi, üretim ve verimliliğin artması noktasında önemli görülmektedir (Tarınç ve Özbek, 2022: 407).

Dünya üzerinde yemek yapımında ve servisinde kullanılan pek çok robot bulunmaktadır. Moley robotik mutfak en bilinen ve ilk tam otomatik pişirme robotlarından biridir. Robot, yemekleri pişirebilir, yeni yemek tarifleri öğrenebilir ve pişirme sonrası mutfak temizliği yapabilmektedir. Kompakt ve sofistike bir ürün olan bu robot, dokunmatik ekran, fırın, robotik kollar ve ocak kısımlarından oluşmaktadır. Şef Tim Anderson'un yemek yapma becerileri robotun sistemine işlenmiştir. Bu sayede robot, şefi taklit ederek robotik elleriyle yemekleri hazır hale getirmektedir (Bozkurt Uzan ve Sevimli, 2020: 52-53).

Spyce Robotik Mutfak, ünlü şef Daniel Boulud ve Massachusetts Teknoloji Enstitüsü'ndeki öğrencileri ile birlikte tasarlanmış robotik bir mutfaktır. Bu mutfak Spyce isimli bir restorandadır ve en karmaşık yemekleri yapabilme özelliğine sahiptir (Özgürel, Kılınç Şahin, 2021: 1865). Temel ilkesi rahatlık ve hızlılık olan bu işletme Boston'dadır ve 15 kişilik kapasiteye sahiptir (Gözgeç Mutlu vd., 2021:141).

Flippy 2017 yılında Kalifornia'da Cali Burger isimli işletmede yapay zekâ destekli bir mutfak robotudur. Ticari mutfaklarda mutfak personeline yardım etmek amacıyla tasarlanmıştır. Flippy ızgara başında köfteleri pişirmekte ve fritözde sebzeleri kızartabilmektedir Bozkurt Uzan ve Sevimli, 2020: 54). Bot şef robotu 2019 Uluslararası Mutfak ve Banyo Fuarı'nda tanıtılmış şef yardımcı bir robottur. Bu robot doğrama, temizleme, çırpma ve dökme gibi temel görevleri

Şekil 2 Flippy

yerine getirebilmektedir (SamsungNewsroom,2023).

Şekil 1 Spyce Robotik Mutfak

Şekil 3 Moley Robotik Mutfak

Kaynak: (bigumigu.com)

Şekil 4 Robi

Kaynak: (www.newatlas.com)

Kaynak: (www.indyturk.com)

Pazzi robotics, Fransa'da geliştirilen otonom bir pizza yapma robotudur. Robot aynı anda yaklaşık 10 adet pizza yapabilmektedir (pazzirobotics.com, 2023). Bu robot pizza üzerine domates sosu sürebilir, hazırlanan pizzaları fırında pişirebilir ve pişirme sonrası kutuya yerleştirip kesme işlemini yapabilmektedir (Bozkurt Uzan ve Sevimli, 2020: 53). Türkiye'de ise ilk robot garsonlar 2019 yılında da kullanılmıştır. Müşteriler masalara yerleştirilen dijital menü sistemiyle sipariş vermektedir. Yemekler ise Robi isimli garson robotlar tarafından masaya servis edilmektedir. İlaveten robotlar servis esnasında müzik de çalabilmektedir (cnnturk, 2023).

Teslimat Yapan Robotlar

Dilly Drive, Woowa Brothers şirketi tarafından hizmet veren yemek dağıtım robotudur. Bu robot ilk kez Güney Kore'de deneyimlenmiştir. Üzerine yerleştirilen sensör ve kameralar sayesinde yol üzerindeki engellerden kaçınabilmektedir. Dilly Drive 6 öğle yemeği ve 12 bardak taşıma kapasitesine sahiptir. Yaya geçitlerinde ve insan trafiğinin yoğun olduğu alanlarda yavaşlayabilmektedir. Uzaktan izleme özelliği sayesinde acil durumlarda müdahale edilebilmektedir (theindexsproject.org, 2023).

Postmates, Batı Hollywood'un Los Angeles mahallesinde teslimat yapan robottur. Müşteriler Postmates vasıtasıyla tercih ettikleri yiyecek ve içecekleri sipariş vermektedirler. Teslimat seçeneği olarak insan ya da robot tercihi bulunmaktadır. Robot tercihini seçen müşteriler, robot adrese ulaştığında kısa mesaj ile bilgilendirilmektedir. Güvenlik amacıyla kısa mesajla müşterilere siparişi teslim alabileceği bir kod da gönderilmektedir (thespoon.tech, 2023).

Robomart, eve çağırılabilen otomatik bir mağazadır. Tigran Shahverdyan, Ali Ahmed ve Emad Suhail Rahim tarafından 2017 yılında sürücüz mağaza konsepti ile kurulmuştur. Ürünleri hazırlayıp müşterilere ulaştırmak yerine mağaza müşterilerin ayağına gitmektedir (Wikipedia.org, 2023).

Şekil 5 Dilly Drive

Kaynak: (theindexproject.org)

Şekil 6 Robomart

Kaynak: (bigumigu.com)

Masa Üstü Robotlar

Fromaggio bir peynir yapma robotudur. Bu robot

ile krem peynir, mozzarella, hellim, Amerikan peyniri, vegan peynirler, provolone, bleu, chevre, tofu, feta, cottage, parmesan, comte ve özelleştirilmiş her çeşit peyniri yapmak mümkündür. Robot ayrıca yoğurt ve tofu gibi süt bazlı ürünleri yapma becerisine de sahiptir (fromaggio.com, 2023).

Numilk home ev ortamında bitkisel süt üreten çevre dostu bir mutfak robotudur. Hayvansal kaynaklı sütler kalp hastalığı, Alzheimer hastalığı, diyabet, meme ve prostat kanseri gibi hastalıkların ortaya çıkmasında rol oynamaktadır. Bu sebeple bitkisel kaynaklı süt ürünleri önerilmektedir. Robot ayrıca latte ve protein karışımları da hazırlayabilme özelliğine sahiptir. Vegan bazlı süt üretebilmek için yulaf, badem gibi ürünler makineye yerleştiriliyor. Ağız kısmına bir poşet yerleştiriliyor ve cihazın çalışma düğmesine basılıyor. Cihaz 1 dakikadan daha kısa bir sürede süt elde edebilmektedir (bigumigu.com, 2023).

Şekil 7 Fromaggio

Kaynak: (fromaggio.com)

Şekil 8 Numilk Home

Kaynak: (numilk.com)

Artırılmış Gerçeklik Uygulamaları

Teknolojik gelişmelerle birlikte sanal dünyanın kapıları da açılmıştır. Artırılmış gerçeklik, gerçek dünyanın bilgisayar ortamında simüle edilerek sanal dünyaya taşınmasıdır (Carmigniani ve Furht, 2011). Artırılmış gerçeklik uygulamaları duyulara hitap ederek kişilere özel deneyimler sunmaktadır. Artırılmış gerçekliği gastronomi alanında değerlendirdiğimizde interaktif yemek masaları karşımıza çıkmaktadır

İnteraktif yemek masaları yemek deneyimini daha keyifli hale getirmek amacıyla masa üzerine animasyonların yansıtıldığı bir uygulamadır. İnteraktif yemek masası başlığı altında hizmet veren işletmeler hem konukların yemek deneyimini zenginleştirmekte hem de animasyonlar ile yemeğin yapılışı hakkında bilgi verebilmektedir (Mutlu Öztürk, 2020: 230). İlaveten yemeğin hazırlık sürecinde müşteriler, yerel çevre hakkında bilgi toplayabilirler, oyun oynayabilirler ve kendi zevklerine göre masayı grafitler ya da resimler ile süsleyebilmektedirler (Cankül ve Doğan, 2018: 583).

Şekil 9 İnteraktif Yemek Masası

Kaynak: (stories.hilton.com)

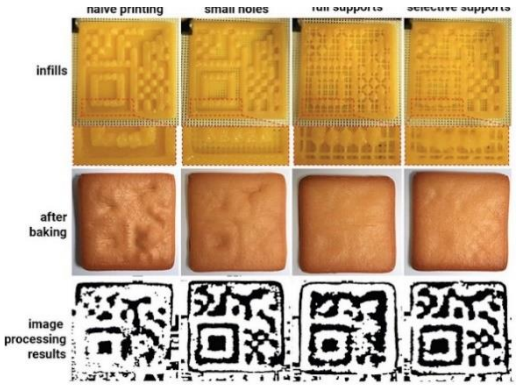
3B ve 3D Gıda Yazıcıları

3D baskı teknolojisi Nanotek Instruments firması tarafından geliştirilmiş ve 2001 yılında gıda sektöründe kullanılmaya başlanmıştır. Geleneksel yöntemler ile karşılaştırıldığında daha hızlı prototip ürün oluşturması, daha az atık oluşturması, enerjiden ve zamandan tasarruf sağlamasından dolayı geleceğin iddialı teknolojilerinden biridir (Candoğan ve Gökçen Bulut, 2020: 153).

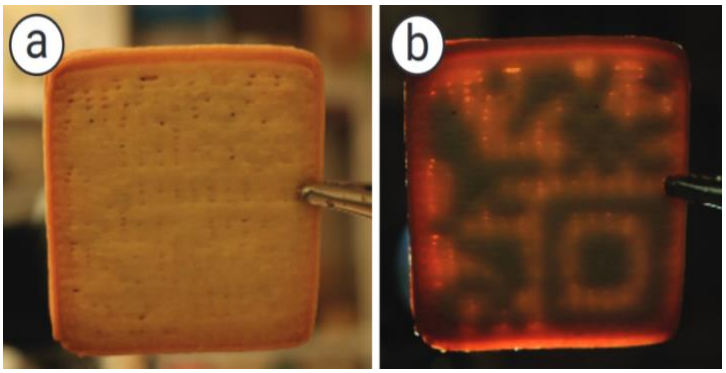
3D gıda yazıcıları pek çok alanda kullanılmaktadır. Uzun raf ömrüne sahip olması ve özelleştirilebilir olmasından dolayı Amerikan ordusu tarafından tercih edilmiştir. Askeri personel taşıdıkları yükü azaltmak için daha sıkı yapıda ve yüksek dolgu yüzdesine sahip gıdalar üretmişlerdir. 3D gıda yazıcıları uzay alanında da tercih edilen bir uygulamadır. Günümüzdeki çoğu gıda kısa raf ömrüne sahiptir ve zamanla gıdalarda besin kayıpları oluşmaktadır. Ulusal Havacılık ve Uzay Dairesi (NASA), uzun uzay yolculukları için 3D gıda yazıcılarından yararlanmaktadır (Meral ve Demirdöven, 2022:99).

3B yazıcılar kullanılarak yapılan uygulamalardan biri yenilebilir QR kodlarıdır. QR kodları kurabiye gibi atıştırmalıkların içine gömülerek "interiqr" isimli 3B baskı tekniği ile hazırlanmaktadır. Pişirilmeden önce yapılan bu işlem, piştikten sonra ışık tutularak okunabilmektedir. Bu tür uygulamalar hem de sürdürülebilirlik açısından hem de ambalaj kaynaklı atık sorunlarını önlemesi adına önemlidir (bigumigu.com, 2023).

Şekil 10 Yenilebilir QR Kodu



Şekil 11 Yenilebilir QR Kodunun Işık Altında Görünümü



Kaynak: (nplus.ru)

Kaynak: (nplus.ru)

Yapay Zeka Destekli Bazı Uygulamalar

Sony Al- Gastronomi Amiral Gemisi Projesi

Sony Al 2019 yılında Japonya'da kurulan bir organizasyondur. Sony Al yapay zeka üzerine yapılan araştırmaları artırma ve geliştirme noktasında önemli adımlar atmıştır. Yapay zeka üzerine yaptığı projelerden biri de "Gastronomi Amiral Gemisi" projesidir. Bu projede yapay zeka algoritmaları sayesinde yeni tarifler geliştirme ve malzeme eşleştirme konusunda şeflere destek olmaktadır (ai.sony, 2023).

Wınnow Vision

Mutfaklarda gıda israfını azaltma amacına hizmet eden bir uygulamadır. Yapay zeka destekli bir cihaz olan Winnow Vision, gıda atıklarının takibini yapmakta, zamandan tasarruf sağlamakta ve maliyetleri azaltmaktadır. Bu cihaz üzerinde yer alan kamera sayesinde çöpe atılan gıdalar anlık olarak sisteme işlemektedir. Yapay zeka bu verileri analiz ederek çöpe atılan gıdaların miktarını ve türünü saptamaktadır (www.winnowsolutions.com, 2023).

Hello Egg

Hello egg, mutfakta ses komutuyla çalışan akıllı bir asistandır. Hello egg sayesinde alışveriş listenizi oluşturabilir, beslenme tercihinize uygun tarifler sunar ve haftalık beslenme diyeti oluştur. Ayrıca mutfak ortamında sizi takip edebilir, müzik çalabilir, hava durumu ve güncel haberler hakkında size bilgi verebilir (helloegg.net, 2023).

Project Nourished

Yeme içme deneyimini taklit eden sanal gerçeklik uygulamasıdır. Dünyadaki diğer insanlarla sanal bir ortamda yemek yeme deneyimi ile sosyalleşmeyi sağlayan bir uygulamadır. Beynin yiyecek ve içeceklerden tatmin olmasını sağlamak için bazı duyuları (görme, tatma, koku, doku, ses) farklı ekipmanlar kullanarak manipüle etmiştir. Bu ekipmanlardan bazıları; 3D baskılı gıda, jiroskopik gereçler, aromatik difüzör, VR kulaklık, sanal kokteyl bardağı ve kemik iletim dönüştürücüsüdür (rhruby2.people.uic.edu, 2023).

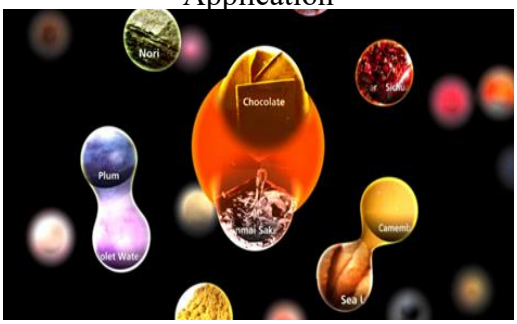
Şekil 12 Wınnow Vision

Kaynak: (www.winnowsolutions.com)

Şekil 13 Hello Egg

Kaynak: (www.cnet.com)

Şekil 14 The GUI of the Artificial Intelligence Supported Recipe Creation Application



Kaynak: (www.sony.com)

Sürdürülebilir Temalı Uygulamalar

Yenilebilir Su Şisesi

İsveç'te bulunan Tomorrow Machine isimli tasarım stüdyosu Brämhults meyve suyu markası için biyo-bazlı, yenilebilen , doğranabilen ve kompost yapılabilen bir şişe tasarlamıştır. Bu şişe tamamen patatesten üretilmiştir. Tasarım aşamasında meyve kabuklarından ilham alındığından dolayı şişe meyve gibi soyularak tüketilmektedir. Şişenin içerisine yerleştirilen solüsyon çözeltisi sayesinde patatesten elde edilen şişe dağılmadan kalabilmektedir. Seri üretime henüz geçilmeyen bu şişe yaklaşık 17 dakikada parçalanabilmektedir. Şirketin enginar yaprağı ve deniz yosunundan elde edilen ambalaj çalışmalarının da olduğu bilinmektedir (bigumigu.com, 2023).

Gıda Atıklarından Vegan Deriler

Bazı firmalar (Nike, H&M, SAYE, WAMA) sürdürülebilirliği desteklemek adına elma, mısır, ananas, kahve telvesi, mango, narenciye kabuğu, ananas yaprağı, kenevir, muz kabuğu, mısır püskülü ve kaktür yaprağı gibi gıda atıklarından elyaf, kumaş, lif, ayakkabı, çanya, kıyafet üretmeye başlamışlardır. Gıda atıklarından yapılan bitki bazlı bu ürünler vegan bireyler içinde alternatif olmaktadır (Çoşan ve Aymankuy, 2023:64).

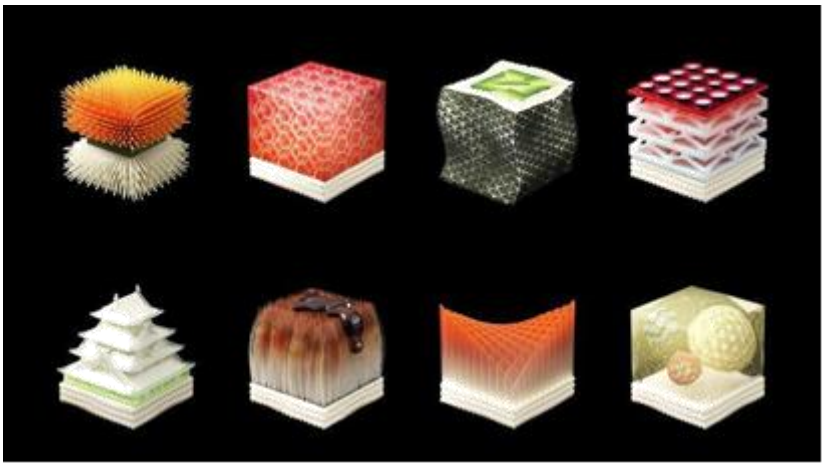
Hücresel Tarım

Hücresel tarım et ve et ürünlerini hayvanlardan elde etmek yerine hayvan hücresi kültüründen sağlayan bir teknolojidir. İlk aşamada hayvandan temin edilen kök hücreleri uygun oksijen, sıcaklık ortamında ve gerekli besin maddelerinin sağlanmasıyla kas dokusu haline gelmesi sağlanır. Ardından hücrelerin bölünerek aynı dokuları oluşturması yoluyla laboratuvar ortamında et üretilmektedir. Bu uygulama sayesinde ineksiz et, ineksiz peynir, tavuksuz yumurta gibi ürünler elde edilebilmektedir (Doğdubay, 2021).

Hiper Kişiselleştirme

Japonya'da Open Meals tarafından hayata geçirilen Sushi Singularity isimli restoran kişilerin beslenme ihtiyaçlarına yönelik özel yiyecekler hazırlamaktadır. İşletme rezervasyonları 2 hafta önceden almaktadır. Rezervasyon esnasında müşterilerin idrar, tükürük ve dışkı örneklerini toplayarak bağırsak, idrar ve DNA testlerine göndermektedir. Ardından her müşterinin beslenme ihtiyacına yönelik yiyecek numuneleri hazırlamaktadırlar (futurism.com, 2023).

Şekil 15 Vücut Sıvılarına Göre Akşam Yemeği



Kaynak: (dezeen.com, 2023)

Bulut Mutfaklar

Hayalet mutfak ve karanlık mutfak olarak da adlandırılan bulut mutfaklar yeni restoran konseptlerinden biridir. Bu mutfaklar müşterilere sadece paket servisi yapmaktadırlar. İşletmelerinde müşterilerin hizmet alabileceği masa, sandalye, dinlenme alanı gibi alanlar bulunmamaktadır (Choudhary, 2019, 184). Bulut mutfakların; sınırsız konsept ve menü, maaliyetlerden tasarruf, web sitesi çeşitliliği, tek mutfakta farklı markalar oluşturma gibi avantajları bulunmaktadır (Li vd., 2020: 7). Bulut mutfakların özellikle Covid 19 pandemisinden sonra yaygınlaştığı bilinmektedir (Süzer vd., 2019: 983).

SONUÇ

21.yüzyılın bilgi çağı olarak tanımlanmasının yegâne temeli teknolojidir. Teknoloji; insanlar arasındaki iletişimi sağlama, etkin ve verimli bir üretim yapma, hayatımızı kolaylaştırma ve bilgi edinme gibi avantajları sayesinde hayatımızın önemli bir parçası haline gelmiştir. Dijital teknolojilerin kullanıldığı Endüstri 3.0 endüstri devriminden sonra, siber fiziksel sistemlerin kullanıldığı (nesnelerin interneti, bulut sistemler, büyük veri…) Endüstri 4.0 hayatımıza entegre olmaya başlamıştır. Endüstri 4.0 temelli teknolojik ürünler sayesinde yiyecek ve içecek işletmelerin hizmet kalitesi artmış ve mevcut piyasada rekabet avantajı yakalamıştır. Kaliteli ve hatasız ürünler sayesinde işletme maliyetleri minimuma inmiştir. Müşterilere yeni deneyimler sunarak müşteri memnuniyeti ve müşteri sadakati sağlanmıştır.

Bu çalışmada gastronomi alanında yapılan yeni yüksek teknolojik işler araştırılmış ve sektördeki mevcut örneklerle desteklenmiştir. Son yıllarda yiyecek ve içecek işletmelerinde kullanılan yüksek teknolojik işler arasında robotlar ilgi odağı haline gelmiştir. Yemek ve servis yapan robotlar yapay zekâ desteği ile çalışmaktadır. Bu robotlar ürünlerin hızlı ve standart olmasını, işletme maliyetlerini azaltmayı ve müşterilere yeni deneyimler kazandırmayı hedeflemektedir. Metin içerisinde hayatımızı kolaylaştıran masa üstü robotlar ve teslimat yapan robotlar üzerinden örnekler de verilmiştir. Bu robotlar sayesinde dışarıdan satın aldığımız çoğu gıda ürününü evde kendimiz yapabilmekteyiz. Robotik gıda mağazaları sayesinde ürünler müşterilerin ayağına gitmekte ve satın alma durumları artmaktadır.

Yeni yüksek teknolojik işlerde popüler olan örneklerden biri interaktif yemek masaları verilebilir. Masa üzerine animasyonların yansıtıldığı bu uygulama ile müşterilerin yemek deneyimi zenginleşmektedir. Ayrıca bu animasyonlar yiyecekleri yemeğin içeriği ve yapımı hakkında da bilgi vermektedir. Bir diğer örnek ise 3D ve 3B gıda yazıcılarıdır. Baskı teknolojileri sayesinde hızlı prototif ürünler oluşturulabilmektedir. İlaveten enerji, zaman ve personelden sağlanabilir, ürünlerin raf ömrü uzatılabilir, kişiye özel gıdalar üretilebilir ve atık oluşumunun önüne geçilmektedir.

Yeni yüksek teknolojik işlerde sürdürülebilir temalı ürünler de bulunmaktadır. Gıda atıklarından yapılan vegan deriler, ürün paketlerinin yenilebilir şekilde üretilmesi, kişilerden alınan numuneler ile onların

beslenme ihtiyacına yönelik yiyeceklerin yapılması, hayvan olmadan hayvansal kaynaklı ürün (süt, et, yumurta) yapımı sürdürülebilir uygulamalardan bazılarıdır.

Yerel yönetimlerin ve yiyecek içecek işletmelerinin, yeni yüksek teknolojik işleri ve yansımalarını bünyelerinde bulundurmaları hem gastronominin hem de sürdürülebilirliğin uygulanabilirliğini geliştirecektir. Bu uygulamalar işletme maliyetlerini düşürmekte, yeni deneyimler sunmakta ve rekabet avantajı sağlama noktasında da önemli görülmektedir.

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GASTRONOMİK BİR DEĞER OLARAK GELENEKSEL SENİRKENT YEMEKLERİ

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ÖZET

Bölgelerin sahip olduğu kültürel değerlerden birisi olan yeme içme kültürü, yörede yetişen ve yöreye özgü yöntemler ile hazırlanan geleneksel yemekler, o yörenin gastronomik kimliğini oluşturmaktadır. Yöre mutfağının tanıtımında ve aktarılmasında önem arz eden yöresel yemekler, bölge mutfak kültürünün şekillenmesinde oldukça önemli bir unsurdur. Tarihi ve kültürel geçmişinin yanı sıra zengin mutfak kültürü ile Isparta ili Senirkent ilçesi kendine özgü bir mutfağa sahiptir. Bu çalışmada, Senirkent ilçesi için gastronomik bir değer unsuru olan geleneksel yemek kültürünün araştırılması ve daha önce literatürde ele alınmadığına dikkat çekerek ilgili alan yazına katkı sağlaması amaçlanmıştır. Çalışma kapsamında Isparta İl Kültür ve Turizm Müdürlüğü, Senirkent Kaymakamlığı ve Senirkent Belediyesi web sayfaları ve ilgili alan yazın incelenmiş ve yerel halktan elde edilen detaylı bilgilere yer verilmiştir. Bu amaç doğrultusunda, çalışmada nitel araştırma yöntemlerinden yarı yapılandırılmış görüşme tekniği kullanılmıştır. Araştırmanın örneklemini Senirkent ilçesinde yaşayan aile büyükleri oluşturmaktadır. Görüşme soruları katılımcıların sosyo demografik özelliklerin yanı sıra geleneksel yemeklerin neler olduğu, hangi zamanlarda geleneksel yemeklerin yapıldığı ve gastronomik bir değer olarak nasıl kullanılabileceğine yönelik sorulara yanıtlar aranmıştır. Çalışma, bu alanda yapılacak farklı araştırmalara yol gösterici ve alana katkı sağlama niteliğindedir.

Anahtar Kelimeler: Geleneksel Yemek Kültürü, Yöresel Yemek, Senirkent Mutfağı.

TRADITIONAL SENIRKENT FOOD AS A GASTRONOMIC VALUE

ABSTRACT

Eating and drinking culture, which is one of the cultural values of the regions, and traditional dishes grown in the region and prepared with local methods constitute the gastronomic identity of that region. Local dishes, which are important in the promotion and transfer of local cuisine, are a very important element in shaping the culinary culture of the region. Senykent district of Isparta province has a unique cuisine with its rich culinary culture as well as its historical and cultural background. In this study, it is aimed to investigate the traditional food culture, which is a gastronomic value element for the Senurkent district, and to contribute to the relevant literature by noting that it has not been discussed in the literature before. Within the scope of the study, the web pages of Isparta Provincial Directorate of Culture and Tourism, Senurkent District Governorate and Senurkent Municipality and the relevant literature were examined and detailed information obtained from local people was included. For this purpose, semi-structured interview technique, one of the qualitative research methods, was used in the study. The sample of the research consists of family elders living in Senykent district. In addition to the socio-demographic characteristics of the participants, the interview questions sought answers to questions about what traditional dishes are, when traditional dishes are made, and how they can be used as a gastronomic value. The study serves as a guide for different research to be conducted in this field and contributes to the field.

Key Words: Traditional Food Culture, Local Food, Senirkent Cuisine.

GAMIFICATION IN GASTRONOMY: THE EXAMPLE OF BINGOL LOCAL COOKING COMPETITION

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INTRODUCTION

Gaming is not only a phenomenon that gives people fun and happiness, but also a concept and formation that provides communication between people during the game and has a culture carrier feature. Thanks to this environment, individuals can develop their feelings of co-operation, friendship, self-confidence and responsibility, as well as helping their individual development (Aykutlu & Şen, 2004). Today, the history of games, which have a complex structure when considered scientifically, is quite old. Games have always been a part of life since the days when human beings drew pictures on cave walls (Cömert & Samur, 2018). Although the games of that period were thought to be for entertainment and practice, today games serve many different purposes in many different fields. From health to marketing, from advertising to therapies, the use of games, gamification and digital games is becoming increasingly widespread in many areas in accordance with the age group of the target audience. One of these areas is education (Eldurmaz et al., 2022). Game-based learning, on which academic studies have been produced rapidly in the field of education, especially after its success in advertising and marketing, is accepted as an important teaching approach in areas such as teaching difficult subjects, learning software or tools that are difficult to learn, and learning the connection between structures with complex relationship networks (Prensky, 2001). Gamification is actually an application process that aims to make the learning ability or the educational phase in the learning process more effective, efficient and fun (Pratomo, 2018). In the literature review, there is no example of a gastronomy competition in which game elements are used in detail. When evaluated in this context, the study fills an important gap as an example of gamification in gastronomy. In the study, game elements were adapted to gastronomy, individuals were included in gastronomic activities using game elements, and their motivation was increased by encouraging them with various rewards throughout the process. In addition, the study contributed to the development of the participants' networks and contributed to the field by enabling the use of social media and communication tools as game dynamics in the process. In summary, the study contributed to the literature by integrating the example of gamification in gastronomy into food competition processes.

LITERATURE

Some Definitions on the Concept of Gamification

Gamification is the addition of a game element to an existing process to change the purchasing behaviour of a product or service, motivate, increase creativity and influence people's behaviour, among others (Landers et al., 2018; Mekler et al., 2017). One of the definitions of gamification, which has received many references, is made by Deterding, and the proposed definition is as follows; it is the use of game elements designed for the game by adapting them to other non-game contexts (Deterding et al.,2011). Uskov and Sekar drew attention to the necessity of adapting game design and techniques to game mechanics and analytics, business computers used for business purposes and defined framework

activities, and adapting processes and procedures to the experience, productivity and pure entertainment of user customers (Uskov & Sekar, 2014). According to UNWTO, games are defined as mechanisms that have the capacity to provide both entertainment and information to individuals by providing positive experiences by realising emotions such as excitement, stimulation, enjoyment, creating a sense of achievement and focusing on the goal in a short time and achieving it in the entertainment sector, tourism and various similar disciplines (UNWTO, 2015). Rapp, on the other hand, defined gamification as the customisation of mechanisms used in applications according to customer requests, ensuring brand unity and attractive rewards that increase customer loyalty (Rapp, 2015). Gamification is the integration of all elements and ideas related to the game and playing by adapting them to non-game content (Kiryakova vd., 2014). Gamification is defined as the combination of some distinctive elements that play a key role, challenges, tasks that are performed by users and leveled up towards the specified goals, and the points and badges that users earn as a result of these tasks (Deterding et al., 2011) Gamification is defined as directing, mobilising and motivating people to the desired goal in the desired direction with a pre-designed configuration (Deterding, et al., 2011). Gamification is the addition of a game element to the process in order to change the motivation to purchase any product or service in a designed way (Landers et al., 2018; Mekler et al., 2017). In order for consumers to gain a general commitment, the transformation of game experiences into a service development process by supporting them with some opportunities is also a definition suitable for gamification (Huotari & Hamari, 2012). The reason behind the confusion between game and gamification, and even the concepts of game, playing and player in our country lies in the translation error in the translation of the terms into Turkish. While the concept of 'game' in English covers games that are organised, designed and have a purpose, 'play' is the act of playing spontaneously, aimlessly, without rules, casually. In Turkish, since both game and play are translated as 'play', it is natural to experience concept confusion. Educational games are fun activities with rules and boundaries, designed within the framework of a specific achievement, including game dynamics, challenges and rewards. Games and gamifications differ from simple, free entertainment because they have goals, rules and challenges. Whether it is an educational or a standard game, games are a complete design that includes game mechanics, game dynamics, game aesthetics and game thinking (Eldurmaz et al., 2022).

METHOD

With the interview technique method, events, situations, etc. can be observed with a structured form to collect data in quantitative research. This method is a method that is carried out face-to-face with people, by telephone or conference call, etc. and has a higher level of control for the researcher than questionnaires. The interviews in which the questions to be asked during the interview are prepared in advance and no deviation from this structure is allowed are called structured interview techniques. Interviews in which the questions to be asked and the content of the interview are kept flexible are also called semi-structured interviews (Sayım, 2021). Qualitative research method was used in the study. Since the experiences of the participants were also utilised in the study, phenomenology was also used. Interviews with the participants were conducted face-to-face and the participants were determined using the purposive sampling method. Semi-structured questions were asked to the participants on a voluntary basis and the answers were recorded. The collected data were analysed in detail using the content analysis method. Considering the validity and reliability criteria of the study, the study was conducted objectively and especially the scope of the research and the research questions were made by taking four expert opinions.

DIFFUSE EFFECT AND LIMITATIONS OF THE RESEARCH

Apart from the need for a material that occupies space in the universe for the game event to take place, games are also designed using electronic media and virtual possibilities. Many applications used in gamification focus on changing users' behaviour and interaction with the environment by aiming to achieve meaningful engagement and loyalty compared to other customers and using potential rewards,

so much so that many Mobile Food Recommendation (Sarif, 2020), Jawi skills improvement (Mohd Rashid, 2018) and Gastronomy Surveys (Prott & Ebner, 2020) have used gamification in their mobile applications to attract attention to their phenomena. In the example of the cooking competition we have discussed, an interaction between the participants was provided by using various game elements, game components, game mechanics and game dynamics. First of all, the prize money offered in the form of gift vouchers, which constitute the game components of the competition, the special thank you and participation certificate designed on behalf of the individuals, the determination of the levels of the contestants by scoring the contestants and the creation of the leaderboards in this way created a competition and excitement among the contestants and encouraged participation in the competition. Within the scope of game mechanics, the cooperation of the contestants with each other during the competition, the feedbacks about the competition and the appreciation of the participants with the award ceremony after the competition can be given as examples of the observed widespread effect of the competition, where both recognition and sustainability can be achieved in this and similar competitions. Within the scope of game dynamics, emotions, narratives, memories, constraints, feedbacks, feelings and concepts such as luck and challenge are outputs gained through the experience of the participants. As in every study, there are some limitations and deficiencies in this study. One limitation of the study may be the sample size, which may limit the generalisability of the research. The findings may include larger and more diverse samples for future research and studies that include phased competitions integrated into each other.

ORIGINAL VALUE OF THE RESEARCH

Gamification is the application of game elements to the non-game sector, aiming to change and encourage behaviour. Scopus.com announced that there have been 469 scientific articles on gamification in the business world since 2011. It is a very original study in terms of research subject. As a result of the literature review, no example of gamification in gastronomy was found in the concept of food competition. The study was designed by including it in the Turkish Culinary Week activities and designed in accordance with the progressive dynamics of gamification in the form of a competition with a local concept. In this respect, the study is important in terms of being a source for future studies. In addition, the use of gamification elements through social media and social communication channels has made the use of gamification elements widespread. In order for consumers to gain a general commitment, game experiences are supported by some possibilities and become a service development process (Huotari & Hamari, 2012). In the study, the communication of the participants with each other established a sustainable communication network and contributed to the expansion of the network of the participants. In addition, the fact that the competition was made of local products and local dishes emphasised local and traditional values and supported the carrier of culture by informing both the competition participants and the visitors about the Turkish culinary week. Gamification is defined as the use of some distinctive elements that play a key role, challenges, tasks that are performed by the users and leveled up towards the set goals, and the points and badges earned by the users as a result of these tasks (Deterding, 2011) The use of reward elements in the study positively affected the motivation of the participants and increased the participation in the competition and Turkish Cuisine Week activities. In addition, all of the contestants did not have any experience because they did not have any previous competition experience, and as a result of this competition, they gained a competition experience and gained knowledge within the scope of competition strategies and the diversity and richness of local products. In particular, almost all of the competitors have gained experience by observing new techniques in tanning. Especially in our country, increasing tourism mobility both in tourism and gastronomy experiences can be made more effective and sustainable with gamification. Currently, the tourism sector supports this gamification with virtual museums or virtual destination types. Among the good examples in gastronomy, gamification slogans launched in restaurants, cafes and similar businesses with slogans such as buy one get two fifty percent discount, take your friend and get a chance to get a discount, order three times in a month and the fourth one is on us is another pillar of the gamification technique in gastronomy. All these inferences can be given as examples of the original effect of the study.

NEW PERSPECTIVE ON GASTRONOMY IN THE CONTEXT OF PRIVATE CHEF SERVICES: CONSUMER EXPERIENCES AND PERCEPTIONS

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INTRODUCTION

Gastronomy is a multifaceted discipline that brings together cultural richness, social interactions and individual tastes. From the past to the present, eating habits and culinary cultures reflect the lifestyles of societies and change over time. These changes have led to the emergence of new trends and services in the world of gastronomy. Private chef services, as one of these innovative services, have attracted great interest in recent years. Private chef services offer individuals the opportunity to experience menus prepared by professional chefs in their own homes or private venues. Unlike the restaurant experience, this service provides personalized menus and the opportunity to dine in an intimate setting. Private chefs prepare customized menus to suit their customers' tastes and dietary requirements. The popularity of this service is growing, especially for special events, romantic dinners, family gatherings and celebrations.

In recent years, the demand for personalized experiences has increased in the world of gastronomy. Consumers are looking for not just a meal, but also an unforgettable experience. At this point, private chef services fill an important gap by providing consumers with unique and unforgettable gastronomic experiences. However, study on why this service attracts so much attention, consumers' thoughts and expectations about this experience is limited.The aim of this study is to determine the reasons why consumers receive private chef service, to determine consumers' opinions about the chef and the menu he/she offers, to determine how the experience they get through private chef service differs from other gastronomy experiences, and to reveal how the private chef service experience affects consumers' perspectives on gastronomy. Accordingly, the problem of the study is to understand the effects of private chef services on consumers and why this service is preferred.

LITERATURE

The scope and significance of the study is to understand private chef services, a rapidly rising trend in the world of gastronomy. This study aims to examine why private chef services are preferred, consumers' perceptions of these services and the impact of their experiences on gastronomy. Private chef services fill an important gap in the gastronomy industry as part of personalized experiences.

The scope and importance of the study is to understand private chef services, which is a rapidly rising trend in the world of gastronomy. This study aims to examine why private chef services are preferred, consumers' perceptions of these services and the impact of their experiences on gastronomy. Private chef services fill an important gap in the gastronomy industry as part of personalized experiences. Consumers' expectations increase the popularity of these services and offer new opportunities for gastronomy professionals.

Academic studies on private chef services are limited. However, some important study on this topic helps us to understand the importance of these services and their impact on consumer behavior. Pine and

Gilmore (1998), by introducing the concept of experience economy, emphasized that consumers seek not only products or services but also memorable experiences. In this context, private chef services meet this demand by providing consumers with unique and personalized gastronomic experiences.

Study (Özgüneş, Özdemir, & Bozok, 2021; Radic, Quan, Noida, & Han, 2024) shows that the private chef experience, unlike the restaurant experience, offers customers more personalization and flexibility. Private chefs offer more satisfying and authentic gastronomy experiences by preparing menus that cater to customers' specific dietary requirements and tastes. This experience can also positively influence customers' perceptions of gastronomy, as it provides the opportunity to interact with the chefs one-on-one and be involved in the preparation of the dishes.

METHODOLOGY

Within the scope of the study, data on consumers' private chef experiences were obtained through a form consisting of demographic questions and four interview questions. The population of the study consists of consumers who benefit from private chef services in San Francisco, California, United States of America. While determining the sample from the population, consumers who have just had their first private chef experience were selected. In this context, data were collected between 01.02.2024 - 17.04.2024 through face-to-face and online interviews. The interviews were completed after the 12th interview due to the similarity between the interview questions and the answers obtained and repetition.

WIDESPREAD EFFECTS AND LIMITATIONS OF THE STUDY

The widespread effects of the study is that it fills gaps in the literature on private chef services and contributes to the body of knowledge in this field. By examining the growing demand for personalized experiences in gastronomy and how these services are perceived by consumers, this study helps to understand innovative services in the sector. The study has some limitations. First, the study is limited to a specific geographical region. This may make it difficult to generalize the findings. Also, the personal experiences and expectations of the participants may vary, which may increase the variability of the results. Finally, the methods used in collecting and analyzing the data may involve some biases. These limitations suggest that caution should be exercised in interpreting the results of the study and that future studies should be conducted with larger and more diverse samples.

ORIGINAL VALUE OF THE STUDY

This study is one of the limited number of studies that focus on private chef services and examine the effects of these services on consumers. Although private chef services are becoming increasingly popular in the world of gastronomy, academic studies on this subject are limited. This study provides a comprehensive review of private chef services from various perspectives. It examines in detail the reasons why consumers prefer this service, their opinions about the chef and the menu, how the private chef service experience differs from other gastronomy experiences, and how this service affects consumers' perspectives on gastronomy.

The findings of the study are expected to guide practical applications and strategic decisions for private chef service providers, gastronomy professionals and even restaurateurs. In this way, significant contributions can be made in improving service quality and ensuring customer satisfaction. In addition, it is expected to help service providers make strategic decisions to increase customer satisfaction. These original contributions emphasize the scientific quality and novelty of the research and aim to create a valuable source of knowledge in this field by addressing important gaps and problems in the field of gastronomy.

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PASTACILIK VE EKMEKÇİLİK BÖLÜMÜ ÖĞRENCİLERİNİN BÖLÜMLERİNİ SEÇME MOTİVASYONLARI VE BEKLENTİLERİ

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GİRİŞ

Pastacılık ve ekmekçilik, gıda endüstrisinde önemli bir yere sahip olan ve tarih boyunca insanlık tarafından değer verilen sanat ve beceri alanlarıdır. Pastacılık, tatlılar, kekler, kurabiyeler, pasta ve diğer tatlı ürünlerin hazırlanmasıyla ilgili bir sanat olarak tanımlanabilir. Ekmekçilik ise ekmek ve hamur işleri üretimi ile ilgili bir sanat ve zanaattır. Bu alandaki araştırmalar, un çeşitleri, mayalama süreçleri, fırın teknolojileri, ekmek kalitesi ve beslenme değerleri gibi konuları ele alabilir. Hem pastacılık hem de ekmekçilik, geleneksel yöntemlerin modern teknolojilerle birleştiği ve sürekli olarak yenilikçi yaklaşımların araştırıldığı dinamik bir sektördür. Bu çalışma alanları, kültürel ve tarihsel açıdan zengin bir geçmişe sahiptir ve günümüzde de beslenme, sağlık ve tüketici talepleri gibi faktörlerle şekillenmeye devam etmektedir. Günümüzde gastronominin popüleritesinin artmasının bir sonucu olarak eğitim kurumlarında da farklı isimlerde gastronomiye yönelik programlar açılmıştır. Aşçılık, pastacılık ve ekmekçilik bu bölümlere örnektir. Yükseköğretim kurumlarında aktif olarak 6 üniversite pastacılık ve ekmekçilik alanında eğitim vermekteyken 2 yükseköğretim kurumu (Abant İzzet Baysal Üniversitesi ve Batman Üniversitesi) ise 2024 Eylül ayı itibariyle öğrenci alımına başlayacaktır. Gastronomiye göre daha spesifik bir alan olan pastacılık ve ekmekçilik bölümü öğrenciler tarafından son zamanlarda rağbet gören bir bölüm haline gelmiştir. 2019-2024 yılları arasında toplam 8 üniversitede bu eğitimin verilmeye başlanması bu görüşü destekler niteliktedir. Bu nedenle ilgili çalışmada pastacılık ve ekmekçilik bölümü öğrencilerinin ilgili bölümü seçme motivasyonları ve beklentilerini tespit etmek bu çalışmanın temel konusudur.

LİTERATÜR

Pastacılığın tarihsel gelişimi, binlerce yıllık bir geçmişe dayanmaktadır ve insanlık tarihindeki çeşitli kültürlerin ve medeniyetlerin mutfak kültürlerine büyük etkilerde bulunmuştur. Pastacılığın kökenleri antik Roma ve antik Yunan dönemlerine kadar uzanmaktadır. Antik Roma'da, zengin ve çeşitli bir pastacılık geleneği olduğu bilinmektedir. Bu dönemde yapılan tatlılar ve pastalar, bal, şarap, meyve ve diğer doğal malzemelerle tatlandırılmış un bazlı hamurlardan yapılmıştır. Antik Roma'da pastacılık sanatının önde gelen isimlerinden biridir. Orta Çağ Avrupa'sında, pastacılık sanatı daha da gelişmiş ve bu dönemdeki manastırlar, kiliseler ve saray mutfağındaki şefler, çeşitli pasta ve tatlı tariflerini geliştirmiştir. Özellikle 17. ve 18. yüzyıllarda Avrupa'da pastacılık, aristokrat sınıfının sofralarında

büyük önem kazanmıştır. Fransız mutfağındaki gelişmeler, pastacılığın daha da sofistike ve karmaşık bir sanat haline gelmesine katkıda bulunmuştur. Sanayi Devrimi ve sonrasında, pastacılık endüstrisi büyük bir evrim geçirmiştir. Endüstriyel üretim teknikleri geliştiği için pastacılık ürünleri daha yaygın hale gelmiş ve toplu üretimle tüketicilere sunulmaya başlanmıştır.

Pastacılık eğitimi, gastronomi alanında önemli bir disiplindir ve geniş bir literatüre sahiptir. Bu literatür hem akademik kaynaklar hem de pratik uygulamaları kapsayan çeşitli kaynaklardan oluşmaktadır. Profesyonel pastacılık eğitimi genellikle temel pastacılık tekniklerini, malzemeleri ve tarifleri kapsayan kitaplarla desteklenmektedir. Ayrıca, pastacılık okulları ve atölyeler tarafından sunulan pratik eğitim programları da bu literatürün bir parçasıdır. Pastacılık eğitimi alanında yapılan akademik araştırmalar ve yayınlar, sektördeki yenilikleri ve gelişmeleri takip etmek için önemli kaynaklardır. Bu kaynaklar, pastacılık sanatını öğrenmek ve geliştirmek isteyenler için değerli bilgiler sunmaktadır. Türkiye'de pastacılık eğitimi veren üniversiteler genellikle gastronomi veya mutfak sanatları gibi ilgili bölümlerde bu konuya odaklanmaktadır. Bu bölümler genellikle hem teorik hem de pratik becerileri geliştirmeyi hedeflemekte ve öğrencilere pastacılık alanında uzmanlaşma fırsatı sunmaktadır. Türkiye'de pastacılık eğitimi veren üniversiteler ve kurumlar, sektördeki talep ve ilgi doğrultusunda bu alanda eğitim programlarını sürekli olarak güncellemekte ve geliştirmektedirler. Bu sayede, pastacılık alanında yetişmiş profesyonellerin sayısı ve kalitesi artırılmakta, sektöre nitelikli katkı sağlanmaktadır. Pastacılık eğitimi alanında yetişmiş bireyler, pastaneler, oteller, restoranlar, cruise gemileri gibi pek çok sektörde iş bulma imkanına sahiptirler. Ayrıca, kendi işlerini kurarak veya danışmanlık yaparak da kariyerlerini şekillendirebilirler. Bu nedenle, pastacılık eğitimi hem mesleki gelişim hem de kişisel tatmin açısından büyük fırsatlar sunan önemli bir alandır.

YÖNTEM

Bu çalışma nitel olarak tasarlanmıştır. Nitel araştırma, araştırmacıların sosyal fenomenleri, bireylerin deneyimlerini, algılarını, inançlarını veya davranışlarını derinlemesine anlamak için kullandıkları bir araştırma yaklaşımıdır. Bu yöntem, araştırmacıların katılımcılarla doğrudan etkileşim kurarak derinlemesine görüşmeler yapmasını, gözlem yapmasını veya belge incelemesi gibi yöntemler kullanmasını gerektirmektedir. Çalışmada nitel araştırma yöntemlerinden biri olan yarı yapılandırılmış görüşme tekniği kullanılmıştır. Yarı yapılandırılmış görüşme, araştırmacının belirli bir konu veya sorun etrafında geniş bir perspektif elde etmek için katılımcılarla yaptığı bir görüşme türüdür. Bu görüşmeler, belirli bir protokol veya soru listesi doğrultusunda ilerlerken, aynı zamanda katılımcıların cevaplarını derinlemesine keşfetmeye olanak tanımaktadır. Nitel araştırma, sosyal veya kültürel bağlamlarda karmaşıklığı anlamada ve karmaşık ilişkileri keşfetmede etkilidir. Özellikle insan davranışları, sosyal normlar, algılar ve deneyimler gibi karmaşık konular üzerine çalışmalarda tercih edilmektedir. Nitel araştırma, teorik çerçevelerin geliştirilmesine veya mevcut teorilerin test edilmesine katkıda bulunmaktadır. Araştırmacılar, topladıkları verileri teorik çerçevelerle ilişkilendirerek, teorik anlayışı zenginleştirebilmekte ve daha geniş anlamlar çıkarabilmektedir. Nitel araştırma, genellikle nicel araştırmalarla birlikte kullanılarak kapsamlı bir anlayış elde etmek için bütünleştirici bir yaklaşım sunar ve insan davranışlarının ve deneyimlerinin karmaşıklığını anlamak için önemli bir araç olarak değerlendirilir. Bu avantajlar, nitel araştırma yönteminin özellikle derinlemesine anlama, zengin veri toplama ve karmaşıklığı anlama açısından değerli bir araştırma yaklaşımı olduğunu göstermektedir. Bu yöntem, özellikle sosyal bilimlerde, eğitimde, sağlık bilimlerinde ve diğer insan odaklı disiplinlerde yaygın olarak kullanılmaktadır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu çalışmanın temel amacı; pastacılık ve ekmekçilik bölümü öğrencilerinin bölümlerini seçme motivasyonlarını, bölümle ilgili beklentilerini belirlemek ve gelecekte bu bölümü tercih etmek isteyen

öğrencilere yönelik bir bakış açısı sunmaktır. Pastacılık ve ekmekçilik, gıda endüstrisinde hem ekonomik hem de kültürel açıdan önemli bir yere sahiptir. Pastacılık ve ekmekçilik sektörleri, dünya genelinde büyük bir pazar oluşturmaktadır. Restoranlar, pastaneler, süpermarketler ve ekmek fırınları gibi işletmeler bu sektörlerde faaliyet göstermekte ve ekonomiye önemli katkı sağlamaktadır. Ürünlerin geniş tüketici kitlesi tarafından talep görmesi, iş gücü istihdamı ve ticaret hacmi açısından ekonomik büyümeye katkıda bulunmaktadır. Pastacılık ve ekmekçilik aynı zamanda kültürel mirasın önemli bir parçasıdır. Her ülkenin, bölgenin ve hatta ailenin kendine özgü tatlı ve ekmek çeşitleri bulunmaktadır. Bu geleneksel tarifler, nesilden nesile aktarılmakta ve toplumların kültürel kimliğini korumasına yardımcı olmaktadır. Dolayısıyla bu denli kültürel ve ekonomik öneme sahip olan pastacılık ve ekmekçilik bölümünün öğrenciler tarafından neden tercih edildiğinin ortaya çıkarılması ve öğrencilerin sektöre yönelik beklentilerinin belirlenmesi önem arz etmektedir. Ayrıca yapılan literatür taraması sonucunda pastacılık eğitimiyle ilgili herhangi bir çalışmaya rastlanılmamıştır. Yapılan bu çalışma literatürdeki boşluğu doldurması, gelecekte bölümü seçecek öğrencilere yönelik bir fikir oluşturması bakımından önem arz etmektedir.

IS IT A STUDY ON THE IDENTIFICATION OF COFFEE CONSUMPTION SPACES KAHVEHANE, KIRAATHANE, KAHVE DÜKKÂNI, CAFÉ, COFFEE SHOP?

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INTRODUCTION

The places where coffee was consumed were first called coffeehouses and were spatially defined as places where literary conversations were held, intelligence games were played and some cultural activities were carried out. In the second half of the IXth century, some of these coffeehouses changed their name to kıraathane and continued their activities for a while without losing their characteristics, but over time they remained as places where only men frequented and tea was at the forefront as a beverage. Today, it is observed that the concepts of coffeehouse and kıraathane have lost their functions such as having literary conversations, playing intelligence games, and conducting cultural activities, and are conceptually used interchangeably. This situation is thought to be caused by the changes in consumer demands, location and purpose of coffee consumption venues according to the period. In the period following the proclamation of the Republic, with the adoption of European habits, places such as cafes, coffee shops or, in Turkish, coffee shops and cafes began to operate widely (Sökmen, 2012; Bajmaku, 2014). Unlike coffeehouses, these new venues have a relatively different function in that they can be used by the whole community for socializing and having fun without discrimination between men and women (Fendal, 2012; Sevinç, 2013; Karimi, 2019; Bedir, 2021). Towards the end of the 20th century, the second- generation and third-generation coffee houses that emerged under the influence of popular culture changed the way coffee is consumed and the places where coffee is consumed. As of this period, coffee is no longer used to meet physiological needs, but rather as a means for individuals to realize themselves and gain motivations such as pleasure, status, and experience (Deniş, 2011; Bayındır & Önçel, 2019; Çakmak, 2020). However, the aforementioned new generation coffee consumption venues have a very different function and are still in the market with names such as coffee shop, café, coffee shop.

The difference in the functionality and naming of coffee consumption places with local and foreign concepts creates confusion in the coffee literature and may create deficiencies in the formation of consumers' expectations from businesses or in meeting these expectations. The Regulation No. 30791 on the Qualifications of Tourism Facilities published in 2019 (Official Gazette, 2019) includes only the term "café" and defines it as "lounges where various types of hot or cold beverages and snacks are served, with a seating area and layout and a service kitchen suitable for the service provided". Accordingly, 2nd and 3rd generation coffee shops are not included in the legislation, while different definitions are used by researchers and consumers.

Dolayısıyla yapılması planlanan çalışmada kahve tüketiminin gerçekleştiği ve günümüzde “kahvehane, kıraathane, kahve dükkânı, café ve coffee shop” olarak adlandırılan işletmelerin terminolojik olarak güncel tanımlamalarını yapmanın yanı sıra işlevleri, müşteri ve çalışan profilleri, mekân tasarımları ve lokasyonları gibi çeşitli unsurları belirlenecektir. Bu doğrultuda kahve tüketim mekânlarını tanımlamak ve ortak bir terminoloji oluşturmak amaçlanmaktadır.

LITERATURE

When they first emerged, coffeehouses served as an intermediate point where one could rest or gather energy in the dichotomy of home and prayer in accordance with Muslim social life; in a multinational and dynamic society like the Ottoman Empire, they operated as alternative consumption venues where business affairs were discussed, literary conversations were held, and various games were played. In the early days of their emergence, coffeehouses provided a basis for qualified activities such as writing, reading, and literary conversations (Gürsoy, 2018). Over time, although coffeehouses continued to carry out qualified activities, some of them moved towards the casino concept, while others operated under the name of kıraathane. In the following period, coffeehouses continued their activities as places where only board games were played, men spent their free time and consumed soft drinks such as tea.

In the period following the proclamation of the Republic, different types of coffeehouses such as minority coffeehouses, where minority groups gathered, and neighborhood coffeehouses, which served the function of cooperation and solidarity among neighborhoods (Deniş, 2011). In the same period, with the adoption of European coffee culture, it is also important to note the spread of places called cafés, coffee shops and coffee shops where women started to visit and socialize (Yıldız, 2007, as cited in Kuruşçu, 2020; Karimi, 2019).

Although the Western-style venues that have emerged are similar in function to the early coffeehouses for purposes such as socializing, spending time, having a job interview, and getting away from the dilemma of home and work (Manzo, 2010), today they differ by offering new market and experience products that were not seen in previous periods, such as studying, having different coffee experiences (Yıldız, 2007, cited in (Yıldız, 2007, as cited in Deniş, 2011; Arslan, 2019; Bayındır & Önçel 2019; Bayındır, Bayındır, & Önçel, 2020; Kuruşçu, 2020; Yüncü & Önçel, 2020). Kuruşçu; Manzo, 2010; Deniş, 2011; Arslan, 2019; Bayındır & Önçel 2019; Bayındır, Bayındır, & Önçel, 2020; Kuruşçu, 2020; Yüncü & Bayındır, 2020; Akbaba & Gökkaya, 2023). However, there is uncertainty about which service, for what purpose, in what location, and to what type of customer profile café, coffee shop, coffee shop, and coffeehouse businesses, which continue to be popular in the recent period and can offer one or more of these services at the same time. For example, today, literary conversations are not held in places called Kıraathane (kıraathane), and in places called kahvehane (coffeehouse), tea-type soft drinks are usually consumed instead of coffee while playing stone/table games. Similarly, the term "coffee shop" may also conjure up images of a herbalist-type business where coffee is ground and sold, as opposed to a business where coffee is drunk and served. These and similar situations create confusion in the coffee literature.

Therefore, this study aims to redefine the terms coffeehouse, coffee house, café, coffee shop and coffee shop to reflect the qualities they encompass today. The findings of the study are expected to create a standardized definition of place naming in the coffee literature, prevent concept confusion, and make it easier for coffee businesses to acquire brand names in line with their target audience and markets.

METHOD

In this study, a qualitative approach was adopted to identify various coffee consumption venues. Sönmez and Alacapınar (2014) argue that in a qualitative perspective, the relationship between objects, societies, phenomena and situations, or human knowledge about these elements is dynamically renewed as perceptions are constantly changing. For the purpose of the study, qualified individuals such as academics, baristas or managers who specialize in coffee will be included in the study. Voluntary participation will be taken into consideration and at least five people from each group will be interviewed. A semi-structured questionnaire will be used as a data collection tool in the study. In this way, it will be possible to get more information about some questions during the interview. The questions to be addressed to the participants will be formed in the light of expert opinion and information accessed in the relevant literature. Interviews will be conducted face-to-face by the researchers. Before the planned interviews, appointments will be made with the participants regarding the place and time of the interview. During the interview, the necessary permissions will be obtained from the participants and the interviews

will be recorded. During the interview, the responses of the participants to the questions posed will also be noted down by the researchers. Interviews are planned to be conducted between 15.07.2024-15.08.2024. Content analysis will be used in the evaluation and transcription processes of the data to be obtained from the interviews, which are considered to have reached saturation by the researchers. In this context, first of all, the data will be coded and then the themes will be determined through the codes obtained and definitions will be made for the concepts. Some statements will be included in the interpretation of the data.

SIGNIFICANT IMPACT AND LIMITATIONS OF THE RESEARCH

The lack of a standardized definition for coffee consumption venues causes businesses to use different concepts in brand naming. Coffeehouse, coffee house, neighborhood coffee house, coffee house, coffee shop, cafe and coffee shop are among the most frequently observed coffee consumption venues.
Redefining the scope of these concepts according to today's conditions is important for coffee businesses to fully meet the mission and vision outputs in their brand naming and to prevent possible confusion in the minds of consumers. From an academic point of view, the widespread effect of the research is to bring the dynamic structure of the coffee sector to the relevant literature by making an up-to-date definition of coffee consumption places in general and coffee houses, coffee houses, coffee shops, cafes and coffee shops, which are focused on within the scope of the study, and to suggest similar studies by revealing the differences, similarities or uniqueness between concepts. The limitation of the study is that only coffee consumption places operating in Muğla province are included in the scope of the study.

RATIONALE OF THE STUDY

Coffee consumption venues that are located in similar locations and have similar characteristics in terms of consumers, space design and/or function are described using different words and/or phrases. Examples include Turkish and local establishments such as Kahvehane and Kıraathane, establishments with European names such as café, coffee house and coffee shop, as well as cafes, coffee houses and coffee shops that have emerged as a result of efforts to Turkishize these names. It is thought that concepts such as coffee shop and coffee shop are sometimes used interchangeably while exhibiting different qualities, and that concepts such as coffeehouse and kıraathane are used interchangeably or have taken on different qualities by moving away from their old meanings.
For example, although early coffeehouses were public spaces where various logic games such as chess were played, religious, literary and political conversations were held, and cultural or artistic activities such as orta-play, karagöz-hacivat were performed and discussions were held, it is observed that many of these activities do not take place in places called coffeehouses today. Similarly, in the naming of many establishments, in addition to foreign names such as café and coffee shop, there are various names such as coffee shop, café, coffee house, etc. that have emerged with the Turkishization of these names. The different names seen in coffee consumption places or the business names formed by the Turkishization of foreign words create confusion in the coffee literature. In addition, different experiences offered to consumers under different names may create confusion in the formation of customers' expectations from businesses or in meeting their expectations. Therefore, this study aims to provide terminological definitions of the concepts of coffeehouse, café, coffee shop, coffee shop, and coffee shop, as well as to identify their distinctive characteristics such as the personnel profile, customer profile, establishment location, products offered, or atmospheric characteristics of the places.

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FOOD AND BEVERAGE SERVICES OFFERED IN THERMAL TOURISM ESTABLISHMENTS

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INTRODUCTION

One of the most important factors that lead people to travel is health (Aslan, 2015). Loss of health, disruption of health or considering them as a possibility are factors that make people risk even the longest journeys. The hope of treatment (recovery) or getting rid of the possibility of illness has caused people to participate in tourism movements for health purposes for centuries (Usal, 1984). As a result of this movement, the desire to benefit from thermal resources that provide cure opportunities brings with it the opportunity to allocate a certain amount of time and the possibility of relocation. People who change places within a certain period of time for the purpose of cure have needed infrastructure and superstructure facilities to meet their accommodation, nutrition, cure application, rest and entertainment needs in the places they go. This event, which operates within the supply and demand rules of the economy, has created an important type of tourism called "Thermal Tourism" today (Aslan, 2015).

Thermal tourism establishments, which constitute the infrastructure of thermal tourism, are defined as "establishments that provide one or more of the cure services applied under the control of a physician for the purposes of protecting and treating human health by inhalation or by using electrical and other mechanical devices by using hot and cold healing water, vapours and muds with thermal and mineral properties and that include accommodation" (Aydın, 1990: 163-164). Thermal tourism enterprises offer four basic services: accommodation, health/treatment, recreation and food and beverage services. Since the purpose of travelling is health-based, the food and beverage services offered to customers in thermal tourism enterprises differ from those offered to normal tourists. Food and beverage services offered in thermal tourism establishments have a special importance due to the fact that such establishments are related to a sensitive subject such as health. Based on the importance of the subject, the aim of this study is to reveal the differences and characteristics of food and beverage services offered in thermal tourism establishments. Based on this purpose, a literature review on the subject will be carried out and the subject will be discussed in detail.

LITERATURE

Thermal tourism is "a type of tourism that arises as a result of people temporarily leaving their permanent residences, going to enterprises that provide thermal tourism services for purposes such as restoring their health, healthy holiday for a healthy life, and benefiting from the services such as cure-health, accommodation, food and beverage offered there" (Sandıkçı, 2008: 9).

The development and complexity of tourism leads to the establishment and development of a large number of businesses with different characteristics. One of the businesses that have come to the agenda

with this development is thermal tourism businesses. Various thermal waters, thermal centres and thermal tourism enterprises established on these centres constitute the infrastructure of thermal tourism (Aslan, 2015). According to Article 29 of the Regulation on Certification and Qualifications of Tourism Facilities (R.G. 21.06.2005, No: 25852), thermal facilities are defined as "thermal springs, drinking and climate cure centres where natural treatment elements originating from soil, underground, sea and climate are used as therapeutic factors, and facilities including units for treatment and recreation purposes established in these places".

Thermal tourism enterprises offer four basic services: accommodation, health/treatment, recreation and food and beverage services. Since both touristic and health services are provided in thermal tourism enterprises, the place and importance of food and beverage department/services in these enterprises differ. Food and beverage services offered in thermal tourism enterprises meet the basic nutritional needs of customers and also affect the success of the health services they benefit from. For this reason, it is one of the most important and prioritised services that affect the satisfaction and quality perception of customers whose main purpose is treatment and/or health protection, and it is of great importance to be suitable for the purpose (to be presented in accordance with the purpose).

Considering that those who prefer thermal tourism establishments are people who have a certain disease (health problem) or who want to protect their health, it would be appropriate to make the food and beverage services (menu planning) offered in such establishments in this direction. In addition, the quality of the labourers working in these businesses and the quality of the place where this service is provided is also important for businesses in terms of customers and customer satisfaction. People who prefer thermal tourism establishments have different expectations about food and beverage services. When these expectations are not met, their satisfaction levels regarding other services they receive from the business can also be affected. For this reason, thermal tourism businesses that want to achieve success in the field of thermal tourism should meet the expectations of customers by ensuring compliance with the standard in food and beverage services as well as other services they offer.

METHOD

In this study, which aims to reveal the differences and characteristics of food and beverage services offered in thermal tourism enterprises, document analysis technique, one of the qualitative research methods, will be used. "In document analysis, also known as documentary scanning, data are obtained by examining existing records and documents. Document analysis involves finding, reading, noting and evaluating sources for a specific purpose" (Karasar, 2005). Yıldırım and Şimşek (2013) define document analysis as "the examination of written materials containing information about the phenomenon or phenomena aimed to be researched".

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

In this study, food and beverage services in thermal tourism establishments will be analysed from three aspects in terms of menu planning, space design and employee qualifications. It is thought that the data obtained as a result of this study will have an awareness-raising and guiding effect on the managers of thermal tourism enterprises and food and beverage department employees in these enterprises. As a result of the literature review on the subject, a limited number of studies on how food and beverage services should be in thermal tourism establishments were found. Therefore, this study aims to enrich the literature on the subject and contribute to the understanding of the importance of the subject. The limitation of this study is that only the characteristics and differences of food and beverage services offered in thermal tourism establishments are discussed in this study.

ORIGINAL VALUE OF THE RESEARCH

In this study, food and beverage services offered in thermal tourism establishments are not only discussed on the basis of menu, but also the qualifications of the place where food and beverage service is offered in these establishments and the qualifications of the employees working in the food and beverage department will be evaluated as a whole.

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THE RELATIONSHIP BETWEEN RELIGIOUS RITUALS AND GASTRONOMY

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INTRODUCTION

In this study, research was conducted on topics found in the holy books of Abrahamic religions and the texts of non-Abrahamic religions that could be examined from a gastronomic perspective. Rituals mentioned in the holy books of Abrahamic religions such as Islam, Christianity, and Judaism, as well as rituals found in non-Abrahamic religions like Hinduism, Buddhism, Taoism, Shintoism, Sikhism, and Zoroastrianism, were examined from a gastronomic point of view through comprehensive literature review. Religion briefly represents "belief in a supreme being, object, or person." Ritual represents "activities and actions repeated by individuals at certain intervals." In most of the rituals performed at specific times in the mentioned religions, gastronomic elements are encountered. Examples of these rituals include Iftar meals during Ramadan in Islam, the bread and wine ceremonies in Christianity, and the meals called Rosh Hashanah in Judaism. Additionally, "Shraddha" in Hinduism, "Mantra" in Buddhism, "Prayers" in Taoism, "O-Shiki" in Shintoism, "Wicca" in Sikhism, and "Communal Meals" in Zoroastrianism can be cited as examples of non-Abrahamic religious rituals. Based on this information, it can be concluded that individuals prioritize religious rules in their dietary habits and act according to their beliefs.

LITERATURE

Religion is a word of Arabic origin. It is divided into two groups: human-made and Abrahamic religions. The Abrahamic religions are Islam, Christianity, and Judaism. The human-made religions include Hinduism, Buddhism, Taoism, Shintoism, Sikhism, and Zoroastrianism (Bilgin, 2014, p. 76). The relationship between gastronomic culture and religion has been examined from the earliest history of humanity to the present day. Individuals have chosen their food and beverage preferences according to the religions they adhere to. The concepts of halal and haram influence food and beverage choices. Abrahamic religions represent those that are believed to have emerged through holy books and prophets sent by a divine being (Hatipoğlu, 2010, p. 28). Human-made religions have emerged as sub-concepts of Abrahamic religions.

Islam is a monotheistic religion. Prophet Muhammad is the prophet of this religion (Pehlivan, Yavaş, Nassan, 2023, pp. 62-63). Christianity is divided into three denominations, and it is the religion of people who believe in the Bible and Jesus Christ. Finally, Judaism is the religion of people who believe in the prophet Moses and the holy book, the Torah (Hatipoğlu, 2010, pp. 42-43). Human-made religions are shaped according to the cultural behaviors and forms of worship of people. Holy books, available food and beverages, geographical conditions of their locations, affiliated religions, and cultural differences influence people's food and beverage preferences.

In the religion of Islam, food rituals include holidays, religious nights, fasting, Ashura, iftar, suhoor, weddings, and the concepts of halal and haram found in the holy books (Şengel, 2020, p. 134). In

Christianity, food rituals include Christmas, bread and wine ceremonies, fasting, and the concepts of halal and haram found in the holy books. When we look at the food cultures of Judaism, there are fewer prohibitions compared to other religions, with holidays, fasts, and liberation celebrations being notable (Aymankuy, Pelek, 2022, p. 332; Seyfeli, 2022, pp. 53-54).

METHODOLOGY

This study employed a review method. The relationship between religion and gastronomy was examined in detail by reviewing national and international articles, undergraduate and graduate theses, journals, websites, holy books, and books written on the subject. Rituals, from the dawn of humanity to the present, were explored across a broad spectrum. For the literature review, academic databases such as Google Scholar, PubMed, Web of Science, and Scopus, as well as FAO reports, current academic books, and theses related to the topic, were utilized. Key terms such as "food rituals," "Abrahamic religions," "human-made religions," "halal and haram in religions," and "religious rituals" were used during the literature search. Priority was given to studies published in the last ten years, and preference was given to peer-reviewed academic articles that directly addressed the research questions and covered relevant topics. Data was collected and analyzed from sources that met the specified criteria.

During this process, data on religious rituals and gastronomic information were gathered from the selected sources, and the influence of each religion on gastronomy was examined. The reliability and validity of the results obtained were evaluated by comparing them with information in the literature. Additionally, an objective approach was maintained towards each religion, and evaluations were made from a gastronomic perspective. The rituals of each religion were identified and grouped based on the literature reviewed. The gastronomic values of each religion were discussed, detailing what these values are. Rituals, particularly abundant in Abrahamic religions, were also examined in terms of their place and representation in society. These rituals were primarily evaluated from a gastronomic perspective in this study, although their economic impacts were not overlooked. The gastronomy sector, which has a significant impact on a wide range of areas, was fundamentally evaluated from the religious perspective, which is one of the most crucial aspects of its formation.

THE BROAD IMPACT AND LIMITATIONS OF THE STUDY

This study discusses how one of the most crucial elements forming the foundation of gastronomy, religious rituals, and the beliefs of individuals regarding halal/haram, clean/unclean, suitable/unsuitable, shape culinary practices. Consequently, the primary limitation of this study is the relatively small number of Abrahamic religions compared to the numerous human-made religions. The limitation on the number of human-made religions considered in this study is due to the large number of adherents worldwide, making these religions relevant subjects for research.

Upon reviewing the literature, it becomes evident that comprehensive studies like this one, which cover religions believed by approximately 75% of the global population and examine them from a gastronomic perspective, are quite limited. Therefore, this study aims to address the existing gap in the literature to some extent. Regarding the limitations, the "restrictions" on food and drink in the mentioned religions constitute the main constraint of this study. Each religion has specific rules and rituals, and the inability to make additions on these topics poses a significant impact.

As a result, the sources used and the religious-academic literature tend to be similar in nature, leading to a point of stagnation in the subject matter.

THE UNIQUE VALUE OF THE STUDY

Religious beliefs significantly impact individuals' eating and drinking habits, which are considered in marketing planning, facility planning, and even in developing tourism policies targeting individuals with specific religious beliefs. In recent years, as the importance of gastronomy has been recognized and the concept of the "gastro-tourist" has emerged, policies specifically related to gastronomy are being

developed. One of the foundational aspects of these policies is understanding individuals' beliefs and eating and drinking habits. Therefore, this study aims to highlight a highly important topic from a gastronomic perspective.

One of the primary goals is to emphasize what needs to be considered in planning aimed at specific religions and how to develop policies on these topics. As a result of the study, several recommendations have been made, such as including visuals in menus of foods prohibited or unsuitable for consumption according to different religions, and labeling them with universal religious terms to assist individuals who may face language barriers. Additionally, the use of symbols representing each religion (e.g., the crescent for Islam, the cross for Christianity, the Star of David for Judaism) could be beneficial.

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THE EFFECT OF RELIGIONS ON EATING HABITS: DOCUMENTARY FILM ANALYSİS ON THE CASE OF JUDAİSM

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INTRODUCTION

From the earliest times of history until today, people living in societies have been living their lives in accordance with a certain culture, tradition and religion. It is known that societies have to comply with the beliefs and practices brought by the religion they adhere to. Each religion has certain laws that include the concepts of halal and haram in line with its beliefs, but the concepts of halal and haram are not accepted the same in all religions (Mammadli, 2013). Apart from Islam, Judaism is the religion that gives the most place to halal and haram in divine religions (Kurt, A. O., 2010; Suzan, 2001; Mammadli, 2013).

An examination of Jewish food laws reveals that one had to prove one's devotion to God by adhering to certain dietary laws and prohibitions. Accordingly, it is known that a series of food rules dominated Jewish dietary life. These rules not only have a hygiene purpose that enables Jews to maintain their existence in a healthy way, but also have features that distinguish them from other nations and prevent assimilation (Suzan, 2001; Mammadli, 2013). The rules cover prohibited and non-prohibited (Kosher) foods. Kosher dietary laws are based on Torah and religious principles. Kosher dietary rules define Kosher foods and beverages (Regenstein et al. 2003; Stern, 2004). In this study, it is aimed to examine the Kosher dietary rules that permeate Jewish eating habits in the section titled "Ancient Judea - From Eden to Kosher Laws" of the documentary film "Food: A Cultural Culinary History" published in 2013. On the other hand, by analyzing the Kosher dietary laws and elements in the documentary film with the content analysis method, answers will be sought to the questions of the subject of the episode, its genre, its distinctive features from other genres, and whether it reflects the Jewish dietary culture while explaining the Kosher dietary rules.

LITERATURE

Religion is not only a belief system with its rules regulating the society, but also an element that affects every aspect of life. Religion, which is known as an important phenomenon that makes its presence felt in every part of individuals' lives, plays an important role in the change and development of dietary patterns. It is seen that various cultural meanings are attributed to food and beverages and a classification is made as to whether they can be eaten or not. It is known that foods that are considered edible according to one religious belief system are inedible for another religious belief system. In this context, different interpretations of food and beverages within religious belief systems and the formation of different patterns related to nutrition come to the fore (Gürhan, 2017: 1205).

Religion affects the lives of individuals and society through symbolic meanings and plays a role in shaping daily life. The attitude shown by individuals towards the foods that religion prohibits or recommends to be eaten has a symbolic dimension. In religious belief systems, it is seen that foods contain cultural codes and various sacredness is attributed to foods. Due to the religious meanings attributed to foods, it is thought that individuals' diets also contain messages about their belief system (Beşirli, 2012: 57).

Today, it is known that information can be conveyed to audiences through movies and documentaries. Through films and documentaries, people can learn new information, see various behaviors and learn about different cultures. Thanks to movies, it is also possible to learn about the food culture, gastronomic elements and culinary rituals of various communities. As in many fields, movies also give us information about the field of gastronomy (Yüksel, 2018: 27).

In contrast to films in which food is only used as a side element, today, films in which food is used as the main theme are coming to the fore. Through films and documentaries, it has become possible to gain insight into the symbolic uses and social roles of food. Therefore, based on gastronomy-themed films and documentaries, information can be obtained about the social and cultural role of food, and inferences can be made about its sociological, anthropological and religious dimensions (Çakır et al., 2020).

METHODOLOGY

With its social dimension, gastronomy has begun to be seen as a means of communication and cultural transmission (Fusté-Forné, 2020: 18). Therefore, gastronomy has become a subject frequently addressed in studies on media. Today, movies in which gastronomy is used as the main theme come to the fore. From the earliest times of history until today, people living as a society have been living their lives around the rules brought by the religion they adhere to and shaping their eating habits within the framework of these rules. It has become possible to learn about the food culture and eating habits of various communities through visual media elements.

The aim of this study is to examine the effect of Kosher dietary laws, which were created according to Torah and religious principles, on the eating habits of Jews in the episode titled "Ancient Judea - From Eden to Kosher Laws" in the documentary film "Food: A Cultural Culinary History" published in 2013. On the other hand, by analyzing the Kosher dietary laws that permeate the dietary habits of Jews and the nutritional elements they bring with them through content analysis method, the subject, genre and distinguishing features of the relevant episode will be determined, and then an answer will be sought to the question of whether the episode dealing with Kosher dietary rules reflects the Jewish dietary culture.

Content analysis is a research synthesis that has an important role in disseminating the researched knowledge and shaping future research, policies and practices (Suri & Clarke, 2009). Yıldırım and Şimşek (2011) defined content analysis as a proposal put forward by the researcher to structure and classify the meanings that are important in terms of theory. In this study, the population of the research consists of movies that focus on the relationship between religion and nutrition. Within the scope of the research, the films dealing with the Jewish belief system, which is known that nutrition takes place within the framework of strict rules and draws attention with the nutritional laws called Kosher, constitute the sample of the research.

At this stage, it was observed that the majority of the films examined were not suitable for the theme of Kosher dietary laws and it was determined that they were used only in intermediate scenes. Therefore, the episode titled "Ancient Judea - From Eden to Kosher Laws" of the documentary film "Food: A Cultural Culinary History", which was found to comprehensively cover Jewish eating habits and Kosher dietary laws, was determined as the sample of the study. The episode titled "Ancient Judea - From Eden

to Kosher Laws", which was determined as data within the scope of the research, was watched and analyzed by the researchers between 10.06.2024 and 25.06.2024.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

It is known that religious belief systems affect many points in the lives of society and the individual. Within the framework of the rules set forth by religions, it has been observed that the dietary patterns of societies have changed and various rituals have developed around food. With this study, it is aimed to examine the effect of religions on eating habits through a documentary film. Within the scope of the research, the Jewish belief system, which is known to take place within the framework of strict rules of nutrition and draws attention with its nutritional laws called Kosher, is discussed. Within the scope of the study, the section titled "Ancient Judea - From Eden to Kosher Laws" in the documentary film "Food: A Cultural Culinary History" was analyzed. It is aimed to reveal the origin, purpose and current practices of nutritional practices created according to Torah and religious rules. Nutritional practices that have developed around religion in the historical process, cultural and social symbols reflected by food have been identified, and their social implications have been tried to be revealed. It has been seen that the eating habits shaped around religious belief systems also reflect the sociocultural role of nutrition, shed light on the current lives of societies and cause the shaping of the food and beverage sector. Creating menus specific to people who are fed within the framework of religious rules plays an important role in ensuring customer satisfaction.

ORIGINAL VALUE OF THE RESEARCH

Gastronomy, which has become a frequently discussed topic in studies on media, has recently emerged as the main theme of movies. It is known that the gastronomy theme is used as a means of communication and cultural transmission (Fusté-Forné, 2020: 18). Therefore, both textual and verbal premises are used through visual media elements (Matwick & Matwick, 2019b: 24). In this study, the Kosher dietary laws and the dietary routine of the Jews, which are discussed as the main theme in the episode titled "Ancient Judea - From Eden to Kosher Laws" of the documentary film "Food: A Cultural Culinary History" subjected to content analysis in this study, create associations through verbal and visual elements in the documentary film. As a matter of fact, it is possible to say that there are not many films in which gastronomy, which is a multidisciplinary field, is treated as the main theme within the framework of religious elements. Therefore, this study is considered to have a unique value since the Kosher dietary laws, which are specifically addressed in the episode "Ancient Judea - From Eden to Kosher Laws", clearly reflect Jewish eating habits. In future studies, it is thought that studying with a larger sample will contribute to the literature. On the other hand, it is also recommended to study the dietary rules and eating habits of different religions in future studies.

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AYDIN İLİNİN UNESCO YARATICI ŞEHİRLER AĞI KAPSAMINDA GASTRONOMİ KENTİ OLABİLME POTANSİYELİNİN DEĞERLENDİRİLMESİ

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Özet

UNESCO Yaratıcı Şehirler Ağına katılmak şehirler için ekonomik, kültürel, sosyal, çevresel ve politik açıdan yararlar sağlamaktadır. Bu ağda yer almak kentin tanıtılmasında, markalaşmasında ve turizm potansiyelinin değerlendirilmesinde, ağda bulunan diğer şehirlerle iş birliği yapılmasında ve onların deneyimlerinden yararlanılmasında önemli katkılar sağlamaktadır.Bu bağlamda ülkemizde şehirler yaratıcı şehirler ağına kaydolabilmek için adeta yarışmakta ve potansiyellerinin ortaya konması için çeşitli çalışmalar yapılmaktadır.

Ünlü tarihçi Heredot tarafından Gökyüzünün altındaki en güzel yeryüzü şeklinde tabir edilen Aydın ili Büyük Menderes ırmağının suladığı bereketli topraklar üzerine kurulmuş,tarihi,doğası ve eşsiz güzellikleri ile önemli potansiyellere sahip olan bir ilimizdir.Aydın ili Geleneksel Turizm olarak tabir edilen deniz,kum,güneş denilince akla ilk gelen Turizm Merkezlerinden olan Didim ve Kuşadası ilçelerine rağmen turizm pastasından hakettiği payı alamamaktadır.Nitekim ülke ve il genelinde yapılan çalışma raporlarında Aydın ilinin var olan potansiyeli ile birlikte farklı turizm çeşitlerini devreye sokması gerektiği belirtilmiştir.Gastronomi turizminin mutlaka geliştirilmesi gerektiği ifade edilmiş olup kentin ihtiyacı olan stratejik tartışmalardan önemli bir başlığın gastronomi olduğu konusunda güçlü bir öngörü söz konusudur.

Aydın ilinin UNESCO Yaratıcı Şehirler Ağı kapsamında Gastronomi şehri olabilme potansiyelinin ortaya konması ve de çeşitli paydaşların görüşleri alınarak bu potansiyelin değerlendirilmesi amaçlanmıştır. Bu çalışmada öncelikle literatür taraması yapılmış olup araştırma soruları hazırlanmıştır. Çalışma, paydaşlar (özel sektör ve kamu kurum yönetici ve çalışanları, akademisyenler, köşe yazarları, yerel yönetim temsilcileri, sivil toplum kuruluşu) üzerinden görüşme yapılarak gerçekleştirilmiştir. Nitel araştırma yönteminin kullanıldığı bu çalışmada Aydın İlinin Gastronomi şehri olma potansiyelinin yüksek olduğu,gastronomi turizminin gelişmesi için kurumlar arası işbirliğinin ve tanıtımın sağlanması gerektiği önerilmektedir.

EVALUATION OF THE POTENTIAL OF AYDIN PROVINCE TO BECOME A GASTRONOMY CITY WITHIN THE SCOPE OF UNESCO CREATIVE CITIES

Abstract

Participating to the UNESCO Creative Cities Network provides economic, cultural, social, environmental and political benefits for cities. Taking part in this network provides significant contributions to the promotion of the city, its branding and evaluation of its tourism potential, cooperation with other cities in the network and benefiting from their experiences. In this context, cities in our country are competing to be registered in the creative cities network and various studies are being carried out to reveal their potential.

That is the Described as the most beautiful earth under the sky by the famous historian Herodotus, Aydın province is a province built on fertile lands irrigated by the Büyük Menderes River and has significant potential with its history, nature and unique beauties.

Aydın province cannot get the share it deserves from the tourism pie despite the Didim and Kuşadası districts, which are among the first tourism centers that come to mind when it comes to sea, sand and sun, which are called Traditional Tourism. As a matter of fact, in the study reports conducted throughout the country and province, it is stated that Aydın province should activate different types of tourism with its existing potential. It has been stated that gastronomy tourism must be developed and there is a strong prediction that gastronomy is an important topic in the strategic discussions that the city needs.

It is aimed that reveal the potential of Aydın province to become a Gastronomy city within the scope of

UNESCO Creative Cities Network and to evaluate this potential by taking the opinions of various stakeholders. In this study, firstly, a literature review was completed and research questions were prepared. The study was realized by interviewing stakeholders (private sector and public institution managers and employees, academics, columnists, local government representatives, non-governmental organizations). İt is suggested that Aydın Province has a high potential to become a Gastronomy city and that inter-institutional cooperation and promotion should be ensured for the development of gastronomy tourism in this study, where qualitative research method is used.

BİREYLERİN YEMEK PAYLAŞIM SİTELERİNDEKİ GASTRONOMİ DENEYİMLERİ ÜZERİNE BİR ARAŞTIRMA

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GİRİŞ

Paylaşım ekonomisi, bireyler arasında hizmetlerin veya ürünlerin sahip olunmadan paylaşılması, değiştirilmesi ve kiralanması sonucu işbirlikçi tüketim modeli olarak tanımlanan bir kavramdır (Lee vd., 2018; Demir, 2020). Demir (2020) paylaşım ekonomisinde ürünleri veya hizmetleri arz ve talep eden tarafların web ve mobil platformlar ve uygulamalar aracılığı ile iletişim kurduğunu vurgulamaktadır. Paylaşım ekonomisi kapsamında web ve mobil platformlar ve uygulamalar aracılığı ile bireylere konaklama (Airbnb) (Oskam ve Boswijk, 2016; Zervas vd., 2017; Özdemir ve Çelebi, 2018), ulaşım (Uber, Zipcar) (Cannon ve Summers, 2014; Kişi, 2018) ve yeme-içme (BonAppetour, Casserole Club, Eatwith, Withlocals, LetsLunch, Traveling Spoons) gibi hizmetlerinin sağlandığı görülmektedir (Ketter, 2019; Privitera ve Abushena, 2019; Demir, 2020; Atsız vd., 2022; https://www.travelingspoon.com/).

Gastronomi deneyimlerini arz ve talep edenleri bir araya getiren web ve mobil uygulamaların sayısı gün geçtikçe artmaktadır. İlgili literatürde yemek paylaşım platformlarında İstanbul'u ziyaret eden uluslararası turistlerin yemek deneyimini (Atsız vd., 2022), İstanbul'da yemek paylaşım platformlarında hizmet sağlayan ev sahiplerinin motivasyonlarını (Atsız ve Cifci, 2022) ve COVID-19'un yemek paylaşımı ekonomisi üzerindeki etkisini (Atsız ve Cifci, 2021) inceleyen araştırmalar Türkiye bağlamında yemek paylaşım uygulamaları ve platformları ile ilgili önemli bulgular sunmaktadır. Bununla birlikte yapılan bu araştırmaların genelinin İstanbul bağlamında yapıldığı görülmektedir. Bu kapsamda yapılan araştırmanın amacı yemek paylaşım platformlarında Türkiye'de sunulan gastronomi deneyimlerini ziyaretçi bakış açısıyla incelemek için Eatwith, Withlocals ve Traveling Spoons uygulamaları üzerinde yerli yabancı ziyaretçi yorumlarının incelenmesi planlanmaktadır.

LİTERATÜR

İşbirlikçi tüketim modeli olarak tanımlanan paylaşım ekonomisi, hizmet veya malların sahip olunmadan paylaşılması, değiştirilmesi ve kiralanması sonucu ortaya çıkmıştır (Lee vd., 2018; Demir, 2020). Paylaşım ekonomisinin temeli, mal veya hizmetlerin geçici olarak kullanılmasına dayanmaktadır. Bununla birlikte ürünleri veya hizmetleri sağlayanlarla, talep edenler web ve mobil uygulamalar üzerinden iletişim kurmaktadırlar (Özkan ve Duran, 2018; Demir, 2020). Paylaşım ekonomisi kapsamında oluşturulan mobil-web uygulamaların kullanımının hizmeti arz edenler ile talep edenler arasında popüleritesi gittikçe arttığı görülmektedir. Paylaşım ekonomisi kapsamında ulaşımda; Uber, Bla Bla Car, Lyft, Scoot ve Zipcar, konaklamada Airbnb, HomeAway, Pivotdesk, HomeExchange ve Couchsurfing ve yemekte BonAppetou, BlueApron, Casserole Club, Mealsharing, EatWith, Withlocals, LetsLunch ve Traveling Spoons uygulamaları kullanılmaktadır (Ketter, 2019; Privitera ve Abushena, 2019; Demir, 2020; Atsız vd., 2022). Ketter (2019) günümüzde turistlerin Uber ile yerel bir şoförün arabasında seyahat edebileceğini, Airbnb ile yerel bir evde konaklayabileceğini ve EatWith ile yerel bir

akşam yemeği yiyebileceğini vurgulamaktadır. Yemek paylaşım uygulamaları aracılığıyla farklı hizmetler sağlanmaktadır. Örneğin; Landshare uygulaması üzerinde tarımsal üretim yapan bireylerle toprak sahipleri bir araya gelmektedir (Privitera, 2016; Demir, 2020). Yemek yapamayan yaşlı insanlarla yemek yapmayı seven bireyler Casserole Club uygulaması aracılığıyla iletişim kurmaktadır (Demir, 2020; https://www.malnutritiontaskforce.org.uk/about-us/casserole-club-brighton). LetsLunch uygulamasında şirketler potansiyel çalışanlarına şirket kafeteryalarında öğle yemeği hizmeti sağlamaktadır. Bu yolla şirket ve potansiyel çalışanlar birbirlerini tanıyabilmektedirler (Demir, 2020; https://letslunch.com/). Eatwith ve BonAppetour uygulamaları aracılığıyla ziyaretçiler gittikleri şehirlerde yerel insanlarla iletişim kurup onların evlerinde yemek deneyimi yaşayabilmektedirler (Demir, 2020). Benzer bir şekilde Zurek (2016) yemek paylaşım uygulamalarının ziyaretçilerin yerel insanlarla etkileşim kurup yerel yemekleri deneyimleme fırsatı sunduğunu ileri sürmektedir. Bu konuda Demir (2020) ziyaretçilerin şehrin günlük yaşamını deneyimlemede ve yerel insanlarla etkileşime girmelerinde yemek paylaşım uygulamalarının önemli bir kaynak olduğunu belirtmektedir. Yemek paylaşımının bu yönü gastronomi turizmi için önemli bir kaynak olarak değerlendirilmelidir. Bu kapsamda bu araştırmada yemek paylaşım platformlarında Türkiye'de sunulan gastronomi deneyimlerini ziyaretçi bakış açısıyla incelemek için Eatwith, Withlocals ve Traveling Spoons uygulamaları üzerinde yerli ve yabancı ziyaretçi yorumlarının incelenmesi planlanmaktadır.

YÖNTEM

Bu araştırmada Türkiye'de Eatwith, Withlocals ve Traveling Spoons uygulamaları üzerinden yerli ve yabancı ziyaretçilerin algıladıkları gastronomi deneyimi tespit etmek için bu uygulamalar üzerinden yapılan ziyaretçi yorumları netnografi analizi incelenmiştir (Kozinets, 2002). Araştırmacılar yabancı dil olarak İngilizce bildiğinden sadece Türkçe ve İngilizce yorumlar örnekleme alınmıştır. "Netnografi veya İnternet'teki etnografi, bilgisayar aracılığıyla ortaya çıkan kültürleri ve toplulukları incelemek için etnografik araştırma tekniklerini uyarlayan yeni bir nitel araştırma metodolojisidir" (Kozinets, 2002). Netnografinin çevrimiçi toplulukların incelenmesi için uyarlanmış bir etnografi yaklaşımı olduğunu belirtilmektedir (Kozinets, 2002; Kandemir Altunel ve Çifçi, 2021). Kandemir Altunel ve Çifçi (2021) netnografinin beş aşamadan oluşan bir yaklaşım olduğunu ve birinci aşamanın giriş ve araştırmayı planlama basamağı olduğunu belirtmektedir. Bu kapsamda araştırmanın güvenilirliğini sağlamak amacıyla çok sayıda kullanıcı üyeliği bulunan ve kuvvetli bir ortak paydada bir araya gelmiş toplulukların seçilmesinin büyük önemi olduğu vurgulanmaktadır (Kandemir Altunel ve Çifçi, 2021). Araştırmanın birinci aşamasında güvenilirliği sağlamak için dünyanın birçok yerinde kullanılan ve Türkiye'de de hizmet veren yemek paylaşım platformlarından olan Eatwith, Withlocals ve Traveling Spoons uygulamaları seçilmiştir. Araştırmanın bir sonraki aşaması verilerin toplanması ve kategorize edilmesi aşamasıdır (Kandemir Altunel ve Çifçi, 2021). Bu araştırmada Eatwith, Withlocals ve Traveling Spoons uygulamaları üzerinden Türkiye'de ev sahiplerinin sağladığı yiyecek içecek hizmetleri ile ilgili kullanıcıların İngilizce ve Türkçe yorumlar kaydedilmiştir. Üçüncü aşamada veriler analiz edilmektedir (Kandemir Altunel ve Çifçi, 2021). Verilerin analizinde gömülü teori yaklaşımı benimsenmiştir. İki araştırmacı tarafından yorumlara içerik analizi yapılarak kod, alt-kategoriler ve kategoriler tespit edilerek veriler arası karşılaştırma yapılmıştır (Noble ve Mitchell, 2016; Demir, 2022). Araştırmanın sonraki aşaması etiğin sağlanmasıdır (Kandemir Altunel ve Çifçi, 2021). Bu amaçla uygulamalar üzerinden alınan kullanıcı yorumlarında kullanıcıların kişisel bilgileri (isim, rumuz gibi) kullanılmamıştır. Bu nedenle katılımcı yorumlarına kodlar verilmiştir. Kandemir Altunel ve Çifçi (2021) araştırmanın son aşamasının üye kontrol aşaması olduğunu ve buna karşın grubun sosyal yapısına, içerik üretme kapasitesin ve genişliğine göre ulaşılacak birkaç üyeye danışılıp alınacak cevapların yanıltıcı olabileceği vurgulamaktadırlar.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Turistlerin ziyaret ettikleri şehirlerin günlük yaşamını, aile ortamını ve yerel yemeklerini deneyimlemede yemek paylaşım uygulamaları önemli bir kaynak olarak değerlendirilmektedir. Özellikle bu platformlar üzerinden turistlere yerel pazarların ziyaret edilmesi, gıda alışverişi, mutfak workshopları, kahvaltı, öğle yemeği ve akşam yemeği gibi gastronomi deneyimlerinin sağlandığı görülmektedir. Bu açıdan yemek paylaşım platformları yerli ve yabancı turistler için zengin bir gastronomik deneyim sağlamaktadır. Bu araştırmanın amacı Türkiye'de yemek paylaşım uygulamaları üzerinden sağlanan yiyecek hizmetleri ile ilgili turistlerin algıladığı gastronomi deneyiminin tespit edilmesidir. Özellikle bu araştırmada elde edilen verilerle yemek paylaşım uygulamaları üzerinden sağlanan gastronomi deneyimlerinin Türk gastronomisi üzerindeki mevcut ve potansiyel etkilerinin değerlendirilmesi öngörülmektedir. Bu araştırmanın en önemli sınırlılıklarından biri araştırmacıların yabancı dil olarak sadece İngilizce bilmeleridir. Bu kapsamda araştırmada sadece Türkçe ve İngilizce yazılan ziyaretçi yorumları analiz edilmiştir. Araştırmanın diğer bir sınırlılığı ise örneklem olarak Türkiye seçilmiştir. Bu nedenle elde edilen sonuçlar Türkiye bağlamında değerlendirilebilir. Bu karşın literatürde farklı ülkeler kapsamında benzer çalışmaların yapıldığı görülmektedir. Bu nedenle elde edilen verilere göre ülkeler arasında karşılaştırma yapılabilmesi öngörülmektedir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Yemek paylaşım platformlarında gastronomi deneyimini sağlayanlar ile bu deneyimi talep edenler bir araya gelmektedir. Bu uygulamalarda hizmet sağlayanların verdikleri gastronomi deneyimleri (turlar, workshoplar, gıda alışverişi, yemek yapımı veya yemek yeme deneyimi) ve kişi başı ücret taleplerini belirtilmektedirler. Buna ilaveten yemek paylaşım platformlarında belirtilen gastronomi deneyimini ile ilgili ziyaretçi yorumları da bulunmaktadır. Dünyada yemek paylaşım uygulamalarının kullanımı hem turistler hem de hizmet sağlayıcılar arasında bir trend haline gelmiştir. Türkiye bağlamında yemek paylaşım uygulamalarının kullanımda ise son yıllarda bir artış olduğu görülmektedir. Bu çıkarım uygulamalar üzerinde yemek hizmeti sağlayan kişi sayılarından anlaşılmaktadır. İlgili literatürde yerel insanlarla etkileşime girmede, yerel mutfak kültürünü öğrenmede şehrin günlük yaşamını ve yerel yemekleri deneyimlemede yemek paylaşım platformlarının önemli bir kaynak olduğu vurgulanmaktadır. Bu araştırmada yemek paylaşım platformlarında Türkiye'de sunulan gastronomi deneyimlerini ziyaretçi bakış açısıyla incelemek için Eatwith, Withlocals ve Traveling Spoons uygulamaları üzerinde yerli yabancı ziyaretçi yorumlarının incelenmesi planlanmaktadır. Bu çalışma ile Türkiye'de yemek paylaşım uygulamaları üzerinde sağlanan gastronomi deneyiminin yerli ve yabancı turistler tarafından algılamasını tespit edilerek bu uygulamalar üzerinden sağlanan gastronomi deneyiminin kriterlerinin tespit edilmesi amaçlanmaktadır. Bu araştırma sonucunda yemek paylaşım uygulamaları üzerinden Türk mutfak kültürünün yansıtılma şeklinin de anlaşılması da hedeflenmektedir.

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GASTRONOMİ TURİZMİ KONUSUNDA TR DİZİN VERİ TABANINDA YAYINLANAN ARAŞTIRMALARIN ANALİZİ

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GİRİŞ

Farklılaşan turizm talepleriyle birlikte farklı turizm çeşitleri ortaya çıkmıştır. Bu turizm çeşitlerinden biri de gastronomi turizmidir. Gastronomi turizmi hem iç turizm hem de dış turizm kapsamında oldukça önemli bir unsur haline gelmiş ve birçok ülkede acentaların kataloglarında yerini almıştır (Kurnaz, Özdoğan ve Kurnaz, 2017: 112). Turizm ile gastronomi arasındaki bağlantıyı ifade eden gastronomi turizmi (Özdemir ve Altıner, 2019: 5), turistlerin tatil süreçleri boyunca yerel ve kültürel tatları, kokuları ve dokuları tanımalarına ve yaşamalarına olanak sunup, turistlere benzersiz bir yiyecek içecek deneyimi sağlayan bir turizm çeşididir (Çalışkan, 2013: 41). Gastronomi turizmi, gastronomi ile ilişkili etkinlikleri keşfetmeyi, denemeyi ve bu etkinliklerden keyif almayı amaç edinerek gastronominin kapsamında olan her çeşit bilgiyi öğrenmek ve deneyim kazanmak içim belli bir yere yolculuk yapmaktır (Çam ve Çılgınoğlu, 2024: 109). Farklı amaçlarla gidilen destinasyonda herhangi bir işletmede yiyecek içecek tüketimi gastronomi turizmi için yeterli görülmemektedir. Gastronomi turizminde turistlerin birincil veya diğer seyahat amaçları içinde gastronomi etkinliklerinin yer alması ve söz konusu destinasyona ulaşımın ardından bu gastronomi etkinliklerinin bir parçası olmaları ön koşuldur (Çuhadar ve Morçin, 2020: 94). Son yıllarda dünyada hızlı bir gelişim gösteren gastronomi turizmi, turistler için oldukça önemli bir seyahat motivasyonu ve destinasyon tercih sebebi haline gelmiştir. Bu gelişmeler turizm alanındaki araştırmacıların son yıllarda gastronomi turizmi konusuna daha fazla yönelmesine neden olduğu gözlemlenmektedir (Ercan, 2020: 1060).

Bu araştırmada 2020-2024 yılları arasında TR Dizin veri tabanında gastronomi turizmi ile ilgili yayınlanmış araştırmaların incelenmesi amaçlanmaktadır. Bu amaç doğrultusunda TR Dizin veri tabanı arama motorunda 'gastronomi turizmi' aranarak 2020-2024 yılları arasında yayınlanmış olan araştırmalar filtrelenmiştir. Belirlenen gastronomi turizmi konulu makalelerin yayın yılları, yayınlandığı dergiler, yazar sayıları, kullanılan yöntem, anahtar kelimeler açısından nasıl bir dağılım gösterdiği tespit belirlenmiştir.

LİTERATÜR

Seyahat deneyiminin vazgeçilmez bir parçası olarak değerlendirilen gastronomi (Sánchez-Cañizares ve López-Guzmán, 2012: 229), içinde barındırdığı bütün bilimsel ve sanatsal unsurlarla yiyecek-içeceklerin tarihsel gelişim süreçlerinden başlayıp bütün özelliklerinin detaylı bir şekilde anlaşılması, uygulanması ve günümüz şartlarına uyarlanmasını süreçlerini kapsamaktadır (Deveci, Türkmen ve Avcıkurt, 2013: 30; Aksoy ve Sezgi, 2015: 80). Farklı kültürlerin, toplumların ve ülkelerin yemek anlayışlarını, benzerliklerini ve farklılıklarını bir arada görmeye imkan veren gastronomi, aynı zamanda bir bölge veya bir ülkenin yemeklerinin belli bir grup tarafından tüketilmesiyle oluşan deneyimlerin çeşitli faktörlerle tanıtılmasıyla da ilgilenmektedir (Ölmez, Zurnacı ve Bozok, 2017: 398).

Moulin (2000: 20), gastronomiyi bir toplumu karakterize eden unsurlardan biri şekline tanımlayıp, gastronominin bir turistik bölgenin çekiciliğinde önemli bir anahtar özelliği temsil ettiğini belirtmiştir.

Yiyecek ve içecek faaliyetlerinin zorunlu ihtiyaçları olması ve turistlerin seyahatleri süresince keyif alma isteği gastronomi değerlerini turizm deneyimlerinin parçası haline getirmiştir. Gastronomi değerlerinin önemli olması aynı zamanda turistler için seyahat tercihlerinin ana sebebini oluşturmakta ve bu durum ise gastronomi turizminin ortaya çıkmasına uygun ortam yaratmaktadır (Küçükkömürler, Şirvan ve Sezgin, 2018: 79). Gastronomi turistlerin yerel kültürü keşfetmesine yardımcı olduğu gibi, farklı yiyecekleri deneyimlemelerine ve satın almalarına da imkan sağlamaktadır. Aynı zamanda gastronomi turistlerin memnuniyetine katkı sağlayıp, turistlerin destinasyon tercihine ve o destinasyonu tekrar ziyaret etmesinde önemli bir unsurdur (Yılmaz, 2017: 172).

Gastronomi turizmi kavramı, yerel ürünleri tatmak veya gastronomi ile ilgili etkinliklere katılmak amacıyla geziyi planlayan turistler ve ziyaretçiler için geçerlidir (Gheorghe, Tudorache ve Nistoreanu, 2014: 12). Sıklıkla yemek turizmi ve mutfak turizmi ile birbirinin yerine kullanılan gastronomi turizmi (Sio, Fraser ve Fredline, 2024: 312), Dünya Turizm Örgütü [UNWTO] tarafından ziyaretçinin seyahat sırasında yiyecek ve ilgili ürün ve faaliyetlerle bağlantılı deneyimiyle karakterize edilen bir turizm faaliyeti türü şeklinde tanımlamaktadır. Gastronomi turizmi, özel bir yemeği tatmak veya bir yemeğin üretim sürecini görmek motivasyonuyla yöresel veya kırsal alanları, yiyecek üreticilerini, restoranları, yiyecek festivallerini ve özel alanları ziyaret etmektir (Deveci, Türkmen ve Avcıkurt, 2013: 30; Aksoy ve Sezgi, 2015: 81). Gastronomi turizmi sadece yemeklerden ve restoranlardan oluşmamakta, aşçılık okulları, yemek programları, tur operatörleri, şarap ve şarap bağları, bira fabrikaları gibi çok çeşitli oluşumları da içermektedir (Özdemir ve Altıner, 2019: 5). Green ve Dougherty (2008: 150), gastronomi turizmini genel olarak benzersiz ve akılda kalıcı yeme ve içme deneyimlerinin peşinde koşmak şeklinde tanımlayıp aynı zamanda gastronomi turizminin yerel yemek sistemlerinin turist deneyimiyle birleştirmenin yolunu sağladığını belirtmiştir. Gastronomi turizminin kökleri tarım, kültür ve turizme dayanmaktadır. Her üç bileşen de yemek turizmini bir destinasyonda bir çekim ve deneyim olarak pazarlamak ve konumlandırmak için fırsatlar ve aktiviteler sunmaktadır. Tarım ürünleri; kültür, tarihi ve özgünlüğü; turizm ise altyapıyı ve hizmetleri sağlamaktadır (Du Rand ve Heath, 2006: 209; Birdir ve Akgöl, 2015: 58; Sevimli, Tatlı ve Kızıldemir, 2021: 266). Gastronomi turizmi fiziksel, kültürel, sosyal ve prestij gibi dört farklı motivasyona sahiptir. Fiziksel motivasyon hayatın devamlılığı için yiyeceklerin zorunlu olması ve turistin yaşamak ve seyahat için yemek yemek istemesidir. Kültürel motivasyonda ise turistler belli bir kültürü öğrenmek için yemek yemek istemekte ve lokal ürünler turisti motive eder. Sosyal motivasyon için turistler gastronomi aktivitelerinin içinde aktif olarak yer alırlar. Son olarak turistler prestij için yöreye özgü elde ettiği deneyimi bulunduğu ortamda paylaşarak prestij sağlamaktadır (Küçükkömürler, Şirvan ve Sezgin, 2018: 80).

YÖNTEM

Bu araştırmada 2020-2024 yılları arasında TR Dizin veri tabanında yayınlanan '*gastronomi turizmi*' konulu araştırmaların incelenmesini amaçlanmaktadır. Uluslararası standartlara uygun olarak geliştirilen TR Dizin'in kapsamı oluşturulan ulusal bilimsel dergiler, ULAKBİM TR Dizin uzmanları ile ilgili konu alanlarındaki diğer uzman ve akademisyenlerden meydana gelen komiteler tarafından 'Dergi Değerlendirme Kriterleri'ne bağlı olarak seçilmektedir (TR Dizin, 2024). 2019-2024 yılları arasında gastronomi turizmi konusunda yayınlanan bilimsel araştırmalar incelenmesinde doküman analizinden faydalanılmıştır. Doküman incelemesi incelenen konuyla alakalı olay ve olgular hakkında bilgi içeren belgelerin analiz edilmesiyle yeni veriler sağlanması şeklinde tanımlanmaktadır (Karataş, 2015: 72). Doküman analizi, araştırmacının araştırma süreci boyunca veri olarak topladığı dokümanları analiz ettiği veya anlamlarını değerlendirdiği bir yöntemdir. Bu süreç, doküman toplama kararı verilmesinden, analiz sonucunda elde edilen verilerin yorumlanmasına kadar uzanan bir zaman diliminde gerçekleşir (Smulowıtz, 2017: 1).

Araştırmada verilerin toplanması sürecinde TR Dizin gelişmiş arama motorunun başlık arama alanına *'Gastronomi Turizmi' (Gastronomi AND Turizmi)* yazılarak 2020-2024 yılları arasındaki araştırmalar filtrelenmiştir. 02 Haziran 2024 tarihinde yapılan tarama sonucunda 42 adet açık erişime sahip

araştırmaya ulaşılmıştır (TR Dizin, 2024). Araştırmada elde edilen veriler içerik analizi yöntemiyle analiz edilmiştir. İçerik analizi, insanların söyledikleri veya yazdıklarının nicelleştirilmesi ve sayısallaştırılması süreci olarak tanımlanabilir. Bu yaklaşımın özünde ise yazılan veya söylenenlerin kategorileştirilmesi ve sıklıklarının belirlenmesi yatmaktadır (Hepkul, 2002: 2). İçerik analizinde elde edilen doküman veya belgeler araştırma yapmak amacıyla üretilmemekte olup, var olan belgeler araştırmadan bağımsız bir şekilde ele alınarak incelenmektedir (Metin ve Ünal, 2022: 276). İçerik analizinde yapılan işlem, birbiriyle ilişkili verilerin belirli kavram ve temalar çerçevesinde bir araya getirilerek, okuyucunun anlayabileceği şekilde düzenlenmesi ve yorumlanmasıdır (Karataş, 2015: 74).

Araştırmada elde edilen içerikler, yıllara göre sayısal değerleri, kullanılan dil, yazar sayısı, sayfa sayısı, araştırma yöntemi ve anahtar kelimeler gibi farklı kriterler doğrultusunda incelenmiştir. Bu doğrultuda araştırma verileri word ve excel dosyalarına kaydedilmiş, gerekli kodlamalar yapıldıktan sonra frekans ve yüzde değerleriyle birlikte tablo ve grafik şeklinde sunulmuştur.

BULGULAR

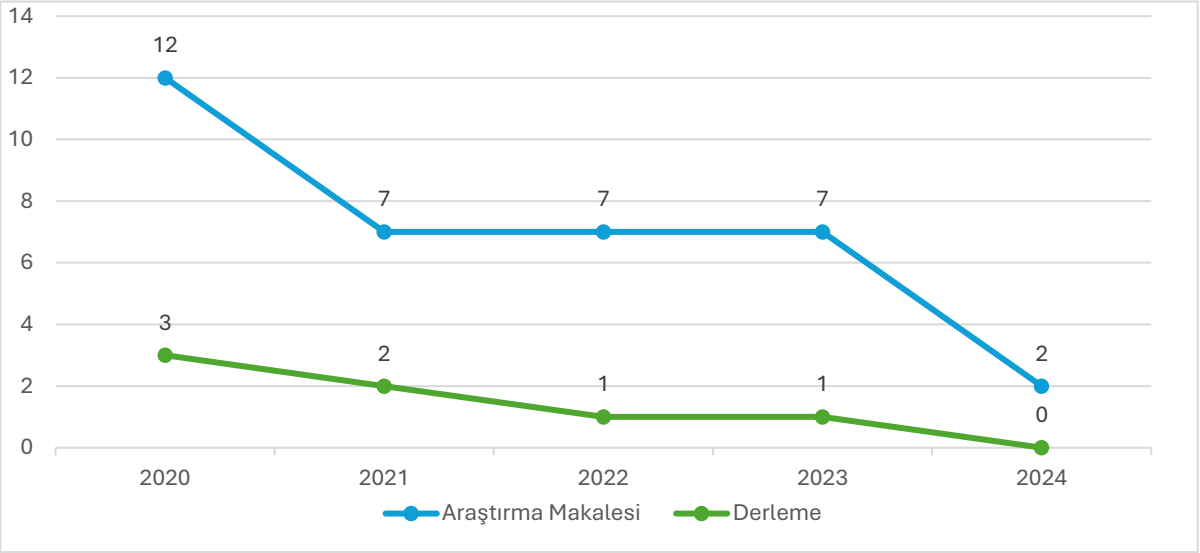
Araştırmanın bu bölümünde 2020-2024 yılları arasında TR Dizin veri tabanında gastronomi turizmi ile ilgili yayınlanmış araştırmaların incelenmesi sonucu elde edilen verilerin analizleri neticesinde ortaya çıkan bulgular sunulmuştur.

Tablo 1. Araştırmaların Yayınlandığı Dergiler ve Dağılımları

No	Dergi adı	Frekans	Yüzde
1.	Journal of Tourism and Gastronomy Studies	21	%50
2.	Journal of Gastronomy, Hospitality and Travel	4	%9,5
3.	Türk Turizm Araştırmaları Dergisi	4	%9,5
4.	Aydın Gastronomy	3	%7,1
5.	Atatürk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi	3	%7,1
6.	Güncel Turizm Araştırmaları Dergisi (Online)	3	%7,1
7.	Beykoz Akademi Dergisi	1	%2,4
8.	Gümüşhane Üniversitesi Sosyal Bilimler Dergisi	1	%2,4
9.	Karadeniz İncelemeleri Dergisi	1	%2,4
10.	Sosyal Bilimler Araştırmaları Dergisi	1	%2,4
Toplam		**42**	**%100**

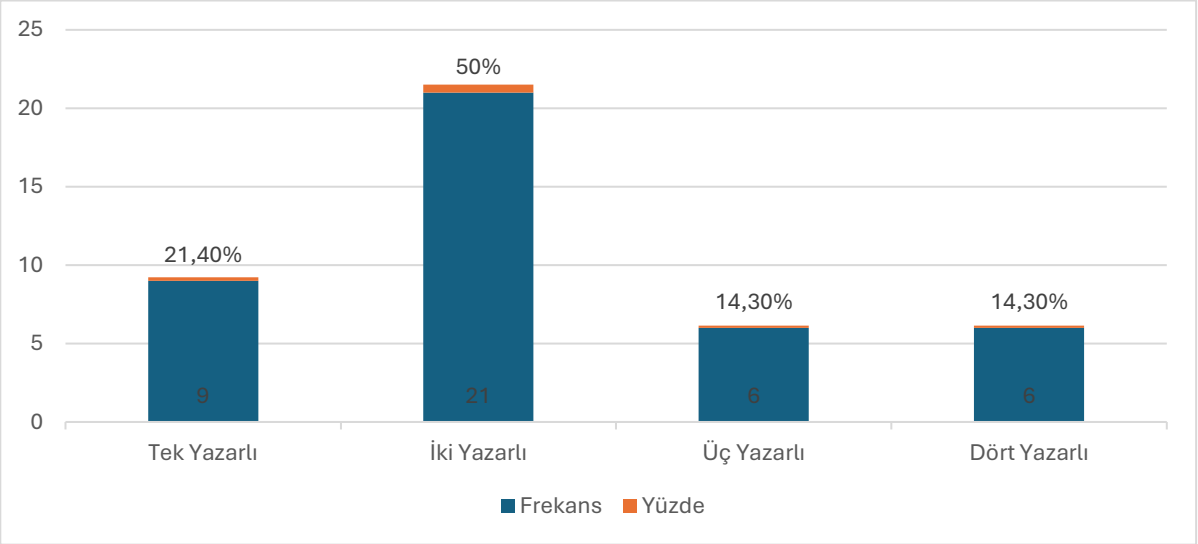
Tablo 1'de görüldüğü üzere 2020-2024 yılları arasında TR Dizin veri tabanında yayınlanmış olan gastronomi turizmi konulu araştırmaların 21'i (%50) Journal of Tourism and Gastronomy Studies dergisinde yayınlanmıştır. Araştırmalardan 4'ü Journal of Gastronomy, Hospitality and Travel dergisinde, 4'ü ise Türk Turizm Araştırmaları Dergisi'nde yayınlanmıştır. Aydın Gastronomy, Atatürk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi ve Güncel Turizm Araştırmaları Dergisi'nde ise 3'er araştırma yayınlanmıştır. Geriye kalan 4 araştırmanın ise 4 farklı dergide yayınlandığı görülmektedir.

Şekil 2. İncelenen Araştırmaların Yayın Türünün Yıllara Göre Değişimi



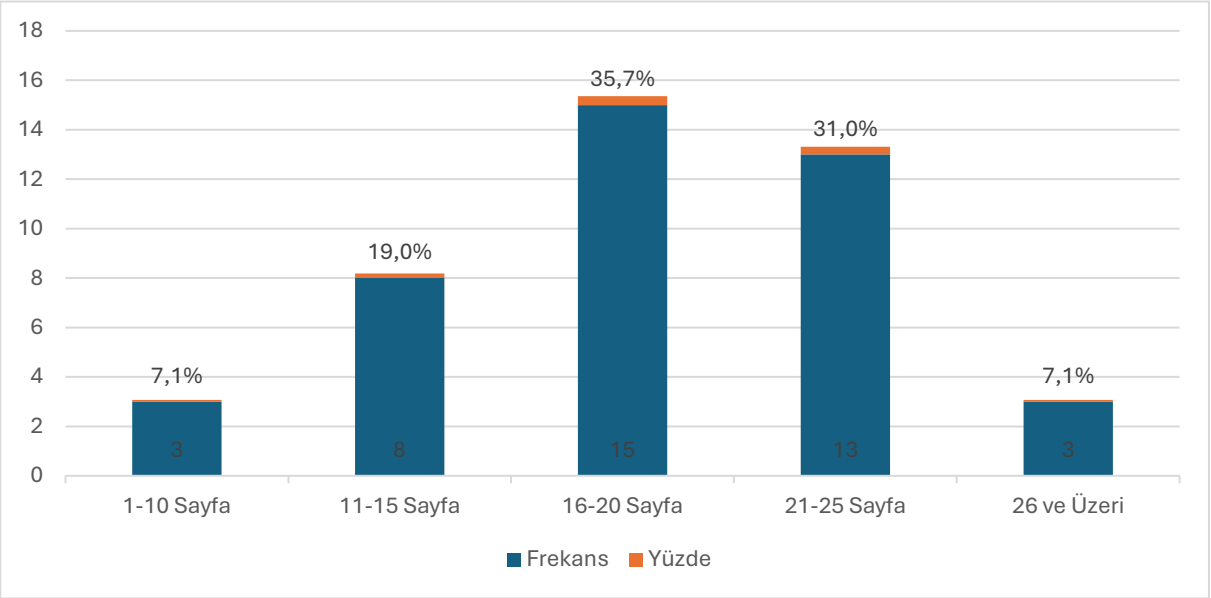
Şekil 1'de belirtildiği üzere 2020-2024 yılları arasında gastronomi turizmi konulu 42 araştırmanın 35'i araştırma makalesi, 7'si ise derlemedir. Araştırmalar daha çok 2020 yılında yayınlanmış olup toplam 15 araştırmanın 12'si araştırma makalesi, 3'ü ise derlemedir. 2021, 2022 ve 2023 yılında 7'şer adet 2024 yılında ise 2 adet gastronomi turizmi konulu araştırma makalesi yayınlanmıştır. 2021 yılında 2 adet 2022 ve 2023 yılında ise 1'er adet gastronomi turizmi konulu derlemenin yayınlandığı belirlenmiştir.

Şekil 3. İncelenen Araştırmaların Yazar Sayıları Frekans ve Yüzdelik Değerleri



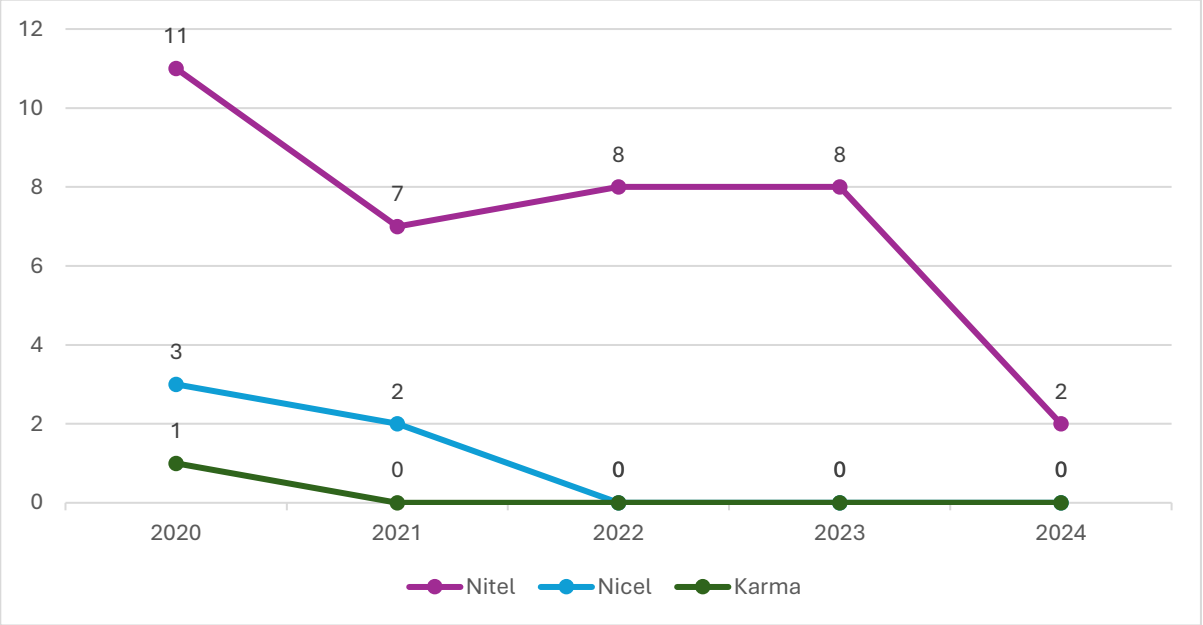
Araştırmaların yazar sayıları incelendiğinde (şekil 2) %50'sinin (21 adet) iki yazarlı, %21,4'ünün (9 adet) tek yazarlı olduğu görülmektedir. Ayrıca hem üç yazarlı hem de dört yazarlı araştırmaların oranının ayrı ayrı %14,3 olduğu da görülmektedir.

Şekil 4. İncelenen Araştırmaların Sayfa Sayısı Aralığı



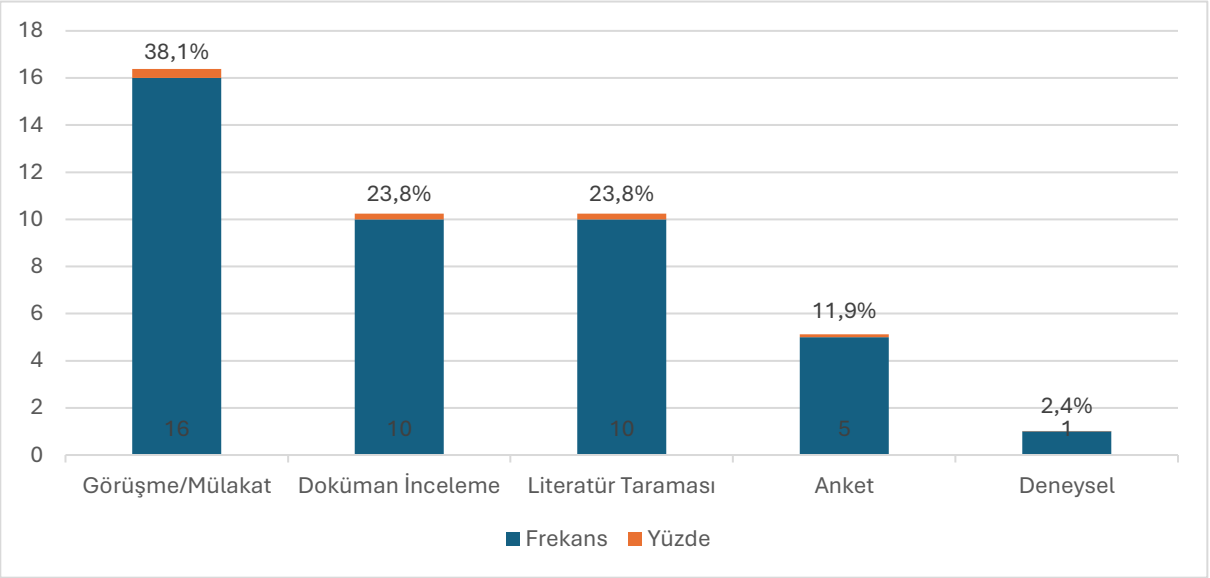
Şekil 3 incelendiğinde araştırmaların %35,7'sinin 16-20 sayfa aralığında, %31'inin ise 21-25 sayfa aralığında olduğu görülmektedir. Ayrıca araştırmaların %19'unun 11-15 sayfa aralığında olduğu görülmekle birlikte, Ayrıca hem 1-10 sayfa aralığında hem de 26 ve üzeri sayfa aralığında araştırmaların oranının ayrı ayrı %7,1 olduğu tespit edilmiştir.

Şekil 5. İncelenen Araştırmalarda Kullanılan Yöntem



İncelenen gastronomi turizmi araştırmalarında kullanılan yöntem incelendiğinde (şekil 4) çoğunlukla nitel yöntem tercih edildiği görülmektedir. Buna göre 2020-2024 yılları arasında karma yöntem kullanılan 1 araştırma nicel yöntem kullanılan 5 araştırma bulunmaktadır. Buna karşın toplam 42 araştırmanın 36'sının (%85,7) nitel yöntem tercih ettiği belirlenmiştir.

Şekil 6. İncelenen Araştırmalardaki Veri Toplama Araçları



Şekil 5 incelendiğinde araştırmaların %38,1'inin veri toplama yöntemi olarak görüşme/mülakat tekniği kullandığı görülmektedir. İncelenen araştırmaların %23,8'i veri toplama yöntemi olarak doküman inceleme tekniğini tercih ederken aynı oranda literatür taramasının da tercih edildiği belirlenmiştir. Ayrıca araştırmaların %11,9'u anket yöntemi ile veri toplarken %2,4'ü deneysel yöntemler tercih etmiştir.

Şekil 7. İncelenen Araştırmaların Anahtar Kelimelerinden Oluşan Kod Bulutu

Kaynak: Wordart.com sitesinde yazarlar tarafından oluşturulmuştur

İncelenen araştırmalarda kullanılan anahtar kelimelerin yoğunluğu şekil 6'da verilmiştir. Buna göre en çok kullanılan anahtar kelimelerin gastronomi turizmi, devamında ise gastronomi olduğu görülmektedir. Ayrıca yöresel yemek/yiyecekler/mutfak, mutfak kültürü, sürdürülebilir gastronomi turizmi, coğrafi işaret ve peynir/üretimi/çeşitleri gibi kelime gruplanın da anahtar kelime olarak kullanıldığı görülmektedir. Kod bulutu oluşturulurken 1'den fazla tekrarlanmayan kelimeler dikkate alınmamıştır.

SONUÇ

Bu araştırmada 2020-2024 yılları arasında TR Dizin veri tabanında gastronomi turizmi ile ilgili yayınlanmış araştırmaların incelenmesi amaçlanmıştır. Doküman analizi yöntemiyle elde edilen veriler içerik analizi tekniği ile analiz edilmiştir. İçerik analizi neticesinde elde edilen sonuçlara göre 2020-2024 yılları arasında TR Dizin veri tabanında yayınlanmış olan gastronomi turizmi konulu araştırmaların %50'si Journal of Tourism and Gastronomy Studies dergisinde, %50'si ise diğer 9 farklı dergide yayınlanmıştır. İncelenen 42 araştırmanın %83,3'ünün araştırma makalesi, 16,6'sınn ise derleme olduğu, %50'sinin (21 adet) iki yazarlı, %21,4'ünün (9 adet) tek yazarlı olduğu sonucuna ulaşılmıştır. Ayrıca hem üç yazarlı hem de dört yazarlı araştırmaların oranının ise ayrı ayrı %14,3 olduğu belirlenmiştir. Araştırmaların %35,7'sinin 16-20 sayfa aralığında, %31'inin ise 21-25 sayfa aralığında olduğu %19'unun ise 11-15 sayfa aralığında olduğu görülmekle birlikte, Ayrıca hem 1-10 sayfa aralığında hem de 26 ve üzeri sayfa aralığında araştırmaların oranının ayrı ayrı %7,1 olduğu tespit edilmiştir. Buna göre 2020-2024 yılları arasında karma yöntem kullanılan 1 (%2,4) araştırma nicel yöntem kullanılan 5 (%12) araştırma bulunmaktadır. Buna karşın toplam 42 araştırmanın 36'sının (85,7) nitel yöntem tercih ettiği belirlenmiştir. Araştırmaların %38,1'inin veri toplama yöntemi olarak görüşme/mülakat tekniği kullandığı görülmektedir. Ercan, (2020) ulusal alanyazında gastronomi turizmi konusunda yayınlanan makalelerin özellikleri bibliyometrik olarak analiz etmeyi amaçladığı araştırmasında en fazla makalenin büyük oranda Journal of Tourism and Gastronomy Studies dergisinde yayınlandığı görülmektedir. Ercan, (2020) araştırmasında nitel araştırma yöntemlerinin diğer yöntemlerden daha fazla tercih edildiği (76,2) sonucuna ulaşmıştır. Sökmen ve Özkanlı, (2018) gastronomi turizmi gelişim sürecini aydınlatmayı amaçladığı araştırmasında, incelediği araştırmaların %53,74'ünde nitel yöntem tercih edildiğini, araştırmaların %80 oranında iki veya daha fazla yazarlı araştırmacının bir araya gelmesiyle yayınlandığını tespit etmiştir. Çuhadar ve Moçin, (2020) gastronomi turizmi ile ilgili yayınlanmış araştırmaları bibliometrik olarak incelemek, gelişim ve yönelimlerini ortaya koymayı amaçladıkları araştırmalarında, 'Gastronomi Turizmi' başlığı altında 2019 yılı sonu itibariyle kaleme alınmış olan 17 proje, 268 bildiri, 47 tez, 18 kitap ve 1 adet sanatsal faaliyet olduğunu saptamıştır. Araştırmacılar ayrıca gastronomi turizmi ile ilgili araştırmaların en çok sosyal bilimler alanında yazıldığını, gastronomi turizmi kapsamında gerçekleştirilen araştırmaların ise ağırlıklı olarak makale ve bildiri türünde olduğunu belirlemişlerdir.

İncelenen araştırmaların %23,8'i veri toplama yöntemi olarak doküman inceleme tekniğini tercih ederken aynı oranda literatür taramasının da tercih edildiği belirlenmiştir. Ayrıca araştırmaların %11,9'u anket yöntemi ile veri toplarken %2,4'ü deneysel yöntemler tercih etmiştir. Araştırmalarda en çok kullanılan anahtar kelimelerin gastronomi turizmi, devamında ise gastronomi olduğu belirlenmiştir. Ayrıca yöresel yemek/yiyecekler/mutfak, mutfak kültürü, sürdürülebilir gastronomi turizmi, coğrafi işaret ve peynir/üretimi/çeşitleri gibi kelime gruplanın da anahtar kelime olarak kullanıldığı belirlenmiştir.

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A RESEARCH ON THE LOCAL FOOD OF KUŞADASI WITHIN THE SCOPE OF GASTRONOMY TOURISM POTENTIAL

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INTRODUCTION

Gillespie and Cousins (2001) define gastronomy as the art and science of good eating and drinking, which includes more comprehensive concepts such as tradition, culture, society and civilization. Based on gastronomy, it can be said that local food consists of dishes that have emerged as a result of the eating habits of a region, city or country from the past to the present and at the same time reflect the culture of that society. Crops specific to that geography used in food and beverage production, food preparation techniques developed by local people, consumption time of the prepared meals, food preservation methods, etc. elements constitute the food culture of the region. It is thought that if the sustainability of local food culture is ensured, a rich culinary culture will be formed.

With the increasing importance of gastronomy, countries or cities with rich cuisines are becoming indispensable destinations for people. Gastronomy tourism, which emerged at this point, has an important place in terms of alternative tourism. In addition to promoting the cuisine of the country, gastronomy tourism provides advantages such as promoting other cultural values and obtaining a positive destination image.

The development of gastronomy tourism is possible by highlighting local dishes. In this sense, this study is of great importance in terms of revealing and developing the gastronomy tourism potential of Kuşadası by highlighting local dishes with innovative techniques. The aim of the research is to reveal the gastronomy tourism potential of Kuşadası by determining its local dishes. Since the subject of the study is about determining the local dishes of Kuşadası and revealing the gastronomy tourism potential

of Kuşadası and contributing to its development, the concept of gastronomy was first explained and then gastronomy tourism and local cuisine issues were discussed.

LITERATURE

Gastronomy Concept and Gastronomy Tourism

The word gastronomy is a combination of the Greek words gaster (stomach) and nomas (law). In its broad meaning, gastronomy is the comprehensive knowledge provided on all issues related to human welfare and food (Yaylı & Sürücü, 2016:233). Gastronomy refers to the foods, eating and drinking habits and food preparation techniques of a country or region that distinguish the cuisines of a country or region from each other (Kivela & Crotts, 2005). It is explained as a branch of science that investigates how to get more pleasure from food and how to overcome the limits of this pleasure by removing eating and drinking activities from being an ordinary necessity, that these activities are more related to pleasure and happiness (Scarpato, 2002; Sarıışık & Özbay, 2015).

Gastronomy is one of the most important elements of culture. It is a powerful tool that expresses the values, local identity and lifestyle of a country. Gastronomy tourism is defined as travelling to consume food and beverages specific to different cultures in a way specific to that culture (Durlu Özkaya & Can, 2012). Lin, Pearson and Liping (2011) similarly defined gastronomy tourism as travelling for the purpose of tasting food and beverages, or at least acting with the motivation to taste food and beverages for at least part of the trip. Santich (2004) defines gastronomy tourism as travelling to enjoy food and beverages by people who are interested in eating and drinking, including all experiences related to gastronomy.

Gastronomy has an important role in the marketing of touristic destinations (Kivela & Crotts, 2005). Many studies show that many destinations use gastronomy as a marketing tool (Kargiglioğlu & Akbaba, 2016). It is thought that gastronomic values play a very important role in tourists' decisions to travel to the destination and become loyal customers to the destination (Kivela & Crotts, 2005; Lin, Pearson & Liping, 2011). It has been stated that the unique dishes of a region have a significant impact on the preference of that region and the experience of tourists in that region (Mc Kercher, Okumuş, & Okumuş, 2008).

Local Cuisine

Turkey has a geographically different topographical structure. Even at short distances, the altitude changes and the structure of the soil may be different in different regions depending on the geological structure. Different climates can occur due to the change in topographical structure at short distances. As a result, very different plants and animals can grow wherever the topographical structure, altitude and climate are different. This situation explains the reason for the originality and richness of Traditional Anatolian Culinary Culture. The fact that 3 thousand of the 12 thousand flowering plant species in Anatolia are endemic (unique to Anatolia) is the most striking evidence of this (Baysal, 2002; Akın, 2010).

According to Cohen and Avieli (2004), food culture is an important part of tourism. People all over the world desire a beautiful atmosphere, friendly employees and delicious food and beverages. In this context, tourism is of great importance because it brings countries closer to each other. Introducing food, which is an effective tool in this rapprochement, to tourists in the best way will undoubtedly contribute to both the promotion of our country and the reasons for tourists to visit.

Food is an important part of the culture they belong to (Lopez-Guzman & Canizares-Sanchez, 2012). For this reason, local cuisines are one of the most important means of getting into the regional culture and having information about the regional culture. Tourists visiting a destination want to get to know the local cuisine of that destination closely and taste the dishes (Aslan, Güneren, & Çoban, 2014).

METHODOLOGY

Methodology of the Research

In this research, answers to questions about what local dishes are, how they are made and what results are obtained are sought. In this context, qualitative research method, which is a process of explaining why and how decisions about social events are made (Gardenhire & Nelson, 2003:3), applied systematically and meticulously (Mason, 2002:7), was used. In addition to qualitative research, applied research method was also used.

Population of the Research

The study population of the research is Kuşadası. Criterion sampling, one of the purposeful sampling types, was used to represent the universe. Accordingly, a sample group consisting of 7 destinations was determined by taking into account the two criteria of being a place where local flavours are still made and cultural characteristics continue to be kept alive. Seven destinations were determined as Caferli, Çınarköy, Davutlar, Güzelçamlı, Soğucak, Yaylaköy and Yeniköy.

As a result of the sampling, interview appointments were requested from the people who reside in the destinations determined as a result of the sampling. As a result, 15 people were interviewed and data were obtained. These people were coded and reflected in the research. While coding, the first letter of the interviewed destination (the first two letters if there is another destination with the same letter) and the number of people interviewed in that destination were used.

Data Collection Technique

Qualitative research method was utilised in the process of collecting data on local cuisine. By using document analysis, one of the qualitative research data collection techniques, which is expressed as "the analysis of written materials containing information about the facts and phenomena to be researched" (Yıldırım & Şimşek, 2006: 187), the necessary resources related to local dishes were examined and the infrastructure was created. In addition, interview technique was also used to reveal local dishes. The interview technique, which is frequently used in qualitative research, is defined as "a mutual and interactive communication process based on asking and answering questions for a predetermined and serious purpose" (Yıldırım & Şimşek, 2006:119). In order to conduct an interview, an interview form consisting of semi-structured questions was prepared and submitted to the opinion of academicians who are experts in their fields. The questions in the interview form, which was finalised after the approval was received, were directed to the people in the relevant destinations. While determining these people, help was received from the mukhtars in the destinations and people with sufficient knowledge about local dishes were included in the interview process. The interview was conducted in two ways, face-to-face and by telephone.

Analysing the Data

The data obtained were analysed using descriptive analysis technique, which is one of the qualitative data analysis techniques. It is aimed to make the data obtained by using descriptive analysis more understandable by organising and interpreting them. Descriptive analysis is the organisation, interpretation and reflection of the data obtained from the interviewees to the reader with direct quotations (Yıldırım & Şimşek, 2006:223-224). In this research, the recipes obtained for local dishes were tried to be reflected with direct quotations.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

This research is of great importance in terms of identifying local dishes and revealing and developing the gastronomy tourism potential of Kuşadası. On the other hand, it is thought that the research will be informative for students and local people in terms of local dishes and gastronomy tourism and will be useful in terms of revealing the potential of gastronomy tourism and providing employment

opportunities. In addition, it can be said that it will be an informative source of information about the local dishes of Kuşadası for the guests coming to the region. In addition, the importance, contribution and benefits of the subject are listed below.

1. Promoting the cuisine of the region and the country and creating a positive image,

2. Raising awareness among students, local people and guests

3. The project is important in terms of enabling an increase in women's employment.

The limitations of the research are given below:

1. The scope of the research is limited to Kuşadası and Aydın and neighbouring provinces are not included in the scope of the research.

2. Since the dishes mentioned in the research are local dishes, all the dishes consumed in the region are not included in the scope of the research.

3. The selection of the participants was also limited and only people who were expressed as natives of that region were selected.

ORIGINAL VALUE OF THE RESEARCH

The fact that the data obtained in this research are provable, the subject of gastronomy tourism is up-to-date, the research is planned and conducted in accordance with scientific values, the method of the research (method, study population, sample selection, data collection tool and suitability of the analysis) is appropriate reveals the scientific quality of the research.

In the research, not only local food names and recipes were collected, but also data on food and beverage culture and various rituals were obtained. It was aimed to obtain data on the local dishes prepared on special occasions and whether there are different presentation styles related to them. This situation reflects the difference and innovation of the research. On the other hand, the effort to reveal the gastronomy tourism potential of Kuşadası destination is seen as an innovation in Kuşadası.

Aydın has a rich culinary culture in terms of Aegean Region cuisine. It can be stated that there is a similar culinary culture in Kuşadası. With this research, it is thought that determining the names and recipes of local dishes that are not unearthed, not well known or forgotten will eliminate a deficiency related to Kuşadası's gastronomy tourism. It is thought that it will contribute to the solution of the problem of not knowing what the dishes consumed in the destination are.

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GASTRONOMİ TURİZMİ KAPSAMINDA ARAP TURİSTLERİN YEME İÇME TERCİHLERİ: TRABZON ÖRNEĞİ

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GİRİŞ

İnsanoğlu var oluşundan bugüne beslenmeye büyük önem vermiştir, çünkü hayatta kalabilmenin birincil koşulları arasında yeme içme eylemi yer almaktadır. Beslenme kültürü, bir toplumun geçmişten gelen gelenekleri, inançları, sosyal normları ve değerleri ile şekillenir. Toplumlar arasında beslenme alışkanlıkları büyük farklılıklar göstermekte ve bu da kültürel çeşitliliği zenginleştirmektedir. Her toplumun kendine has bir beslenme kültürü olup bu kültür, o toplumun kimliğini ve tarihini yansıtır. (Talas, 2006) Bu bağlamda, bu tür değer ve alışkanlıkların değişmesi, beslenme kültürünün zamanla değişmesine yol açmaktadır. (Kadıoğlu vd., 2010) Türk Mutfak Kültürü, Orta Asya bozkırlarından, Çatalhöyük ve Anadolu uygarlıklarından günümüze kadar gelen geniş bir mutfaktır. (Halıcı, 2013) Bugün Türk mutfağı, Orta Asya, Selçuklu ve Osmanlı dönemlerinin mirasını taşıyarak zengin ve çeşitli bir mutfak kültürüne sahiptir. Türk mutfağının zengin ve çeşitli lezzetleri, turistlerin ülkeye ilgisini arttırmakta ve onlara unutulmaz bir deneyim sunmaktadır. Türk mutfağı, tarihi ve kültürel mirasını yansıtan yemeklerle turistlere damak zevkine hitap eden bir deneyim sunmaktadır. Bu da ülkeyi turistler için çekici kılmakta ve turizm sektörünün gelişmesine katkı sağlamaktadır (Esin vd., 2012).

Arap tarihi ise antik çağlardan başlayarak kabileler halinde yaşadıkları dönemi, İslam'ın doğuşu ile genişleyerek büyük bir uygarlık oluşturdukları dönemi ve bugünkü modern Arap dünyasına kadar uzanmaktadır (Aslan, 2005). Arap toplumları, tarih boyunca İpek veya Baharat Yolu üzerinde bulunmaları nedeniyle gerek ticaret ilişkileri ve din gerekse gelenek ve kültür açısından birbirlerinden etkilenmişlerdir. Bu etkileşimler, Arap toplumlarının zengin ve çeşitli bir kültürel mirasa sahip olmalarını sağlamıştır. Ticaret yolu üzerinde bulunmaları, farklı kültürlerden insanlarla temas kurmalarını ve bu sayede geleneklerini ve kültürlerini zenginleştirmelerini sağlamıştır. Türkler ve Araplar arasındaki kültürel etkileşim, edebiyat, müzik ve yemek kültürü gibi alanlarda kendini göstermiştir. Türk mutfağı, Arap ve diğer bölge mutfakları ile etkileşim halinde olup zenginleşmiştir.

Gastronomi turizmi olarak ifade edilen, bir bölgenin yeme ve içme kültürünü keşfetmek ve deneyimlemek amacıyla yapılan turizm türü, ziyaretçilerine yerel mutfakları tatma, yerel gıda üretim süreçlerini öğrenme ve gastronomik etkinliklere katılma fırsatları sunmaktadır. Gastronomi turizmi hem yerel ekonomiye katkıda bulunur hem de kültürel mirası koruma ve tanıtma açısından önemli bir rol oynamaktadır.

Bu çalışmada amaç, gastronomi turizmi kapsamında Trabzon'u ziyaret eden Arap turistlerin yeme içme tercihlerinin belirlenmesine yönelik bir araştırma gerçekleştirmektir.

LİTERATÜR

Kavramsal olarak gastronomi turizmi gastronomi turizmi, bir destinasyonun yiyecek ve içecek kültürünü keşfetme ve deneyimleme amacı taşıyan sadece yemek yeme deneyimini değil, aynı zamanda yerel üretim süreçlerini öğrenme, gastronomik etkinliklere katılma ve bölgenin kültürel mirasını anlama fırsatlarını içerir (Göker, 2011). Bu kapsamda yerel mutfak ve lezzetler, restoranlar ve lokantalar, gıda üretim süreçleri, çiftlik ziyaretleri, fabrikalar ve üretim tesisleri, gastronomik etkinlikler, yemek festivalleri, yemek kursları, yerel pazarlara ziyaret, özel gastronomi turları, yapılan faaliyetlere örnek

verilebilmektedir. Gastronomi turizmi, ekonomik kalkınma, kültürel değişim, çevresel sürdürülebilirlik, bir destinasyonun kültürel ve ekonomik zenginliğini artırmak, ziyaretçilere unutulmaz ve anlamlı deneyimler sunarak hem yerel topluluklar hem de turistler için birçok fayda sağlamaktadır (Üner, 2014).

Trabzon ili, Antik Çağlardan günümüze kadar önemli medeniyetlere ev sahipliği yapmış bir şehirdir. Roma, Bizans ve Osmanlı İmparatorlukları için stratejik ve ticari açıdan değerli bir merkez olmuştur. Karadeniz Bölgesi'nin en eski yerleşim yerlerinden biri olan Trabzon, İran ile Karadeniz arasında bir geçit görevi görmüş ve Doğu ile Batı arasında önemli bir ticaret merkezi olmuştur (Tellioğlu, 2019). Tarih boyunca farklı devletlerin hakimiyeti altında kalmış ve birçok savaşın yaşandığı bir şehir olan Trabzon, tarihi ve kültürel zenginlikleriyle günümüzde de ilgi çekmektedir. Şehir, tarihi yapıları, doğal güzellikleri ve misafirperver halkıyla ziyaretçilerini ağırlamaktadır. Trabzon'un tarih boyunca farklı medeniyetlerin izlerini taşıması, şehri sadece turistik bir nokta olmaktan öteye taşımıştır. Tarihi yapıları, doğal güzellikleri ve zengin kültürü ile Trabzon, ziyaretçilerine unutulmaz bir deneyim sunmaktadır (Başaran, 2016).

Trabzon mutfağı, bitkisel ağırlıklı hammaddelerin kullanımıyla dikkat çeker. İkliminin getirdiği bol yağış sayesinde fasulye, mısır, karalahana, çay, ısırgan otu ve fındık gibi ürünler mutfakta sıkça kullanılır. Hamsi ve lahana yemekleri öne çıkar; hamsi tava, hamsili pilav, lahana çorbası, zeytinyağlı lahana sarması gibi lezzetler yaygındır. Ayrıca, pide çeşitleri, laz böreği, muhlama, Akçaabat köfte ve Hamsiköy sütlacı gibi yöresel tatlar da bulunur. Trabzon mutfağı, zengin lezzetleriyle yerli ve yabancı misafirlere unutulmaz gastronomi deneyimleri sunmaktadır (Şengül, 2016).

Araplar, en büyük ve en yaygın Sâmî kavimidir ve konuştuğu dil, Sâmî dillerinin en gelişmiş ve zengin olanıdır. Arabistan, özellikle Batı Arabistan, İslam'ın doğuş yeri olması nedeniyle dinî açıdan büyük bir öneme sahiptir. Arap kelimesinin kökeni tartışmalıdır. Bazı dilciler, kelimenin "batı" anlamına gelen bir Sâmî kökten türediğini iddia ederken, diğerleri kelimenin göçebelik kavramıyla ilgili olduğunu savunur. Ayrıca "çöl" veya "çölde yaşayan kimse" anlamına geldiğini kabul edenler de vardır (Gheorgh ve Bulin, 2014). Jeoloji bilginlerine göre, Arabistan'ın bugünkü kurak ve kumlu bölgelerinde, son buzul devrinden sonra sık ormanlar ve büyük nehirler bulunmaktaydı. Ancak buzulların çekilmesiyle kuraklık başladı ve M.Ö. 3000'lere doğru göçler yaşandı. Bu göçler, Arabistan'dan Afrika, Mezopotamya ve Suriye'ye gerçekleşti ve büyük topluluklar halinde oldu (Yıldız, 2013).

Arap mutfağı, Atlas Okyanusu'ndaki Fas'tan Hint Okyanusu'ndaki Umman'a kadar uzanan geniş bir coğrafyada yaygın bir mutfak kültürüdür. Bu geniş coğrafya, mutfağın zenginliğine ve çeşitliliğine katkıda bulunmuştur. Özellikle Suriye, Lübnan, Ürdün, Mısır, Fas ve Tunus mutfakları öne çıkar (Közleme, 2012). Halep, Arap gastronomisinin merkezi olarak kabul edilir. Arap Yarımadası'nın başlangıçta iklim ve doğal koşulları, güçlü bir mutfak kültürü oluşmasını engellemiş olsa da zamanla farklı kültürlerle etkileşim sayesinde Arap mutfağı zenginleşmiştir. Arap mutfağı, göçebe bedevi kültüründen etkilenmiş ve coğrafi yapısı, iklimi ve tarım ürünleri de mutfağın şekillenmesinde önemli bir rol oynamıştır (Argunşah ve Çakır, 2018).

YÖNTEM

Çalışmanın temel amacı, Trabzon'daki arap turistlerin yiyecek içecek tercihlerinin incelenmesi konusunda mutfak şeflerinin konuya dair bilgi ve fikirlerinin belirlenmesi, arap müşteri tercihlerini olumlu etkileyebilecek unsurların neler olduğu, işletmelerinin faaliyetlerini geliştirilmesinde bakış açısının nasıl olduğu ve arap müşteri tercihlerine etkisinin tespit edilmesi amaçlanmıştır. Bu amaçla yapılan çalışmada, fikir ve görüşleri keşfetmek amacıyla nitel araştırma yöntemi kullanılmış ve en sık tercih edilen tekniklerden biri olan görüşme yöntemi uygulanmıştır. Görüşme, nitel araştırmalarda veri toplamanın bir yöntemi olarak kabul edilmektedir. (Punch, 2005) Görüşmede amaç, hedef bilgileri toplamaktır. (Berg ve Lune, 2015) Görüşme, araştırma içerisinde yer alan kişilerin belirli bir konu veya durum hakkındaki duygu ve düşüncelerini belirlemeyi amaçlayan bir tekniktir. (Karataş, 2017) Görüşmeler, insanların duygularını, düşüncelerini, tutumlarını, deneyimlerini ve şikayetlerini belirlemek için sıkça kullanılan etkili bir tekniktir. Bu sayede konuya daha derinlemesine hakim olunabilir ve taraflar arasında sağlıklı bir iletişim kurulabilir. (Sevencan ve Çilingiroğlu, 2007) Görüşme tipleri arasından ise yarı yapılandırılmış görüşme formu tercih edilmiştir. Bu görüşme türü, belirli konular

etrafında belirli sorular sorarak katılımcılardan derinlemesine ve yapılandırılmış yanıtlar almayı sağlar. Bu şekilde, işlevsel ve detaylı bilgiler elde edilir ve veriyi analiz etmek ve sonuçları çıkarmak daha kolay hale gelir. Yarı yapılandırılmış görüşme formu aynı zamanda katılımcıların özgürce konuşmalarına izin verirken, belirli konular etrafında odaklanmalarını sağlar. Bu da daha zengin ve derinlemesine veri toplama imkanı sağlar. (Yıldırım ve Şimşek, 2006). Bu amaç doğrultusunda araştırmacı tarafından, çalışmanın amacına ulaşmak ve ilgili literatüre istinaden bir görüşme formu tasarlanmıştır. Görüşme formu, açık uçlu sorular içermektedir ve araştırmanın iç tutarlığını artırmak amacıyla doğrudan alıntılara yer verilmiştir.

Çalışma evreni, araştırmacının doğrudan gözlemleyerek veya önceden oluşturulmuş bir örnek kümeden yararlanarak elde ettiği verileri kullanarak sonuçlar çıkardığı evrendir. Bu evren, araştırmacının erişebildiği gerçek evreni temsil eder ve araştırmacının incelediği konuyu daha iyi anlamasına yardımcı olur (Karasar, 2008).

Araştırmanın evrenini arama motoru google.com.tr adresinde Trabzon otelleri aramasında ilk sırada çıkan çevrimiçi seyahat ve konaklama sitesi trivago.com.tradresinde Trabzon ili merkez ilçe ve komşu ilçeleri sınırlarında 4 ve 5 yıldızlı, tavsiye puanı 8 ve üzeri olan otel işletmeleri içerisinden ilk 13 otelin yiyecek içecek departmanında çalışan şef aşçılar oluşturmaktadır. Belirlenen işletmeler arasından çalışmaya gönüllü katılma istediğinde bulunan 7 işletme ile görüşme gerçekleştirilmiştir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Çalışmanın amacı, Trabzon'daki arap turistlerin yiyecek içecek tercihlerinin incelenmesi konusunda mutfak şeflerinin konuya dair bilgi ve fikirlerinin belirlenmesi, arap müşteri tercihlerini olumlu etkileyebilecek unsurların neler olduğu, işletmelerinin faaliyetlerini geliştirilmesinde bakış açısının nasıl olduğu ve arap müşteri tercihlerine etkisinin tespit edilmesi amaçlanmıştır. Arap turistlere yönelik özel bir menü varlığı, Arap turistlerin en çok tercih ettiği ana yemek ve tatlı çeşitleri, menü yeterliliği, menü üzerine gerçekleştirilen çalışmalar, sektörde arap müşteri tercihlerini etkileyecek unsurlar ve faaliyetlere ilişkin elde edilen verilerin derinlemesine incelenmesidir. Bu bağlamda belirtilen konulara cevap bulacak sorular eşliğinde görüşme yöntemi ile konu ele alınmıştır. Çalışmanın sınırlılığı, Trabzon ilinin Akçaabat, Ortahisar, Yomra ilçesi sınırlarında bulunan, çevrimiçi seyahat ve konaklama sitesi trivago.com.tr adresinde adı geçen 4 ve 5 yıldızlı, misafir tavsiye puanı 8,0 ve üzeri olan otel işletmeleri arasında ilk 13 işletmeyi kapsamaktadır. Görüşme tekniği, sosyal bilimlerde ve diğer araştırma alanlarında kullanılan, bilgi toplama yöntemlerinden biridir (Karataş, 2017). Bu teknik, araştırmacının belirli bir konu hakkında derinlemesine bilgi edinmek amacıyla katılımcılarla yüz yüze veya uzaktan görüşmeler yapmasını içerir. Görüşme teknikleri çeşitli şekillerde uygulanabilir ve farklı türleri bulunmaktadır. Bunlar, yapılandırılmış, yarı yapılandırılmış ve yapılandırılmamış görüşmeler olarak sınıflandırılmaktadır. Araştırmada yarı yapılandırılmış görüşme tekniği olan temel bir soru setinin olduğu ancak gerektiğinde araştırmacının yeni sorular ekleyebildiği veya mevcut soruları değiştirebildiği formda görüşme tekniğinden faydalanılmıştır (Yıldırım ve Şimşek, 2006).

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu araştırma, insanoğlununtarih boyunca beslenmeye verdiği önemi ve beslenme alışkanlıklarının kültürel çeşitlilik üzerindeki etkisini ele almaktadır. Aynı zamanda, Türk ve Arap mutfak kültürlerinin tarihsel gelişimini ve gastronomi turizmi bağlamında Trabzon'u ziyaret eden Arap turistlerin yeme içme tercihlerini incelemektedir. **Tarih ve kültür bağlantısı,** Türk ve Arap mutfaklarının tarihsel ve kültürel kökenlerini detaylı bir şekilde ele alarak, beslenme kültürlerinin nasıl şekillendiğini ve zamanla nasıl değiştiğini açıklamaktadır. Gastronomi turizmi kapsamında yapılan çalışma, bu turizm türünün ekonomik kalkınma, kültürel değişim ve çevresel sürdürülebilirlik üzerindeki olumlu etkilerini vurgulamaktadır. Trabzon'un tarihi ve kültürel zenginliklerini, mutfak özelliklerini ve Arap turistlerin yeme içme tercihlerini detaylı bir şekilde inceleyerek, bu kentin gastronomi turizmi açısından önemini ortaya koymaktadır. Metin, çeşitli akademik kaynaklara atıfta bulunarak, literatürdeki mevcut bilgileri desteklemekte ve çalışmanın bilimsel temellerini güçlendirmektedir. Çalışmanın özgün değeri, beslenme

kültürlerinin tarihsel ve kültürel kökenlerini ele alarak gastronomi turizmi bağlamında Trabzon'daki Arap turistlerin yeme içme tercihlerini incelemesinde yatmaktadır. Bu, hem Trabzon'un gastronomi turizmi potansiyelini ortaya koymakta hem de daha geniş bir kültürel ve tarihsel perspektif sunarak, beslenme alışkanlıklarının toplumlar üzerindeki etkisini vurgulamaktadır.

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GASTRONOMİ TURİZMİNE SOKAK LEZZETLERİNİN ETKİLERİ: ADANA ÖRNEĞİ

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GİRİŞ

Teknoloji her geçen gün hızla gelişmekte, küresel trendleri takip etmemize olanak sağlamakta ve toplumun turizme olan merakını yeniden canlandırmaktadır. Bu çalışmada, Türkiye'de son yıllarda giderek popüler hale gelen sokak lezzetlerinin Adana gastronomi turizmine etkisi incelenecek olup, özellikle önemli gastronomi şehirlerinden biri olan Adana'nın sokak lezzetleri ele alınacaktır. Günümüzde hızla büyüyen yeme-içme sektörü, ülkemiz turizm sektörüne katkı sağlamaktadır. İnsanoğlu doğduğu andan itibaren beslenme ihtiyacını karşılamaktadır. Beslenme ihtiyaçlarını doğada hayvanları besleyerek ve şifalı bitkiler yiyerek karşılayan insanlığın, beslenme ihtiyaçlarını karşılama arzusu zamanla gelişerek günümüz mutfaklarında şekillenmeye devam etmiştir. Söz konusu bu dönüşüm yeme içme sanatı olan gastronomiyi ortaya çıkarmıştır.

Türkiye'de turistler tarafından zengin yiyecek ve içecek kültürüne sahip şehirlere gastronomi ziyaretleri sıkça yapılmaktadır. Bu ziyaretlerle birlikte Türkiye'de gastronomi turizmi boy göstermeye başlamıştır. Tarihi bölgeleri tanımak ve görmek amacı ile gelen turistler de sokak lezzetlerini veya yerel lezzetleri tadıp, destinasyonu yeniden ziyaret etme isteğinde bulunmaktadır. Bu sebepten Adana ili de turistler için ziyaret etme arzusuna neden olan başlıca şehirler arasındadır. Adana'nın çeşitli sokak lezzetleri ve turizm açısından kıymetli bir destinasyon olması bu şehrin gastro-turistler açısından cezbedici unsurları arasında yer almaktadır.

Adana sokak lezzetleri üzerine kurgulanan bu çalışma iki bölümden oluşmaktadır. Bu bağlamda öncelikle gastronomi kavramı ve sokak lezzetleri ile alakalı kapsamlı bir literatür araştırması yapılmıştır. İlk bölümde gastronomi kavramı, tarihi, gastronomik akımlar ve gastronominin turizm ile ilişkisi incelenmektedir. İkinci bölümde ise sokak lezzetlerinin tanımı, Adana sokak lezzetleri ile bu sokak lezzetlerinin gastronomi turizmi açısından önemi incelenmiş ve değerlendirilmiştir.

LİTERATÜR

Gastronomi kelimesinin tanımı göz önünde bulundurulduğunda; gastronomi genellikle güzel yemek pişirmek ve lezzetli ürünler sunmaktır. Başka bir tanıma bakıldığında ise; bir bölgenin veya ulusun kendine ait mutfağını geliştirecek, yiyecek ürünlerinin pişirilmesi ve pişirilmesi için hazırlanma aşamalarını barındırmaktadır. Gastronomi kavramı yiyecek ve içeceklerin geçmişten günümüze değişimi ve gelişimi, yiyeceklerin nasıl bir değişime uğradığını, beslenme biçimine en faydalı şekilde uyarlanmasını sağlayan sanatsal ve bilimsel bir bilim dalıdır (Yurtman, 2023). Bir çalışma disiplini olan gastronomi, gıda ürünlerinin üretim aşamasından nihai tüketiciye kadar olan tüm süreçlerini incelemektedir (Oğan, 2024). İnsanlık tarihi boyunca, yaşanılan coğrafya, insanların mensup olduğu din, bağlı bulunduğu toplumun sosyo-kültürel ve ekonomik koşulları toplumların beslenme tarzlarını, farklı süreçlerden geçirmiştir (Kanoğlu ve Sarper, 2022).

Günümüzde yeni bir terim olarak ortaya çıkan gastronomi ve turizm kavramları 1983 yılından itibaren bir arada değerlendirilmeye başlanmıştır. Gastronomi turizmi, yerel yiyecek ve içecekleri keşfetmek amacı ile seyahat etme veya seyahatin bir noktasında yerel yiyecek ve içecekleri tatma düşüncesi ile motive olup harekete geçme olarak tanımlanabilmektedir. Gastronomi turizmi yiyecek ve içeceğin turistler için bir motivasyon aracı olması nedeni ile gerek ekonomik gerekse toplumsal iyileşmeye fazlasıyla büyük bir etkide katkı sağlayabilecek bir turizm unsuru olarak gözlemlenmektedir. Yeme içme etkinliklerinin belirli bir toplumun kültürünü en iyi şekilde öğrenme çeşitlerinden biri olduğu araştırmacılar tarafından belirtilmektedir (Sarıışık ve Özbay, 2015).

Sokak lezzeti adı altında satılan ürünlerin besin değeri araştırıldığında, besleyici yiyecekler, içecekler abur cuburlar ve atıştırmalıklar olarak gruplandırılabilir. Bu lezzetlerin pişirme teknikleri genellikle kızartma, kavurma, haşlama, ızgarada pişirme gibi teknikler olduğunu söylemek mümkündür. Satış yeri sabit veya değişken olabilmektedir. İçerik açısından oldukça çeşitli olan sokak lezzetleri şu şekilde sınıflandırılabilir; (Kızıldemir, 2023).

- Tek bileşenli sokak lezzetleri: Sokak lezzetleri arasında en kolay hazırlananıdır. Izgara et ürünleri veya sebze gibi tek bileşenli ürünlerdir.
- Bileşik sokak lezzetleri: Tek bir tabakta bir veya birden fazla ürünün sunulmasıdır. Örneğin; kumpir, tavuklu pilav gibi ürünler bu grupta yer alabilmektedir.
- Dürüm türü sokak lezzetleri: Farklı et ürünleri ve çeşitli sebzelerin ekmek veya lavaş içerisinde servis edilmesidir.
- Yahniler ve çorbalar: Genellikle festivallerde kalabalık gruplara servis edilen yiyeceklerdir. Çoğunlukla çorba veya yahni bir çeşit hamur tatlısı ile sunulmaktadır.
- İçecekler: İnsanlar bazen yemeğin yanında bazen ise tek başına tüketmektedirler. Çoğunlukla yazın soğuk kışın sıcak içecekler tüketilmektedir.
- Hazır yiyecek içecekler: Sokakta bulunan otomatlarda satılmaktadır. Kimyasal koruyucu ve tatlandırıcı içeren paketli ürünlerdir.

Her şehirde olduğu gibi Adana mutfak kültürü de oldukça çeşitlidir. Adana mutfak kültürünün meydana gelmesinde tarih ve kültürel mirasın etkisi oldukça fazladır. Tüm bu çeşitli faktörlerin yanı sıra coğrafya ve çevre kültürlerin katkısı oldukça fazladır. Sokak yiyecekleri tüketimi Adana açısından önemli bir yere sahiptir. Adana bölgesindeki iklim koşulları her mevsim rahatlıkla dışarıda bulunmaya ve beslenme ihtiyacını karşılamak için sokak lezzetlerinden yararlanmaya elverişlidir. Sokak lezzetlerinin sıklıkla tercih edildiği bu şehirde her sokak başında bir yiyecek-içecek satıcısı bulmak olasıdır. Her bölgenin yemek kültürü birbirinden farklıdır Adana' da ise genellikle beslenme üç öğün olmak yerine gün boyu devam etmektedir. Sokak lezzetlerine gösterilen rağbet sebebiyle Adana bu alanda oldukça çeşitli, kendine özgü ve gelişmiş sokak lezzetleri olan bir şehir haline gelmiştir (Ballı, 2016, s. 9-10).

YÖNTEM

Belirli bir amaca ulaşmak için planlanan ve bilimsel kurallara uygun bir şekilde yürütülen akademik araştırmalar, belirli çıkarımlara ulaşmayı amaçlayan bir süreci içermektedir. Bilimsel araştırmalar, evrensel kabul gören bilimsel yöntemleri kullanarak bir sorunu tanımlamayı, araştırmayı ve analiz etmeyi, nihayetinde değerlendirme sürecini içermektedir (Akgül, A., Birinci, T., Sayın, İ., 2023).

Akademik çalışmalar, daha önce yapılmış olan bilimsel çalışmalar ile elde edilen bulgu, dile getirilen fikir ve göz önünde bulundurulan yaklaşımları temel alarak devam etmektedir. Birbirinin devamı niteliği kazanan akademik çalışmalarda, çalışma konusu ile ilgili daha öncesinde yürütülen çalışmaların gözden geçirilmesi esastır. Akademik çalışmalarda literatür taraması -veya alan yazın taraması- olarak ifade edilen söz konusu bu süreç, araştırma konusu ile ilgili daha önceden yayınlanan çalışmaların bulunması, araştırılması, incelenmesi, okunması ve tasnif edilmesi, özetlenerek sentez edilmesi gibi çalışmaları kapsamaktadır. Nitel araştırma yöntemlerinden olan literatür taraması tekniğinin ve elde edilen verilere dair analizin temel amacı önceki literatürün ele alınan konu hakkında gelmiş olduğu noktayı tespit etmek, alan yazındaki boşluğu saptamak ve ele alınan çalışmanın alan yazında hangi konuma oturtulacağının tespit etmektir. (Demirci, 2014).

Çalışmanın temel amacı Adana iline ziyarette bulunan turistler için ziyaret etme arzusuna neden olan başlıca sokak lezzetlerinin tespit edilerek, irdelenmesidir. Adana'nın çeşitli sokak lezzetleri ve turizm açısından kıymetli bir destinasyon olması bu şehrin gastro turistler açısından cezbedici unsurları arasında yer almaktadır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Adana ilinin sokak lezzetlerini ve var olan gastronomi potansiyelini ortaya koymak, gelişimine katkı sunmak çalışmanın amacını oluşturmaktadır (Karakaş ve Çallı, 2023). Bu bağlamda, Adana iline ait mutfak kültürünün tanıtımının yapılması, şehirdeki gastronomi turizminin desteklenerek hem şehre hem de turizm sektörüne katkıda bulunabilir. Gastronomi disiplininde ve kültürel çalışmalar esas alındığında akademik araştırmalara fayda sağlayabilir ve söz konusu bu alana ilgisi olan turistler için yeni bakış açıları kazandırılabilir. Yanı sıra bu çalışmanın amacı kapsamında sadece Adana ili ele alınmıştır. Farklı yemek kültürüne sahip, Türkiye'nin diğer bölgelerindeki şehirlerin de sokak lezzetlerine ilişkin bir alan yazın taraması yapılabilir. Yemek kültürünün dinamik yapısı göz önüne alındığında üzerinde çalışılan bu konunun geçerliliği zaman aşımına uğrayabilir. Bu bağlamda çalışmanın kapsamı sınırlı olabilir ve sadece Adana ilindeki belirli sokak yemekleri ele alınabilir. Söz konusu bu durumda sokak lezzetlerine yönelik genel bir değerlendirmenin yapılmasını zorlaştırabilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Türkiye'nin gastronomi şehirlerinden biri olan Adana, kültürel çeşitliliği ve gelişimi nedeniyle turistlerin odak noktaları arasında yer almaktadır. Kendine özgü kıymetli yerel yiyeceklere sahip olan Adana'nın sokak lezzetleri de bir o kadar kıymetli ve çeşitli sayılmaktadır. Adana'daki sokak lezzetlerinin birbirinden farklı ve çeşitli olmasının nedeni ise bölgede üç öğün şeklinde beslenilmemesi ve gün içinde de tüketimin devamlı olarak devam etmesinden kaynaklanmaktadır. Yanı sıra etnik olarak farklı kültürlerden bireyleri de barındırmaktadır. Bu sebeple turistlerin ve yerel halkın Adana sokak lezzetlerine olan ilgisi ve bağlılığı oldukça fazladır. Elde edilen bulgular neticesinde Türkiye'nin önemli gastronomi şehirlerinden biri olan Adana'nın sokak lezzetleri ve söz konusu bu lezzetlerin gastronomi turizmine etkisi ele alınmıştır. Sokakta beslenmenin oldukça yaygın olduğu Adana sokak lezzetleri bakımından oldukça çeşitlilik göstermektedir. Coğrafi işaret etiketleri ile özellikle son yıllarda öne çıkmaya başlayan Adana'nın sokak lezzetlerini yerli ve yabancı turizm paydaşlarına sunarak gerek akademik gerekse de sektörel önerilerde bulunarak turizm faaliyetlerinin desteklenmesi çalışmanın özgün değerini ortaya koymaktadır.

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THE ROLE OF LOCAL BUSINESSES IN THE DEVELOPMENT OF GASTRONOMY TOURISM: KOCAELİ TATLI GÜVEN EXAMPLE

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INTRODUCTION

Tourism is an important concept that ensures sustainability, prioritizing cultural, natural and historical heritage and local identity (Serçeoğlu, 2014; Torusdağ et al., 2022). Gastronomy tourism, one of the types of alternative tourism, can be defined as touristic visits to food production areas, festivals or local restaurants in order to observe the taste or production of certain food types of a region (Pamukçu et al., 2021). Gastronomy tourism ensures that people who want to see the story behind the food about the history, people and local culture in the destination can always be connected to each other (Putra, 2021; Koufadakis et al., 2020).

Considering that food is a marker of regional identity and the focal point of the tourist experience, food heritage constitutes one of the main tourist attractions of any destination (Thome-Ortiz, 2018). Cuisines contribute to the promotion of foods and tourist destinations as part of the cultural expressions of the geographical regions visited by tourists (Galvez et al., 2017). Local culinary culture is considered one of the important motivation factors in tourists' destination preferences (Torusdağ et al., 2022). In order to encourage tourists to visit tourist attractions, the existence of local cuisines that are transmitted from generation to generation and represent the identity and culture of tourist destinations is important (Chaigasem & Tunming, 2019).

Image and branding have an important place for local people to benefit from gastronomy tourism. For branding and image formation, touristic areas, restaurants, regional activities, factories and historical areas should be listed (Noyan & Dizdar, 2023). In addition, the service and image perception of businesses has a significant impact on determining the gastronomic identity of the region (Kaya & Uyanık, 2022).

Local businesses are an important element of the regions in which they are located. In addition, these businesses are among the dynamics of the country's economy (İnanöz & Narın, 2017). It is thought that the emphasis on local cuisine in the menus of local businesses will have a positive effect

on creating a brand image for the destination (Torusdağ et al., 2022). Behavior towards tourists, meeting expectations, and quality service are very important in protecting the brand and image (Kaya & Uyanık, 2022; Gök, 2019).

In big cities like Kocaeli, the presence of local businesses is of great economic, social and environmental importance. These businesses have the potential to preserve cultural diversity and support local communities, as well as contributing to the local economy. However, factors such as increasing competition, rapid urbanization and environmental threats threaten local businesses. Although local businesses are extremely important for the gastronomic identity and development of the city, the main problem of the research is that they are not available in sufficient numbers, have difficulty surviving and have difficulty competing with strong brands. Features such as existence, locality and continuity demonstrated by local businesses against problems will be evaluated in the context of gastronomy tourism in line with the experiences of Tatlı Güven business.

The role of local businesses in the development of gastronomy tourism stands out as a determining factor in the success of this type of tourism. Businesses such as local restaurants, cafes and dessert shops offer unique experiences to tourists by offering authentic tastes. Especially small and medium-sized businesses play a key role in the sustainability of local culinary culture and the development of the tourism economy (Everett & Aitchison, 2008). In this context, the example of Tatlı Güven, one of the important local businesses of Kocaeli, provides a valuable example to understand how gastronomy tourism is shaped and developed at the local level. Tatlı Güven is an important business that successfully represents the local dessert culture and contributes to gastronomy tourism. The success of the business is based on its commitment to preserving and promoting local delicacies. This study aims to examine the role of local businesses in the development of gastronomy tourism through Tatlı Güven business in Kocaeli. In this context, the contributions of local businesses to gastronomy tourism and the economic, cultural and social dimensions of these contributions will be discussed.

LITERATURE

Food can express the lifestyle of a society. Dishes from a certain region help that region gain a unique identity (Gülen, 2017: 33). Local cuisine is a concept that includes cooking techniques, tools and traditions specific to the region, of which food is the basic element (Ak, 2022: 7). Region-specific products, which can provide a market for the development and spread of local dishes, develop and strengthen the tourism product (Şengül & Türkay, 2015: 600). Local dishes provide a market for the development of local values by contributing to the development and strengthening of the tourism product (Esen, 2022: 286).

Gastronomy tourism is one of the most important elements of local gastronomy. It is also important for the development of the tourism sector and destination marketing. Preserving the food heritage of the region can increase the authenticity of the destination. For the development of gastronomy tourism, creating plans to present local dishes as a touristic product creates important opportunities for entrepreneurs (Ak, 2022: 3). Gastronomy tourism develops local businesses and creates new employment opportunities (Nesterchuk et al., 2021: 1878). In the study titled " Rojen Dağı'ndan Uludağ'a Göç: Mekân, Aidiyet ve Rojen Pastanesi " conducted by Cumhur, Bingöl & Sevim (2023), it was stated that a patisserie in Bursa was examined within the framework of the concepts of migration, belonging, gastronomy and social environment. In the study using narrative research, the symbolic meanings that the migration process attaches to the place are mentioned. In this context, in the study, there is Rogen Patisserie as a transition place at the center of the Özgür Family's migration story to Turkey. In the study, it is stated that Rogen Patisserie is a place of immigrant initiative. It was mentioned that Rogen Patisserie is a place where immigrants socialize because it prepares foods specific to Bulgarian Cuisine and offers the opportunity to speak Bulgarian.

In the study titled " Esnaf Lokantalarında Otantiklik: Aşçı Bacaksız Örneği " conducted by Çelik, Sandıkcı & Cerit (2020), a tradesmen's restaurant in Afyonkarahisar province was examined within the framework of authenticity. In the study, an interview was held with the manager of the restaurant. It has been stated that lamb tandoori kebab, Uzbek pilaf and buffalo creamy bread kadayıf are cooked and served with the same techniques from past to present in the restaurant. According to the data

obtained as a result of the interviews, observations and literature review, it was concluded that Aşçı Bacaksız Lokantası is an authentic restaurant.

In big cities like Kocaeli, the presence of local businesses is of great economic, social and environmental importance. These businesses have the potential to preserve cultural diversity and support local communities, as well as contributing to the local economy. However, factors such as increasing competition, rapid urbanization and environmental threats threaten local businesses. For this reason, the research is thought to be important because it will evaluate local businesses in terms of gastronomy tourism and provide suggestions for the existence and increase of local businesses as a result of the evaluation.

In this research, Tatlı Güven establishment, which has a deep-rooted history and important local products reflecting the gastronomy identity and development of the city, was selected. Tatlı Güven is a dessert shop located in Izmit with a deep-rooted history. It was founded in 1953 by İhsan Güven. The first branch of the business was opened in Izmit's historical Bakırcılar Bazaar. Tatlı Güven is especially known for her dessert named Sütlü Nuriye. Sütlü Nuriye was prepared upon the request of İhsan Güven's friend, who is diabetic. With the appreciation of this dessert, which was initially called 'milk dessert', the name Sütlü Nuriye was found in the dessert literature, which was given to a dessert made in Diyarbakır in the 1900s and syruped with milk, and this name was given to the dessert (Tatlı Güven, n.d.).

METHOD

In this research, narrative research, one of the qualitative research methods, was used. Narrative research offers rich insights into lived experience and prioritizes the individual's experience of concrete events rather than focusing on structures, views, or abstractions. Rather than 'skimming the surface' of life, narrative studies elucidate the particularity and complexity of an individual's lived experience. Additionally, narrative research allows focusing on both personal and social events. Although narratives prioritize personal experience, they also reveal the sociocultural context because the individual's story is shaped by the narrative within his own culture. (Carless & Douglas, 2017: 307).

Narrative research involves collecting stories from people and making meaning of those stories through collaboration between the researcher and the participant. Narratives are collected primarily through written and verbal communication that conveys individual experiences (Khwaja & Mahoney, 2019: 341). The reason for using narrative research in this research is to conduct an in-depth examination of the attitudes and perceptions of the participants. In the research, Tatlı Güven establishment, which has a deep-rooted history and important local products reflecting the gastronomy identity and development of the city, was selected. In addition, the importance of this business and its local dishes in terms of gastronomy tourism will be examined in depth in line with the experiences of Tatlı Güven business.

In big cities like Kocaeli, the presence of local businesses is of great economic, social and environmental importance. These businesses have the potential to preserve cultural diversity and support local communities, as well as contributing to the local economy. In this context, the aim of the research is to examine the importance of local businesses in terms of gastronomy tourism, in line with the localization efforts of Tatlı Güven, operating in Kocaeli, and the difficulties they face and their experiences. The data collection technique of the research consists of observation, interview and document analysis. The data collection process will include the interview and observation method with the owner of Tatlı Güven. The interview will be conducted and recorded in line with the determined research questions. The observation will be carried out at Tatlı Güven's physical location and will focus on observing the daily operation of the business.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

Gastronomy plays an important role in the field of tourism for reasons such as offering unique experiences to tourists and making the destination more attractive than others. Gastronomy tourism products create additional tourism activities in the destination and help attract visitors. Culinary culture is one of the most valuable attractions of a destination. Tourists who experience products specific to the local cuisine experience a cultural discovery (Canbolat, Keleş & Akbaş, 2016: 77-78).

It can create a new perspective in the management of local businesses and gastronomy tourism. Local desserts, in particular, can increase the tourism appeal of a destination. In this context, it is considered important to understand how local businesses benefit from these tourism opportunities. Local dessert makers can preserve traditional dessert recipes by using local ingredients and thus contribute to the sustainability of local culture. It is thought to have the potential to make significant contributions in academic and practical applications by examining issues such as contributions to the local economy, preservation of cultural heritage and the effects of tourism on local communities.

The fact that the research is limited to Kocaeli and Tatlı Güven enterprises may make it difficult to generalize the findings. It may not provide information about the situation in different regions and different types of businesses. The unique features of Tatlı Güven business may not be applicable to other local businesses. Kocaeli's unique gastronomy culture and tourist profile may prevent the findings from being generalized to other regions. The definition of concepts such as gastronomic tourism and the role of local businesses may vary depending on the researcher's perspective, and this may affect the results of the study. The strategies of local businesses such as Tatlı Güven may differ from the strategies of other businesses. The success or failure of these strategies may not be applicable to other businesses.

UNIQUE VALUE OF THE RESEARCH

Gastronomy tourism, which is important for small tourist destinations, contributes to the development of small and rural regions (Zengin & Işkın, 2017: 407). Gastronomy tourism is an important tool to promote the cultural identity and richness of a region. Many countries carry out promotional activities by combining food and experiences to promote their regional identities. Food is an important part of a region's social and cultural heritage. For this reason, dishes from the region are seen as an expression of local identity (Tuncay & Özcan, 2022: 32).

Focusing the study on Kocaeli and Tatlı Güven business will provide in-depth information about regional gastronomy tourism. This could make an important contribution to understanding local dynamics and unique conditions. Examining Tatlı Güven, a specific business, will allow to show through a concrete example how local businesses contribute to gastronomy tourism. Analyzing Tatlı Güven's success factors can guide similar local businesses and provide insight into successful business strategies. Studies highlighting the critical role of local businesses in the development of gastronomy tourism increase awareness in this field and can form the basis for future research.

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ATIKSIZ MUTFAK UYGULAMA PROSESLERİNDE GIDA GÜVENLİĞİ

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Küresel gıda sistemleri dünya genelinde yaklaşık olarak 7.6 milyar insan ve onların hayvanları beslemektedir. Sistemin her ne kadar çevre, sağlık ve sosyoekonomik gıda ihtiyaçlarını karşılayarak çalıştığı sanılsa da günümüzde gıda güvenliği ve gıda güvencesi riskleri gibi zorluklarla karşı karşıya kalınmaktadır. Mevcut gıda sistemlerinin çevresel ve sosyal sorunları birbiriyle yakından ilişkili, birbirlerini etkilemektedirler (Sünnetçioğlu ve Özkök: 2021).

İnsan ve çevre ilişkisi ele alındığında, insanların çevre üzerindeki en büyük etkisi gıda üretim ve tüketim süreçlerinde ortaya çıkmaktadır. Dünyada mevcut gıda tedarik sistemleri hali hazırda enerji ve yer üstü su kaynaklarının oldukça büyük kısmını kullanmaktadırlar. Bu bağlamda doğal sistemlerin yenilenebilme imkanlarını koruyarak devamlılığını sağlamak artan dünya nüfusu için gıda üretim ve tüketim sistemlerinin çevresel, ekonomik ve sosyal tahribatını hafifletmek önemlidir (Durlu Özkaya ve Üner, 2021).

2050 yılında dünya üzerinde insan nüfusunun 9 milyar olacağının öngörülmesiyle orantılı olarak, açığa çıkacak beslenme ihtiyacı ve gıda talebine olması beklenen artışa karşılık gıda israfı dünya genelinde acil önlem alınması gereken önemli bir sorundur (Karakaş, 2021; Özen ve Berkay Karaca, 2021). Birleşmiş Milletler Gıda ve Tarım örgütü (FAO) Dünya üzerinde her yıl üretilen toplam gıda miktarının 1,3 milyar tonunun, ekonomik karşılığı 990 milyar dolar olan 1/3 gıdanın israf edildiğini bildirmektedir (FAO, 2019). Bu duruma karşın küresel olarak 795 milyon yani her 8 kişide 1 kişinin yetersiz beslendiği ve açlıkla mücadele ettiği bildirilmektedir (FAO, 2023).

Gıda tedarik zincirindeki beş aşama, gıdayı insan kullanımına uygun hale getirmektedir.

Fakat bu zincirin her aşamasında gıda, üretim amacı olan insan tüketiminden çeşitli nedenlerle çıkmakta ve günümüzde küresel bir sorun halini alarak gıda israfını oluşturmaktadır. Halbuki *"Dünya Gıda Güvenliği ve Beslenme Durumu 2020*" raporuna göre tüm dünyada tahmini olarak %25,9 oranında gıda güvencesizliğinin yaygınlaştığı ve yaklaşık olarak 2 milyar insanın bu sorunu orta ve ciddi düzeyde yaşadığı belirtilmektedir (FAO,2020). Gıda güvensizliği yaşayan hanelerin bu durumu hafifletmek ve mücadele edebilmek üzere gıda bankalarına başvurdukları ve destek aldıklarını bu bağlamda Amerika Birleşik Devletleri'nde hizmet veren gıda bankası sayısının geçmiş yıllara nazaran %19 artış gösterdiği ifade edilmektedir (Durna, 2020).

Gıda atığı gıda tedarik zinciri boyunca insan tüketimi için hazırlanmış ürünün niceliksel ve niteliksel olarak azalmasını ifade etmekle beraber hem insan tüketimine uygun hem de kaliteli

gıdaların bozulmadan önce veya bozulması sebebiyle tüketilemeden gerek ihmal gerekse de bilinçli bir karar soncunda atılmasını ifade etmektedir (Tahmaz & Aksoy, 2022).

Günümüzde hem ulusal hem de uluslarüstü düzeyde gıda israfını önleme faaliyetleri gerçekleştirilmektedir. Gerek endüstriyel gerekse de hane halkı düzeyindeki mutfaklarda gıda atıklarını önleme ve dönüştürme çabaları kapsamında bir dizi yeni ve yan ürün elde ederek atıkların değerlendirmesi amaçlanmaktadır.

Çalışmada tedarik zincirinin son iki aşaması olan dağıtım ve tüketim aşamasında meydana gelen gıda kaybı kavramı üzerinde durulurken, özellikle mutfaklarda yiyecek akış sürecindeki hazırlık ve pişirme aşmalarında açığa çıkan, gıda atıklarını önlemek için hangi uygulamaların gerçekleştirildiği ve gıdaların, gıda atık kategorilerine girmemesi için yapılan proseslerde olası gıda güvenliği risklerinin değerlendirilmesi hedeflenmiştir. Bununla birlikte çalışma, bu prosesler için harcanan su ve enerjinin gelecek nesillerde düşünülerek optimum seviyede kullanımına dikkat çekmek, diğer yandan sınırsız kullanılan bu kaynakların oluşturacağı olumsuz çevresel sorunların önüne geçmek açısından önem arz eder.

Çalışmada nitel araştırma yöntemi benimsenmiştir. Nitel araştırma, gözlem, görüşme ve dokuman analizi gibi nitel veri toplama yöntemlerinin kullanıldığı, olayların ve algıların doğal ortamında bütüncül ve gerçekçi bir şekilde ortaya konmasına yönelik nitel sürecin izlendiği bir yöntem olarak tanımlanabilmektedir (Yıldırım ve Şimşek, 2021). Çalışmanın amacı atıksız mutfak uygulamaları kapsamındaki proseslerde olası gıda güvenliği riskleri ve bu esnada oluşan olası enerji israfına dikkat çekerek sürdürülebilir gıda sistemlerinin çevresel, sosyal ve ekonomik boyutlarına katkı koymaktır.

Çalışmanın amacı kapsamında dokuman incelemesi yoluyla ulaşılabilinen yazılı akademik tez ve makaleler taranmıştır. Öncelikle yapılan atıksız mutfak uygulamaları ortaya konulmuştur. Daha sonra literatür taramasında toplanan bilimsel veriler çerçevesinde atıksız mutfak uygulamaları esnasında herhangi bir yanlış prosesin yaratacağı olası gıda güvenliği riskleri belirtilmiştir. Ek olarak atıksız mutfak uygulamaları kaygısıyla gerçekleştirilen proseslerde olası su, elektrik gibi enerji israfına da dikkat çekmek çalışmanın önemini ortaya koymaktadır.

Gıda üretim ve tüketim süreçlerinin çevre üzerindeki önemli olumsuz etkisinden biri olan gıda kaybı ve gıda atıkları tüketici ve üreticilerin ortak sorumluluğundadır. Tüketilmeyerek israf olan her bir gıda aslında tüketilen her bir gıdanın çevre üzerinde olumsuz etkisini artırmaktadır (Güler ve Benli, 2021). Sürdürülebilir gıda sistemlerinin üretim, tedarik süreçlerine ek olarak nihai ürünün tüketim sürecinde konuyu gıda kaybı çerçevesinde ele alarak sürdürülebilirlik anlayışı ile değerlendirmek önemlidir (Durlu Özkaya ve Üner, 2021).

Sürdürülebilir bir gıda tedarik zincirinin oluşturulması gıda güvencesi ve gıda güvenliğini sağlayacak temel bir koşul olarak görülmektedir. Gıda güvencesi ve gıda güvenliği beslenme ihtiyacının gerekli koşullar göz önünde bulundurularak temin edilmesi, bununla birlikte çevre sağlığının sağlaması içinde önem arz eder (Sünnetçioğlu ve Özkök:2021).

Anahtar Kelimeler: gıda atığı, atıksız mutfak uygulamaları, gıda güvenliği, sürdürülebilir gıda sistemleri

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GASTRONOMİ ENVANTERİ KAPSAMINDA SİVRİHİSAR YÖRESEL LEZZETLERİ DERLEMESİ

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GİRİŞ

Yemek içmek insanlığın ilk çağlarından bu yana en temel ihtiyaçlarındandır. Artan dünya nüfusuna istinaden tüketim ihtiyaçları da aynı oranda artacağı düşünülmektedir. Tüketim ihtiyaçlarının artması ürün çeşitliliğinin değişmesi gerekliliğini ortaya çıkartmaktadır. Geçmişten günümüze her nesilde biraz daha gelişerek aktarılan yemek çeşitleri farklı sesleniş biçimleri ile dilimize yansımış bu aktarım zaman içerisinde değişime ve gelişime uğramıştır. Teknolojinin ve çevresel faktörlerin değişimi mutfak kültürünü etkilemiş bu etki pişirme tekniklerine mutfakta kullanılan araç gereç isimlerine yansımıştır. Değişen tarım teknikleri ekstansif tarım yerine entansif tarım kullanımı köyden kentlere yaşanan göçler insanların tüketim alışkanlıklarını kullandıkları kelimeleri de etkilemiş ve değiştirmiştir. 1890'lı yılların öncesinde köy yaşamı için kullanılan yöresel ağızlar günümüz profesyonel mutfak terimlerinden çok farklıdır. Söz konusu farklı yöresel adlandırmalar yemek isimlerine, içerisinde kullanılan malzeme çeşitlerine yansımıştır. Bu fark günümüzde profesyonel aşçılık mesleği ile uğraşan aşçıların, Gastronomi ve mutfak sanatları öğrencilerinin, yeni neslin ve yöresel yemekler hakkında araştırma yapmak isteyen kişilerin anlamayacağı kadar değişik fazla ve karmaşık olduğu görülmektedir. Yapılan literatür taramasında konu ile ilgili yapılan çalışmaların azlığı konunun çalışılması gerektiğini ortaya koymaktadır. Çalışmanın sonucunda Eskişehir ili Sivrihisar yöresinde yaşamış 15 kişiden görüşme yöntemi ile toplanmış yöreye ait 34 yöresel lezzete ulaşılmıştır. Mutfak kültürü ile ilgili pişirme teknikleri yemek isimleri yöresel teknikler ile ilgili bulgular yazılı kaynak haline dönüştürülmüştür. Araştırma sayesinde Sivrihisar yöresine ait kaybolmaya yüz tutmuş yöresel lezzetler ortaya çıkartılmış günümüz yemek isimleri ve geçmişten günümüze aktarılan seslenişler derlenmiştir. Bu çalışmanın gastronomi alanında araştırma yapan akademisyenlere, gastronomi ve mutfak sanatları öğrencilerine yöresel mutfaklarla ilgisi olan okurlara fayda sağlayacağı düşünülmektedir.

Sivrihisar, Eskişehir iline bağlıdır. Eskişehir'e uzaklığı 90 km'dir. Eskişehir'in en büyük ilçesi olarak bilinen Geçmişi milattan önce 3500'lere dayanan Sivrihisar yöresel birçok yiyeceğin köklü tarihine ev sahipliği yapmaktadır. En bilindik ve tescilli lezzeti olan Muska baklavasının 2019'da mahreç işaretlemesi gerçekleştirilmiştir. Baklavanın Sivrihisar ilçe belediyesi tarafından Türk patent ve marka kuruluna başvuru yapılarak işaretlemesi gerçekleştirilmiştir. Muska baklavası gibi patent almaya hak kazanacak lezzetlerinin başında kelem dolması gelirken bamya çorbası, tepsiye dökülen hamuru sade tavuk suyu ile çiğnenmeden tüketilen Arabaşı çorbası, Höşmerim tatlısı, Pelüzesi, Hasidesi ve araştırılarak sıralanabilecek daha nice lezzetlere ev sahipliği yapmaktadır. Yöresel yemekler, bir bölgenin kültürünü, tarihini ve doğal kaynaklarını yansıtan lezzetlerdir. Her Bölge'nin kendine özgü yemekleri vardır ve bunlar genellikle yerel malzemelerle yapılır. Yöresel yemekler, köklü bir geçmişe sahiptir ve bu yemeklerin tarifi, nesilden nesle aktarılır. Bu yemeklerin yapımı genellikle zaman alıcıdır. Bölgenin kültürel özellikleri, İklimi, yörede yaşayan hayvan ve bitki çeşitleri yemeklerin içeriğini etkilemektedir. Yemeklerin malzemelerinin bolluğu yöre de yaşayan halkın ekonomik gücüne göre de değişmektedir. Ayrıca, yöresel yemekler genellikle sosyal ve kültürel etkinliklerde yenir.

Örneğin, Sivrihisar yöresinde düğünlerde ikram edilen bamya çorbası, Et (Zılgıç) kavurması, Domatesli soğanlı gözleme, çörek ekmeği, kaymaklı koyun yoğurdu, tatlı olarak muska baklavası başlıca lezzetler arasında bulunmaktadır. Yöresel yemekler bölgenin kültürünü, tarihini ve doğal kaynaklarını yöre de bulunan yaban hayvanların avlanıp avlanmadığı yöredeki hayvancılık ve tarımın düzeyini yansıtır ve genellikle nesilden nesle aktarılan tariflerle yapılır. Aktarım evde yemek pişirmekle yükümlü kişilerin bir sonraki nesilde bu görevi üstlenecek kişi veya kişilere yemek yapmayı öğretmesi ile gerçekleşmektedir. Yazılı herhangi bir kaynağın olmayışı usta çırak anne kız ilişkisi ile öğrenilen tarifler ekonomik, çevresel ve diğer faktörlerinde etkisiyle söz konusu tariflerin pişirilememesi tariflerin kaybolmasına sebebiyet vermektedir. Söz konusu aktarımda eksikliklerin olması araştırma yapmaya olanak sağlamaktadır.

LİTERATÜR

Yöresel mutfak kültürü belirli bir destinasyona özgü yeme içme alışkanlıklarını, yemekleri pişirme aşamalarında kullanılan alet ve edevatları, gelecek nesillere aktarma özelliğine sahiptir. Böylece bölgenin yöresel kimliği belirlenmiş olur. Türk mutfağı ait olduğu kültürün yemek çeşidi ve lezzetli yemek kültürü ile tüketimi tercih edilen mutfaklar arasında yer almaktadır(Esen, 2022).Uluslar arası yemek tüketim seçenekleri arasından kültürümüzün yöresel lezzetleri lokasyonların ziyaret tercih sebepleri arasına girmektedir(Kurnaz ve İşlek, 2018).Yöresel yemeklerin yörede yaşayan yörede uzun yıllarını geçirmiş geçimini yörenin ekonomik unsurları üzerinden sağlayan halk tarafından günümüze değişime ve gelişime uğrayarak gelen lezzetler olarak adlandırıldığını söylemek mümkünüdür(Karaçar ve Göker, 2016).Yöresel lezzetler merak duygusunu artırıp her mevsimde bölgenin ekonomik faaliyetlerinin artmasına destek verir(Yavuz ve Özkanlı, 2019).Turistler gastronomi deneyimi yaşamak için bölgeleri ziyaret etme eğiliminde bulunmaktadırlar. Arz talep dengesinin sağlanması ekonomik faaliyetlerin devamlılığı ve destinasyonun kültürel değerlerini tanıtıp koruması için söz konusu ihtiyacı cevaplamaları önem arz etmektedir. Unutulmaya yüz tutmuş yöresel lezzetlerin gelecek nesillere kayıpsız bir şekilde aktarılmasının en önemli yolu ticari faaliyetlere olan entegrasyonunun sağlanması ile mümkün olabilmektedir(Erdek, 2011). Unutulmaya yüz tutmuş lezzetlerin lokasyonlara birçok faydası bulunmaktadır. Destinasyonla bütünleşerek gastronomik unsur oluşturan bölgeye özgü yöresel ürünlerin, lokasyonda tüketilmesi müşterilere otantik deneyimler sunduğundan işletme ile duygusal bağ kurabilmektedirler. Böylece bölgeyi tekrar ziyaret etme ihtimalleri artar (Özleyen ve Tepeci, 2017).

Sivrihisar Mutfağı çok çeşitli yöresel lezzetlere ev sahipliği yapmaktadır. Yörenin kendine has ağzı ve yemeklerin yöresel seslenişleri araştırmacıları konuyu derinlemesine araştırmaya ve yazılı kaynak haline getirmeye yönlendirmiştir. Yöresel yemeklerinin ağırlığı aş(bulgurlu) olan Sivrihisar, baklava ve dolma çeşitleri ile göze hoş görünen mideye hitap eden bir mutfak kültürüne sahiptir. Genel anlamda incelendiğinde; Çorbaları: Göceli tarhana, Zılgıç etli bamya çorbası, Tuvarlak çorbası olarak bilinmektedir. Et yemekleri; Tavşan güveci, Kakaç (et kurutması), Kaburgalı kelem (lahana)sarması, Zılgıç(koyun eti kavurması) Et ve Sakatat Söğürmesi olarak bilinmektedir. Tatlılarından ise; Hadisesi Pelüzesi, Muska baklavası, Gazelhan helvası ile dikkat çekmektedir. Turşu ve sirke tüketimi yaygın olan Sivrihisar'da geleneksel köy fırınları ile ekmek çeşitleri pişirilmeye devam edilmektedir. Kerpiç fırında pişirilen mayalı çörek ekmeği kömbe kabarcık gibi ekmek çeşitleri ile diğer yörelerden ayrılan Sivrihisar lezzetlerinin varlığını gözler önüne sermektedir. Yöresel araştırmaların yapılmasının en önemli noktalarından bir diğeri yöresel seslenişlerin aynı ürünler için tüm yörelerde farklı olmasıdır. Ağız ve sesleniş farklarının ortaya konması için Türkiye'nin tüm bölgelerinde gastronomik unsurların yazılı belge haline getirilmesi önem arz etmektedir.

Konu hakkında yapılan çalışmalar incelendiğinde diğer yöresel ürünlerin gastronomi turizmi açsından değerlendirilmesi ile ilgili çalışmaların (Özgül Katlav, vd. 2019, Zengin ve Gürkan, 2019, Dağ ve Keskin, 2021 , Yazıcıoğlu, Işın ve Yalçın, 2019, Yalçin, 2020 ,Gürsoy ,2017) araştırmacıları tarafından yapılan çalışmaların çoğunluğunun yöresel ürünlerin pazarlanması ve gastronomi turizmine olan katkılarının ortaya çıkartılmasına yönelik olduğu görülmektedir. Kaybolan yöresel lezzetlerin ortaya çıkartılması ve yöresel seslenişlerinin belirlenmesine yönelik çalışmaların az oluşu araştırmanın yapılmasına olanak sağlamıştır.

YÖNTEM

Çalışmanın cevap aradığı soruların ana temasında ‘’Sivrihisar bölgesinin yöresel lezzetleri nelerdir?’’ sorusu yer almaktadır. Ana konu çerçevesinde sorular yarı yapılandırılmış görüşme formu ile yörede yaşamış ve yaşamaya devam eden katılımcılara görüşme yöntemi ile sorulmuştur. Nitel araştırmalarda veri toplama araçlarından biri olan görüşme Türkçe güncel çalışmalarda görüşme sözcüğü daha yaygın olmakla beraber “buluşma, karşılaşma” kökeninden türetilen mülakat kelimesi de kullanılmaktadır (Polat, 2022). Katılımcılarla yüz yüze gerçekleştirilen görüşmeler, rızaları alınarak kayda geçirilmiştir. Görüşme yöntemi araştırılan konunun derinlemesine incelenmesine fırsat vermesi sebebi ile bir kültürün ortaya çıkartılmasında kullanılacak en uygun yöntemlerin başında gelmektedir. (Edwards ve Holland, 2013). Görüşme tekniği ile araştırılan konu hakkında kişilerin geçmiş yaşam deneyimlerini detaylandırmak ve analiz etmek mümkündür (Morgan, Ataie, Carder, Hoffman, 2013). Etik kurulu formu bilimsel araştırmaların konusu ve çalışma alanı gereği kişisel verilerin korunması kanunu gereğince etik kurulu formu alınmalıdır (Çaparlar ve Dönmez, 2016). Etik kurulu formu onayı 01.06.2023 tarihinde 201869 sayısı ile alınmıştır. Araştırma verileri toplanarak çalışmada detaylı bir şekilde titizlikle açıklanmıştır.

Araştırmanın örneklem grubu olarak Eskişehir ili Sivrihisar yöresinde yaşamış yöresel kültüre, yiyeceklerin hazırlanış biçimine, hazırlanma aşamalarına, servis şekillerine hâkim 15 kişi ile önceden hazırlanmış yarı yapılandırılmış soru formu ile veriler toplanmıştır. Söz konusu yöntem, araştırılan konunun yarı yapılandırılmış teknik sayesinde derinlerine inilmesine müsaade etmektedir (Karataş, 2015). Yörede uzun yıllar yaşamış kültüre ait yöresel ürünlerin pişirme sunum aşamalarına hâkim kişiler belirlenerek araştırma soruları katılımcılara yöneltilmiştir. Araştırma Kümeleme tekniği ile yönetilmiştir. Kümeleme tekniğinin seçilmesinin sebebi araştırılan konunun sorularının homojen gruplara yöneltiliyor olmasıdır (Flores-Sintas, Cadenas, ve Martin, 2001). Söz konusu teknik örneklem grubunun verdiği cevapların doğrulunu ve kesişme noktalarını bularak ortak bir fikir oluşturmada kullanılmaktadır. (Xu, ve Tian, 2015). Çalışmada Sivrihisar yöresinin örneklem grubu olarak seçilmesinin temel amacı bölge kültürüne hâkim homojen grubun ortak paydalarını belirlemenin kolaylığıdır.

Yapılan araştırmaların tamamında okurlara açıklanması gereken en önemli unsurlardan biri araştırmacıların konu ile olan ilgi ve alakasını belirlemektir (Swanborn, 2010). Birinci yazarın gastronomi ve mutfak sanatları alanında uzun yıllar öğretim görevliliği yapmış olması, yöresel lezzetlerin araştırılmasında ve reçetelendirilmesinde deneyiminin bulunması var olan reçetelerin farklarının ortaya koyulmasında uzman bakış açısı ile karar verme yetkisine sahip akademisyen olması çalışmayı yürütmesine olanak sağlamıştır. Çalışmanın ikinci yazarı ise araştırılan bölgenin kültür ve kimliğini tanıyan yöresel lezzetlerinin pişirme sunum ve tadım aşamalarını deneyimlemiş yeni yemek reçetelerinin araştırılması yazılması unutulmaya yüz tutmuş yöresel lezzetlerin ortaya çıkartılması yöresel yemek yarışmaları ve fuarlarında yöresel yemeklerin incelenmesi ve fotoğraflanması alanında deneyimleri olan bir araştırmacıdır. Yöresel yemeklere ve lokasyonlara olan ilgisi alan ile ilgili gün yüzüne çıkartılması gereken bilinmezleri çalışma aracılığı ile ortaya koyma fırsatı bulmuştur.

Çalışma kapsamında bireylere yöneltilen sorular açık uçlu soru formu ile hazırlanmıştır. Çalışma kapsamında cevap aranan ana konu yöresel mutfak reçetelerinin ve seslenişlerinin belirlenerek gelecek nesillere aktarılmasını sağlamaktır. Ana konuyu detaylandırmak maksadıyla gerçekleştirilen görüşmeler yörede yaşayan kişilere sorulan açık uçlu sorular ile gerçekleştirilmiştir. Destinasyonun yöresel kimliğini ortaya çıkartmak amacıyla hazırlanan sorular bölgede ikamet eden yöresel kimliğe hâkim kişilere sorulmuştur. Yörede yaşama fırsatı bulmuş araştırmacının gözlemleri sonucu belirlediği fikirler ile literatür taraması yapılmış böylelikle soruların nihai formuna ulaşılmıştır. Görüşme soruları 11 adet sorudan oluşturulmuştur. Alınan etik kurulu onay formu çerçevesinde araştırma Eskişehir ili Sivrihisar ilçesinde ikamet eden katılımcılarla yüz yüze görüşülerek görüşme formuna kaydedilmiştir. Görüşmeler katılımcıların rızası alınarak gerçekleştirilmiş ve titizlikle not edilmiştir. Çalışma kapsamında her katılımcı ile ortalama 30 dk görüşme gerçekleştirilmiş. Görüşmeler esnasında eski yıllara ait yemek kültürünü anlatması istenen tüm katılımcıların hayat hikayelerini anlattıkları gözlemlenmiştir.

Araştırma kapsamında bir kültüre ait ögeler görüşme tekniği ile açığa çıkartılmaya çalışıldığından ulaşılan verilere içerik analizi uygulanmıştır. Nitel araştırmalarda içerik analizi en kullanışlı yöntem olarak bilinmektedir (Elo, ve Kyngäs, 2008). İçerik analizi çalışmacılara katılımcı bulgularını

derinlemesine inceleme ve işleme fırsatı vermektedir (Vaismoradi, Jones, Turunen, ve Snelgrove, 2016). Bu bağlamda elde edilen veriler detaylıca çalışma kapsamında incelenme fırsatı bulunmuş veriler detaylandırılarak anlatılmıştır. Veriler ortak noktada kesişmeye başladığında çalışma veri doygunluğuna ulaşmış böylece çalışma güvenirliği ve geçerliliği sağlanmıştır (Creswell ve Miller, 2000). Doğruluğu sağlanmış veriler araştırmacılar doğrultusunda sıralı bir biçimde açıklanmıştır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI:

Tablo 1. Katılımcılardan Elde Edilen Demografik Bulgular

Katılımcı No	**Yaş**	**Cinsiyet**	**Meslek**	**Eğitim**	**Nüfusa kaydolduğu il**	**İlçe**	**Doğum yılı**	**Yörede ikamet süresi**
K1	15	Erkek	Öğrenci	Lise	Eskişehir	Sivrihisar	2008	1 yıl 4 ay
K2	17	Kadın	Öğrenci	Lise	Eskişehir	Sivrihisar	2006	17 yıl
K3	23	Kadın	Ev hanımı	Lisans	Eskişehir	Sivrihisar	2000	2 yıl
K4	24	Kadın	Ev hanımı	Lise	Edirne	Süloğlu	1998	20 yıl
K5	40	Kadın	Ev hanımı	Lise	Eskişehir	Sivrihisar	1982	22 yıl
K6	49	Kadın	Ev hanımı	Lise	Eskişehir	Sivrihisar	1974	22 yıl
K7	50	Erkek	Memur	Lisans	Eskişehir	Sivrihisar	1973	22 yıl
K8	52	Erkek	Çiftçi	İlkokul	Eskişehir	Sivrihisar	1970	52 yıl
K9	72	Erkek	Çiftçi emeklisi	İlkokul	Eskişehir	Sivrihisar	1950	73 yıl
K10	73	Kadın	Ev hanımı	İlkokul	Eskişehir	Sivrihisar	1950	73 yıl
K 11	90	Kadın	Ev hanımı	İlkokul	Eskişehir	Sivrihisar	1933	90 yıl
K12	90	Kadın	Ev hanımı	İlkokul	Eskişehir	Sivrihisar	1933	90 yıl
K13	90	Kadın	Ev hanımı	İlkokul	Eskişehir	Sivrihisar	1933	90 yıl
K14	92	Kadın	Ev hanımı	İlkokul	Eskişehir	Sivrihisar	1931	92 yıl
K15	93	Kadın	Ev hanımı	İlkokul	Eskişehir	Sivrihisar	1930	93 yıl

Kaynak: yazarlar tarafından derlenmiştir.

Görüşme Formu Soruları

1-) Doğum yeriniz ve mesleğiniz nedir?

2-) Yaşınız ve doğum tarihiniz?

3-) Nüfusa kayıtlı olduğunuz il ve ilçe neresidir? Yörede ikamet etme süreniz nedir?

4-) Yaşadığınız bölgeye özgü Yöresel çorbalarınız nelerdir? Anlatınız.

5-) Doğup büyüdüğünüz yöreye ait ekmek türlerinin isimleri nelerdir?

6-) Yörenizde üretilen süt ve süt ürünleri nelerdir?

7-) Yörenize özgü tatlılar nelerdir?

8-)Yörenize özgü et yemekleri nelerdir?

9-) Yörenize özgü yemeklerde kullanılan yiyecek türleri nelerdir?

10-) Yörenize özgü otlar ve baharatlar nelerdir?

11-) Varsa Eklemek istediğiniz yöresel lezzetler nelerdir

Yöresel Ağzın Değerlendirilmesi

Bulgular incelendiğinde K8, K9, K10, K11, K12, K13, K14 ve K15'in yörede doğdukları yıllardan bu yana yaşadıkları anlaşılmış. Görüşmede yöresel ağzı tam anlamıyla ve ustalıkla kullandıkları anlaşılmıştır. Yemek tariflerini verirken '' atarmak (aktarmak) goyultmak (çektirmek) annaç (karşısı) yunmak (yıkamak) öte göz (evin odası) ataraç (ekmek çevirmek için kullanılan sopa) Ibrık (plastik su kabı) Güğüm (çelik su kabı) Zağan (mika yemek tabağı) Sini (büyük yemek tepsisi) Sürgüç (bulaşık süngeri) Şiplek (terlik) kavunuz (kavanoz) teç (büyük plastik leğen) gibi terimler kullandıkları anlaşılmıştır''. Saklama yöntemlerinin yetersizliği sebebi ile kışın tüketecekleri ürünleri kurutup, turşusunu kurmak, küplere et basmak gibi yöntemlerle sakladıklarını belirtmişlerdir. Yöreye özgü çorbalardan; İt burnu çorbası, Zılgıçlı bamya çorbası, Tuvarlak çorbası, Göceli tarhananın orijinal tariflerini vermişlerdir. Ana yemeklerden: Et söğürmesi, Tavşan göveci, Kaburgalı kelem dolması, Kakaçlı (et kurusu) sebze yemeklerini, Zılgıç etinin saklanma koşullarını belirtmişleridir. Süt ve süt ürünleri için Bulama, Kel katık (peynir), Sarı yağ (tereyağı), Sütlaç Tuluk peyniri, Yoğurt kesiği (kurulmuş yoğurt parçaları) Zıvık (kaymak) üretimi ve saklanma koşullarını belirtmişler ekmek çeşitleri ve ekmek ile yapılan yemekler için; Akıtma Bazlama, Çörek ekmeği, gözleme kabarcık, Kabartma Kömbe yufkayı yöresel hazırlanış biçimleri ve tarifleri ile belirtmişler, kalan ekmeklerin değerlendirilmesi için Ovmaç ve Tirit yemeklerini yaptıklarını anlatmışlardır. Sebze ve meyveler ile ilgili soru yöneltildiğinde ise, Acur, Alıç, Güvem, Şakla gibi sebzelerden ve kullanım alanlarından, Hoşaflar ve turşular ve sirkeler için Patlıcan turşusu, Kırmızı et biberi turşusu Üzüm sirkesi-elma sirkesi, Erik turşusu, Vişne hoşafı yörede tüketilen otlar için Toklu başı, Tekecen , Kazıyağı , Haşhaş: Kuzu kulağı ,Ayıkulağı, Kenger , Efelek gibi ürünlerden bahsetmişlerdir. Yapılan görüşmeler neticesinde yörede çocukluk yıllarını gençlik ve yaşlılık yıllarının hepsini geçirmiş olan bireylerin kültürü daha iyi anımsadığı belirlenmiş. Eski yaşantı ve yöresel yemeklerin ortaya çıkartılması için yaş olarak orta yaşın üzerindeki bireylerin seçilmesi daha doğru olacaktır. Yörede kısa dönem veya Ebeveynlerinin şehre taşınması sebebi ile yöreden uzak kalan genç katılımcıların yöresel kültür hakimiyetinin az olduğu ortaya çıkmıştır. Toplamda 11 soru sorulmuş katılımcıların rahatlıkla soruları cevaplamaları için gereken süre tanınmıştır.

K4, K5, K6 ve K7 Çocukluk, gençlik dönemlerini yörede geçirmişler evlendikleri için yöreden ayrılarak şehre yerleşmişlerdir. Çocukluk ve gençlik yıllarının yörede geçmesi sebebi ile verilerin aynılarını tarifleri ve yapılış usulleri anlatmışlar fakat yoğurt keşiğinin varlığından haberdar olmadıkları belirtmişlerdir. Kullanım dillerinde yöresel ağız kullanmadıkları anlaşılmıştır.

K4(24) yörede 20 yıl ikamet edip evlendikten sonra Edirne Süloğlu'na yerleşen katılımcı yöresel ürünlere ve tüm hazırlanış biçimlerine hakimdir. Yöresel ağızla konuşmaktadır. Günümüzde Zılgıç yapmadığını etleri dondurarak sakladığı belirtmiştir. Kakaç etinin kurutulmasını ve diğer hazırlık aşamalarını gördüğünü hoşaf ve otları tükettiğini yöreye ait ekmek türlerini hala gittiği bölgede pişirmeye ve ikram etmeye devam ettiğini belirtmiştir. Süt ürünleri ile ilgili sağım ve üretimi yapabileceğini yoğurt ve peynir yapım aşamalarından haberdar olduğunu belirtti.

K2 (17) Yöredeki yöresel yemeklere hakimdir, Yöresel ağız ile konuşmakta Çorba ana yemek tüketimi yapmakta fakat Kakaç, Yoğurt keşiği gibi ürünleri bilmediği gibi Tarhana yapım aşamaları ve Süt

ürünlerinin üretimi turşuların nasıl kurulduğundan haberdar değildir. Yalnızca isimlerini bilmekte ve tüketmektedir

K3 (23) yöresel ürünlere hakimdir, günümüz Türkçesi ile konuşmaktadır yoğurt keşiği kakaç it burnu çorbası ile ilgili herhangi bir bilgiden bahsetmemiştir. Yöresel otlara ve süt ürünlerine hâkim ekmek pişirme yapım aşamalarında bulunmaktadır. Peynir yapmayacağını fakat yoğurt üretebileceğini dile getirmiştir.

K1(16) yörede sadece yaz tatili ve bayram ziyaretlerini deneyimlemiş olan katılımcı günümüz Türkçesi ile konuşmaktadır. Yöresel çorbalardan tarhana çorbası ve bamya çorbası tükettiğini yöresel et yemeklerin sucuğu bildiğini, ekmek olarak bazlama ve yufkanın tüketildiğini belirtmiştir.

Katılımcıların genel durumları incelendiğinde yörede ikamet süresi en uzun olan katılımcıların bilgi ve deneyimlerinin çok olduğu anlaşılmış yeni nesle yöresel lezzetlerin aktarılmadığı belirlenmiştir. Yeni neslin malzemelere ulaşım zorluğu, gelişen günümüz teknolojisinin eski üretim ve saklama yöntemlerini geride bırakışı, yeni yemek alternatiflerinin oluşu çevresel faktörlerinde etkisiyle yöresel lezzetlerin tarifleri unutulmaya yüz tutmaktadır. Detaylı araştırmalar ve bulguların yazılı bir kaynağa dönüştürülmesi ile yazılı bir arşiv oluşturulmalıdır.

Tablo 2. Sivrihisar ilçesinin gastronomik değerleri

Yemek türleri	**Bulgular**	**Yöreye ait olanlar**	**Tarifi diğer yörelerden ayıran özellik**
Çorbalar	Arabaşı çorbası Bamya çorbası Tuvarlak çorbası Yoğurt çorbası Mercimek çorbası Kelle paça çorbası Yayla çorbası Ezogelin çorbası Kaşık burnu	Arabaşı çorbası Bamya çorbası Tuvarlak çorbası Kaşık burnu çorbası	Arabaşı çorbası: Yörede yetiştirilen yöresel adı Gulü(Hindi) Etinin kullanılması. Diğer yörelerden farkı ise hamurların yutulması için hazırlanan çorbanın salçasız ve meyhanesiz olarak hazırlanıyor olması.
			Bamya Çorbası: Yöre ’de yetişen ve yazdan iplere dizilip kurutularak saklanmış bamyaların kullanılması. Yöreye özgü zılgıç etinin çorbada bulunması. Tarifi incelendiğinde Limon tuzu kullanımı çorbayı yöreye özgü kılmaktadır.
			Kuşbaşı et(zılgıç): Yöre halkının kurban etlerini uzun süre muhafaza etmek amacı ile kavurup donyağ içinde testilere basıp toprağa gömerek muhafaza ettikleri koyun eti .
Ekmek türleri	Akıtma Bazlama Çörek Gözleme Kabarcık Kabartma Kömbe Yufka	Çörek Kömbe Kabarcık Domatesli Soğanlı Gözleme	Çörek: Yörede öğütülen buğday ununun geleneksel eksi maya kullanılarak mayalandırılması ve yöre ’ye ait taş fırınlarda oval siyah tepsilerde pişirilmesi.
			Kömbe: Yörede yetiştirilen mısırların öğütülerek mısır unu haline getirilmeleri ile elde edilen mısır ununun hamur kıvamına getirilip pişirilmesi.
Süt ve süt ürünleri	Sarıyağ (tereyağı) Tuluk Katık (peynir) Zıvık (kaymak) Bulama Ağız Yoğurt kesiği (kurulmuş yoğurt parçaları) Tuzlu bulgurlu sütlaç Yoğurt	Sarıyağ (tereyağı) Katık (peynir) Zıvık (kaymak) Bulama Yoğurt kesiği (kurulmuş yoğurt parçaları) Tuzlu Sütlaç Tuluk peyniri	Sarıyağ: Yörede üretilen tereyağın yöresel ağızdaki sesleniş ismi.
			Katık: yöreye özgü çörek otu ile tüketilen yağsız tuzlu peynir.
			Zıvık: Sağmal koyunlardan elde edilen sütün basit makinalarda çekilip elde edilen kaymak türü.
			Bulama: Bir kaşık maya(yoğurt) ile ocak üzerinde pişirilen süt ürünü isteğe göre tuzlu, şekerli, reçelli, pekmezli tüketim türleri mevcut.
			Ağız: Kolostrum, Bulama adlı yöresel süt ürünün mayası için kullanılan ağız aynı zamanda gözleme türlerinin iç malzemesi için kullanılır.

			Tuluk peyniri: Yüzülmüş keçi derisine peynirin basılıp saklanması.
			Yoğurt keşiği: tarhana şeklinde kurutulan yoğurt parçaları.
			Sütlaç: Koyun sütünün tuz ve bulgur ile pişirilmesi.
Tatlılar	Haside Pelüze Muska baklavası Gazelhan helvası Höşmerim karagöz tatlısı Aşure	Haside Pelüze Muska baklavası Gazelhan helvası Höşmerim Karagöz tatlısı	Haside: Nişasta hamuru üzerine sarıyağ gezdirilerek elde edilmesi.
			Pelüze: Nişasta hamuru üzerine pekmez dökülerek servis edilmesi.
			Muska baklavası: Sivrihisar'ın Gastronomik işaretini almaya hak kazanan muska baklavası söz konusu işareti üçgen katlanması ve yöreye özgü olması ile almıştır.
			Gazelhan helvası: Pekmez ile tatlandırılan un helvası
			Höşmerim: Tepsiye dökülen kaymaklı kek hamurunun şerbet ve pekmez ile tüketilmesi.
			Karagöz tatlısı: İki çeşit hamurdan hazırlanan bu tatlı şerbetlenerek servis ediliyor.
Et yemekleri	Kakaç Tavşan Güveç Kaburgalı kelem dolması Haşlama et	Kakaç Tavşan güveci Kaburgalı kelem dolması	Kakaç: Et kurusu olarak bilinen kakaç eti çürütmeden saklama yöntemi olarak da adlandırıla bilir. Kurbanda kesilen etlerin tuzlanarak 2 gün güneşe asılıp sonrasında serin bir ambarda saklanması ile elde ediliyor.
			Tavşan güveci: Avlanan yaban hayvanının yöresel sebzelerle güveç içerisinde pişirilmesi.
Ot ve baharatlar	Altın otu Ebegümeci Ekşi Kuzukulağı Isırgan otu Kazayağı Kekik Kuzukulağı Nane Papatya Tekecen Toklu başı Yemlik Haşhaş Çörek otu Efelek Kenger Kuşburnu Öküz burnu	Altın otu Ekşi Kuzukulağı Kazayağı Kuzukulağı Tekecen Toklubaşı Yemlik Haşhaş Çörek otu Efelek Kenger Öküz burnu (Tavşan elması)	Altın otu Ekşi Kuzukulağı Kazayağı Kuzukulağı Tekecen Toklubaşı Yemlik Haşhaş Çörek otu Efelek Kenger Öküz burnu (Tavşan elması)
Kuru baklagil yemekleri	Kurutulmuş Yeşil Fasulye kavutlaması Nohut Barbunya Fasulye	Taze fasulye kavutlaması(kavurması)	Kurutulmuş Taze fasulye kavutlaması(kavurması): Yazdan toplanan fasulyelerin iplere dizilip kurutulması ile elde edilen fasulyenin yumurta ile kavrularak pişirilmesi.
Sebze ve meyveler	Acur Şakla Yarma Alıç Güvem Yeralması (Yer elması) Şeker pancarı Kayısı kurusu Dut kurusu	Şakla Yarma Alıç Güvem (Mor erik)	Şakla: Kavunun büyümemiş haline verilen sesleniş.
			Yarma: Kırık buğday.
			Alıç: Sarı renkli küçük yaban meyvesi.
			Güvem (Mor erik): Mavi renkli yaban mersini büyüklüğünde kekremsi erik.
Turşular ve hoşaflar	Patlıcan turşusu Vişne hoşafı Dut hoşafı Kayısı hoşafı Elma hoşafı Üzüm hoşafı	Patlıcan turşusu Şakla ve acur turşusu Erik turşusu	Patlıcan turşusu: Goçaş patlıcanı ile üretiliyor oluşu. Şakla ve acur turşusu: Şaklanın turşusunun kurulması. Erik turşusu: Papaz eriği ile turşu kurulması.

Kaynak : Yazarla tarafından derlenmiştir.

Katılımcıların verileri incelendiğinde yörenin iç Anadolu bölgesinde yer alması sebebiyle buğday unu kullanımın yaygın olduğu saptanmıştır. Yörenin çorba ve ana yemeklerde et kullanması hayvancılıkla uğraştıklarını göstermektedir. Etleri kurutarak saklamaları yaz aylarının çok sıcak geçtiğini. Tuz ile kavurup küplere basmaları ise kurban bayramlarında fazla kalan etin saklanacağı bir buzdolabının olmadığının göstergesidir. Geleneksel yöntemlerle kurutulan göce tarhanası yine sağlama yöntemlerinin yetersizliği ve sadece hasat zamanlarında elde edilen buğday ürünlerinin göstergesi olarak karşımıza çıkmaktadır. Pazar ve marketlerde satılan ekmeklerin aksine çörek ekmeği mayalı bazlama kışlık yufka yapma gibi alışkanlıklar, emek üretmek için kullanılan ambarın kış şartlarına uygun olmayışı, un üretiminin yaz aylarında oluşu ve haneye düşen iştikakın sadece yazın fazla olduğunun göstergesi. Tüketilen yöresel yemeklerin hazırlanışı zor ve zahmetli olmakla birlikte yapım aşamaları özel bir bilgi birikimi gerektirmektedir. Hoşaf turşu ve sirke üretimi konserve yapımı da yazın hasatta çokça elde edilen sebze ve meyvelerin zayi olmadan kışında tüketilmesine olanak sağlayacak şekilde saklanmak üzere uygulanan işlemler olduğunu söylemek mümkün. Kıtlık zamanlarında bulunmuş olması muhtemel olan tatlılardan hasüde ve pelüze sadece nişasta ile hazırlanan petlerin üzerine pekmez veya tereyağı dökülerek tüketilmesi eldeki malzemelerin dışına çıkılmadan hazırlanmaya çalıştıklarını ortaya çıkartmaktadır. Aşure elde kalan malzemelerin bir arada pişirilerek elde edilen yemek örneklerinin en başında gelmektedir. Elde kalan üzüm elma gibi kuru meyvelerin nohut ve buğday ile birleştirilerek pişirilmesi yokluk zamanlarından günümüze gelen şekerli tatlılara örnek gösterilebilir. Yöresel yemekler hazırlanırken geleneksel yöntemlerin dışında tekniklerin kullanılması yöreye ait olmayan besinlerden yöresel yemeklerin üretilmeye çalışılması tat, koku, lezzet ve görünümü etkileyerek aynı lezzetleri tüketme sansını elimizden alacaktır. Yöresel ürünlerin kendi bölgesinde yetiştirilen tarım süt ve süt ürünlerinden üretilmesi yemeklerin kültürel geçmişlerini koruyarak asimile olmalarını önleyecek orijinalliğinin korunmasında katkı sağlayacaktır. Yörede yetişen bütün meyve ve sebzelerin farklı çeşitlerde tüketilmesinin yanı sıra doğadan toplanan ve ekonomik anlamda hiçbir külfeti olmayan otlar, kavurması, salatası yapılarak tüketilmektedir. Biz yeni neslin bilmediği Kenger dikeninden elde edilen sakızın dahi değerlendirilmesi tasarrufunda büyük ölçüde olduğunu gözler önüne sermektedir.

Çorba tarifleri:

Arabaşı çorbası (4 kişilik)

1 kg hindi eti

1 su bardağı un

5 su bardağı su

1 tatlı kaşığı limon tuzu

Kurutulmuş acı biber

Yapılışı: Hindi eti suda haşlanır. Hamuru için tencereye su eklenir ocağın altı açılır. Kâseye biraz su konup un elenerek eklenir. Muhallebi kıvamındaki hamur göz göz olunca altı kapatılır. Hafif ıslatılmış tepsiye dökülen hamur donması için soğuk bir yere konur. Limon suyu sıcak su ile açılır. Acı biberler özlerini bırakmaları için haşlanır. Haşlanan hindi etleri didiklenir bir tabağa konur hamurun ortası kesilerek oraya yerleştirilir. Hamur baklava dilimleri halinde kesilir. Hindi suları çorba kaselerine bölüştürülür. İsteğe tuz, hazırlanan acı öz, limon suyu eklenir. Hamurlar çiğnenmeden eksi acı hindi suyu yardımı ile bütün halde yutulur.

Göceli Tarhana (4 kişilik)

4-5 kaşık tarhana

4 bardak su

Sarı yağ

Kırmızı toz biber, karabiber, tuz

Yazdan damlara serilerek kurutulan göçeli tarhanalar koyun sütünden elde edilen kese yoğurdu kullanılarak yapılır. Özelliği beyaz renkli olmasıdır. 4 Kaşık tarhanaya 4 bardak soğuk su katılır. Ocak

üzerinde çırpılarak pişirilir. Servisi sırasında üzerine kırmızı biberli sarı yağ(tereyağı) yakılarak servis edilir.

Bamya çorbası:

300 gram bamya

100 gram zılgıç (kavrulmuş et)

Sıvıyağ

Tereyağı

3 çorba kaşığı Salça

1 adet Soğan

Kimyon, tuz, karabiber

1-2gr Limon tuzu

Sıçan dişi doğranan soğanlar tereyağı ve sıvıyağ ile pembeleşinceye kadar kavrulur. Salça eklenir karışıma suyu verilir. Limon tuzu eklenir. Pamuklu havlu ile tüyleri alınmış haşlanmış bamyalar iplerinden ayrılarak suya salınır. Baharatları eklendikten sonra zılgıç eti eklenerek bir taşım kaynatılır. Etin en son eklenmesi pişirilmiş olmasından kaynaklanmaktadır.

İt burnu çorbası:

5 çorba kaşığı un.

1 adet büyük boy patates.

Süzme yoğurt

1 adet sarımsak

Tereyağı.

Şeffaf konsome çorbalarına örnek olan it burnu çorbası için öncelikle tencereye 1 litre su eklenir. Küçük küpler halinde doğranan patatesler haşlanır. 5 çorba kaşığı un cıvık şekilde kaşık yardımı ile açılır. Kaşığın burnu ile patatesler haşlandığı zaman hamurlar eklenir. Ilık kıvamdayken üzerine sarımsaklı süzme yoğurt ve baharatlar ile yakılmış tereyağı eklenmek sureti ile servis edilir.

Tuvarlak çorbası:

300 gram İnce bulgur

3 kaşık Salça

1 adet Soğan

Sarımsaklı koyun yoğurdu.

Un 5 kaşık

100 gram nohut

İnce bulgurlar kaynar su ile kabartılır içerisine un tuz eklenir. Hamur kıvamına gelinceye kadar yoğurulur Nohut büyüklüğünde yuvarlanan hamurlar. Kenara alınır. Salça ve soğan kavrulur. Suyu verilir haşlanmış nohutlar eklenir üzerinden toparlak hamurlar eklenir. Hamur topları şişip çorba yoğunlaşınca tereyağı ve yoğurtla servis edilir.

Ana yemekler:

Et – sakatat Söğürmesi (Közlemesi):

500 gram et

500 gram sakatat

Kesilen kurban etleri ince ince açılır. Köze gömülür. Ciğer ve sakatatlarına böledek (böbrekler) taşlık zar kısmı soyulmadan bıçak ile üzerine çizgiler atılır. Kor ateşe gömülür. Sifon veya kabak borusu ile üflenerek pişirilir. Patates-soğan kömmesi (söğürmesi) közlemesi ile tüketilir.

Kakaçlı (kaburga kurusu) Kelem dolması:

4 parça Kuru kaburga

100 gram kakaç

2 Kaşık salça

1 su bardağı Yarma

1 su bardağı Pirinç

1 adet soğan

Baharatlar

1 orta boy kelem

İç harcı için:

Kurban etinin kaburgası artı şeklindeki sopalara takılıp tuzlanır 2 gün güneşte kuruduktan sonra gölgede kurumaya devam eder. Sıvıyağı ile soğan ve salça kavrulur. Pirinç ve bulgur eklenir kavurulmaya devam edilir yarım su bardağı sıcak su eklenir. Baharatları eklenen iç harcına Zılgıç eklenerek ocaktan alınır. Lahanalar sert köklerinden ayırılıp haşlanır. Muska şeklinde sarılır. Tencerenin dibine kaburga ve kakaçlar eklenir. Muska şeklinde sarılan lahanalar tencereye dizilir. Su eklenerek pişirilir.

Tavşan güveci:

1 adet yaban tavşanı (av)

8-10 adet Arpacık soğan

2 adet Havuç

2 adet Patates

100 gram Tereyağı

Baharatlar

Tavşan eti öncelikle yüzülür kanını süzmesi için bir ağaca asılır. Yer ocağına toprak güveç yerleştirilir. Tereyağı ile arpacık soğan salça havuç patates kavrulur. Tavşan etleri kemikleri ile parçalanır eklenir. Kapağı kapatılan güveç 1-2 saat pişirilir. Sulu yemek şeklinde tüketilir.

Kuzukulağı sarması:

1 kg kuzukulağı

İç harcı için:

1 orta boy soğan

Yarım su bardağı yarma

Yarım su bardağı pirinç

3 yemek kaşığı salça

Hazırlanışı:

Efelekler kaynamış suya batırılıp çıkartılır. Damarları bıçak yardımı ile temizlenir soğuk buzlu suya alınır. İç harcı için soğan sarımsak salça kavurulur üzerine yarma pirinç ve baharatları eklenir 1 su bardağı sıcak suyu verilir çekince altı kapatılır. Efelekler mıska (muska) şeklinde sarılır tencereye dizilir. Salçalı sıvıyağ sosu üstünden sökülür 45 dk orta ateşte pişirilir . Servis edilirken sarımsaklı koyun yoğurdu üzerine eklenir.

Kuru baklagil yemekleri:

Kurutulmuş taze fasulye kavutlaması (kavurması)

Kurutulmuş ipe dizilmiş taze fasulyeler suda haşlanır. Soğan salça kavrulur fasulyeler üzerine eklenir yumurta kırılıp kavrulur baharatları eklendikten sonra servise hazır edilir.

Kurulmuş biber kavutlaması: kurutulan biberler suda börtletilir(haşlanır). Tereyağı ile kavrulur üzerine sarımsaklı yoğurt gezdirilir.

Tatlılar:

Gazelhan helvası: Un helvasının siyah üzüm pekmezi ile pişirilmesidir.

Haside: Nişasta ile su muhallebisi hazırlanır kaplara dökülür Baklava şeklinde dilimlenir üzerine kızdırılmış tuzsuz sarıyağ(tereyağı) gezdirilir.

Höşmerim: Kaymak un tereyağı süt kavrularak yarı pişirilmiş bir hamur hazırlanır kek kalın dökülür üzeri kızarana dek pişirilir. Kurabiye gibi gevrek hamura sahip olan höşmerim hamuru pekmez ve şerbet üzerinde gezdirilmek sureti ile servis edilir.

Muska baklavası: Nişasta yumurta su tuz sirke ve şeker ile hamur yoğurulur. Bezeler açılırken nişasta unu kullanılır. Kırk kat ince ince açılan hamurlar arasına tuzsuz tereyağı sürülerek tepsiye dizilir.20.katına ceviz serpilir. Diğer her 4 kata 4 çorba kaşığı kadar inceltilmiş ceviz serpilir. Fırında kızartılır soğutulunca şerbeti verilir.

Pelüze: Nişasta ile hazırlanan su muhallebisinin kare baklava dili şeklinde kesilip üzerine siyah üzüm pekmezi gezdirilerek tüketilmesidir.

Süt ve Süt Ürünleri:

Bulama:1,5 litre koyun yoğurdunun 1 kaşık mayalanmış yoğurtla ocak üzerinde koyulmasının (kımlanmasının) sonucunda elde edilir. Şeker tuz reçel gibi seçenekler ile tüketilir.

Kel Katık (peynir): Koyun sütünün çekilmesi yani süt makinesinde yağı kaymağı (zıvığının) ayrıştırılmasından kalan süte peynir mayasının katılıp kese ile süzdürüldükten sonra fıçılara ağırlıklar ile bastırılmasından elde edilir. Günümüzde lor peyniri olarak satışı bulunmaktadır.

Sarı yağ (tereyağı): Süt makinasından çekilen sütün yağının yıkama suyu berraklaşıncaya dek yıkanmasından elde edilir genellikle koyun sütünden yapılır.

Sütlaç: Genel olarak bilinen şekerli ve pirinç ile yapılan sütlacın aksine, bulgurlu ve tuzlu oluşu Sivrihisar sütlacını diğer yörelerden ayıran en büyük özelliği olarak karşımıza çıkmaktadır. Kaynayan sütün içerisine bulgur, yarma katlara tuz ile kanatılmasından elde edilir. Tepsiye dökülür tabaka halinde kaymak oluştuğu zaman tüketilir.

Tuluk peyniri: Koyun veya keçi sütüne peynir mayasının katılıp suyu süzdürüldükten sonra keçi tuluğuna basılarak saklanmasından elde edilen peynir çeşididir. Tuluk keçi derisinin özenle yüzülmemesinden(sıyırmak) elde edilmektedir.

Yoğurt kesiği (kurulmuş yoğurt parçaları): Koyun yoğurdunun bol tuz ile silindir haline getirilip kesilen parçaların tarhana usulüyle güneşte kurutulmasından elde edilir. Kışın sağmal koyunların olmayışı Yoğurt çorbalarında kullanmak için yoğurt salama yöntemlerinin başında gelmektedir.

Zıvık (kaymak): Sağılan sıcak taze sütün süt çekme makinasından ayrıştırılan yağlı kısımdır. Süt kaynatılmakta zıvık elde edilir. Kahvaltılarda tüketilen zıvık gözleme yapımında iç harcı olarak da kullanılır.

Ekmek Çeşitleri ve Ekmek İle Yapılan Yemekler:

Akıtma: Bulgar kültüründe kaygana olarak bilinen esasında krep olan hamur işi un yumurta ve sütün çırpılmasından elde edilen akışkan kıvamlı hamurun ince katmanlar halinde pişirilmesi ile elde edilir (Kahraman veGüneş,2017).

Bazlama: Mayalı hamurdan elde edilen yuvarlak şekilde pişirilen ekmek çeşididir (Güler, 2010). İç harcı patatesli, yumurtalı, katıklı olarak pişirildiğinde mayalı gözleme ismiyle anılır. İç Anadolu

bölgesinin buğday havzası olması sebebiyle beyaz undan yapılan ekmelerin başlıcasına örnek gösterilir tüketimi Anadolu'da yaygındır.

Çörek: çörek ekmeği mayalı hamurun kare veya yuvarlak tepsiler aracılığı ile yuvarlak kerpiç fırınında saman korunda pişirilmesi ile elde edilir. Dışı açık kahverengi olan ekmeklerin üzerine pişirilmeden önce çörek otu serpiştirilir. Mayalı hamur oluşundan kaynaklı küflenmeye meyilli bir ekmek çeşidi olarak bilinir. Un tepesinin üzerine ılık mayalı suyun dökülmesi ve yoğurulması ile elde edilir.

Gözleme: Mayalı hamurdan ve yufka hamurundan elde edilen iki çeşidi bulunur. Mayalı hamur gözlemeleri kısa kalın yarım ay şeklinde pişirilir toprak ayaklı saç ocaklarında odun ateşinde pişirilir. Yufka hamurundan yapılan gözleme soğan, kabukları soyulmuş domates kurutulmuş kırmızı biber iç harcı hazırlanıp yufka büyüklüğünde açılan gözlemeye suyu süzdürülerek dağıtılır. Yarım ay şeklinde kapatılan gözleme tandır üzerine yerleştirilmiş büyük saçlarda 1 kez çevrilerek pişirilir. Daha fazla atarma (çevirme) işlemi yapılması gözlemenin dağılmasına ve tandır çukuruna düşerek yanmasına sebebiyet verecektir.

Kabarcık: yufka hamurundan hazırlanan bezelerin küçük daireler şeklinde açılıp kızdırılmış (ısıtılmış) sacın üzerinde pişirilmesi ile elde edilir. Kabarcıklar oluşunca sıvı yağ ile yağlanır ocaktan alınır içerisine katık eklenerek tüketilir.

Kabartma: Mayalı pişi ekmeği olarak da bilinir. Yöresel seslenişi kabarcıktır. Mayalı hamurun küçük parçalar halinde derin yağda kızartılması ile pişirilir. Amerikan mutfak kültüründe donut olarak tüketilmektedir. Donut'u pişi ekmeğinden farklı kılan en büyük özelliği çikolata tatlandırıcı bal gibi şekerli gıdalar ile tüketiliyor olmasıdır (Yarış ve Özkaya, 2015).

Kömbe: Mısır ekmeğinin yöresel seslenişi kömbe olarak bilinmektedir. Kömbe mısır unun yoğurt yumurta kabartma tozu ile yoğurulup kerpiç ekmek fırınlarında pişirilmesidir. Mısır unun kullanımı her ne kadar Karadeniz yöresine ait bir özellik olsa da iç Anadolu bölgesinde sevilerek tüketilen bir ekmek türüdür. Osmaniye bölgesinde Şeker yoğurt çörek otun karışımının mayalı ekmekle pişirilmesi geleneği devam etmektedir (Yemek,2021). Osmaniye'de kömbe pekmez ile tüketilen bir ekmek çeşidi olarak bilinmektedir.

Ovmaç: Kalan ekmeklerin değerlendirilmesi felsefesi ile ortaya çıkmış bir yemektir. Yufkaların tere yağında küçük parçalar halinde kavrulup üzerine peynir ceviz atılarak tüketilmesine ovmaç denmektedir.

Tirit: Kalan ekmeklerin değerlendirilmesi için küçük parçalar halinde kesilen ekmeklerin üzerine et suyu gezdirilmesi ile elde edilir. Et parçaları ekmek katmanın üzerine koyulur en üst katmanına yoğurt gezdirilerek tüketilir. Yufka: Afyon yöresinde şepit (Mutlu ve Sandıkçı, 2022) ismiyle anılan yufka temel olarak un tuz ve su ile hazırlanan hamurların yufka şeklinde açılıp tandır sacının üzerinde pişirilmesi ile elde edilir. Kışlık ve yazlık olmak üzere bir çuval undan tek seferde yapılmaktadır. Kuru şeklinde uzun süreler rutubetsiz ortamda saklanması mümkündür. Tüketileceği zaman sofra bezinde sulanarak yumuşaması sağlanır. Yöresel otların dürüm yapılarak tüketilmesi yaygındır.

Sebze ve Meyveler:

Acur: Salatalık familyasından olan acur sarı ve oluklu bir yapıya sahiptir. Salatalığın aksine daha tok bir tadı vardır.

Alıç: Sarı küçük elmacıklara verilen isimdir. Pamuk iplerine dizilerek pazarda satılır. İçerisinden adet siyah küçük çekirdek çıkar. Dağlık bölgelerde yetiştiği ve meyvelerin üzerinde güneş yanığından kaynaklı lekeler oluştuğundan dolayı alıç ismini almıştır.

Güvem: Yaban mersinine benzeyen bir meyvedir. Dağlık bölgelerde ekimi yapılmadan yetişir. Yaban mersinin aksine kekremsi bir tadı vardır. Yöre halkı tarafından sağlığa faydalı olduğuna inanılarak tüketilir.

Şakla: Kavunun olgunlaşmamış ham haline verilen isim şakladır. Turşusu kurulan şaklalar yuvarlak yeşil üstüne siyah beneklere sahiptir.

Yenidünya: Teknik adı Malta eriği olan sarı meyve halk arasında yenidünya olarak tüketilir.

Hoşaflar Turşular ve Sirkeler:

Patlıcan turşusu: Yöreye özgü Goçaş patlıcanı Eskişehir'de sevilerek tüketilir. Kırçıllı pembe türü bebek halindeyken toplanır sirke sarımsak ve su ile bidonlara kurulur. Kış aylarında tüketilir.

Karışık turşu: acur, kelem (lahana turşusu): Yörede üretilen üzüm elma sirkeleri ile kurulan turşular acur, lahana, biber şakla içermektedir. Eğer turşu üzüm sirkesi ile kurulmuşsa kırmızı, elma sirkesi ile kurulmuşsa sarı rengi alır.

Kırmızı et biberi turşusu: Kısa Urfa biberi olarak bilinen acı et biberleri önce sirkeli sarımsaklı suda haşlanır. Şişelere yerleştirildikten sonra üzerlerine haşlama suyu zeytinyağı eklenir kara kazanlarda odun ateşinde kapakları sıkılaştırılır. Kış aylarında açılarak tüketilir.

Üzüm sirkesi-Elma sirkesi: Yöre halkı geleneksel yöntemlerle sirke üretimi yapmaktadır. Toplanan üzümler sapları ile ezilir 30-40 arası gölgede tülbent ile 2-3 günde karıştırılarak keskinleşmesi beklenir. Tuz eklenerek fermantasyon sürecini tamamlar. İçerisinde yörede uzun yıllardır bulunan sirke anası katılır. Turşular ve yemeklerin yanında tüketilir.

Erik turşusu: Yörede çok sayıda yetişen papaz eriği (kırmızı erik) olgunlaşmadan tuz su ve sirke ile yaz aylarında turşusu kurulur. Kışın yemeklerin yanında tüketilir.

Vişne hoşafı: Yörede çokça yetişen vişneler dondurularak veya konserve halinde kaynatılarak saklanır. Kavanoz büyük bir sürahide su ve şeker eklenir karıştırılır sonrasında soğuk olarak tüketilir.

Yöreye Özgü Yenilebilir Ot ve Baharatlar:

Toklu başı: 7-8 yapraklı Gövdesi ve çok dallı yenilebilir bir ot çeşididir. 6 ila 11 cm uzunluğundadır. Soğanlı kavurması yapılarak tüketilir.

Tekecen: 1cmlik ince uzun kılıç tarzı yapraklardan oluşan yenilebilir ot türüdür.

Kazıyağı: Su akarlarında yetişen ot maydanoza benzer bir yapıdadır. Pişirilmeden çiğ halde tazesi tüketilir.

Haşhaş: Erişmiş haşhaşın aksine ilk filizleri toplanan haşhaş çiğ veya yufka ekmeği ile tüketilir. Haşhaş otu tarlalardan toplanmaktadır. Uyku yapma özelliği ile bilinir.

Kuzukulağı: Ekşi tadı baskın olan kuzukulağı iri yapraklı bir bitkidir. Yaprakları pancar yaprağını andırır. Çiğ olarak tüketilebilen kuzukulağı sarması yapılarak tüketilir.

Ayıkulağı: Hayvan yemi olarak öz içinden (ormanlık ekilir biçilir arazi bölgesi) toplanan ayı kulakları geniş yapraklı yeşil bir bitkidir. Kuzukulağı bitkisinin 3-4 katı büyüklüğündedir.

Kenger: Dağdan toplanan dikenlerin köklerinden elde edilen beyaz kenger topları sakız olarak çiğnenerek değerlendirilir.

Efelek: Labada olarak bilinen otun yöresel seslenişi efelektir. Kuzu kulağına çok benzer yarmalı sarması yapılarak tüketilir.

ARAŞTIRMANIN SINIRLILIKLARI

Kaybolmaya yüz tutmuş yöresel lezzetlerin araştırılması kişilerin gençlik yıllarında çocukluk yıllarında ve günümüzde tüketimim ve üretiminin yaptıkları yemeklerin tariflerinin kaydedilmesiyle mümkün olabilmektedir. İlgili lezzetlerin çoğu yazılı kaynaklarda yeterince kayıt altına alınmamıştır. Tarif ve bilgilerin sözlü olarak aktarılması zamanla bilgilerin kaybolmasına sebebiyet vermektedir. Yaşlı nüfusun bilgi aktarımı yapması gerektiğinden kişilerin hayatını kaybetmesi ile bilgi aktarımı imkansızlaşacaktır. Kültürel değişim ve modernleşme ile modern yaşam tarzının benimsenmesi geleneksel kültüre ait yemeklerin tüketilmesini azaltarak unutulmasına yol açmaktadır. Genç nesiller tarif ve lezzetleri öğrenmekte isteksiz olmaktadırlar. Yeterli fon ve destek eksikliği ise kaynak bulma ve yerel lezzetlerin araştırılmasının önündeki engellerden biri olarak karşımıza çıkmaktadır. Bunun yanında Coğrafi erişim zorlukları uzak bölgelerdeki yöresel lezzetlerin araştırılmasında diğer bir engel olarak karşımıza çıkmaktadır. Gıda ve malzeme temini ile geleneksel bazı lezzetlerin malzemeleri artık bulunamaya bilir veya nadir bulunur hale gelmiştir. Dil ve anlatım farklılıkları yöresel lezzetlerin adlandırılması tarifleri ve yapılış yöntemleri bölgeden bölgeye farklılık göstermektedir. İlgili farklılığın

gastronomi envanterleri aracılığı ile ortaya konması da ilgili araştırmaların sınırlılıkları arasında yer almaktadır. Sınırlılıkların üstesinden gelmek geniş kapsamlı saha çalışması, yerel halkla iş birliği, finansal destek sağlama ve modern teknolojilerden faydalanarak mümkün olabilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Yapılan araştırmalar sonucunda köy yaşamında pişirilen ve günümüzde unutulmaya yüz tutmuş yöresel lezzetlerin varlığına rastlanmıştır. Araştırmanın en önemli bulgularından biri unutulmaya yüz tutmuş lezzetlerin varlığıdır. Yöresel lezzetlerin tanımında geçen yöresel ürünlerin nesilden nesle aktarılan gastronomik kimlik olduğu tanısı günümüzde önemini yitirmektedir. Gelişen çevresel ve ekonomik şartlar yemekleri saklama yöntemlerinin ve tüketim şekillerin değişmesine sebebiyet vermiştir (Kızılaslan ve Nalinci, 2013). Bu lezzetlerin Türkiye'nin her bölgesi için yapılacak anket çalışmalarıyla kaybolmadan ortaya çıkartılması gerekmektedir. Gastronomi turizmi açısından bakıldığında yöresel ürünlerin pazarlamaya katkısı büyük olacağından çorbaların ana yemeklerin ekmeklerin tatlıların Türk patent endüstrisi tarafından korunmaya alınması gerekmektedir (Şen ve Ekinci, 2020). Ekonomik kaygılarla düzenlenmiş menülerin yöresel lezzetleri yansıtması mümkün olmadığı gibi çekicilik unsuru haline gelmeleri mümkün görünmemektedir. Yöresel lezzetlerin tescillenmesi satış pazarlama ve tanıtım faaliyetlerinin kolay ve zahmetsiz yürütülmesi için önem arz etmektedir (Hazarhun ve Tepeci, 2018). Tescil yöresel lezzetin tarihi değerini korurken diğer milletler tarafından çalınarak pazarlanmasının önüne geçilmesindeki en büyük önlem çeşidi olarak bilinmektedir. Restoranların yöresel reçetelere menülerinde az yer verilmesinin temel sebebi restoran sahiplerinin yöresel yemeklere hâkim olmayışı sonucuna ulaşan (Özkanlı ve Yavuz, 2019) Aynı zamanda yöresel yemeklerin hazırlanması ve sunumunda gerekli olan ve her mevsim yetişmeyen hammaddeye zamanında ulaşılamadığını da belirtmiştir. Tedarik sıkıntısı yörenin ekonomik faaliyetlerinin çok olmayışı ve yöresel ürünleri pazarlama yanlısı olmayan restoran sahiplerinin varlığından kaynaklanmaktadır. Yöreye ait ürünlerin Sivrihisar gastronomi festivalinde tanıtılması ve satışa sunulması lezzetlerin bilinirliğini artıracağı gibi ekonomik faaliyetlere katılacağından dolayı kıymetli birer tarihi unsur haline gelecekleri düşünülmektedir. Son olarak araştırma yöresel ürünlerin ortaya çıkartılması ve kaybolmaya yüz tutmuş yöresel ürünlerin reçetelerinin belirlenmesi konularını ele almaktadır. Ulaşılabilen en yaşlı katılımcı 93 yaşındadır.

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FUNCTIONAL BRAIN IMAGING APPROACHES IN NEUROGASTRONOMY

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INTRODUCTION

Flavor, which emerges as a result of the integration of the senses in the brain, has shown its effect on the development process of humanity since the fire was taken under control and the act of cooking began. The start of cooking and consuming food has facilitated digestion and increased the energy and flavor. This situation has enabled the human brain to continue its development. In fact, the flavor of food and beverages is at the center of the complex and large brain structure (Small, 2012; Shepherd, 2015).

Today, interdisciplinary research in the life sciences, which focuses on improving human health, is helping to analyze the connection between the brain and nutrition more deeply. Eating is not only a source of energy for survival, but also a social and biological process that has different effects on the brain and nervous system and is associated with memory, learning, cognition and mood. The sensory qualities of foods, such as their taste, smell, texture and color, not only determine the pleasure derived from them, but also have an impact on issues related to healthy eating habits. Neurogastronomy, an interdisciplinary approach that develops research on human life by examining the relationship between taste and the brain, gains importance at this point.

Neurogastronomy, which is the intersection of neuroscience and gastronomy, aims to investigate the effects of food on the brain, to elucidate the neurobiology of taste and the relationships between eating habits and the brain's reward network. For these purposes, functional neuroimaging techniques are used to explore the sensory and neural connections behind taste and eating behaviors.

This study, which deals with functional brain imaging approaches in neurogastronomy, focuses on the neurobiological basis of taste perception and eating behaviors and presents examples of some experiments conducted with neuroimaging techniques. Considering that the studies on the subject in the literature are limited in terms of subject and scope, it is thought that this study will contribute to the literature.

LITERATURE

Neurogastronomy and Brain Imaging / Neuroimaging

Taste is a perception called multisensory integration that occurs in the brain and includes taste perceived during the tasting experience and oral-somatosensory and retronasal olfactory signals (Small, 2012;

Spence, 2012; Spence, 2013). This perception is based on the senses of taste, smell, sight, touch and hearing, as well as experiences such as sensations of warmth and coldness (Delwiche, 2004). Flavor perception plays a role in shaping food preferences and

consequently eating behaviors (Galindo et al., 2012; Kourouniotis et al., 2016). For example, disorders in the senses of taste and smell, which constitute an important part of taste perception, are especially seen in cancer and neurological diseases such as Alzheimer's, Parkinson's, epilepsy and traumatic brain injury, and negatively affect the perceived taste. This alters hedonic feelings from the feeding experience, leading to health problems such as malnutrition, eating behavior disorders, anorexia and depression (Malaty and Malaty, 2013; Wapner, 2016; Olofsson and Freiher, 2019; Ellender and Coveney, 2021; Ruiz-Ceamanos et al., 2022).

Neurogastronomy is an interdisciplinary approach that combines the fields of neuroscience and gastronomy to investigate how taste perception is formed in the brain and the behavioral and physiological consequences of this perception in individuals (Shepherd, 2006; Herz, 2016; ISN, 2024). This approach was conceptualized by Yale University School of Medicine Professor Gordon M. Shepherd and published in Nature in 2006. In the article by Shepherd (2006), neurogastronomy is defined as the synthesis of biochemical processes in the preparation of food, the molecular biology of olfactory receptors, and olfactory images and brain flavor system information. Neurogastronomy focuses on medical problems such as taste and olfactory disorders, metabolic diseases, diabetes and obesity, especially in cancer and neurological diseases, as well as the study of the relationship between food addiction and drug addiction and the reward mechanism of the brain (Shepherd, 2015; Herz, 2016; Erçetin & Güneş, 2022).

Functional neuroimaging techniques are used to examine the underlying neurobiological basis of taste perception and eating behaviors that occur as a result of sensory integration in the brain (Small, 2012; Spence and Piqueras-Fiszman, 2014:12-13; Francis and Eldeghaidy, 2015; Makaronidis and Batterham, 2018; Olofsson and Freiherr, 2019; Berčík et al., 2021). The techniques commonly used for this purpose are EEG (Electroencephalography), MEG (Magnetoencephalography), fMRI (Functional Magnetic Resonance Imaging) and PET (Positron Emission Tomography) functional brain imaging techniques. On the other hand, with the developments in the field of neuroimaging, the use of techniques such as fNIRS (Functional Near Infrared Spectroscopy) is becoming widespread. In experiments using neuroimaging techniques, the subject is placed in a brain scanner and it is tried to determine which parts of the brain will be activated by substances given through a tube placed in the mouth. In this direction, the interactions between the brain and nutrition are examined and the underlying causes of taste and smell disorders and eating behavior disorders can be understood by revealing the neurobiological basis of taste perception (Faurion et al., 2005; Jáuregui-Lobera, 2011; Spence and Piqueras-Fiszman, 2014:12-13; Olofsson and Freiherr, 2019; Kure Liu et al., 2019).

METHOD

In this study, which aims to examine functional brain imaging approaches in neurogastronomy with a holistic approach, document analysis method, one of the qualitative research methods, was used. PubMed, BioMed Central, Springer Link, Hindawi, Science Direct, Science Open, Google Academic, Web of Science, Scopus databases were scanned in order to access various sources in the study, which utilized secondary data through literature review. As a result of the search, experiments conducted to examine the brain parts involved in taste perception and eating behaviors with widely used functional brain imaging approaches were discussed in the context of neurogastronomy.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

Widespread Impact of the Research: A deeper understanding of the neurobiological underpinnings of taste perception and eating behaviors through neuroimaging techniques may lead to the promotion of healthy eating habits, the treatment of individuals with taste and smell loss to improve their quality of life, the development of more effective strategies to combat global problems such as obesity, and the discovery of new tasty and healthy product formulations for the food industry.

Limitations of the Study: This study utilized secondary data and did not include practice. In some neuroimaging experiments on taste perception and eating behaviors, only biological factors were taken into account, while other social, cultural and environmental factors were ignored and therefore not included in this study. However, the study focused on the sense of taste among the senses that make up the perception of taste. Another limitation of the study is that the experiments were conducted on small samples. Therefore, larger scale studies are needed.

ORIGINAL VALUE OF THE RESEARCH

This study, which focuses on functional brain imaging approaches in neurogastronomy, presents experiments conducted with neuroimaging techniques on taste perception and eating behaviors. In this respect, the study differs from other articles in the field of neurogastronomy. On the other hand, it is predicted that this aspect of the study may shed light on the development of new strategies for the acquisition of healthy eating habits. For this reason, it is aimed that the study will make a valuable contribution to the literature by presenting an important innovation and thus close an important gap in the literature.

NÖROGASTRONOMİNİN BİREYLERİN BESLENME ALIŞKANLIKLARI ÜZERİNDEKİ ETKİSİ

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ÖZET

Nörogastronomi, bir gıdayı neden yediğimizi anlamamıza yardımcı olan karmaşık beyin süreçlerini açıklamaya çalışan gastronomi ve nörobilimin bir araya gelerek oluşturduğu yeni bir bilim alanıdır. Nörogastronomi kavramı insanoğlunun en temel ihtiyacı olan beslenme olgusunun beyin ve beş duyu organı tarafından nasıl algılandığını, tat ve lezzet kavramlarının bu süreçte nasıl etkilendiğini açıklamaya çalışmaktadır. Beyin, koku ve lezzet arasındaki bağlantının açıklanabilmesi ile beynimizin tükettiklerini nasıl algıladığını anlamlandırabilmekteyiz. Yenilen gıdalardan alınacak hazzı arttırmak amacıyla duyuların ön plana çıkarıldığı yeni düzenlemelerin yapılması nörogastronomik çalışmaların gastronomi alanında yer almasına neden olmuştur. Bu çalışmalarla bireylerin yeme tercih ve alışkanlıkları değişimler göstermektedir. Bireyler aynı yemek ve içeceği tüketmiş olmalarına rağmen farklı lezzetler algılayabilmektedir. Bu duruma neden olan duyusal faktörler dışında sosyal, fiziksel, psikolojik etmenlerde yer almaktadır. İnsan beyninin lezzeti algılama süreçlerini anlamaya yardımcı olan nörogastronomi aynı zamanda bireylerin besin seçimlerinde ve beslenme rutinlerini oluşturmalarında rol oynamaktadır. Nörogastronomi kavramı bireylerin lezzet ve tatlara karşı duyuların ve beyinin rolünü açıklamaya çalışırken, besin tercih ve tüketim aşamasında bireylerin etkilendiği durumları ve beslenme rutin ve alışkanlıklarının bu durumdan nasıl etkilendiği açıklanmaya çalışılmaktadır.

Anahtar Kelimeler: Beslenme Alışkanlıkları, Beslenme Tercihleri, Duyular, Nörogastronomi

COMPARISON OF USING SALMO SALAR VERSUS ONCORHYNCHUS MYKISS IN RESTAURANT KITCHENS

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INTRODUCTION

In our research, we sought to answer whether a locally sourced product could be used to reduce the cost burden of using Norwegian salmon (Salmo salar) in main dishes, which is among the most commonly served proteins to guests in Turkey's food and beverage industry. We conducted three different studies while examining Norwegian salmon. The first study focused on analyzing the nutritional values of the fish. The second study involved calculating the cost of recipes used in restaurants, and the third employed sensory analysis methods. The findings from these studies were compared with Turkish salmon (Oncorhynchus mykiss) farmed in Turkey.

To ensure accurate analyses, three different studies were also conducted on Turkish salmon. These included a nutritional analysis, a recipe cost analysis used in restaurants, and a sensory analysis. The results of these three analyses indicated that Turkish salmon could be a viable alternative in restaurants in terms of flavor, cost, and nutritional values. Sensory analysis revealed that panelists showed a preference for Turkish salmon.

LITERATURE

The two fish species involved in this research are Salmo salar and Oncorhynchus mykiss. Taxonomically, the classification hierarchy is as follows: Kingdom – Phylum – Subphylum – Class – Order – Family – Genus – Species. The fish species in question belong to the same Kingdom: Animalia, Phylum: Chordata, Subphylum: Vertebrata, Class: Actinopterygii, Order: Salmoniformes, and Family: Salmonidae. However, they differ in their Genus and Species, with one being Genus: Salmo – Species: S. salar and the other Genus: Oncorhynchus – Species: O. mykiss. This indicates that the fish are anatomically very similar, and therefore, it is reasonable to expect similar outcomes when processed.

Salmon, or Salmo salar, which does not naturally occur in our country's waters, is one of the high-nutritional-value fish species found in the cold sea coasts of the Pacific and Atlantic regions. Salmon spawn in freshwater bodies like rivers and streams and then migrate to the sea to grow and develop.

General Information About Salmo salar

Salmo salar, commonly known as Atlantic salmon, is native to Europe. It has a streamlined body, a small head relative to its body, and a slightly forked caudal fin. Young individuals have 9-10 blue-gray bands along their sides. The maximum length can reach up to 150 cm, and the weight can be up to 50 kg.

Atlantic salmon are found in a wide area ranging from the northern coasts of Portugal to the Baltic and Arctic Oceans, and the northern Atlantic coasts of North America. They enter the rivers of Northern Europe to spawn and lay their eggs near the source of the rivers.

METHODOLOGY

In this study, rainbow trout (Oncorhynchus mykiss) (Turkish salmon) produced in the Central Black Sea Region (Geographical coordinates: 41°25′32, 016″N, 35°50′33, 835″E) and obtained in April 2018, was compared with Norwegian salmon (Salmo salar) that was frozen and imported from Norway in the same period (April 2018). Six Turkish salmons with an average weight of 2165±50 g and five Norwegian salmons with an average weight of 3410±120 g were purchased from a hypermarket in Samsun, located in the Black Sea region, and transported to Sinop University’s Fisheries Processing Laboratory for

necessary preparations. The prepared samples were subjected to weighing, measuring, and cleaning processes and were then sent to a commercial analysis laboratory under cold chain conditions for chemical composition and fatty acid analyses.

This research was conducted using various methods to compare the use of salmon and rainbow trout in restaurant kitchens in terms of cost, taste, and nutritional values.

Cost Analysis:

- Prices of fresh salmon and rainbow trout were collected from local and international markets.
- The purchase, storage, and processing costs of the fish were compared.
- Cost data were verified through interviews with restaurant supply chain experts and representatives from the fisheries sector.

Taste Tests:

- Dishes were prepared using standard recipes by professional chefs for both fish species.
- Prepared dishes were evaluated by a consumer panel for taste, texture, and overall preference.
- Consumer feedback was gathered through surveys and focus group studies.

Nutritional Value Analysis:

- Salmon and rainbow trout samples were analyzed in a laboratory setting.
- The protein, fat, omega-3 fatty acids, vitamin, and mineral contents were compared.
- Nutritional value data were supported by existing literature and consultations with nutrition experts.

These comprehensive methods allowed for a detailed comparison of the feasibility of using Turkish salmon versus Norwegian salmon in restaurant kitchens.

1. The Widespread Impact and Limitations of the Research

Widespread Impact of the Research:

Cost Impact: Using rainbow trout in restaurants can offer economic advantages by potentially reducing costs. Promoting local production can make the supply chain more sustainable.

Nutritional Diversity: The nutritional values of rainbow trout being comparable to salmon can bring more variety to restaurant menus. Offering different flavor alternatives can diversify customers' dietary habits.

Contribution to the Local Economy: Supporting local fisheries and aquaculture can strengthen the local economy. The more widespread use of rainbow trout can positively impact regional development.

Environmental Sustainability: Adopting local and sustainable fishing methods can help reduce environmental impacts. Reducing dependence on imported salmon can contribute to lowering the carbon footprint.

Customer Satisfaction and Loyalty: Offering more economical and nutritious options can increase customer satisfaction. The mild flavor and high nutritional value of rainbow trout can appeal to health-conscious customers. Variety and innovation in menus can help restaurants enhance customer loyalty.

Limitations of the Research:

Taste Preferences: Customers' habits and taste preferences for salmon might make it challenging to accept rainbow trout. Taste tests conducted with a limited number of participants may not fully reflect general consumer trends.

Regional Differences: There may be differences between regions where rainbow trout can be locally farmed and those where imported salmon is sourced. Research findings may be limited to specific geographic areas and may be difficult to generalize.

Nutritional Value Differences: Although the nutritional values of rainbow trout are comparable to salmon, there may be differences in certain nutrients, such as omega-3 fatty
acids. Nutritional value analyses conducted with a limited sample may not represent a broader population.

Market Demand: Consumer demand and market trends can affect the widespread adoption of rainbow trout in restaurant menus. The high popularity of salmon might make it challenging for rainbow trout to find a place in the market.

Considering these limitations, the research findings should be evaluated carefully. More comprehensive future studies can enhance the knowledge base on this topic, leading to more robust results.

THE UNIQUE VALUE OF THE RESEARCH

This research provides a unique perspective on comparing fish species used in restaurant kitchens regarding cost, taste, and nutritional value. Specifically, the comparison between salmon and rainbow trout offers significant contributions to restaurant management and menu planning. The unique value of the research is highlighted through several key points:

Focus on Local Production: The ability to locally farm rainbow trout helps reduce costs and make the supply chain more sustainable. This supports the local economy while reducing the environmental footprint of restaurants.

Enhancing Customer Satisfaction: Taste tests and consumer feedback indicate that rainbow trout can be accepted as an alternative to salmon. This allows restaurants to diversify their menus and cater to a broader customer base.

Preserving Nutritional Values: The comparable nutritional values of rainbow trout and salmon enable restaurants to offer nutritious and healthy options. This is a significant advantage for establishments that prioritize nutritional values in their menu planning.

Economic Sustainability: Cost analyses reveal that rainbow trout is a more economical option compared to salmon. This enables restaurants to optimize costs and offer services at more competitive prices.

Scientific and Practical Contributions: The findings of this research provide both theoretical and practical insights into restaurant management and food service administration. Such research, particularly conducted at Istanbul Kent University, contributes valuable knowledge to academic literature and offers practical recommendations for industry professionals.

Culinary Diversity and Innovation: Incorporating rainbow trout into restaurant menus enhances culinary diversity, offering customers new taste experiences. This creates opportunities for restaurants to differentiate themselves and increase customer satisfaction.

This research not only highlights the economic and nutritional advantages but also presents significant findings regarding environmental sustainability and the promotion of local production. By aiding restaurants in making more informed and sustainable decisions in menu planning, this study advances the existing body of knowledge in the sector.

KÜLTÜREL MİRASIN AKTARILMASINDA YÖRESEL MUTFAKLARIN ROLÜ

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GİRİŞ

Yöresel mutfak, belirli bir coğrafi bölgeye ilişkin gelenekler, teknikler ve bölgeye özgü ürünleri içeren yeme içme pratikleri olarak tanımlanmaktadır (Frisvoll, Forbord ve Blekesaune, 2016). Kültürel yemek mirasının ise yöreye özgü somut ve somut olmayan unsurlar taşımanın yanı sıra nesiller boyu aktarılma ve devam ettirilme özelliklerine sahip olduğu ifade edilmektedir (Omar, Karim ve Omar, 2015). Somut unsurlar; gıda hammaddeleri, yemek tarifleri, hazırlık, pişirme ve sunum ekipmanları, kullanılan teknikler, somut olmayan unsurlar ise sofra adabı, ritüeller, yeme alışkanlıkları, yeme davranışları, inanç temelli yemek pratikleri biçiminde sıralanabilmektedir (Zocchi vd., 2021). Yöresel mutfak kültürünün tanımlanması ve rapor haline getirilmesi kültürel miras unsuru olarak tanınmasının başlangıç noktası olarak kabul edilmektedir (Fontefrancesco, Zocchi ve Pieroni, 2022). Bununla birlikte bu yemeklere özgü bilgi ve değerlerin de nesil değiştikçe kaybolması ise kültürel mirasın da yok olmasına neden olmaktadır. Yemeklere ait somut ve somut olmayan unsurların kültürel miras olarak tanınması veya bilinebilmesi için bu unsurların değişmeden veya unutulmadan önce koruma altına alınması gerekmektedir (Cheung, 2013). Bu bağlamda araştırmada Edirne'nin yöresel mutfak kültürünün kayıt altına alınması ve bu mutfak kültürünün nesilden nesile aktarım süreçlerinin belirlenmesi hedeflenmektedir.

LİTERATÜR

Toplum kimliğini oluşturan, kendine özgü ve diğer toplumlardan ayırt edici olan, benzersiz bileşenlerin tümü kültürel mirası oluşturmaktadır. Somut unsurlar ile birlikte toplumların davranışlarının, geleneklerinin, anlayışlarının evrimi ve sürekli gelişimini temsil eden somut olmayan unsurları ifade etmektedir (Lenzerini, 2011). Kültürel kimliği yansıtan unsurlar bir nesil tarafından gelenek olarak tanımlanırken sonraki nesiller tarafından modern bağlamda kültürel miras olarak tanımlanmaktadır (Bortolotto, 2007). Kişilerin kimliği, kültürel benzersizliği ve gelecek nesillere aktarılması ya da sürekliliği ile kültürel miras arasında doğrudan ve güçlü bir ilişki bulunmaktadır (Lenzerini, 2011). Kültürel miras, toplumun sosyal, kültürel, ekonomik, politik niteliklerini ve bu niteliklerin zaman içerisinde değişimini gözlemleme imkânı sağlamaktadır. Bununla birlikte kültürel miras kapsamında belgelenen unsurlar toplumların yaşam biçimleri, ritüelleri, teknik bilgileri ve estetik anlayışları gibi hususların anlaşılması için önemli kaynaklardan biri olarak kabul edilmektedir (Öksüz Kuşçuoğlu ve Taş, 2017).

Mutfak kültürünü oluşturan yiyecek ve içecekler, tüketim biçimleri, sofra kuralları, kullanılan araç ve gereçler gibi unsurlar, bir bölge için önemli kültürel miras ögeleri olarak da kabul edilmektedir (Şengül ve Türkay, 2022: 6). Bir bölgede yetiştirilen ve kullanılan gıda ürünleri, hazırlanan yiyecek ve içecekler, sunum ve tüketim biçimleri doğrultusunda mutfak kültürü bölgeye özgüdür (Alonso ve Krajsic, 2013). Bununla birlikte yöresel mutfak kültürünün oluşumunu; gıda ürünlerinin temin imkânları, bölgedeki insanların etnik kökenleri, inançları ve uygulanan pişirme teknikleri gibi etkenler belirlemektedir (Gürsoy, 2004: 12). Farklı bir ifade ile topluma dair tarihi olaylar, inançlar, ideolojiler toplumun yiyecek içecek üretim teknolojisi ve tüketim biçimleri ile yansıtılmaktadır. Mutfak kültürlerinin benzersizliği, ortaya çıktığı ve yaşatıldığı yerel coğrafya özellikleri ile yerel halkın değerlerini taşımasından kaynaklanmaktadır (Hillel, Belhassen ve Shani, 2013). Bir nesilden bir sonrakine aktarılan, etnik kimliği ve kültürü içeren geleneksel yemeklere dair tüm süreçleri (Ramli ve Zahari, 2014) ifade eden kültürel mutfak mirası, beslenme olan temel işlevinin yanı sıra insanları bir araya getirme işlevi sayesinde sosyal bir amaca da hizmet etmektedir (Alonso ve Krajsic, 2013). Buna rağmen doğada bulunan ürünler, insanlar tarafından işlenerek yemeye uygun hale getirildikten sonra toplum içi sosyal dinamikleri ve hiyerarşiyi yansıtan biçimlerde de tüketilmektedir (Csergo, 2018). Ek olarak çağdaş toplumlarda beslenme alışkanlıklarının bireyselleşmesi yemekler aracılığıyla birlik ve beraberlik hissini oluşturan toplumsal niteliğin hızla yok olmasına yol açmaktadır. Bu durum geleneksel yeme içme ritüellerini ve sahip olunan toplumsal değerleri daha da anlamlı hale getirmektedir (Thomé-Ortiz, 2018). Toplumların kültürel kimliklerini yemek ile ilişkili ritüeller ve gelenekler aracılığıyla ifade ettikleri düşünüldüğünde mutfak kültürünün toplumlar için bir diğer işlevi de aidiyettir. Özellikle göç eden ailelerin sahip oldukları ve değerli gördükleri gelenekleri göç ettikleri bölgeye götürmesi bu duruma örnek olarak gösterilebilir. Yer değişiminin zorunlu olduğu durumlarda yemek pişirme, paylaşma ve tüketme davranışlarının aitlik hissi yaratması ve eve olan özlemi dindirmesi yaygın görülen bir durumdur (Carr, Sørensen ve Viejo Rose, 2018). Göç ettikleri yeri ve anıları hatırlama ile birlikte aidiyet hissiyatını oluşturmayı sağlayan yeme içme gelenekleri göçmenlerin yaşamlarının ayrılmaz bir parçasıdır. Yaşam tarzı haline gelen bu gelenekler bazı durumlarda geçim kaynağı haline de gelebilmektedir. Bu durumda göçmenler, sahip oldukları geleneksel üretim bilgilerini devam ettirerek kültür elçisine dönüşmektedir (Santilli, 2015).

Bölgeye özgü benzersiz mutfak kültür mirasının tanımlanması; gelecek nesillere aktarılması, korunması ve kültürel açıdan sürdürülebilmesi için avantaj sağlamaktadır (Ramli vd., 2015). Bunun yanı sıra mutfak kültürüne ilişkin mirasın tanınması ve benimsenmesi pazarlama açısından rekabet üstünlüğüne imkân vermektedir. Gastronomi turizmi hareketliliği oluşturabilmenin yanı sıra yemek kültür mirasının bilinmesi unutulmaz deneyimlerin yaşanmasına ve sunulmasına olanak sağlamaktadır (Mac Con Iomaire, 2018). Birçok destinasyonun tanıtımında kültürel mutfak mirasının ön plana çıkartılması daha fazla turistin bu destinasyonu ziyaret etmesi için bir pazarlama stratejisi olarak kullanılmaktadır (Aykan, 2016). Bir bölgeyi tanıyabilmek için o bölgeye ait yeme içme pratikleri önemli birer ipucudur (Şengül ve Türkay, 2022: 6). Dolayısıyla turistlerin ziyaret ettikleri destinasyonu tanımak amacıyla mutfak kültürünü deneyimleme eğiliminde oldukları söylenebilir. Yöresel mutfak kültürünün miras olarak tanınması ve aktarılması ile birlikte tüketicilerin gözünde yöresel ürünlerin farklılaştırılması ve değerinin arttırılması mümkün olmaktadır. Başka bir ifade ile kültürel mutfak mirası farkındalığının yaratılması yöresel ürünlerin tanıtımı için stratejik bir yol olarak değerlendirilmesi ile birlikte bu durum yöresel ürünlerin üretiminin nitelik ve nicelik açısından gelişmesine katkı sağlar (Fontefrancesco, Zocchi ve Pieroni, 2022). Geçmiş geleneklerin aktarılması ile oluşan miras, geçmişe bağlı olması nedeniyle kısıtlı bir kaynaktır. Bu nedenle mirasın mal ve hizmete dönüştürüldüğü ürünler özgün ve eşsiz olmaları ile birlikte kısıtlılıkları sebebiyle destinasyonlar için ek bir değer üretmektedir (Pfeilstetter, 2015).

Sosyal ve ekonomik kalkınma için kültürel mutfak mirası bir fırsat olarak görülmektedir (Fontefrancesco, Zocchi ve Pieroni, 2022). Kültürel mutfak mirasının arşivlenmesi ve aktarılması toplumlar için birçok faydayı beraberinde getirmektedir. Bir diğer yandan toplumun sahip olduğu kültürel miras unsurlarını koruması ancak bu mirasın toplum tarafından bilinmesi ve özüne uygun olarak yaşatılması ile mümkündür. Fakat mutfak kültürünü de kapsayan kültürel miras, çevre ve zaman ile etkileşimi sonucunda toplumlar tarafından sürekli yeniden yaratılmaktadır (Lenzerini, 2011). Dolayısıyla kültürel mutfak mirasının korunması konusunda bir paradoks ortaya çıkmaktadır. Yemek kültürüne ilişkin bilgiler miras kapsamında korumaya alınmadan önce yaşamına devam edebilmek için zamanın ve çevrenin şartlarına uyum sağlayabilmek için yaşanan değişim ve dönüşüm sonucunda ticarileştirilmektedir. Diğer bir ifadeyle mutfak kültürünün ticarileştirilmesi; mutfak kültüründe yer alan

tariflerin, tekniklerin, yemeklerin tüketimine ilişkin bilgi ve değerlerin değişmesine yol açmaktadır. Bunun sonucunda kültürel miras unsuru olan mutfak kültürünün aslına uygun bir biçimde tanınması için geç kalınmaktadır (Cheung, 2013). Buna karşın kültürel mirasın bir unsuru olan mutfak kültürünün tanınması ve korunmasına ilişkin farkındalık artmaktadır. Konu ile ilgili bilimsel ve sanatsal çalışmaların teşvik edilmesinin yanı sıra kültürel mirasın korunması; kültürel mirasa yönelik farkındalık yaratacak eğitimler, kültürel miras yönetimi, kültürel miras envanterlerin tespiti, kayıt altına alınmasıyla ilişkili projeler ile sağlanmaktadır (Medina, 2009). Mutfak kültürüne ilişkin geleneklerin korunması ve sürdürülmesi bu gelenekle ilişkili diğer geleneklerin de korunması ve sürdürülmesini sağlamaktadır. Örneğin yılbaşında geleneksel olarak yapılan bir pasta tarifinin nesilden nesile aktarılması sayesinde tarifte kullanılan ve yöresel bir ürün olan damla sakızının üretimi ve tüketimi sürdürülebilmektedir (Partarakis vd., 2021). Mutfak kültürünün kültürel miras kapsamında korunması ve sürdürülmesini amaçlayan politikalarda kültürel mirası yaratan ve yaşatan insanların da süreçlere dâhil edilmesi önem arz etmektedir (Santilli, 2015). Bu doğrultuda kültürel mirasın bütüncül ve kapsayıcı bir biçimde ele alınması gerekmektedir. Başka bir ifade mirasın kayıt altına alınmasından öte mirasın oluştuğu alanın ve mirası oluşturanların korunması için politikaların gerekliliği ön plana çıkmaktadır (Littler, 2014). Kültürel miras unsurlarının korunmadığı durumda ise topluma ilişkin karakteristik özelliklerden uzak, benzersizliğini ve ayırt ediciliğini kaybetmiş yapay bir kültürel miras oluşumu ortaya çıkmaktadır. Bu durum toplumun sahip olduğu değerlerin de kaybolmasına neden olmaktadır (Lenzerini, 2011). Dolayısıyla şehirlerin mutfak kültürlerinin kültürel miras kapsamında değerlendirilmesi, kayıt altına alınması ve kültürel mutfak mirasının gelecek nesillere aktarılması önemlidir.

Türk mutfak kültürü, tarih boyunca farklı kültürler ile etkileşim halinde olunması sayesinde zengin bir yapıdadır. Türkiye'nin yedi bölgesinde yer alan her bir şehir kendine özgü bir mutfak kültürüne sahiptir (Kardeş Çolakoğlu ve Sarıışık, 2023). Köklü Türk mutfak kültürünün içerisinde Edirne, şehrin tarihi birikimi sayesinde öne çıkmaktadır. Tarihte ilk kez Trak medeniyetinin hüküm sürdüğü Edirne toprakları Roma ve Bizans Devletleri'nden sonra 1361 yılında Osmanlı Devleti tarafından fethedilmiştir. Bu tarihten 1453'te gerçekleşen İstanbul'un fethine dek yaklaşık bir asır başkent olarak kalmıştır. İstanbul'un başkent olmasına karşın kültür, bilim ve sanat merkezi olarak varlığını ve gelişimini sürdürmüştür (Edirne Kültür Portalı, 2024). Tarih boyunca coğrafyada hüküm süren toplumlar mutfak kültürünün oluşumunda etkili olmuş, uzun yıllar başkent olması sayesinde şehrin gelişimi mutfak kültürünün de gelişmesini ve zenginleşmesini sağlamıştır (Er ve Bardakçıoğlu, 2016). Bu doğrultuda Rum, Yahudi, Türk ve Osmanlı mutfağından izler taşıyan Edirne mutfak kültürünün içerisinde çorbalar, hamur işleri, etli yemekler, sebze yemekleri, tatlılar, reçeller, içecekler ve şerbetler olmak üzere farklı türlerde birçok yöresel yemek ve içecek bulunmaktadır. Tarhana çorbası, düğün çorbası, paça çorbası gibi çorba çeşitleri; tava ciğer, büryan, tavuklu keşkek, ciğer sarma gibi et yemekleri; kuskus, kesme, tatar böreği, yufka pilavı, kaçamak, akıtma, mamalika gibi hamur işleri; kapuska, pirinçli pırasa, ıspanak kapama, mamzana gibi sebze yemekleri; pelte, peynir helvası, zerde, badem ezmesi, ballı yumurta gibi tatlılar; patlıcan reçeli, kızılcık reçeli, patlıcan reçeli gibi reçeller; hardaliye, üzüm şırası, langure, kızılcık şurubu, nar şerbeti gibi içecekler; sütlü turşu, ahlat turşusu, sirkeli turşu gibi turşu çeşitleri sayılabilmektedir (Gizerler, 2004). Yiyecek ve içecekler dışında yiyecek ve içeceklerin üretiminde ve sunumunda kullanılan araç gereçlerin çeşitliliği de mutfak kültürünün zenginliğine işaret etmektedir (Kızıldemir, 2020). Edirne ilinin ziyaret edilmesinde mutfak kültürünün önemli bir çekicilik unsuru olduğu, mutfak kültürü içerisinde yer alan tava ciğerinin, Kavala kurabiyesinin ve badem ezmesinin ziyaretçilerin satın alma ve tekrar ziyaret etme gibi tüketici davranışlarında olumlu etkilemektedir (Ergan, Kızılırmak ve Ergan, 2020). Verimli topraklar sayesinde gelişmiş tarım ve hayvancılık faaliyetleri doğrultusunda zengin ve çok yönlü bir mutfak kültürüne sahip olmasına rağmen Edirne'de sınırlı sayıda ürün bilinirlik açısından ön plana çıkmaktadır (Kızıldemir, 2020). Edirne'nin coğrafi işaretli ürünleri arasında yalnızca Edirne tava ciğeri (2010), Keşan satır eti (2012), Deva-i Misk helvası (2021), Edirne badem ezmesi (2021) ve Edirne ciğer sarma (2022) olmak üzere 5 mahreç, Edirne beyaz peyniri (2007), İpsala pirinci (2016), Keşan Siğilli bamyası (2021), Meriç kara kavunu (2021), Meriç yer fıstığı (2022) ve Keşan Mahmutköy kuru fasulyesi (2024) olmak üzere 6 menşe işaretli ürünün yer alması bu durumu kanıtlar niteliktedir (Türk Patent ve Marka Kurumu, 2024). Bu açıdan Edirne'nin yöresel mutfak kültürünün, kültürel mirasın aktarılması kapsamında incelenmesinin mutfak kültürü içerisinde yer alan unsurların belirlenmesi ve kayıt altına alınması sayesinde toplum içerisinde bu mirasın yeniden

inşa edilmesi, şehre çekicilik unsuru kazandırması yönleri ile faydalı olacağı düşünülmektedir.

YÖNTEM

Araştırmanın amacı, kültürel miras kapsamında Edirne'nin yöresel mutfak kültürünün kayıt altına alınması ve bu mutfak kültürünün kültürel miras kapsamında nesilden nesile aktarım süreçlerinin belirlenmesidir. Araştırmanın keşfedici niteliğinin yanı sıra derinlemesine bilgi edinilmesini gerektirmesi doğrultusunda nitel araştırma yöntemi benimsenmiştir. Araştırmanın deseni ise *"bir bireyin ya da grubun kültürünü (değerler, inançlar ve uygulamalar) ve bu kültürün davranışları nasıl etkilediğini betimleme ve açıklama"* (Yıldırım ve Şimşek, 2021: 72) biçiminde tanımlanan kültür analizidir. Araştırma verilerinin yarı yapılandırılmış sorular aracılığıyla mülakat yöntemi ile toplanması planlanmaktadır.

Araştırma evrenini yöresel mutfak kültürünün paydaşları olan yerel halk, yiyecek içecek hizmeti sunan işletmeciler ve yerel yönetim oluşturmaktadır. Araştırma, amacı ve yöntemi doğrultusunda belirli kişilerden bilgi edinmeyi gerektirmektedir. Bu sebeple araştırma örnekleminin belirlenmesinde amaçlı örnekleme tekniklerinden ölçüt örnekleme ve maksimum çeşitlilik tekniği tercih edilmiştir. Kriter örnekleme olarak da bahsedilen ölçüt örnekleme, önceden belirlenmiş ölçütleri karşılayan kişi veya durumlardan veri toplanması olarak tanımlanmaktadır (Baltacı, 2018). Maksimum çeşitlilik ise *"çeşitli bağlamlarda farklı paydaşların deneyimlerini elde etmenin hedeflenmesi"* (Yağar ve Dökme, 2018) özelliği ile tanımlanmaktadır. Bu doğrultuda araştırmada üç farklı paydaş olan yerel halktan, işletmecilerden ve yerel yönetimden veri toplanması hedeflenmektedir. Edirne yöresel mutfak kültürüne yönelik evde hazırlanan yemek ve içeceklere ilişkin bilgilere ve bu bilgilerin nesilden nesile aktarımına ilişkin verilerin yerel halktan elde edilmesi hedeflenmiştir. Ev dışında hazırlanan ve sunulan yöresel yemek ve içeceklere ilişkin bilgiler ile bu bilgilerin aktarımına ilişkin verilerin yöresel yemek sunan işletmecilerden elde edilecektir. Son olarak Edirne'nin yöresel mutfak kültürüne ait bilgiler ile birlikte bu bilgilerin nesilden nesile aktarımı amacıyla yerel, ulusal ve uluslararası çapta yapılmış olan faaliyetler ve konuya ilişkin izlenen politikalara dair verilerin ise yerel yönetimden elde edilmesi planlanmaktadır. Ölçüt örnekleme bağlamında ölçütler; yerel halk için en az iki nesildir Edirne'de ikamet ediyor olmak ve 30 yaş üzerinde olmak, işletmeciler için Edirne yöresel mutfağına ait ürünler sunmak ve en az iki nesildir faaliyet gösteriyor olmak, yerel yönetim için ise kültürel mirasın korunmasına ilişkin faaliyetlerde çalışmış veya çalışıyor olmaktır. Bu doğrultuda üç farklı örneklem grubuna yönelik üç görüşme formu oluşturulmuştur.

Görüşme formu üç kısımdan oluşmaktadır. Giriş kısmında araştırmanın amacı ve hedefi ile kişisel verilerin korunmasına ilişkin bilgilere yer verilmiştir. Görüşme formunun ikinci kısmında demografik bilgilere ilişkin sorular, üçüncü kısmında ise araştırma konusuna yönelik sorular yer almaktadır. Araştırma konusuna yönelik sorular kültürel miras ve yöresel mutfaklar konusunda Özler (2022), Elçi (2023) ve Zağralı Çakır (2023) tarafından yapılan çalışmalarda yer alan görüşme sorularından yararlanılarak oluşturulmuştur. Görüşme soruları uzman görüşüne tabi tutulmuş, beş farklı uzmandan gelen görüşler doğrultusunda görüşme soruları revize edilmiştir.

Mülakatların 20 Temmuz 2024 – 15 Ağustos 2024 tarihleri arasında yüz yüze veya çevrimiçi biçimde yapılması, mülakatlar esnasında ses kaydı alınması planlanmaktadır. Elde edilen veriler MAXQDA programı kullanılarak temalar ve alt temalar doğrultusunda kodlanarak betimsel içerik analizine tabi tutulacaktır. Nitel araştırmalarda geçerlik ve güvenirlikten inandırıcılık, aktarılabilirlik ve tutarlılık kavramları ile bahsedilmektedir (Yıldırım ve Şimşek, 2021: 289). Araştırma kapsamında mülakat yöntemi ile derinlemesine veri toplanması ve yarı yapılandırılmış görüşme sorularının uzman görüşüne tabi tutulmasının iç geçerlik olarak da ifade edilen inandırıcılığı sağlayacağı düşünülmektedir. Örneklemin amaçlı örnekleme yöntemi ile belirlenmesi ise dış geçerliğin nitel araştırmalarda kullanılan karşılığı aktarılabilirliği sağlamaktadır. Araştırmanın güvenirliğinin ise "aynı zaman diliminde birden fazla araştırmacının bir olgu ya da olayı aynı biçimde ölçmesi" (Yıldırım ve Şimşek, 2021: 285) biçiminde tanımlanan gözleme bağlı güvenirlik ile sağlanması hedeflenmektedir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Yöresel mutfak kültürüne ilişkin somut ve somut olmayan unsurların kültürel miras olarak tanınması, aktarılması ve korunması; destinasyonun tanıtımı ve pazarlamasında avantaj sağlamanın yanı sıra kültürel kimlik ve aidiyet oluşumu açısından da bölgeye yarar sağlamaktadır (Bessière, 2013). Bu doğrultuda araştırma ile birlikte kültürel miras kapsamında Edirne'nin yöresel mutfak kültürünün incelenmesinin bölgenin tanıtımı, kalkınması ve kültürün sürdürülmesi konularında fayda sağlayacağı düşünülmektedir. Edirne mutfak kültürüne ait geleneksel yemek ve içeceklerin, kullanılan tekniklerin, yemek etrafında gelişen geleneklerin unutulmadan önce kayıt altına alınması ile kültürün sürdürülmesi açısından katkıda bulunulacaktır. Bununla birlikte mutfak kültürünün aktarım süreçlerinin belirlenmesi, süreçlerin güçlü ve zayıf yönlerinin tespit edilmesini ve önerilerin oluşturulmasını sağlayacaktır. Araştırmanın Edirne ilinde yürütülecek olması araştırmanın sınırlılıkları arasında yer almaktadır. Bir diğer sınırlılık, araştırmanın konusunun kültürel mutfak mirası çerçevesinde belirlenmiş olmasıdır. Bununla birlikte araştırma verilerinin kültürel mutfak mirasını üreten ve sürdüren kişilerden toplanacak olması araştırmanın sınırlılıklarından bir tanesidir. Araştırmanın varsayımı yapılan görüşmelerde katılımcıların sorulara doğru ve içten yanıtlar verecek olmasıdır. Bunun yanı sıra Edirne mutfak kültürüne ilişkin bilgi sahibi olmaları bir diğer varsayımdır. Ek olarak görüşme sorularının konuya ilişkin bilgi ve düşünceleri ölçebildiği varsayılmaktadır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Kültürel miras ve yöresel mutfaklara ilişkin ulusal alan yazın incelendiğinde araştırmaların ürün, gastronomi müzesi ve yöre olmak üzere üç farklı sınıfa ayrıldığı görülmektedir. Ürün kapsamında yapılan çalışmalarda Buldan balına ilişkin kültürel mirasın aktarımı (Bayram, 2018), Kırklareli hardaliyesine ilişkin geleneksel üretim yöntemleri (Bayındır ve Öençel, 2019), Ebem köftesinin kültürel miras kapsamında pazarlanması (Ören ve Ören, 2019), tören keşkeğinin kültürel miras kapsamında değerlendirilmesi (Teyin, 2020), Mesir macununun fonksiyonel işlevleri (Sarıca ve Özbay, 2023), Erzurum lavaş (Acem) ekmeğinin kültürel miras kapsamında turistik ürün olarak kullanımı (Çetinkaya ve Yıldız, 2018), Niğde Şeyh Ömerli Köyü pilav-ayran şenliğinin kültürel miras kapsamında değerlendirilmesi (Cihangir ve Akmeşe, 2023) konularının ele alındığı görülmektedir. Bir yöreyi örneklem alan çalışmalarda ise Eskişehir (Kaşlı vd., 2015), Muğla (Şimşek ve Yıldız, 2017), Sakarya (Erbil ve Yılmaz, 2018), Edirne'nin Uzunköprü ilçesi (Fereli ve Alyakut, 2018), Çanakkale (Saatçi Savsa, 2023), Şanlıurfa (Umur ve Şener, 2023), Kapadokya (Yönet Eren, 2023) ve Van'ın Gevaş ilçesi (Deniz, 2023) yörelerine ait mutfak kültürü kültürel miras kapsamında ele alınmıştır. Bu doğrultuda Edirne mutfak kültürünün Uzunköprü ilçesinde yapılan araştırma haricinde kültürel miras kapsamında ele alınmadığı görülmektedir. Bunun yanı sıra alan yazın incelemesinde Edirne'nin mutfak kültürüne ilişkin yalnızca bir çalışmanın yer aldığı, Kızıldemir (2020) tarafından yapılan ilgili çalışmanın doküman analizi yöntemi ile yapıldığı ve kültürün miras yönüyle ele alınmadığı görülmektedir. Kültürel miras kapsamında ise Edirne'yi örneklem alan bir çalışmanın Er ve Bardakçıoğlu (2016) tarafından yapılmış fakat bu çalışma yöresel mutfak konusunda sınırlandırılmamıştır. Bu doğrultuda araştırmanın alan yazına da katkı sağlayacağı düşünülmektedir.

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DOĞU KARADENİZ BÖLGESİNDEKİ EKO-ÇİFTLİKLERİNİN TATUTA PROJESİ DENEYİMLERİNE YÖNELİK BİR İNCELEME

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GİRİŞ

Kırsal turizm faaliyetleri kapsamında yürütülen TaTuTa Projeleri gönüllü, bilgi ve tecrübenin takası esasına dayanmaktadır. Alternatif turizm faaliyetlerine farklı bir bakış açısı getiren bu proje ile sisteme dahil olan girişimci ve eko çiftlik işletmecileri bu yolla ziyaretçilerine yeni kültürleri tanıma, doğa ile bütünleşme ve deneyim odaklı turizm faaliyetinde bulunma fırsatı sağlamaktadır.
Uluslararası bir çiftlik ağı olan WWOOF/ Dünya Çapında Organik Çiftliklerde Fırsatlar Hareketinin Türkiye temsilciliğini yürütmek üzere kurulan TaTuTa Sistemi hem tarım hem de turizm faaliyetlerinin sürdürülebilirliğine katkı vermesi açısından dikkat çekicidir. Türkiye'nin tüm bölgelerinde örneklerine rastlanabilen TaTuTa kapsamındaki çiftlikler, özellikle Ege ve Karadeniz Bölgesi'nde yoğunlaşmaktadır. İşleyiş ve faaliyetler bakımından her bir çiftliğin sahip olduğu özellikleri bulundukları coğrafi bölgelerin dinamikleri şekillendirmektedir.
Araştırma kapsamında Doğu Karadeniz Bölgesi'nde TaTuTa sistemine dahil olmuş eko çiftliklerin proje ile ilgili deneyimledikleri konular ele alınmaktadır. Bölgede faaliyet gösteren TaTuTa çiftlikleri arasından faaliyetlerinde sadece tarımsal değil turizm ile ilgili etkinlikleri de barındıran çiftliklere odaklanılmıştır. Bu doğrultuda yalnızca Rize'de bulunan Ekodanitap Çiftliği'nin araştırma amacına uygun olduğu belirlenmiştir.

LİTERATÜR

TaTuTa çiftlikleri üzerine yapılan akademik çalışmalar incelendiğinde projeye ilişkin deneyimleri araştıran Selvi ve Demirer (2012)'in "Ekolojik Tatil Çiftliklerinin TATUTA Projesi Deneyimine İlişkin Örnek Olay İncelemesi" adlı çalışmalarında TaTuTa Projesinin anlamı, amacı, önemi ve işleyişi aracılığıyla amacına ne oranda ulaşıldığı sorgulanmıştır.
Ahmadova ve Akova (2016), organik ekoturizm çiftliklerini ele aldıkları çalışmalarında, TaTuTa projesi kapsamında Türkiye'den farklı organik ekoturizm çiftlikleri araştırılmış ve turizm işletmeciliği boyutuyla ele alınan bu çiftliklerin pazarlama stratejileri, müşteri profilleri, sunulan ürün özellikleri, yönetim ve organizasyon biçimleri, pazarlama stratejileri, insan kaynakları yönetimi gibi uygulamaları araştırılmıştır.
Tatuta çiftliklerine sosyal girişimcilik bakış açısıyla yaklaşan Çiftçi ve Zincir (2019), turizm alanında faaliyet gösteren bir sosyal girişim örneği üzerinden TaTuTa projesi girişimcilerinin iş ve yaşam tatmin düzeylerini araştırmıştır. Bunların yanı sıra literatürde: ekolojik yaşam modeli açısından (Şahbudak ve Şimşek, 2022); tatuta çiftliklerin gastronomik açıdan incelenmesi (Erkmen & Akhmetov, 2019); TaTuTa deneyimlerinin (Odaci, 2022), TaTuTa çiftlikleri çevrimiçi yorumlarının (Özdemir vd., 2019) değerlendirilmesi şeklinde çalışmalar yer almaktadır.

YÖNTEM

Bu araştırmanın temel amacı Doğu Karadeniz bölgesinde yer alan eko çiftliklerin Tatuta projesi deneyimlerinin belirlenmesidir. Bu amaçlar doğrultusunda ziyaretçi profilleri, yürütülen faaliyetler, motivasyonlar, projenin avantaj ve dezavantajları, kullanılan ağlar, girişimler, misafir iletişimi, sürdürülebilir uygulamalar, yerel ürünler, yerel mutfak, atık sistemi, paydaş işbirlikleri ve bölge turizm algısının belirlenmesi sağlanacaktır. Bu araştırmada nitel araştırma yöntemi kullanılmıştır. Veri toplanması için doküman analizi ve görüşme tekniği birlikte kullanılmıştır. Analiz edilecek dökümanlar web temelli "Tatuta" aramasında karşılaşılan sayfalar, dergiler, akademik çalışmalar olarak berlilenirken; görüşme yapılacak kişiler Tatuta projesinde turizm faaliyeti yürüten çiftlik yetkilileri olarak belirlenmiştir. Görüşmeler telefon yoluyla ve yüzyüze yaklaşık olarak 20-30 dk'lık sürelerle gerçekleştirilmiş ve yarı yapılandırılmış görüşme formu kullanılmıştır. Yarı yapılandırılmış görüşme formunda araştırma katılımcılarına araştırma soruları kapsamında 15 adet açık uçlu soru yer almaktadır.

Araştırma Soruları

1. Tatuta projesine dahil olurken öncelikli amacınız nedir? Temel motivasyonlarınız neler oldu?
2. Tatuta projesinin sizlere kazandırdığı kazanımlar nelerdir? Projeden beklentileriniz nelerdir?
3. Tatuta projesine dahil olmak dezavantaj getirdi mi? Varsa nelerdir?
4. Çiftliğinize gelen ziyaretçilerin profili nasıldır? (gönüllü ve ziyaretçi açısından)
5. Çiftliğinize gelen ziyaretçilerin temel motivasyonları nelerdir? Ortalama kalış süreleri nasıldır?
6. Misafirleriniz ve gönüllülerin sizi bulmak için sıklıkla kullandıkları ağlar nelerdir? Siz onlarla hangi ağlar üzerinden iletişim kuruyorsunuz?
7. Çiftliğinizde ziyaretçilere ne tür aktiviteler sunulmaktadır? (tarım ve turizm açısından) Daha çok ne tür talepler gelmektedir?
8. Bölge açısından değerlendirdiğinizde öncü olduğunuz girişimler var mıdır? (turizm, gastronomi, tarım v.b.) Varsa nelerdir?
9. Çalışanlarınızla, gönüllülerle ve misafirlerle iletişiminizi ve bağınızı nasıl tanımlarsınız?
10. Çiftliğinizde sürdürülebilirlik açısından uygulamalarınız var mı? varsa nelerdir?
11. Çiftliğinizde ne tür ürünler yetiştiriyorsunuz? Bu ürünleri nasıl değerlendiriyorsunuz?
12. Mutfağınızda yerel mutfağa yer veriyor musunuz? Menünüzü nasıl şekillendiriyorsunuz?
13. Çiftlik atık sisteminizi nasıl yönetiyorsunuz?
14. Ekoçiftlik bakış açısıyla paydaşlarınızı nasıl tanımlarsınız? Paydaşlarla işbirliği ve projeleriniz mevcut mu?
15. Bölge turizmine bakış açınız nelerdir?

ARAŞTIRMANIN YAYGIN ETKİ VE SINIRLILIKLARI

Araştırma kapsamında Tatuta çiftlikleri ile ilgili değerlendirme hem web üzerinden hem de görüşme tekniği ile gerçekleştirilecek olup doğrudan işletmeye yönelik bilgiler sorulabilecektir. Tatuta projesi sürdürülebilir turizm açısından önemli projelerden biri olup örnek işletme üzerinden turizm ağı içerisindeki konumu, tarım ve gastronomi açısından özgünlükleri tespit edilecektir. Bu yönüyle bir işletmenin gerek sürdürülebilir uygulamalar gerekse işletme yönetim anlayışı açısından başka işletmelere örnek olabilmesi, sürdürülebilir turizm içinde bir model oluşmasına kaynaklık edebilmesi açısından önemlidir. Araştırmanın sınırlılıkları arasında sadece Doğu Karadeniz çiftliklerinin incelenmesi gösterilebilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Tatuta çiftlikleri üzerine literatür incelendiğinde pek çok çalışmanın yer aldığı görülmektedir. Bu

araştırmanın özgün değeri daha önce Doğu Karadeniz Bölgesinden bir çiftliğin değerlendirmesinin yapılmamasıdır. Bu araştırma ile Doğu Karadeniz'de yer alan Tatuta çiftliklerinin bölgeye özgü sürdürülebilir politikalarının varlığı, diğer çiftliklerden bölgesel açıdan farklılaşmasına yönelik bulgular görülebilecektir. Bu yönüyle literatüre katkı sağlayacağı düşünülmektedir.

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THE EFFECT OF RESTAURANTS IN MICHELIN GUIDE ON THE PROMOTION OF IZMIR GASTRONOMY TOURISM

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INTRODUCTION

Nutrition is one of the most basic needs of human beings. This physiological need has been met by different methods and in different ways in every period of humanity. The discovery of different techniques, such as dishes made on fire, which started with the discovery of fire, and the construction of various tools and equipment over time have led to the development of gastronomy and the formation of many different food cultures in the world (Türkoğlu ve Akoğlan Kozak, 2015). Situations such as the opening of the first restaurants, the change in people's lifestyles, the increase in people's welfare levels over time, and the opportunities becoming easier have started to increase people's desire to experience new things and interest in both the gastronomy and tourism sectors (Durlu Özkaya, Aksoy ve Sezgi, 2021). The tourism sector has an important role in the development of a country. In order to develop gastronomy tourism, countries carry out some studies on tourism destinations and local cuisine cultures. The culinary culture of a country or region is an attractive factor for tourists. For this reason, destinations use their culinary cultures and gastronomic products as a power in the field of tourism (Bucak ve Aracı, 2013).

Gastronomy guides are guides that provide information through visual, audio, and printed sources in order to guide gastronomy tourism with their content. Gastronomy guides, which put food and beverage establishments in a state of constant competition, do not only announce their evaluations and ratings. These guides go to the establishments they have evaluated every year and make inspections. In these inspections, the establishments can be rewarded with a higher rating, but the rating and the awards given can also be withdrawn or downgraded (Bucak ve Yiğit, 2019).

The Michelin Guide started with Istanbul in 2022 and included Izmir and Bodrum in the guide in 2023, and Turkey's adventure of entering the Michelin Guide started in this way. Gastronomy tourism is considered to be of great importance in terms of increasing awareness of local and national cuisines. However, since Turkey is a newcomer to the Michelin Guide and has only been included in three places, its effects on gastronomy tourism in Turkey are not yet known. The aim of this study is to investigate how the Michelin Guide, which is one of the gastronomy guides guiding gastronomy tourism, affects the gastronomy tourism mobility of Izmir with the inclusion of Izmir in the guide after the inclusion of Turkey in the Michelin Guide. (Michelin Guide, 2023).

LITERATURE

The Michelin Guide is a restaurant guide that inspects the most qualified restaurants around the world with anonymous inspectors and awards them in a number of categories, such as the star system. (Uğuzluoğlu, 2021). It is thought that after a restaurant is awarded a Michelin Star, the number of

customers and the number of people who want to visit the restaurant increases significantly, so that consumers naturally begin to expect higher standards (Chiang ve Guo, 2021). The Michelin Guide does not only have a Michelin star rating system. There are also categories such as green Michelin, bib gourmand, recommended restaurant, hotels or accommodation, restaurant comfort and quality, and beverage categories (Michelin, 2023).

Turkey was included in the Michelin Guide for the first time in 2022, when Istanbul was included in the 2023 Michelin selection. In 2022, five restaurants in Istanbul were awarded Michelin stars. While Araka, Mikla, Neolokal, and Nicole were awarded 1 star, TURK Fatih Tutak was awarded 2 stars. The fact that restaurants in Turkey have this prestigious award provides a significant benefit to the country's image and gastronomy tourism (Yazıcı-Ayyıldız ve Kuday, 2023). Following this, Izmir and Bodrum were added to Istanbul, and two more destinations in Turkey were included in the Michelin Guide with the 2024 selection at a ceremony held in Istanbul on November 9, 2023. Izmir currently has 3 restaurants with 1 star, 6 on the Bib Gourmand list, and 6 on the Recommended list. No restaurant has yet received 2 or 3 stars (Michelin, 2023).

Gastronomy tourism is defined as an important phenomenon that encourages tourists to travel with the aim of tasting food or beverages that create motivation in tourists to be involved in the production stages and to visit the region or region where they are located, with the aim of experiencing the same experience again, even if it is known but not experienced (Harrington ve Ottenbacher, 2010). Turks living in and around Izmir, Greeks from Izmir, the Levantines, Sephardim, those who came from Western Thrace and its islands during the exchange period, Macedonians, Bosnians, Albanians, and Arabs of African origin have formed the diversity of the culture in Izmir. This makes İzmir an important destination in terms of gastronomy tourism (Karslı, Candemir, 2023; İzmir İl Kültür ve Turizm Müdürlüğü, 2023). In addition, the richness of geographically marked products and dishes, the presence of local restaurants reflecting this richness, local markets, gastronomy-themed festivals, festivals, tours, and museums also enable İzmir to develop and become an attraction factor in terms of gastronomy tourism (Erdoğan ve Özdemir, 2018).

Meneguel et al., 2019, "The role of a high-quality restaurant in promoting the creation and development of gastronomy tourism," found that the luxury restaurant contributes to the creation and development of gastronomy tourism products. In a study on the effects of Michelin-starred restaurants on Spanish tourism, it was observed that Michelin-starred restaurants are a strong attraction factor for foreign tourists, and restaurant quality is important in the gastronomy-tourism relationship (Castillo-Manzano et al., 2020). A similar study was conducted in France, and the role of luxury gastronomy in culinary tourism was investigated through 35 Michelin-starred restaurants in France. As a result of the research, it was found that there is a strong relationship between the luxury gastronomy sector and food tourism (Batat, 2021). When the literature on the subject is examined, it is seen that, thanks to the restaurants included in the Michelin guide, there is mobility and an increase in the gastronomy tourism of the region where the restaurant is located, and the Michelin guide has a positive effect in this field. However, the studies on the subject are limited, and it is thought that the study of the subject, including different destinations, will reveal the connection between gastronomy tourism and the Michelin Guide more clearly.

METHOD

The aim of this study is to analyze the Michelin-guided restaurants in Izmir and examine the effects of Michelin awards on Izmir gastronomy tourism. The population of this study consists of the chefs and managers of the restaurants in Izmir that have been included in the Michelin guide with star, bib gourmand, green star, and recommendation awards, as well as the authorized persons in the institutions and organizations related to the tourism sector in Izmir. For the validity of the study, snowball sampling and random sampling methods were used to reach the entire population. Data were obtained through the semi-structured interview technique, which is a qualitative research method. Face-to-face interviews were conducted by asking 14 semi-structured questions to the participants. During the interviews, voice recordings were taken with the permission of the participants, and voice recordings were used in the

analyses. The data were analyzed by the content analysis method. Of the 17 participants who were targeted to be interviewed, 13 could be interviewed, and 4 could not be interviewed because they did not want to participate in the study due to their intensity. This is one of the limitations of the study. All of the interviews were conducted in Izmir. In Urla, Çeşme, Balçova, and Konak districts of Izmir, the interviews were conducted in the restaurant with the chef or manager of the restaurant. Face-to-face interviews were conducted with the officials of the interviewed institutions by visiting the institutions. The data obtained as a result of the interviews was analyzed using the content analysis method. The participants were selected because they were located in Izmir and had knowledge about Michelin guide, Izmir culinary culture, and gastronomy tourism. In the analysis of the data, the names of the participants were not given, and each participant was given a code using the coding technique. The data were collected between February 2024 and March 2024 after the approval of the ethics committee obtained from the Dokuz Eylül University Social and Human Sciences Scientific Research and Publication Ethics Committee on January 29, 2024, within the scope of the research. All participants signed the voluntary participant consent form, and the interviews lasted between 20 and 30 minutes.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

The research can provide important information on the potential impacts of the Michelin Guide on Izmir cuisine, gastronomy tourism, and restaurants. This information can be useful for various stakeholders, including locals, tourists, investors, and public institutions. It can also guide future research in the field by contributing to the academic literature on gastronomy tourism. The research findings can help develop strategies to increase the gastronomy tourism potential of Izmir. These strategies can have a broad impact, covering areas such as marketing, infrastructure development, and education.
The limitations of the study include the fact that the study is only about the restaurants in Izmir that are included in the Michelin guide and that there are establishments that could not be interviewed. The study started three months after Izmir was included in the Michelin guide. This situation does not have enough time to evaluate the effects of the Michelin guide on gastronomy tourism in the long term. While the short-term effects of the study were more clearly revealed, the long-term effects remained unclear. In future studies, the same study can be repeated in different cities or destinations in order to better understand the effects of the Michelin guide on destination gastronomy tourism, or studies on the different effects of the Michelin star can contribute to the field by supporting the effects of the restaurant evaluation award, which has international importance, with more studies.

ORIGINAL VALUE OF THE RESEARCH

This study is the first research on this subject after Izmir was included in the Michelin Guide and the awards were distributed on November 9, 2023. In this way, it is thought to offer the opportunity to examine the impact of the Michelin guide on Izmir gastronomy tourism from a fresh and up-to-date perspective. The research is designed in accordance with the sound principles and ethical rules of qualitative research methodology and aims to assess the gastronomy tourism potential of Izmir and the extent to which the Michelin guide can mobilize this potential. In this context, the study does not focus solely on the success of Michelin-recognized establishments in Izmir but also considers other factors such as the city's overall gastronomy infrastructure and tourism policies. In this way, the study can help to develop Izmir's gastronomy tourism policies and help Michelin-listed establishments benefit more from the tourism potential of the city. In addition to helping us better understand the overall impact of the Michelin guide on gastronomy tourism, the research findings may also provide useful information for other destinations and restaurants that have not yet received an award, which can be used to increase their chances of winning a Michelin award.

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ISTANBUL CULINARY SCENE: FROM MODERN TO POST-MODERN

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INTRODUCTION

Istanbul has been under the influence of different cultures throughout history and this cultural richness has been reflected in its culinary culture. Modernization and post-modernization processes have led to significant changes in Istanbul's culinary culture. This research aims to examine the changes in Istanbul's culinary culture from the modern period to the post-modern period and the gastronomic heritage preserved today. Although the periods covered by modernism and post-modernism are highly controversial, the majority of the literature argues that the foundations of modernism date back to the 18th century and gave way to post-modernity towards the end of the 20th century. During this period, westernization, globalization and economic changes in Istanbul, the effort to meet the expectations brought by tourists and the changing population structure, and the social media market caused by ostentatious consumption have deeply affected the culinary culture. This study reveals the changes in Istanbul's culinary culture in these two periods and their effects today through the changing culinary scene. In addition, the effects of the consumer society in the post-modern period on Istanbul's food and beverage culture and the newly opened restaurants, especially those in the Michelin guide, are included in the discussion section. The research problem is to reveal the effects of modernization and post-modernization processes on Istanbul cuisine and the examples that still survive in the face of these effects. The aim of the research is to understand how Istanbul's culinary culture has evolved and which elements are preserved today. While emphasizing the importance of efforts to preserve Istanbul's gastronomic heritage, this study also aims to shed light on future preservation strategies.

LITERATURE

Examining how Istanbul's culinary culture has changed in modern and postmodern time periods and its gastronomic heritage preserved today requires a broad literature framework. For this reason, the research is limited to the modern and post-modern periods. In the modern period, westernization and modernization movements led to significant changes in Istanbul's culinary culture. In the post-modern period, factors such as globalization, the influence of consumer society and digitalization have been decisive in the evolution of culinary culture. This study emphasizes the importance of preserving gastronomic heritage by examining the changes in Istanbul's culinary culture in these two periods and the elements that are preserved today.

In the literature, there are many studies examining the culinary culture of Istanbul. Some of these are: Karaca (2023) examined the westernization transformation of 19th century Istanbul cuisine through cookbooks and archives. The dynamics of change and continuity in Istanbul's culinary culture in modern and post-modern periods are also analyzed from sociological and anthropological perspectives. Ünsal (2010) describes Istanbul's changing restaurant culture in a socio-dynamic context. The study emphasizes how migration to Istanbul, especially in the post-1980 period, has increased the diversity and

innovations in culinary culture.
This research aims to make a significant contribution to the literature by examining the changes and preserved elements of Istanbul's culinary culture within the framework of modern and postmodern periods. By analyzing the effects of modernization and post-modernization processes on gastronomy in depth, it will provide information that will shed light on future conservation strategies. In addition, restaurants that have closed and opened today will provide important examples to understand the effects of these processes on gastronomic culture. In this context, the research aims to contribute to the future preservation of Istanbul's rich culinary culture.

METHOD

This research aims to examine the changes in Istanbul's culinary culture in modern and post-modern periods and the gastronomic heritage preserved today. In this context, the literature on culinary culture in modern and post-modern periods was analyzed. Observations and examinations were made about historical restaurants and patisseries. Especially restaurants that have undergone significant changes in modern and postmodern periods and represent the gastronomic heritage preserved today are included in the study. In order to reach the necessary data, support was obtained from secondary data such as on-site observation, review research and literature. Observations were made on historical restaurants. Archive scans were conducted through documents, newspapers and magazines related to Istanbul's culinary culture. Literature reviews were conducted on articles, books and other publications on Istanbul's culinary past and current situation. Observations were made especially in areas with dense gastronomic heritage such as the historical areas. Archive searches and literature reviews were conducted in the libraries of universities and various research centers in Istanbul. These methods allowed for a comprehensive analysis of the changes and preserved elements of Istanbul's culinary culture. The research findings aim to provide strategic recommendations for preserving and future-proofing Istanbul's rich gastronomic heritage.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

This research will have a significant impact on both the academic world and the gastronomy sector by addressing the evolution of Istanbul's culinary culture in the modern and post-modern periods and the gastronomic heritage preserved today. By revealing the historical and cultural richness of Istanbul, the research will detail how the culinary culture has changed and preserved. In this context, it will contribute to the history of gastronomy and raise awareness about the preservation and transfer of cultural heritage to future generations. The widespread impact of the research is that it will serve as a reference for future studies on the sustainability and preservation of Istanbul's culinary culture. It will also contribute to tourists to experience this rich cultural heritage by providing information that will increase the attractiveness of Istanbul in terms of gastronomy tourism. Information on restaurants and patisseries is important in terms of documenting gastronomic history and will bring a new perspective to the studies on this subject. The limitations of the research are that information on the preservation of the historical fabric may be affected by the limited resources available. It can be difficult to fully capture the effects of socio-cultural changes because these changes are multi-layered and complex. These limitations may affect the generalizability of the findings. However, this study will still make important contributions to the historical and contemporary analysis of Istanbul's culinary culture.
The results of this research can be utilized in both academic and practical fields and can pave the way for strategic recommendations for the preservation of Istanbul's gastronomic heritage.

ORIGINAL VALUE OF THE RESEARCH

This research makes original and innovative contributions to the literature by examining in detail the evolution of Istanbul's culinary culture in the modern and post-modern periods and the gastronomic heritage preserved today. Scientifically, this study adds a comprehensive historical perspective to the research on Istanbul's culinary culture and analyzes in depth the effects of modernization and postmodernization processes on gastronomy. The distinctiveness of the research lies in the fact that it adopts a multidisciplinary approach by not only addressing Istanbul's culinary culture from a historical perspective, but also taking into account socio-cultural and economic variables. In this way, it brings a new perspective to the history of gastronomy and helps us understand the changes and continuities in Istanbul's culinary culture in a broader context. This research aims to fill important gaps in the preservation of gastronomic heritage. The importance of preserving traditional restaurants and recipes in Istanbul will be made more evident through this study. Furthermore, information on restaurants and patisseries that have closed down in modern times will shed light on our gastronomic history and guide future preservation strategies. The research also focuses on Istanbul's restaurant culture in the post-modern era, revealing the effects of consumer society on gastronomy and how new gastronomic trends are shaped. In this context, examples such as the restaurants included in the Michelin guide highlight the innovations in Istanbul's gastronomic scene and its integration into the global gastronomic scene.

GASTRONOMİ ŞEHRİ KRİTERLERİ AÇISINDAN DENİZLİ

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GİRİŞ

Bu çalışmada UNESCO Yaratıcı Şehirler Ağı Programı kapsamında gastronomi şehri kriterleri kapsamında Denizli ili değerlendirilecektir. Gastronomi şehirleri kriterleri ve gastronomi şehirler ağına yönelik paydaşların algılamalarına yönelik soru formu oluşturulmuştur.

LİTERATÜR

UNESCO Yaratıcı şehirler ağı ile ilgili çalışmalar incelendiğinde; bölgesel kalkınmada yaratıcı şehirlerin rolü (Nizic vd., 2019), yaratıcı şehir ağının sağladığı avantajlar ve yaratıcı şehirlerin deneyimler (Popescu ve Corbo, 2012), Barselona ve Glasgow şehirlerin başvuru sürecinin etkileri (Guimaraes vd., 2020), gastronomi şehir kriterlerinin tanımlanması (Xiaomin, 2017), gastronomi şehri olarak başarılı olan kentler ile birleşmiş milletler arasında birlikte marka oluşturma (Pearson ve Pearson, 2007), Gastronomi şehri olarak George Town şehri (Khoo ve Badarulzaman, 2014), Gastronomi şehri Macau'nun İnstagramın rolü (Yu ve Sun, 2019), gastronomi şehri olarak Florianopolis'in gastronomik miras süreci (Emmendoerfer vd., 2016), incelendiği çalışmalarla karşılaşılmıştır.
UNESCO Yaratıcı Şehirler Ağı tarafından gastronomi şehri olarak tanınmak için belirlenen kriterler aşağıdaki gibidir (UNESCO, 2014; Xiaomin, 2017; Pearson ve Pearson, 2017).
Şehrin merkezin ve/veya bölgenin karakteristik özelliklerini yansıtan gastronomi unsurları

- Yemek mekanları, yemek alanlarının sayısı, kişi başına düşen yiyecek satış yerleri
- Yemek mekanlarının erişilebilirliği, popüler yemek mekanlarının oranı, kentsel alanlardaki popüler yemek mekanlarına yürüme süresi ve mesafe
- Yemek tüketimi, yerel halk tarafından dışarıda yemek için yapılan kişi başına harcama, ortalama bir ayda dışarda yenen yemek sayısı
- Gıda ve catering endüstrisinin ölçeği, yiyecek ve içecek gelirleri ve yüzdesi, yiyecek ve içecek gelirlerinin katkı oranı, restoran çalışanları ve catering hizmetlerinin sayısı ve catering endüstrisindeki ölçeği ve oranı, zincir catering işletmelerinin sayısı ve oranı
- Gıda endüstrisinin ekonomik bağlantısı, Turizm, tarım, ticaret, kültürel ve yaratıcı endüstriler ve bilgi endüstrisi ile yemek endüstrisi bağlantısı, Dikey endüstri bağlantısı

Çok sayıda geleneksel restoran ve/veya şefi bünyesinde barındıran gastronomi topluluğunun bulunması

- Yerel mutfak kültürü, Ar-Ge enstitüsü sayısı, mutfak sanatları okulları, mesleki eğitim kurumları, gıda endüstrisi kuruluşları
- Gastronomi katılımcıları, Yemek hazırlayanlar ve operatörler, şefler ve lokantacılar, yayınlar, medya mekanları, yemek yazarları ve eleştirmenlerinin sayısı
- Gastronomik canlılık, Şeflerin, usta şeflerin, ödüllü şeflerin sayısı ve yüzdesi, Ünlü mutfak işletmelerinin sayısı, Geleneksel ve yöresel yemekler sunan restoran sayısı ve restoran sayılarının yüzdesi

Geleneksel yemeklerde kullanılan yöresel malzemeler

- Yerel kaynaklı malzemeler ve bölgeye özgü ürünler, Eşsiz yerel malzemeler, Yerel

yemek spesiyaliteleri, Yenilikçi yemek konseptleri ve tarifleri

- benzersiz pişirme malzemeleri, Yerel lezzetin özgün tadı, Yemek pişirmede kullanılan baharat malzemeleri çeşitleri

Endüstriyel / teknolojik gelişmelere karşısında etkilenmemiş yerel bilgi birikimi, geleneksel mutfak uygulamaları ve pişirme yöntemleri

- geleneksel pişirme becerilerinin korunması ve mirası, yerel türler ve geleneksel atıştırmalıkların sayısı, Eşsiz yerel yemek pişirme becerileri, Restoran standartları ve gıda işleme prosedürleri

Geleneksel gıda pazarları ve geleneksel gıda endüstrisi

- Yerel kaynaklı malzemeler, Kentsel çiftçi pazarlarının sayısı, Yemeklerde kullanılan yerel malzemelerin oranı, Geleneksel pişirme tekniklerine yerel olarak üretilen malzemelerin dahil edilmesi,
- Geleneksel yiyecek endüstrisi, El yapımı gıda ve endüstriyel gıda işletmeleri, Standart gıda işleme tekniklerine geleneksel yerel gıdaların dahil edilmesi, Gıda işleme endüstrisinin üretim değeri ve yapısı

Gastronomi festivallerine, ödüllere, yarışmalara ve diğer geniş kapsamlı tanınırlık faaliyetlerine ev sahipliği yapma geleneği

- Gıda faaliyetleri, Düzenlenen festival sayısı, Yemek pişirme yarışma etkinliklerinin sayısı, Mutfakla ilgili etkinlikler
- Gıda faaliyetlerinin etkisi, Derecelendirmeler ve medyada yer alma, Gıda ile ilgili faaliyetler

Çevreye saygılı ve sürdürülebilir yerel ürünlerin teşvik edilmesi ve tanıtımı

- Üretim atmosferi miras ve sanat katılımı ve etkisinin gastronomik miras yönleri, aşçılarının sayısı ve yapısı yerel catering işletmelerinde yerel atıştırmalık işletmeleri
- Tarımsal mülkiyet, Ekolojik fayda, Ana gıda hammadde sayısı, yerel malzemelerin gıda kalitesi ve güvenliği, Gıda istasyonlarının bağlantıları
- Devlet desteği, Yiyecek ve içeceklerin sürdürülebilir gelişimini destekleyen politika sistemi, Geleneksel mutfak ve iş faaliyetleri destek fonu

Toplum yararına çalışmak, eğitim kurulumlarında beslenmenin teşvik edilmesi, biyoçeşitliliği koruma programlarının aşçılık/gastronomi müfredatına dâhil edilmesi.

- Eğitim ve öğretim, Mutfak eğitimi veren kurumların sayısı, Mutfak yeteneklerinin sayısı ve yapısı (birincil, orta, ileri seviyeler), İlkokul ve ortaokul müfredatında yemek kültürü ve mutfak sanatı, Kurum ve araştırma kurumlarının geleneksel yemek pişirme veya pişirme sayısındaki Ar-Ge sonuçları, Yerel Geleneksel Mutfak ve Yemek Kültürü Kitapları
- Geleneksel mutfağın Tanıma derecesi, Festivaller veya törenlerin geleneğini hala koruyor ve sürdürüyor olması, halkın bilgisinin yerel özellikleri ve sürecin anlaşılması, yerel mutfağın kültürel etkisi
- Geleneksel mutfağın yaygınlaştırma kanalı, Yeni yaratıcı içerik desteği (televizyon, internet vb.), Geleneksel dağıtım kanalları (yayın, basılı, müzik), Maddi olmayan dağıtım kanalları (edebi eserler, tarihi belgeler, şiir, tarihi figürler referansı), Somut dağıtım kanalları (kurulmuş işletmeler, müzeler / galeriler, yemek ve yemek programları vb.)).
- Tanıtım çabaları, finansal destek, Uluslararası mutfak değişim programları, araştırma enstitüleri / Endüstri kuruluşları

YÖNTEM

Veriler soru formu ile Denizli ilinde turizm paydaşlarından toplanacaktır.

PACA SOUP IN ERZURUM CUISINE: THE PLACE OF THE HISTORICAL PACA MAKER SULFETTIN MASTER

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INTRODUCTION

Societies have certain standards, customs and traditions, elements that define their essence, and their own characteristics within their different history and daily life. People living in any society and being members of that society develop by hearing, seeing and learning the language, religion and habits of the structure they were born into, and tend to behave accordingly. The concept of taste and eating habits formed by people are also affected by the culinary culture shaped by the existence of the society they live in (Belge, 2016). All societies in the world have created their own eating habits. These habits are affected by many social, economic, geographical and cultural factors. Turkish cuisine also has its own characteristics due to the influence of different and rich civilizations that lived in this geography. Turkish cuisine, which is among the top third of the rich cuisines around the world, contains flavors rich in hunting, which includes many basic varieties such as meat, flour and oil. Erzurum province, located within the borders of Turkey, has a wide range in terms of culinary culture because it is geographically on the Silk Road, is located within the borders of the Ottoman Empire, which gained an important place with its culinary culture around the world, and has hosted different civilizations (Serçeoğlu, 2014). The prevalence of animal husbandry in the region and the influence of climate and geographical conditions have led to the predominant consumption of red meat and dairy products. Because foods containing high protein serve as a serious shield in protecting the human body against diseases and resistance in harsh climatic conditions (Laurent, 2016). Dishes made from animal offal also have an important place in Erzurum cuisine. Paca dish, which has been carried from the Seljuk period to the present day and is one of the basic tastes of Turkish cuisine; It is a special food of Erzurum culinary culture with its historical past, its name and cooking techniques having been preserved for centuries, and its high nutritional value. In this respect, the subject of the research is the place and importance of the paca dish, which has a deep-rooted history left as a legacy to the Anatolian Turks and is among animal foods, in Erzurum culinary culture, as well as the historical restaurant of the region, "Paçacı Sülfettin Usta's Place", which ensures that this special dish remains alive. Within the scope of the research, the place and importance of the paca dish in Erzurum cuisine, the stages of preparation and cooking of the dish, the demand of the local people for the dish as well as its historical background and the tourism potential constitute the purpose of the research and the issues to be answered in this direction. The research proceeds in the form of conveying the conceptual framework on the subject, then analyzing and presenting the data to be collected within the framework of the qualitative research design and the findings to be obtained in the

light of these, results and discussion.

LITERATURE

Conceptual Framework

Throughout history, civilizations have been influenced by different factors (cultural values, social-economic-social-environmental factors) and have revealed their culinary culture and clarified the flavors they eat and do not eat (Belge, 2016). While eating is a fundamental element of daily life, it has a functional role not only for the continuation of vital functions but also as a means of cultural exchange, regional promotion and social prestige as a cultural reflection of societies. For this reason, eating and drinking habits are a cultural heritage (Toomajian, 2011). Therefore, the fact that different nations have different cultural values, different geographical, climate and socio-economic characteristics leads to the emergence of different eating habits and culinary cultures. The consumption of any product in the geographical region where it is grown, or the frequent use of agricultural or animal products grown in a region due to the climatic conditions, as well as local delicacies that have a story and are based on cultural values and are maintained in the form of traditions (wedding soup cooked in the east at weddings), etc. Some situations are the precursors to the formation of different culinary cultures in societies. Nutritional principles that differ between societies, such as food preferences, consumption patterns, preparation, presentation, animal or plant-based, are an important mirror of the cultures of the societies they belong to, whether or not they originate from these factors, and give clues about the culinary cultures of the regions (Düzgün & Özkaya, 2015).

Eating Habits of Turkish Society

It had an important place in the lives of Turks from the early periods when they started to work on the ground at every moment of the day until their death. Turkish societies, which shape their social lives according to their eating habits, do not see eating as a tool, but rather put it at the center of their basic social policies. In the understanding of the social state existing in Turkish societies, the basic principle is based on meeting the hunger and shelter needs of the members of the society (Talas, 2005).

Central Asian Turks, Seljuks and the Ottoman Empire had a great influence on the formation of Turkish culinary culture. Even in today's form (Turkish culinary culture), reflections of the cultural culinary experiences gained in those periods can be seen. While Ottoman Cuisine, in particular, takes its place among the world's popular culinary cultures in the literature, it is possible to state that it constitutes the basic building blocks of Turkish cuisine (Güler & Olgaç, 2010). Turkish culinary culture includes periodic changes, and wheat flour and oil pastries come to the fore due to the prevalence of agriculture and animal husbandry in the pre-Islamic period. Culinary cultures were influenced by geographical factors at that time, and cattle meat was frequently used. Likewise, the use of red meat is common in today's Turkish culinary culture. Foods that involve drying and preserving meat for a long time, such as sausage and pastrami, which are important foods of today's Turkish culinary culture, are similar to the culinary experiences and consumption habits of pre-Islamic Turkish societies (Kızıldemir & Sarıışık, 2014). On the other hand, during the Seljuk period, nutritional elements such as meat, flour and oil came to the fore, and it is claimed that offal, as well as animal meat, was widely consumed (Solmaz & Altıner, 2018).

METHOD

The main purpose of the research is to examine the paca dish, which is a local flavor of Erzurum culinary culture and based on historical past, and to collect in-depth information by including the historical paça restaurant "Sülfettin Usta'nın Yeri", which is popular in the region, in the study. The study was designed within the framework of a case study, which is within the scope of qualitative research method. The research primarily involves meticulously scanning the literature on the subject and creating a conceptual

framework in the light of data obtained from secondary sources. While the population of the research consists of paca soup sellers in Erzurum, the sample consists of the owners and employees of the historical paca soup shop "Sülfettdin Usta" located in the center of Erzurum. In this direction, the semi-learning interview formula was prepared as a data collection tool by using qualitative data collection techniques in order to collect target-oriented group-oriented data. It is the communication process carried out in the meeting, in which data is exchanged based on asking and answering questions for a predetermined serious purpose (Yıldırım & Şimşek, 2006). Within the scope of the study, a semi-structured form is preferred in order to discover the subject-based information of the owners and employees of the business and to reach a deep understanding of the historical past of the institution from the perspective of the researcher. With this technique, it is possible to change, add and remove statements in the form according to the course of the interview and the participant's answers. In this way, it is ensured that the study is analyzed not only from the researcher's perspective and from a restrictive perspective, but also from the participant's perspective, in a flexible framework. The data obtained in the study will be examined through descriptive and document analysis and the findings will be discussed.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

Today, increasing competition and high demand for gastronomy tourism; In addition to the existing potential of regions and destinations, it brings with it the necessity of bringing each product that is about to be forgotten to better conditions than its counterparts, with the work to be done. Especially in this period when locality, organic production and consumption gain importance, flavors with a deep-rooted history have become popular gastronomic items reflecting the culture of the regions. In this and similar aspects, the research will make significant contributions to the revival of the gastronomy tourism potential of the region, to shed light on other studies on the subject in the literature, and to the sustainability of the traditional paca dish of the region as a cultural heritage by investigating the paca dish, which is a historical gastronomic element of the Erzurum region. It is foreseen. While conducting the research, researchers are faced with some handicaps brought about by interviews with participant groups, as well as literature and secondary source infertility in terms of conceptual framework. Considering the subject of this study, the lack of studies in the literature on Paça soup, which has a very old history, has been encountered as a limitation. Although studies have been carried out especially on Turkish culinary culture, Ottoman cuisine or Erzurum cuisine, the lack of many sources on the history of paca in Erzurum cuisine is a limitation encountered in the conduct of the study. In addition, since the working group consists of business owners and employees, there are limitations such as working hours, availability and voluntary participation. In addition, the limitations encountered in terms of transportation to the business, time and cost can also be considered among the existing difficulties.

UNIQUE VALUE OF THE RESEARCH

With the development of gastronomy tourism in recent years, regions with potential have begun various searches in order to evaluate this situation and gain advantage. Regions that stand out with their gastronomic riches are taking serious steps to use gastronomy resources effectively and register the products of the region in order to better market and promote them. Considering that Turkey's gastronomy tourism potential is getting stronger day by day and Turkish cuisine has a rich and deep-rooted history, the necessity of turning this power into an opportunity emerges. In particular, the current potential should be evaluated by highlighting the forgotten flavors of the regions that are interested in local cuisine and those with a deep-rooted historical past. In this context, the study was designed to examine the traditional paca soup of the Erzurum region and the historical "Sülfettin Usta'nın Yeri" restaurant, which played a serious role in the promotion and consumption of this soup and contributed to the revealing of the city's potential, and to introduce it to the literature. While it is seen as a shortcoming that the paca dish, which is a serious gastronomic richness for the region, has not been researched in this context before, this study

will provide significant contributions as well as being original both for the region and for the relevant literature.

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A QUALITATIVE STUDY ON THE RELATIONSHIP BETWEEN PRACTICES IN TRADESMAN RESTAURANTS AND SUSTAINABILITY

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INTRODUCTION

The origin of the tradesman restaurants, which we encounter in Evliya Çelebi's Seyahatname with the definition of "cook tradesmen who have cookers with five or six pots of food" (Bozaz & Yavuz, 2023; Karataş, 2015), dates back to the emergence of the cookery profession, to the Assyrian period.(N., Papatya, 2021). Especially after the Industrial Revolution, there has been a significant increase in the number of these restaurants in order to meet the need for nutrition and accommodation caused by the uncontrolled population growth due to the workers migrating from the village to the city. These businesses, which operate in the form of small restaurants where workers can consume the kind of food they are accustomed to in the areas where tradesmen are densely located, have become places where tradesmen regularly eat and are therefore called "tradesmen's restaurants" (Taner & Çetin, 2023).

Today, despite the changing world and consumption habits, places serving traditional home-style food are rare and this makes tradesman restaurants valuable as important artisans (Yentür, 2023). Therefore, the survival of tradesman restaurants in the future is a critical factor for the sustainability of Turkish culinary heritage. It is important that they carry out their activities within the framework of sustainability principles in order to both preserve and transmit cultural heritage to future generations and to use natural, social and economic resources prudently while preserving this cultural heritage. Strengthening the relations of tradesman restaurants with sustainability will add significant value to the protection of natural, socio-cultural and economic resources and to the heritage of the country. In this context, the study aims to propose a conceptual model for a sustainable tradesman restaurant by examining the relationship between the current practices of tradesman restaurants and sustainability in detail. It is thought that the sustainable tradesman restaurant model will not only contribute to the academic literature but also add significant value to the country's heritage.

In accordance with the aim of the study, in the creation of a sustainable tradesman restaurant model for the protection of local cuisine culture and the development of gastronomy in line with the principles of sustainability, tradesman restaurants operating in the Kemeraltı region, which reflects the historical and cultural texture of Izmir, were examined. In addition to the tradesmen and employees in Izmir, they also meet the food needs of local and foreign tourists. (Yildiz, 2019) Kemeraltı Bazaar has a wide gastronomic diversity from street flavours to seafood and local tastes. This diversity was considered as an important factor in the process of determining the universe of the study. In the study, which was shaped by qualitative research design, data were obtained through semi-structured questions, face-to-face interviews and participant observation. As a result of the research, it was revealed that although most of the tradesman restaurants do not have direct sustainability awareness, they have a series of practices that can be associated with sustainability in their operations. However, although the practices are not sufficient, a model proposal was made by determining the requirements for being a sustainable tradesman restaurant in addition to these practices. The findings emphasise the necessity and impact of studies to be carried out to increase the awareness of businesses about sustainability.

LITERATURE

Sustainability is a complex concept that finds its place in all areas of life (Yavuz, 2010) and is defined by various objectives in different sectors. As stated in the Brundtland Report on Our Common Future published by the World Commission on Environment and Development in 1987, it was emphasised as the obligation to protect the capacity of future generations to meet their needs while meeting the needs of the present (World Commission on Environment and Development, 1967). In addition, the 17 Sustainable Development Goals (United Nations, 2015) adopted by the United Nations Member States in 2015 strengthened the sub-headings of the concept of sustainability by underlining the importance of taking strategic steps in key areas such as ending poverty, combating climate change, protecting natural resources, improving health and education, reducing inequalities and promoting economic growth. Kirchherr et al. (2017) In his study, 114 circular economy definitions were analysed according to 17 Sustainable Development Goals and the priorities required for a more sustainable world were determined. As a result of this evaluation, it was emphasised that 46% of the priorities for a sustainable world are related to economic welfare, 37% to environmental quality and 17% to social equality. (Kristensen & Mosgaard, 2020). With factors such as increasing human population, depletion of natural resources and gender inequality, sustainability has become a universal priority today. In this context, it is of great importance to contribute to the welfare of the planet with the activities to be carried out in the food sector, which is a sector that processes natural resources and relies on human power.

In addition to bakeries, patisseries and kebab shops, tradesman restaurants such as dönerci, meatball shops, fishmongers, soup shops, which offer a single type or a variety of homemade dishes, play a prominent role in the food and beverage sector because they offer a wide variety of products at reasonable prices (Bozaz & Yavuz, 2023) and are widely accessible. Although tradesman restaurants, which are the first guide that can be used to get to know a place, have common features in many ways, they also have features that differentiate them from each other (Çebi, 2019). For this reason, it is useful to expand the concept of tradesman restaurants. Güngör Uras (a veteran writer who writes articles on restaurants using the pen name Ali Rıza Kardüs in his columns). In one of his articles, he emphasised the following features while defining tradesman restaurants: These restaurants, where people who do not know each other do not hesitate to share a meal by sharing the same table, where the grill fire burns all day long, where pot dishes are the leading role, serve employees who cannot leave their workplace with tray services when necessary. These businesses, which have their own table manners, provide food and beverage services based on the principles of sincerity and trust for the bazaar tradesmen who are regular customers (Bulut, 2019). Akoğlan and his colleague (2012) defined tradesman restaurants as small businesses located on the streets where mainly home-cooked food is served at sales counters with rectangular trays (tubs), serving for many years, having regular customers. Based on the definitions made, the characteristics of tradesman restaurants can be listed as follows:

- Home-cooked food is usually served, and the menu includes mostly pot dishes such as soups and pilaf.
- They mostly have a loyal customer base. The majority of the mass is made up of neighbouring tradesmen and working people.
- They are well-established businesses serving in the same region for many years.
- They contribute to the preservation of regional flavours by serving dishes that reflect the local culinary culture.
- Each establishment has its own table manners.
- It is located in small areas such as bazaars and inns; in areas where tradesmen are concentrated.
- Working hours are mostly determined according to the hours of the neighbouring shopkeepers and the shop is closed after the food on the counter is finished.

Tradesman restaurants have tangible as well as intangible characteristics. These businesses, whose roots go back at least 3-4 generations, stand out as structures that have been in existence for a long time and play a critical role in the preservation of cultural culinary heritage. This heritage covers a wide range from agricultural products, cooking techniques, recipes, food traditions, table manners and kitchen tools (Tibere & Aloysius, 2013). Today, the acceleration of industrial developments, increasing population

and the spread of global consumption models threaten both natural resources and cultural assets. These structural changes cause significant pressures on the cultural identities and traditions of societies. Therefore, in order for future generations to be aware of the cultural culinary heritage, it is vital that tradesman restaurants, which are the cultural guardians of the culinary heritage, continue their existence in accordance with the principles of sustainability.

In fact, tradesman restaurants have many activities that can be associated with sustainability with their traditional methods and operations. For example, the tradesman restaurant Hacı Abdullah has been operating for many years with a system that has been handed down from master to apprentice in order to preserve its culinary culture, and thanks to this approach, it contributes to the survival of cultural heritage by transferring traditional knowledge and skills from generation to generation (Güldemir, 2014). This situation is directly related to the continuity of social values and relations for the future, and therefore also covers the social dimension of sustainability. As another example, the tradesman restaurant named Tarihi Kalkanoğlu Pilavı (Historic Kalkanoğlu Pilaf) has been acting meticulously in the selection and preparation of the raw materials used by attaching great importance to customer health since 1856. Although they boil the meat and bone broths used especially in pilaf making for long hours, they have developed a consciousness to reduce energy consumption during operating hours (Demirci, 2023). This approach is related to the environmental dimension of sustainability, where the impacts of human activities on the natural environment are evaluated and the importance of minimising these impacts is emphasised. Finally, in a study conducted by Ayyıldız (2023) in Karabük, it is directly related to the economic aspect of the concept of sustainability that businesses turn to familiar suppliers for the oils they purchase for production purposes and manage their purchasing processes by considering all the features that quality oils should have. Based on all these examples, since it is known that most of the current practices in tradesman restaurants are shaped in line with traditional habits rather than sustainability awareness, it is thought that this study can play an important role in protecting natural, social and economic resources as well as transferring Turkish culinary heritage to future generations by increasing the level of sustainable awareness of tradesman restaurants.

METHOD

This study aims to create a sustainable tradesman restaurant model by examining the relationship between the current practices of tradesman restaurants and sustainability in detail. Izmir Kemeraltı region has been selected as the research area and it is aimed to examine the relationship between the practices of the tradesman restaurants in Kemeraltı with sustainability and to associate the findings obtained with economic, social and environmental dimensions. The study will contribute to the literature and provide guidance for similar businesses by determining the measures that can be taken for a more sustainable business model with the findings obtained. In addition, sustainability practices of tradesman restaurants, which are an important part of the gastronomic and cultural structure of cities, are of great importance in terms of both supporting the local economy and reducing environmental impacts.

The study is based on qualitative research method, which is an appropriate method for understanding and transferring the content of complex phenomena in social sciences. For the application of the semi-structured interview technique in the study, a literature review was carried out beforehand, questions to be associated with sustainability goals were prepared and ethical permission was obtained from Dokuz Eylül University Institute of Social Sciences for the collection of data. The population of the study consists of tradesman restaurants operating in the Kemeraltı District of Izmir and having the feature of "where home-cooked meals are served" in the definition of tradesman restaurants. In the research, it was aimed to reach the entire population. In the first stage, interviews were planned with 22 tradesman restaurants on Google Maps in accordance with the definition of tradesman restaurants. For the businesses that do not have a location on the internet, the snowball technique was applied in line with the recommendations of the businesses visited. In total, 27 people were reached and 1 person responded that they could not be interviewed due to the intensity in the business; semi-structured interview technique was applied to the other 26 people and interviews were conducted for a total of 292 minutes and 36 seconds. After the 20th person, the study reached the saturation point; although similar answers

started to be received, 6 more people were interviewed to enrich the data. Interviews were recorded in order to be analysed. At the same time, the data obtained through participant observation were utilised in the emergence of the findings. Descriptive and content analysis methods were used to analyse the data obtained. During the research process, voluntary participation was realised and written consent was obtained from all participants. The identities of the participants were kept confidential and the data obtained were used only for research purposes.

WIDESPREAD IMPACT OF RESEARCH

The widespread impact of this study is very important in terms of examining the relations of tradesman restaurants with sustainability and raising awareness on this issue. The study focuses on the association of the practices of tradesman restaurants in İzmir Kemeraltı District with economic, social and environmental sustainability dimensions. It is aimed that the findings obtained in this framework will contribute to the literature and increase the awareness of sustainability. In particular, having information about the sustainable practices of tradesman restaurants, which are an important part of Turkish culinary culture, may encourage the future activities of these restaurants to become more compatible with sustainability principles. The results of the study provide valuable information that can be used both in the academic field and in practical applications by revealing what kind of practices the tradesman restaurants carry out in terms of sustainability and in which areas these practices should be improved. In addition, the findings on how tradesman restaurants contribute to environmental and economic sustainability with traditional methods will be a guide for other gastronomy businesses.

Limitations of the research

Since the study is based on qualitative methods and the data obtained for this reason are open to subjective evaluations, it is difficult to make a general judgement from the data. Since the population of the study consists of tradesman restaurants operating in the Kemeraltı District of Izmir, the findings obtained depending on the characteristics of the region may not represent all tradesman restaurants in general. Considering these limitations, it may be suggested to use a larger sample and mixed methods in future studies. Thus, the generalisability of the data obtained can be increased.

ORIGINAL VALUE OF THE RESEARCH

The study aims to contribute to the literature in this field by examining the issue of sustainability in the context of tradesman restaurants. While sustainability is generally examined in large-scale industries, this research aims to fill an important gap by addressing the sustainability practices of small-scale businesses. As a result of this study, it has been observed that although tradesman restaurants do not have direct sustainability awareness, they carry out some practices that can be associated with sustainability in their operations. Regular collection of waste oil, using food waste for animal nutrition, determining menus according to seasonality, using especially fresh vegetables and fruits, having positive practices for women's employment, providing meals to the poor living on the streets, paying attention to energy saving and environmentally friendly practices can be given as examples. Based on the findings, a number of suggestions are presented to make sustainability practices more widespread in tradesman restaurants that have practices that can be associated with sustainability in their existing systems. It has been revealed that it is necessary to raise awareness to increase the contribution of such businesses, which have the potential to be sustainable, to sustainability. Based on this, it is important to increase the level of awareness of the enterprises through trainings to be given by experts in the field, practices such as compost, vinegar production to be organised by academicians or chefs, and visits to be organised by the municipality, and to adopt the practices in a more systematic way. As a result of the study, a conceptual model proposal for a sustainable tradesman restaurant was developed.

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YÖRESEL TARIM ÜRÜNLERİNİN GASTRONOMİK AÇIDAN SÜRDÜRÜLEBİLİRLİK KAPSAMINDA DEĞERLENDİRİLMESİ: ÇİLİMLİ SİYAH PİRİNCİ ÜZERİNE BİR İNCELEME

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ÖZET
Günümüzde, artan nüfus, iklim değişikliği ve tarım arazilerinin azalması gibi etkenler, tarımın sürdürülebilirliği üzerinde ciddi baskılar oluşturmaktadır. Bu durum, tarımsal ürün çeşitliliğinin azalması, gıda güvenliğinin tehdit altına girmesi ve yoksulluk gibi çeşitli sorunları beraberinde getirmektedir. Bu bağlamda yapılan çalışmalar, yöresel tarım ürünlerinin gastronomik açıdan sürdürülebilirlik perspektifinden ele alınmasını önemli kılmaktadır. Özellikle, belirli bölgelerde üretilen tarım ürünlerinin sürdürülebilirliğinin sağlanması için gerekli adımların atılması gerekmektedir. Dolayısıyla, Düzce'de Çilimli Belediyesi tarafından yürütülen "Çilimli Siyah Pirinç Projesi" yerel tarımın ve gastronomik mirasın korunması açısından önemli bir adım olarak görülmektedir. Bu çalışma, siyah pirincin bölge üzerindeki ekolojik, ekonomik ve sosyal etkilerini anlamayı ve değerlendirmeyi amaçlamaktadır. Araştırma kapsamında, nitel araştırma yöntemi olan görüşme tekniği kullanılmış, veriler "Çilimli Siyah Pirinci" üzerine yarı yapılandırılmış görüşme formu ile toplanmıştır. Görüşmeler konu ile ilgili çiftçiler, yerel halk, gastronomi uzmanları ve yerel yöneticiler gibi farklı paydaşlarla gerçekleştirilmiştir. Elde edilen sonuçlar, Çilimli Siyah Pirinci'nin sadece bir tarım ürünü olmadığını, aynı zamanda bölgenin kültürel mirasını yansıtan ve ekolojik dengenin korunmasına katkı sağlayan önemli bir unsuru olduğunu göstermektedir. Bu bulgular, yerel tarımın korunması ve sürdürülebilir tarım uygulamalarının teşvik edilmesi gerekliliğini vurgulamaktadır. Bu nedenle, yöresel tarımın ve gastronomik mirasın korunması için yerel yönetimlerin ve uluslararası kuruluşların stratejik adımlar atması gerekliliği ortaya çıkmaktadır. Bu adımlar arasında, tarım politikalarının gözden geçirilmesi, çiftçilere destek sağlanması ve ekolojik tarım uygulamalarının teşvik edilmesi gibi önlemler yer almaktadır. Çilimli Belediyesi'nin projesi yerel tarımın korunması ve sürdürülebilirlik açısından örnek teşkil etmektedir. Benzer projeler yapılması sadece tarımsal ürünlerin korunması değil, aynı zamanda yerel kültürün ve toplumsal dokunun muhafazası açısından yararlı olacaktır. Yerel değerlerin aktarılması, kültürel mirasın korunması ve sürdürülebilirlik kavramının güçlendirilmesi açısından yerel halkın da katkı sağlayacağı projeler önemlidir. Bu şekilde, yerel tarımın sürdürülebilirliği sağlanarak, ekosistemlerin dengesi korunacak ve gelecek kuşaklara sağlıklı bir çevre bırakılması mümkün olabilecektir.
Anahtar kelimeler: Sürdürülebilirlik, Yerel Tarım, Gastronomik miras

EVALUATION OF LOCAL AGRICULTURAL PRODUCTS IN TERMS OF GASTRONOMIC SUSTAINABILITY: AN INVESTIGATION ON ÇİLIMLI BLACK RICE

ABSTRACT

Today, factors such as increasing population, climate change and decreasing agricultural land are putting serious pressures on the sustainability of agriculture. This situation brings along various problems such as decreasing agricultural product diversity, threatening food security and poverty. Studies carried out in this context make it important to consider local agricultural products from the perspective of gastronomic sustainability. In particular, necessary steps should be taken to ensure the sustainability of agricultural products produced in certain regions. Therefore, "Çilimli Black Rice Project" carried out by Çilimli Municipality in Düzce is seen as an important step in terms of the protection of local agriculture and gastronomic heritage. This study aims to understand and evaluate the ecological, economic and social impacts of black rice on the region. Within the scope of the research, interview technique, which is a qualitative research method, was used and data were collected with a semi-structured interview form on "Çilimli Black Rice". Interviews were conducted with different stakeholders such as farmers, local people, gastronomy experts and local administrators. The results obtained show that Çilimli Black Rice is not only an agricultural product, but also an important element that reflects the cultural heritage of the region and contributes to the protection of ecological balance. These findings emphasise the need to protect local agriculture and promote sustainable agricultural practices. Therefore, it is necessary for local governments and international organisations to take strategic steps to protect local agriculture and gastronomic heritage. These steps include measures such as reviewing agricultural policies, providing support to farmers and promoting ecological agricultural practices. The project of Çilimli Municipality is an example for the protection of local agriculture and sustainability. Similar projects will be beneficial not only for the protection of agricultural products but also for the preservation of local culture and social fabric. In terms of transferring local values, protecting cultural heritage and strengthening the concept of sustainability, projects in which local people will also contribute are important. In this way, by ensuring the sustainability of local agriculture, the balance of ecosystems will be preserved and it will be possible to leave a healthy environment to future generations.

Key words: Sustainability, Local Agriculture, Gastronomic heritage

TURİZM MUTFAK DEPARTMANI ÇALIŞANLARININ AKADEMİK SEVİYELERİNİN ÜCRETLEME VE POZİSYONLANMAYA ETKİSİ

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GİRİŞ

Turizm sektörü, ekonomik büyümenin önemli bir bileşeni olarak kabul edilmekte ve içerisinde yer alan alt sektörlerden biri olan turizm mutfak departmanı, iş gücü piyasasında kritik bir rol oynamaktadır. Bu departmanın çalışanlarının akademik seviyeleri, işe alım süreçleri, pozisyonları ve maaşlanmaları üzerinde belirleyici bir faktör olabilir. Özellikle, mutfak çalışanlarının akademik yeterlilik düzeylerinin, iş performansı ve kariyer ilerlemeleri üzerindeki etkileri, sektördeki insan kaynakları politikalarının yönetimi ve geliştirilmesi açısından önem arz etmektedir. Bu çalışmanın temel amacı, turizm mutfak departmanı çalışanlarının akademik gelişmişlik seviyelerinin ücretleme ve pozisyonlanmalarına olan etkisini araştırmaktır. Turizm sektöründe mutfak çalışanlarının işe alım süreçleri, pozisyonlanma ve ücretlendirme politikalarını inceleyerek, akademik yeterlilik düzeylerinin pozisyonlanmaları üzerindeki olası etkilerini değerlendirmeyi amaçlamaktadır.

Turizm endüstrisinde mutfak departmanı çalışanlarının akademik seviyelerinin, iş pozisyonları ve maaş düzeyleri üzerindeki etkileri konusunda yapılan çalışmalar sınırlıdır. Bu durum, sektördeki iş gücü yönetimi politikalarının geliştirilmesi ve yönetilmesi açısından önemli bir boşluk oluşturmaktadır. Bu çalışmanın temel araştırma problemi, mutfak çalışanlarının akademik yeterlilik düzeylerinin kariyer ilerlemeleri üzerindeki gerçek etkisini ortaya koymaktır.

Bu çalışma, turizm sektöründe mutfak departmanı çalışanlarının akademik gelişim düzeylerinin iş yaşamında oynadığı rolü anlamak ve sektördeki insan kaynakları politikalarının iyileştirilmesine katkıda bulunmak amacıyla önemli bir adım olacaktır. Ayrıca, mevcut literatüre katkı sağlayarak, ulusal ve uluslararası düzeyde bu konuda daha geniş bir perspektif sunmayı amaçlamaktadır**.**

LİTERATÜR

Turizm endüstrisinde insan kaynakları yönetimi, turizm işletmelerinin başarısı ve sürdürülebilirliği için hayatı bir rol oynamaktadır. İnsan kaynakları etkin yönetimi, paydaşlara sağlanan faydaların maksimize edilmesi ve olumsuz etkiler ile maliyetlerinin minimize edilmesi açısından kritik öneme sahiptir (Idriz & Geshkov, 2023). Turizm sektöründe eğitimli personelin seçimi, üst düzey hizmet sunumu ve misafir memnuniyetinin sağlanması açısından kritik bir faktördür. İletişim becerileri, liderlik özerklikleri, esneklik, karar verme yetisi, analitik düşünme becerileri ve tutartlılık gibi nitelikler, bu sektörde çalışan personelin başarısı için son derece önemlidir (Uroseviç, Karabaseviç, Stanujkiç, & Maksimoviç, 2017).Mutfak bölümlerinin akademik düzeyi, çeşitli kurumlar arasında değişkenlik göstermekte ve genellikle mutfak sanatları, turizm ve yönetim eğitiminin entegre bir yaklaşımını yansıtma eğilimindedir (Keskin & Tekin, 2020). Mutfak personeli eğitimi, turizim işletmelerinin önemli bir bileşeni olarak karşımıza çıkmaktadır.

Öney'in 2016 yılında yaptığı çalışmada gastronomi eğitiminin sorunlarla karşı karşıya olduğunu vurgulamış Türkiye' de gastronomi eğitiminin nitelik ve niceliğinin artırılması gerektiğini belirmiş ve çözüm önerilerinde bulunmuştur (Öney, 2016). Denk ve Koşan tarafından 2023 yılında yapılan

çalışmada, mutfak çalışanlarının çoğunluğu (%69,7) ortaöğretim mezunu iken, yaklaşık yarısının (%43,4) herhangi bir mesleki eğitim almamış olduğu, çoğunluğunun (%58,3) yabancı dil bilmediği, büyük çoğunluğunun (%80,0) işlerinden memnun olduğu, çoğunluğunun (%66,9) tekrar şansları olsa aynı mesleği seçmek istediği, eğitim seviyesinin bireysel kariyer planlamada önemli bir sosyal (çevresel) faktör olduğu ve profesyonellerin çeşitli mesleki bilgi, beceri ve tutumlara sahip oldukları belirlenmiştir (Denk & Koşan, 2023). Kesici ve Öncel tarafından 2015 yılında yapılan çalışma sonucunda işletmeler tarafından sağlanan mesleki özerkliğin, aşçıların özerk davranabilme yetisi ile ilişkili olarak yaratıcılık süreci üzerinde daha etkili olduğu sonucuna ulaşmıştır (Kesici & Öncel, 2015). Görkem ve Öztürk tarafından 2011 yılında yapılan çalışmada otel işletmelerinde çalışan mutfak yöneticilerinin yaklaşık üçte birinn hiçbir mesleki eğitim almadığı ortaya konmuştur. Yükseköğretim düzeyinde mesleki eğitim almış olanların oranı ise %1,2 olarak belirlenmesi otel mutfaklarında çalışan yöneticilerin büyük çoğunluğunun formel mesleki eğitimden yoksun olduğu ve bu alandaki eğitim düzeyinin genel olarak düşük olduğunu göstermektedir (Görkem & Öztürk, 2011).

Literatürdeki mevcut çalışmalar incelendiğinde mutfak personelinin eğitim düzeyi üzerine yapılan literatür çalışmaları mevcutken eğitim düzeyinin pozisyonlandırmaya olan etkisinin doğrudan araştırılmadığı gözlemlenmektedir. Bu bağlamda, literatürdeki bu boşluklar dikkate alındığında, mutfak personelinin eğitim düzeyinin pozisyonlandırmaya olan etkisinin üzerine daha kapsamlı ve sistematik çalışmaların yapılması gerekliliği ortaya çıkmaktadır. Bu çalışmanın literatüre önemli katkılar sağlayabileceği düşünülmektedir.

YÖNTEM

Turizm mutfak departmanı çalışanlarının akademik seviyeleri, sektördeki yenilikleri takip etme, yaratcılığı artırma ve misafirlere daha üst düzeyde hizmet sunma yetenekleri üzerinde önemli bir etkiye sahiptir. Bu çalışma kapsamında, otel işletmeleri ve restoranlar gibi hizmet sektöründe faaliyet gösteren kurumlarda insan kaynakları departman yöneticileri ile mutfak şeflerinden mutfak çalışanlarının akademik seviyelerine yönelik bakış açıları incelenmiştir. Araştırmanın veri toplama sürecinde, yarı yapılandırılmış görüşme tekniği tercih edilmiştir. Katılımcılarla veri toplama süreci, çevrimiçi olarak Google Formlar aracılığıyla gerçekleştirilmiştir. Görüşme formu, tek bir bölümden ve toplamda dokuz adet sorudan oluşmaktadır. Görüşme formunun başlangıcında, katılımcılara unvanlarına ilişkin sorular yöneltilmiştir. Daha sonra, iş görenlerin işe alınırken aranan niteliklere odaklanan açık uçlu sekiz soru katılımcılara yönlendirilmiştir. Her bir sorunun sonunda, katılımcıları yönlendirmek amacıyla sondalar eklenmiştir. Araştırmada yeterli veriler elde edildiğine, verilerin artık tekrar ettiğinde sonlandırılmıştır. Araştırmanın alanı, İstanbul ilidir. Katılımcıların verdiği cevaplar, nitel veri analizi için MAXQDA 2020 programı kullanılarak değerlendirilmiştir. Bu program aracılığıyla, verilerin analizi için uygun tema ve kodlar oluşturularak kodlama yapılmıştır. Kodlama süreci, verilerin altında yatan kavramları ve bu kavramlar arasındaki ilişkileri ortaya çıkarmayı amaçlamaktadır. Birden fazla katılımcı ile görüşmek verilerin karşılaştırılmasıyla araştırmanın güvenirliğini ve geçerliğini artırmaktadır. Nitel araştırmada, araştırmacı topladığı tanımlayıcı ve ayrıntılı verilerden yola çıkarak probleme ilişkin temaları keşfetmekte, elde ettiği verileri anlamlı ve sistematik yapılar haline getirmekte ve bu verilerden hareketle bir kuram oluşturma veya bir kuramı doğrulama çabası içindedir (Baltacı, 2017). Bu araştırmada, turizm sektörü mutfak departmanı iş görenlerini işe alan yöneticilerin yarı yapılandırılmış görüşme protokolündeki soruları samimi bir şekilde cevaplamaları ve verilen cevapların analizi amaçlanmaktadır. Bu doğrultuda, yöneticilerin dokuz adet açık uçlu sorulara ve bu sorulara ait sondalara verdikleri yanıtlar içerik analizi yöntemiyle değerlendirilmiştir.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu çalışma, turizm endüstrisinde mutfak çalışanlarının akademik seviyelerinin iş performansı ve işletme verimliliği üzerindeki etkisini araştırarak önemli bir konuya odaklanmaktadır. Turizm sektörü, hızla değişen ve rekabetin yoğun olduğu bir alandır. Bu bağlamda, işletmelerin rekabet avantajı elde etmek ve sürdürmek için personel seçimi ve yönetimi stratejilerini etkin bir şekilde belirlemesi önemlidir. Ancak,

mutfak çalışanlarının akademik seviyelerinin terfi ve maaşlandırma üzerindeki etkisi genellikle göz ardı edilmektedir. Bu çalışmanın önemi, mutfak çalışanlarının akademik yeterlilik düzeylerinin iş pozisyonları ve maaş düzeyleri üzerindeki etkisini sistematik bir şekilde incelemesidir. Elde edilen bulgular, işletmelerin personel politikalarını ve uygulamalarını daha iyi anlamalarına ve optimize etmelerine yardımcı olabilir. Özellikle, mutfak çalışanlarının eğitim düzeyleri ile terfi arasındaki ilişkinin gözden geçirilmesi, işletmelerin işgücü planlaması ve eğitim programlarına daha fazla önem vermesini teşvik edebilir. Araştırmanın gerçekleştirilmesinde kullanılan yöntemlerin ve veri analizinin sağlamlığı, elde edilen bulguların güvenilirliğini artırmaktadır. Yarı yapılandırılmış görüşmelerin kullanılması, katılımcıların derinlemesine görüşlerini anlamamıza ve karmaşık ilişkileri daha iyi analiz edilmesine olanak tanır. Araştırma sadece belirli bölgede yapılması araştırmanın sınırlılıklarındandır. Sonuç olarak, bu çalışma turizm endüstrisindeki mutfak çalışanlarının akademik seviyesinin terfi ve maaşlandırma üzerindeki etkisini araştırarak önemli bir katkı sağlamış olsa da, daha fazla araştırma yapılması ve farklı bağlamlarda tekrarlanması gerekmektedir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu çalışmanın özgün değeri, turizm endüstrisinde mutfak çalışanlarının akademik seviyesinin iş performansı ve işletme verimliliği üzerindeki etkisini sistematik bir şekilde araştırmasıdır. Günümüzde, turizm sektöründe hizmet kalitesi ve işletme rekabetçiliği ön planda olduğundan, personel seçimi ve yönetimi stratejileri büyük önem taşımaktadır. Ancak, literatürde turizm sektöründeki mutfak çalışanlarının akademik yeterlilik düzeylerinin iş pozisyonları ve maaş düzeyleri üzerindeki etkilerini inceleyen kapsamlı bir çalışma bulunmamaktadır. Bu araştırma, turizm endüstrisindeki bu önemli boşluğu doldurmayı amaçlamaktadır. Akademik literatür taraması ve yarı yapılandırılmış görüşme formu kullanarak elde edilen verilerin analizi, mutfak çalışanlarının akademik seviyelerinin ücretlendirme ve pozisyonlanma süreçlerindeki etkisini daha derinlemesine anlamamıza olanak tanımıştır. Çalışmanın sonuçları, mutfak çalışanlarının akademik düzeylerinin ücretlendirme ve pozisyonlanma süreçlerinde doğrudan bir etkisinin olmadığını göstermektedir. Bu bulgu, turizm sektöründeki işletmelerin personel politikalarını ve uygulamalarını daha iyi şekillendirmelerine yardımcı olabilir.Sonuç olarak, bu çalışma turizm endüstrisinde mutfak çalışanlarının akademik seviyelerinin işletme performansı üzerindeki etkisini anlamamıza ve sektördeki personel yönetimi uygulamalarını geliştirmemize önemli bir katkı sağlamıştır. Bu nedenle, benzer çalışmaların yapılması ve bulguların farklı bağlamlarda doğrulanması, turizm sektöründeki işletmelerin daha etkili ve verimli bir şekilde personel yönetimi yapmalarına yardımcı olabilir.

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SEMIOTIC ANALYSIS OF DINING AND FOOD REPRESENTATION IN TURKISH CINEMA IN THE CONTEXT OF MIGRATION PHENOMENON: THE MIGRATION TRILOGY EXAMPLE

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INTRODUCTION

It is possible to say that gastronomy and culture are intertwined, as the food and culinary culture of a society are often closely linked to the history, geography, traditions and beliefs of that society. Therefore, it is argued that food is a meaningful cultural phenomenon (Şeyhanlıoğlu, Çakar, Oğuz, 2023). The phenomenon of culture, which constitutes the whole of the material and spiritual elements of people, is carried to future generations through the media. In other words, food and table culture, which is a part of the cultural structure of societies, is carried to the future through the media. Today, the fact that gastronomy, culture and media are intertwined has caused gastronomy culture to adapt to our lives faster. Therefore, the effects of food as a form of culture on the media have become more important (Rojas-Rivas et al., 2020: 2). Cinema, which offers a visual view of life, is very important in terms of conveying the meanings of food. The recent increase in the visibility of food in visual culture transmission is one of the main factors that constitute this research (Çakır, Şengül, & Parmaksızoğlu, 2020).

Within the scope of this study, in terms of the representation of social classes and the formation of identities, it will be emphasized how the characteristics of food attributed to social classes are reflected symbolically and semiotically in migration-themed films in Turkish cinema. For this purpose, the migration trilogy (Gelin, 1973; Düğün, 1974; Diyet, 1975), which is one of the leading films shot by Ömer Lütfi Akad in Turkish cinema and which directly depicts the phenomenon of migration and urbanization, will be examined through how food and table culture differentiate in the context of the transition from rural to urban. The semiotic analysis of the migration trilogy in the context of food is a possible contribution to the literature.

LITERATURE

Food and Cultural Identity

Food is an important carrier of identity and has an undeniable role in the formation of identity with the deep sub-meanings it contains. People form their cultural identity through the food and drinks they consume and express themselves through eating cultures (Akarçay, 2016). At the same time, food is a phenomenon with cultural characteristics and cultural characteristics of food play an important role in social relations.

Since food is a cultural indicator, it reinforces inclusion or exclusion from a certain group through the messages it contains. Food plays an active role in social life as a symbol and metaphor. In addition to being a physiological and social phenomenon, it is also a means of communication (Gürhan, 2017). When analyzed from a social perspective, it is seen that individuals create an identity for themselves based on the culture and norms of the society they live in. One of the main efforts to create this identity

and to be included in the society is to include the food and beverages of that culture in their lives.

Semiotics

According to ancient Greek sources, this term, which means "sign, sign", means "any form, object, phenomenon, etc. that expresses an element other than its own meaning and can replace what it expresses" (Rıfat, 1998).

Semiotics is a branch of science that deals with the study of signs and symbols and includes the study of any medium as a sign system. Therefore, it deals with all kinds of elements that can be used for communication. Various strings consisting of many elements such as spoken language, non-verbal communication with gestures and mimics, sign language, traffic signs, settlement plans of cities, the structure of transportation routes of countries, architectural arrangements, musical works, theater performances, advertising posters, coins, literary works, colors, numbers, alphabets, flags, gestures and mimics, fashion and movie scenes are used as indicators (Rıfat, 2009). Cinema, which spreads easily to the masses and carries messages, also contains various indicators in daily life (Kanık, 2018).

Food and Table Representation in Cinema

Beyond being a necessity for human survival, food carries cultural and ideological meanings through questions such as with whom, how, where, when and what is eaten. As a cultural symbol, food plays a central role in certain rituals. People strengthen their group identity by consuming certain foods at certain times. Food is an important element that strengthens communication between individuals and carries various social and cultural characteristics such as power, authority and status. In addition to this biological function of food, its symbolic narrative power has made it a frequently used element in cinema (Abdurrezzak, 2014).

Following the tradition of film production and analysis in which food and table representation was used as a narrative element, albeit limited, but lacked semiotic qualities, the narrator's focus on the food itself and its social imagery has become one of the dominant trends in today's film production processes. Symbolic uses made through food in movies have started to take place frequently (Gaye, 1999, 11). Based on this context, gastronomy as a film theme is evaluated as the reflection of sociological inputs on the screen as a result of the interaction of identity indicators with social and cultural components (Bover, 2004, 22).

METHOD

Turkish cinema focuses on characters, narrative structures and stories that include social issues, often reflecting different segments of society. Food occupies a central place in Turkish culture, and by using this important cultural element in cinema, it functions as a powerful tool to convey social class differences and relationships.

Food has only recently begun to be evaluated as a field of research in films (Kanık, 2018: 13). In addition, the element of food finds its place in daily life as a message carrier like film (Kanık, 2016: 2). The food element has a significant place in the history of cinema (Kanık, 2018: 32).

Although the studies on migration-themed films in Turkish cinema vary in various periods, the examination of the phenomenon of migration in the context of food and table culture has not been sufficiently addressed and elaborated. For this reason, in order to contribute to the literature, in this study, the migration trilogy in Turkish cinema, which mainly deals with the theme of rural-urban migration and consists of Gelin (1973), Düğün (1974) and Diyet (1975), will be examined by semiotic analysis of various scenes on how the phenomenon of social class is conveyed through food and food culture and the importance of food culture in cinema. Some of these scenes; family meals (scenes where family members come together), celebration and holiday meals (meals prepared for special occasions and celebrations), food preparation scenes (scenes where characters are shown preparing food), restaurant and cafe scenes (scenes where food is eaten in public places), dialogues about food (conversations and discussions about food) and similar scenes will be analyzed with the semiotic analysis technique that examines the subtexts of signs, symbols and elements in depth and the sub-messages in the scenes will be analyzed and interpreted.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

In Turkish cinema, food and tableware play an important role in the transmission of social class, identity formation of characters and strengthening of relationships. Food preferences, table setting and eating habits reflect the characters' social class, cultural identities and their relationships and communication with each other. In addition to emphasizing class differences, food and table scenes also contribute to the strengthening of solidarity and relationships. Turkish cinema offers viewers a rich cultural experience as it delves deeper into society through food and table culture. It also gives the audience the opportunity to understand the complexity of the social class in which the characters in the movie are located. When the National Literature is examined, there are no studies that examine the theme of migration in Turkish Cinema in the context of gastronomic elements. As a result of the review, it was observed that most of the studies in the literature examined the elements in the films through cinema theories. Considering how common and important the use of gastronomic elements in cinema is, it is thought that interpreting it from the perspective of the field of Gastronomy and Culinary Arts will make important contributions to the literature. In addition, eliminating the deficiency in the literature and pioneering other studies are among the important objectives of the study.

ORIGINAL VALUE OF THE RESEARCH

When the national literature is examined, there is no study on the treatment of food and table as social status indicators in migration-themed films in Turkish cinema. However, there are studies on how food and table are treated as cultural phenomena in cinema. While most of these studies have analyzed gastronomic elements from a semiotic perspective, some of them have dealt with the representation of social class through a specific director. Some of these studies include Kübra Yıldızlar's (2022) Sociological Analysis of Food and Table in Yeşilçam Films: The Case of Köyden İndim Şehire. In this study, a sociological analysis of food and table was made on the basis of the movie Köyden İndim Şehire. Çinay and Sezerel (2021) conducted a sociological analysis of food and table in Ferzan Özpetek Films: An Analysis on Serseri Mayınlar, the symbolic and spatial meanings of food in the movie Mine Vaganti (Serseri Mayınlar) directed by Ferzan Özpetek are analyzed with Barthes' semiotics approach. Then, in another study conducted by Çinay and Sezerelin in 2021, the representation of food and table in Fatih Akın films was analyzed. It is revealed that food and table in Fatih Akın's films are an important power to reflect social phenomenon and status.

Within the scope of the literature study, it has been observed that there are no studies on how food and table are used as a class and cultural representation tool in migration-themed films in Turkish cinema and with which symbols they are transferred. This study aims to fill the gap observed in the literature.

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THE RISING CONSUMER CULTURE THROUGH SOCIAL MEDIA: AN EXAMINATION IN THE CONTEXT OF SPORTS AND SPORTS PRODUCTS

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INTRODUCTION

Social media initially emerged as a tool for people to connect with each other and share information. However, over time, it has become a force that encourages and directs consumer culture. Social media platforms contribute to the development of consumer culture by allowing users to discover, review and purchase products. The sports industry is one of the areas that feel the impact of social media the most. Sports brands use social media platforms extensively to promote their products and increase their sales.

This research aims to examine how the rising consumption culture through social media is shaped in the context of sports and sports products. The main problem of the research is to understand the effects of social media on consumption habits and its reflection on sports products. The main objective of the research is to determine the effects of social media platforms on the consumption of sports products and to analyze how these effects shape consumer behavior. In addition, the effects of social media on the marketing strategies of sports brands will also be evaluated. In this context, how social media users consume content related to sports products, the impact of this content on purchasing decisions and the success of social media strategies of sports brands will be examined.

LİTERATURE

Social media plays an important role in digital marketing strategies. Research has addressed the impact of social media on consumer culture from various aspects. Especially in the context of sports and sports products, studies reveal how social media shapes the consumer behavior of sports brands. Consumption culture has become more dynamic and interactive with the impact of social media.
The impact of social media on consumption culture has changed the way brands reach and interact with their target audiences. Sports brands aim to increase their loyalty by providing consumers with more personalized and engaging content through social media campaigns. The literature emphasizes that social media marketing is more effective than traditional marketing methods. Therefore, understanding the effects of social media platforms on consumption culture will help sports brands optimize their marketing strategies.
Social media marketing plays an important role in the consumption of sports products. Research highlights the effects of social media on consumer behavior. Social media platforms are used as an effective tool for the promotion and sale of sports products. Social media campaigns enable sports brands to reach their target audiences and increase consumer loyalty. Social media is a powerful tool to shape consumer behavior. By using social media platforms, sports brands interact directly with consumers and increase brand loyalty.
The effects of social media on sport and sport product consumption culture have been extensively studied in the literature. Research emphasizes the effects of social media on consumption habits. Social media platforms are used as an effective tool for the promotion and sale of sports products. Sports brands aim to increase their loyalty by providing consumers with more personalized and engaging content through social media campaigns. Therefore, understanding the effects of social media platforms on consumer culture will help sports brands optimize their marketing strategies.

METHOD

Social media marketing plays an important role in the consumption of sport products. Research highlights the effects of social media on consumer behavior. Social media platforms are used as an effective tool for the promotion and sale of sports products. Social media campaigns enable sports brands to reach their target audiences and increase consumer loyalty. Social media is a powerful tool to shape consumer behavior. By using social media platforms, sports brands interact directly with consumers and increase brand loyalty.

The effects of social media on sport and sport product consumption culture have been extensively studied in the literature. Research emphasizes the effects of social media on consumption habits. Social media platforms are used as an effective tool for the promotion and sale of sports products. Sports brands aim to increase their loyalty by providing consumers with more personalized and engaging content through social media campaigns. Therefore, understanding the effects of social media platforms on consumer culture will help sports brands optimize their marketing strategies.

WIDESPREAD IMPACT AND LIMITATIONS OF THE STUDY

By contributing to the understanding of how the culture of consumption of sports products is shaped through social media, the research will help sports brands to develop more effective marketing strategies. It will have a broad impact on the sports industry by providing recommendations for more successful social media campaigns.

However, the research has some limitations. Only online survey and interview methods were used in the data collection process, which may have limited the participation of some demographic groups. Furthermore, as social media usage habits and consumption behaviors may change over time, the findings may not allow for long-term generalizations.

Limitations of the study include the small sample size and time constraints in the data collection process. These limitations restrict the generalizability of the findings. In addition, since social media usage habits and consumption behaviors may change over time, the findings may not allow for long-term generalizations. These limitations suggest that future research should use larger sample groups and conduct long-term studies.

ORIGINAL VALUE OF THE RESEARCH

This research is one of the few studies that examines the effects of social media platforms on sports and sports product consumption culture. At the intersection of social media and consumer culture, this study makes important original contributions to marketing strategies and consumer behavior.

Our research brings an innovative perspective to the literature in this field by analyzing the effects of social media influencers on sports product consumption. It will also help brands optimize their digital marketing strategies by examining the effects of social media platforms on sports product perception and purchase decisions.

The unique value of the research lies in its detailed examination of how social media shapes consumption culture in the context of sports and sports products. This study provides original findings to help sports brands optimize their social media strategies. It also fills an important gap in the literature by highlighting the impact of social media marketing compared to traditional marketing methods. By investigating the consumption habits of social media users based on their responses, the research will also help further studies on this topic and benefit the academia.

THE COMMUNICATION STRATEGY OF MICROBREWERIES ON SOCIAL MEDIA

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INTRODUCTION

Microbreweries are a subcategory of breweries. They are usually small breweries producing limited quantities of beer. Moreover, they are characterized by the adoption of an alternative approach to their operation, which is associated with flexibility, adaptability and experimentation with new recipes and different ingredients. In addition, they are considered to play an active role in the development of beer tourism in destinations, considering that many of them are open to the public, offering tastings, guided tours, and other complementary services. In recent years, there has been a booming beer scene in Greece, with the establishment and operation of several microbreweries. These microbreweries are competing both with each other and with the larger breweries, local and multinational. Social media play a key role in their communication strategy, mainly because they are considered cost-effective marketing tools (Trihas et al., 2013). In this context, the aim of the paper is to analyze the communication strategy followed by microbreweries in social media, seeking for good practices. The research focuses on the island of Crete, Greece, a popular tourist destination where an increasing number of microbreweries have been operating in recent years.

LITERATURE REVIEW

A limited number of studies focus on the role and importance of social media in the communication strategy of breweries. For example, according to Garavaglia and Swinnen (2018), small beer producers and craft brewers rely on different marketing strategies than traditional brewers. They avoid traditional advertising channels such as television, and instead leverage low-cost marketing tools such as the internet and social media. Other authors (Elzinga et al., 2018; Ferto et al., 2018) agree that microbreweries and craft breweries in contrast to large beer brands cannot spend significant money on advertising. Therefore, they avoid mass market advertising on television, using instead low-cost marketing techniques such as social media to promote their brands. Jantyik et al. (2021) argue that social media is often used by microbreweries as their only promotional channel. Garavaglia and Castro (2018) suggest that microbreweries can gain a competitive advantage from the use of internet and social media in comparison to other traditional marketing tools, mainly because thanks to the internet, consumers are today more connected and more informed. Alonso et al. (2017) in their cross-national survey found that brewers perceive their involvement in social media as a factor of innovation. Nevertheless, microbreweries and craft breweries have to realize that, on social media, a different approach to marketing is required in order to influence its audience (Aleti et al., 2016).

METHODOLOGY

The study focuses on the use of social media for communication and promotion purposes by the microbreweries in the island of Crete, Greece. The research process included the following steps: Initially, all microbreweries operating in Crete were searched and recorded. This search resulted in 14 microbreweries. Subsequently, a search was made on the official websites of the microbreweries for links on social media. The next step involved analysis of the social media pages where specific variables such as the date of creation of each page, active tabs, number of followers, rating, language of content were recorded. In addition, for a period of one year (2023), all the posts uploaded by the microbreweries on social media were recorded in order to find the frequency of posts, as well as the engagement rate of followers on these posts (likes, shares, comments). This was followed by content analysis of the posts on different social media and categorization of the content into categories such as: products, brewery facilities, production process, people, events, destination, promotional activities etc. If the posts were accompanied by #hashtags, these were recorded. Comparisons were made both between different microbreweries and between different social media of the same microbrewery. The most popular post of each microbrewery in 2023 was analyzed to find what type of content is attracting the interest and interaction of followers. The above analysis identifies types of content and interaction elements that may contribute to a successful or leading communication strategy in social media in the case of microbreweries.

THE WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

Social media is now widely recognized as an efficient and cost effective communication tool with a high return on investment (Zouganeli et al., 2011). Microbreweries with limited resources and budget are integrating social media into their communication strategy, recognizing all their advantages as communication tools. This research highlighted some interesting findings that can be used as good practices by microbreweries in the context of their social media marketing strategy. Findings and discussion of this study are useful to brewers, marketers and academic researchers interested in social media marketing for the brewery industry.

Although this study provides valuable insights into the use of social media for communication purposes in the microbrewery industry, it has one basic limitation. It focuses on a specific geographical area (Crete) and analyzes the social media communication strategy of a small number of microbreweries. For this reason, the results of the research may not be generalizable to all microbreweries that operate either in other regions of Greece or in other countries. Future research can include a larger sample of microbreweries so that the findings are more representative.

THE ORIGINALITY OF THE RESEARCH

Although the literature on the role and importance of social media as communication tools for businesses and destinations is extensive, the available studies focusing on breweries are limited. This research contributes to the existing literature as the first study that examines the use of social media for communication and promotional purposes by microbreweries in Greece.

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BRANDING AN EMERGING TOURIST DESTINATION THROUGH LOCAL FOOD PRODUCTS

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INTRODUCTION

Gastronomy as a concept did not receive recognition in tourism industry until recently (Long, 2013). However, gastronomy as part of the tourism phenomenon has become one of the most promising sectors of tourism industry (Gregory, 2015). Gastronomy tourism helps each destination to establish their cultural identity, to enhance their competitive advantage and additionally to act as an important co-creator of landscapes (Visković and Komac, 2021). Gastronomy acts as an export channel of local production abroad but without exporting anything abroad. According to Sio *et al*. (2024), the products of gastronomy become vital instruments for highlighting these different local flavors. Moreover, according to Kladou and Trihas (2022) and Suna and Alvarez (2021), the brand identity and image of gastronomy encapsulate the distinctive features and perceived advantages of a region's culinary heritage. Gastronomy is a combination of tangible and intangible elements that represents their cultural uniqueness (Pérez Gálvez *et al*. 2017; Corigliano, 2003).
In this paper, an effort is made to explore how gastronomy tourism can boost local production, add value to the tourism product and unite stakeholders and producers in an emerging tourism destination, the Prefecture of Imathia, in Northern Greece. The region is famous for its great history with numerous archeological, cultural and religious sites of global significance. Moreover, the area produces fruits, vegetables with great exports globally while livestock farming expands nationally. Furthermore, the region is a well-known wine region with viticulture zone and numerous wineries. Additionally, the paper is studying the effect of local products in tourism branding alongside with the identity of Imathia and the corresponding gastronomy tourism activity in the region.

LITERATURE

Gastronomy is a significant element of tourism (Hall and Mitchell, 2005). Gastronomy tourism is based on the economic, social, cultural and environmental interrelations among food and territory, agriculture and tourism (Kyriakaki *et al*., 2017) and examines the connection between culture, food and art (Kivela and Crotts, 2009). There are significance relations among tourism, local products and gastronomy (Montanari and Staniscia, 2009). Tourism adds extra value to the local products and brings local producers with tourism stakeholders closer (Dimtsis *et al*., 2022). This is a difficult issue due to the fact that there are different groups of stakeholders, their networking is complex and their motives in various types of tourism experiences are different (Šmid Hribar, Razpotnik Visković and Bole, 2021).
Gastronomy tourism promotes agricultural development by highlighting niche and regional products, leading to positive impacts on income and employment (Fernandez and Richards 2021; Yılmaz, 2015). Gastronomy is a decision making criterion of a destination that contributes to the fulfillment of the tourists' experience (Kivela and Crotts, 2009; Tung, 2001). According to Sims (2009), destinations can utilize their gastronomic potentials to increase tourism flows and to enhance the tourism experience. According to Suna (2021), the role of gastronomy for any destination emerges as conceptually

significant. The restaurant is a place where tourists can receive a comprehensive gastronomic experience (Walker, 2013). In order for restaurants to attract tourists they need to contain local products and tastes (Sorcaru, 2019). Tourism strategies of destinations need to promote the development of comprehensive tourism products (McKercher, 2016). Additionally, grouping activities and attractions, and developing rural tourism products like tours or routes, fosters cooperation among local areas and agents (Spilková and Fialová, 2012), which a crucial aspect in the sustainable tourism development (Valachis and Trihas, 2024).

METHODOLOGY

A qualitative research was conducted in May 2024 and ten semi-structured in-depth interviews with key informants took place through face-to-face interactions in addition to online platforms. The rationale for selecting a qualitative method lies in the open-ended nature of the research. The data primarily consists of text or words, which were analyzed to uncover the relevant concepts (Creswell, 2011). Most of the interviewers are familiar with the local production and tourism. The interviews were recorded and then transcribed, using content analysis for the study the responses. A pilot interview confirmed the clarity and comprehensibility of the questions. Five categories of questions were developed and formulated according to the literature review, so as to address the research objectives. Particularly:

1. The level of association between culinary identity and local products;
2. The level of integration of local products into the tourism product of the region;
3. The level of development of the culinary tourism of the region;
4. The gastronomy relationship with other forms of alternative tourism;
5. The positive and negative factors for the development of gastronomic tourism in the region.

The sample consisted of 12 tourism experts (9 men and 3 women) of different academic backgrounds with different tourism occupations dealing with DMO positions, local production and tourism and hospitality entrepreneurship.

THE WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

Although some of the products are very popular, they mentioned that all of them are playing an important role in the gastronomical tourism development and to the branding configuration of the region. As a weakness, they pointed out the issue that local products are not available on the local restaurants or shops and that there is much to be done in connecting local producers with tourism businesses. Moreover, they recognize the individual efforts that are made in promoting local gastronomy from tourism related stakeholders but it is of great importance that all these initiatives need to be organized under a common umbrella or career such as a destination management organization.

Although tourism activity and gastronomy tourism are in their early stages, all interviewees strongly believe that local products can play a significant role in the future tourism development and that gastronomy can shape the touristic branding of the region of Imathia. The development of partnerships among all the local stakeholders, producers and entrepreneurs, the standardization of the gastronomical products and additional promotional efforts, are all crucial for the gastronomy tourism development of the region. The discussion of this study is useful to destination management careers, academic and other stakeholders related with gastronomy tourism.

Since the sample of this research was small, forthcoming researches may include a greater number of interviews with tourism experts and stakeholders from the region and also with different private sector tourism businesses. Last but not least, it would be interesting to study a greater sample of tourists and visitors of the region in a quantitative approach, something that will reinforce the generalization of the research applicability. Moreover, the use of different research tools would be interesting for the perceptions of the local community and also for their views about local production, branding and gastronomy tourism. Therefore, the formation of the gastronomy branding identity in practice and its practical implementations would be a great topic of research in the territory.

THE ORIGINALITY OF THE RESEARCH

The paper investigates an issue that has not been previously addressed in depth. Although many studies have taken place, there wasn't any research for the examined region. The paper provides evidence that will contribute to the existing knowledge about tourism, gastronomy, local production and destination branding. It is applying existing knowledge of gastronomy, tourism and local production in the formation of branding to an emerging destination with low intense tourism activity but great cultural and agricultural history.
This research is combining insights from different academic disciplines to create an innovative outcome. It emphasizes the necessity for the development of partnerships among stakeholders as an ultimate tool for the sustainable tourism development of a destination. Finally, the result of the research reveals the **meeting of minds** between public bodies and private businesses, which is the basis of further developing partnerships in sustainable tourism.

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DETERMINATION OF GASTRONOMY TOURISM IN TERMS OF TOURISTS' DEMOGRAPHIC CHARACTERISTICS: THE CASE OF KAZAKHSTAN

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INTRODUCTION

Destinations now include food and beverages as an important element in tourism to attract more visitors and offer a variety of gastronomic experiences (Sthapit et al., 2017). Notable examples include Hong Kong, Taiwan, Turkey, Thailand, Malaysia, China and South Korea, which have used their rich food cultures to become renowned gastronomic destinations. Aiming to improve its international reputation and brand, Kazakhstan has also made significant strides in gastronomy tourism. The "Kazakhstan: Great Steppe Country" project emphasizes the role of national culinary culture in the country's branding efforts (Chernyavskaya and Kauymbayev, 2017). Kazakhstan, which hosted events such as the 2017 World Fair and the 28th University Winter Games, has positioned itself as a global destination by exhibiting its cultural, scientific and gastronomy achievements (Shakirova, 2015).

Consumption of local food and beverages, which are evaluated within the framework of gastronomy tourism, has a significant role in tourist satisfaction and destination loyalty intentions (Seo et al., 2014; Suntikul et al., 2020). At the same time, gastronomy image plays an important role in creating a positive perception in the minds of tourists (Seo et al., 2014) and in destination marketing and branding (Lai et al., 2019). It can be said that it is important to measure whether the demographic characteristics of tourists differ between gastronomy image, gastronomy experience, gastronomy satisfaction, destination satisfaction and destination loyalty in marketing and branding of the destination.

It is known that the number of studies showing the importance of gastronomy tourism in Kazakhstan on this subject is limited. In the study of Tagmanov and Ulema (2023), the satisfaction levels of foreign tourists visiting Kazakhstan towards Kazakh cuisine were measured by their demographic characteristics. In this regard, it has been determined that there is a need for comprehensive research that will contribute to Kazakhstan gastronomy tourism. Therefore, this study aimed to determine the gastronomy image, gastronomy experience, gastronomy satisfaction, destination satisfaction and destination loyalty of foreign tourists visiting Kazakhstan in terms of demographic characteristics.

LITERATURE

Kazakhstan as a Gastronomy Tourism Destination

Since Kazakhstan is a geographically large and multinational country, it hosts the historical and cultural heritage of various nations (see Figure 1).

Figure 1: Kazakhstan tourism map (Ecotourism information resource centre, t.y.)

Part of the cultural heritage are gastronomy-related items that are important for tourism. Gastronomy tourism is a type of tourism aimed at tourists who aim to get to know the local cuisine of a country. Gastronomy tourism, which is a developing type of tourism in the world, also has a significant development potential in Kazakhstan. It is inextricably linked with the history of Kazakh cuisine and the development and formation of Kazakh society as a whole (Sandybayev, 2019: 3).

RELATIONSHIPS BETWEEN CONCEPTS

Destination Gastronomy Image

Recently, various countries are increasingly using local food and beverages and considering gastronomy activities as the basic products of tourism in order to become an important tourist destination and attract more tourists. In this process, some countries have managed to improve the country/destination image by using local food and beverages (Li et al., 2020: 2). For example, Italy has been quite successful in developing a gastronomic culture. Like the French and Spanish, Italians have shown that a strong image, high quality and well-structured products can be effective in attracting gastronomy tourists (Hjalager and Corigliano, 2000: 292).

Gastronomy Experience

Food and beverages are known as items that have the potential to satisfy all human senses (Seyitoğlu and Alphan, 2021: 414). Food and beverages containing different tastes, tastes, pleasures and senses become attractive to tourists and occupy an important place in the tourism experience (Atsız et al., 2022: 1). Smells and tastes from food and beverages can revitalize the tourism experience and memories of the destinations visited by tourists (Huang and Lau, 2020: 4). For this reason, food and beverages can be an important element of attraction (Seyitoğlu and Alphan, 2021: 413) and the main source of motivation, especially for tourists looking for a gastronomic experience (Atsız et al., 2022: 1). For example, the main motivation for tourists to participate in gastronomy festivals may be their desire to have memorable gastronomic experiences by consuming different and delicious food and beverages offered in destinations (Quan and Wang, 2004: 302).

Gastronomy Satisfaction

Features such as service quality, staff performance, atmosphere, hygiene, food and beverage quality, preparation, presentation and types, table manners, ambience, physical environment in local restaurants in the destination are the determinants of gastronomy satisfaction (Kim et al., 2022: 124; Yasami et al., 2021: 600). For example, tourist satisfaction can be created as a result of waiters in restaurants located in tourist areas displaying the local heritage of the region by wearing traditional clothes (Hendijani, 2016: 278) and showing communication skills and appropriate behavior during service (Carvache-Franco et al., 2021: 3). A social and friendly environment can enable tourists to have friendly interaction with local people and enrich their destination experience (Kim et al., 2022: 124).

Destination Satisfaction

Many researchers have examined the experience and satisfaction levels of tourists in destinations, the importance or performance of intangible and concrete products in the destination, using different methods. Kozak (2003) examined the destination features with the factor dimensions of accommodation

and food and beverage services, transportation, hygiene and cleanliness, hospitality, activities and events, communication, price perceptions and airport services in order to measure the satisfaction of tourists. Chi and Qu (2008), on the other hand, tried to measure the general satisfaction and quality satisfaction of tourists by using destination features such as accommodation, food and beverage establishments, shopping malls, attractive places, activities and events, environment and accessibility. These are critical elements that affect tourists' destination satisfaction and future behavioral intentions (Kozak and Rimmington, 2000: 267). Destination satisfaction has a positive effect on tourists' loyalty, as well as tourists being able to revisit the destination and recommend it to others (Kozak, 2003: 236; Chen and Tsai, 2007: 1115; Chi and Qu, 2008: 632). At the same time, destination satisfaction can meet tourists' expectations and increase their interest in gastronomy. The success of the destination helps tourists experience food and beverages through their sensory perceptions such as seeing, tasting and hearing (Durmaz et al., 2022: 9). The quality of attractive tourist attractions, public and private facilities, human resources, image and features, as well as price, experience and satisfaction can be effective in tourists' decision to travel to a particular destination (Widjaja et al., 2020: 379). In addition, the satisfaction that tourists gain in the destination during the travel process may not be a guarantee of visiting the destination again (Bigné et al., 2001: 614).

Loyalty (Recommend to Others and Revisit)

Loyalty can be defined as tourists' future desire and action to consume or not consume products in a particular destination (Hashemi et al. 2023). Tourists' loyalty is divided into two main dimensions: the intention to visit a destination for gastronomy tourism and the intention to recommend the local cuisine to others (Choe and Kim, 2018; Rousta and Jamshidi, 2020; Widjaja et al., 2020). Tourists' positive attitudes towards gastronomy products are generally associated with positive behavioral intentions (Rousta and Jamshidi, 2020). Various studies show that tourists' positive attitude towards food and beverages leads to intention to purchase and recommend to others. It is suggested that tourists' attitudes affect their intentions to choose or revisit a destination (Chi et al., 2013; Choe and Kim, 2018). Ab Karim & Chi (2010) and Seo et al. (2017) found that if tourists have a more positive attitude towards Malaysian food, they will intend to recommend Malaysia and revisit.

METHOD

Population and Sample of the Research

The population of the study consists of foreign tourists who visit Almaty city, Kazakhstan and experience Kazakh local dishes. Almaty region was chosen for data collection for reasons such as being the largest city in Kazakhstan in terms of population, representing all regions in terms of gastronomy culture, and having a high number of qualified tourism and food and beverage establishments.

The survey collection process of the research covers the period between July 2020 and October 2021. Firstly, it was aimed to collect face-to-face surveys from foreign tourists at the Kazakhstan Central Museum, and a total of 30 surveys were collected. However, in the second stage, as a result of the precautions taken due to the epidemic disease (Covid-19) that affected the whole world, it was decided to collect data online. Foreign tourists whose e-mail addresses can be reached and Facebook, Instagram etc. An online survey link was sent to groups of tourists visiting Kazakhstan on social media platforms. 362 online surveys were collected until October 1, 2021, which was determined as the last data date, and the data collection process was completed with a total of 392 surveys.

Survey Tool

Previously applied and validated surveys were used to develop the survey form used in data collection. Various sources were used to create the variables in the survey. In this context, a survey form consisting of 41 statements obtained from various sources was created in accordance with the research model.

To measure the destination gastronomy image dimension, two expressions (Gómez et al., 2015), one expression (Choe and Kim, 2018), one expression (Rousta and Jamshidi, 2020) were taken from the research and this dimension consists of a total of four expressions. For the gastronomy experience dimension, 13 statements (Lai et al., 2018), one statement (Choe et al., 2017), six statements (Mohamed et al., 2020), one statement (Rousta and Jamshidi, 2020), one statement (Yasami et al., 2021) taken from

their research. This dimension consists of a total of 23 statements. For the gastronomy satisfaction dimension, two statements (Lai, 2020), two statements (Correia et al., 2020) were taken and this dimension consisted of four statements. For the destination satisfaction dimension, Widjaja et al. (2020) research, five statements were taken and this dimension consisted of five statements. An expression for the revisit dimension was taken from the research (Seo et al., 2017) and this dimension consists of 3 expressions. An expression for the dimension of recommending to others (Choe et al., 2017; Yang et al., 2020); One statement was taken from the research of Choe et al., 2017), one statement (Choe & Kim, 2018), one statement (Lai, 2020; Leong et al., 2017), and this dimension consists of 4 statements. The survey form took its final form after the pre-test. In the research, a five-point Likert was used to measure the participants' level of agreement with the statements.

The demographic characteristics of the participants consist of gender, age, nationality, profession, holiday duration, education, number of visits, purpose of arrival, holiday duration, and place of stay. Among the demographic questions, "watching promotional videos about Kazakhstan food and beverages" and "having sufficient knowledge about Kazakhstan cuisine" adapted from Wijaya (2014) and to identify "sources of information on Kazakhstan food and beverages" adapted from Akdag et al. (2018). Two statements regarding the compatibility of food and beverages with the religious beliefs of tourists were created by the researcher.

Data analysis

In the research conducted on tourists visiting Kazakhstan, the data obtained through the survey technique were analyzed with SPSS package programs. Explanatory factor was conducted for the data obtained in the study. Difference analysis was used to test the hypotheses. Skewness and kurtosis values are generally between -1.5 and +1.5. This shows that the data is normally distributed and parametric tests can be applied (Tabachnick and Fidell, 2019; Raykov and Marcoulides, 2006).

DISCUSSION, CONCLUSION AND RECOMMENDATION

When the results of the research conducted on foreign tourists visiting Kazakhstan are compared with other studies, it can be seen that there are various similarities and differences. It has been determined that tourists generally work in the private sector, have a high level of education, come from European countries and visit Kazakhstan for business tourism purposes. Similar to this result, Mussina (2018) study states that the main motivations for traveling to Kazakhstan are business, culture and nature trips. In another study, tourists visiting Kazakhstan for sightseeing purposes attach more importance to the personnel qualifications, facility quality and price of gastronomy products (Tagmanov and Ulema, 2023). In terms of visit frequency, it was determined that tourists mostly visited Kazakhstan three or more times, stayed for four or more days, and stayed in rented houses. It can be said that tourists mostly prefer rental houses due to the negative effects of the epidemic (Covid-19) during the period when the study was conducted. In this context, Durmaz et al. (2022) study states that the pandemic has greatly negatively affected the interest in gastronomy tourism due to social distance, and this has resulted in people avoiding staying and eating in crowded places.

Easily accessible, accurate and understandable information is an important factor for tourists to visit other countries. In the study, tourists visiting Kazakhstan did not watch promotional videos about Kazakh food and beverages; However, it was concluded that they had sufficient knowledge about Kazakh cuisine due to previous visits or mostly benefiting from other information sources such as the internet, social circle and social media networks. Akhmetova and Nadegda (2021) concluded in their study that every country in the modern world consciously tries to create and develop its own positive image in the world arena, and Kazakhstan tries to introduce Kazakh culinary culture and gastronomy to tourists in various media tools. In this context, Ali et al. (2020) suggest that a social media strategy should be developed to encourage tourists to share their gastronomic experiences.

It has been determined that tourists can find food and beverages in accordance with their religious beliefs in Kazakhstan and have a positive image of Kazakhstan. Mak et al. (2012) study states that cultural and religious characteristics are the main factors affecting tourists' food and beverage consumption. For

example, it is reported that Muslim tourists seek halal food during international travels, taking into account Islamic principles in their eating and drinking behavior (Bon and Hussain, 2010).

It has been determined that tourists who watch promotional videos about Kazakhstan cuisine have a positive image perception of Kazakh cuisine, show more loyalty to Kazakh cuisine and are more satisfied with the quality of the destination. In addition, it has been determined that tourists who do not have sufficient knowledge about Kazakh cuisine also have a positive image. In this context, Shani et al. (2010) study states that tourists perceive a more positive image of the country after watching promotional videos, and this has an impact on their intention to visit the cultural and natural attractions of the country.

It has been determined that as the number of tourists' visits to Kazakhstan increases, both gastronomy satisfaction and satisfaction with the destination decrease. These findings differ from the results of increased gastronomy satisfaction of returning tourists (Roozbeh et al., 2013) and increased satisfaction with the destination (Kozak, 2001; Chi, 2012). However, it has been determined that the first-time tourists have a high image of Kazakh cuisine. In this regard, Nelson (2016) defines non-visitors as potential first visitors who actively seek intensive information about the destination. In the study of Tagmanov and Ulema (2023), as the frequency of tourists visiting Kazakhstan increases, there is a positive trend towards local dishes, facility quality, visit impact and price satisfaction.

In conclusion, this research establishes that tourists' positive perception of gastronomy as a destination influences their gastronomy experience, contributing significantly to high levels of gastronomy satisfaction and overall destination satisfaction. Moreover, this positive satisfaction extends to destination loyalty. Given the limited number of studies on this subject in both international and Kazakh tourism literature, this research significantly fills a crucial gap, underscoring its importance. The study's contributions, spanning methods, findings, results, and suggestions, are valuable to policymakers, decision-makers, business managers, sector employees, and researchers with an interest in this subject.

This research is limited to collecting data from tourists visiting Almaty. The data obtained is analyzed within the framework of this restriction.

TECH MEETS TASTE: ANALYZING THE FACTORS INFLUENCING THE ADOPTION OF 3D FOOD PRINTING IN CULINARY PRACTICES

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INTRODUCTION

The global food industry is undergoing a transformative shift with the advent of advanced technologies, such as 3D food printing. This technology has the potential to revolutionize food production and consumption by offering innovative solutions to some of the industry's most pressing challenges, including labor shortages, food customization, and sustainability (Lipton, 2017). The concept of 3D food printing involves the layer-by-layer deposition of food materials to create complex shapes and structures that are otherwise difficult to achieve with traditional cooking methods (Sun et al., 2015). This process not only allows for the creation of visually appealing and personalized food items but also has the potential to optimize ingredient use and reduce food waste (Liu et al., 2017). The food industry's labor scarcity issue is particularly acute in sectors requiring skilled culinary expertise. The increasing difficulty in recruiting and retaining skilled chefs and kitchen staff has prompted businesses to seek alternative solutions to maintain operational efficiency and product
quality (Aday & Aday, 2020). In this context, 3D food printing emerges as a viable technological intervention that can alleviate the burden on human labor by automating complex and repetitive tasks, thereby enhancing productivity and innovation in food preparation (Godoi et al., 2016). Despite its promising potential, the adoption of 3D food printing technology is still in its nascent stages. Understanding the factors that influence the intention to use this technology is crucial for its widespread acceptance and integration into mainstream culinary practices (Thomas, 2013). This study aims to explore these factors by extending the Technology Acceptance Model (TAM) to include constructs specifically relevant to the culinary field, such as job relevance, output quality, technology complexity, and perceived enjoyment.

LITERATURE

The Technology Acceptance Model (TAM), developed by Davis (1989), is a widely recognized framework for understanding user acceptance and adoption of new technologies. TAM posits that two primary factors, perceived usefulness and perceived ease of use, determine an individual's attitude toward using a technology, which in turn influences their behavioral intention to use the technology.

Perceived Usefulness and Perceived Ease of Use

Perceived usefulness is defined as the degree to which a person believes that using a particular technology will enhance their job performance (Davis, 1989). In the context of 3D food printing, perceived usefulness could relate to how culinary professionals and consumers perceive the technology's ability to improve efficiency, creativity, and food quality. Previous studies have shown that perceived usefulness is a critical determinant of technology adoption across various domains (Venkatesh & Davis, 2000).

Perceived ease of use refers to the degree to which a person believes that using a technology will be free of effort (Davis, 1989). For 3D food printing, this construct may encompass the user-friendliness of the technology, the learning curve associated with its operation, and the ease of integrating it into existing culinary workflows. Research indicates that perceived ease of use significantly influences users' attitudes toward adopting new technologies (Gefen & Straub, 2000).

Extension of TAM

To better capture the unique aspects of 3D food printing in the culinary industry, this study extends TAM by incorporating additional constructs:

Job Relevance

Job relevance refers to an individual's perception of the extent to which a technology is applicable to their job tasks (Venkatesh & Davis, 2000). In this study, job relevance will measure how relevant 3D food printing is perceived to be in enhancing culinary practices and meeting professional demands.

Output Quality

Output quality pertains to the degree to which the outputs produced by a technology meet users' standards and expectations (Wixom & Todd, 2005). For 3D food printing, output quality will be assessed in terms of the precision, aesthetics, and overall quality of the printed food items.

Technology Complexity

Technology complexity refers to the perceived difficulty associated with using a technology (Thompson et al., 1991). This study will examine how the complexity of operating 3D food printers affects users' perceived ease of use and their overall intention to adopt the technology.

Perceived Enjoyment

Perceived enjoyment is defined as the degree to which using a technology is perceived to be enjoyable in its own right, aside from any performance consequences (Davis et al., 1992). In the context of 3D food printing, perceived enjoyment will capture the fun and satisfaction derived from using the technology for creative culinary purposes.

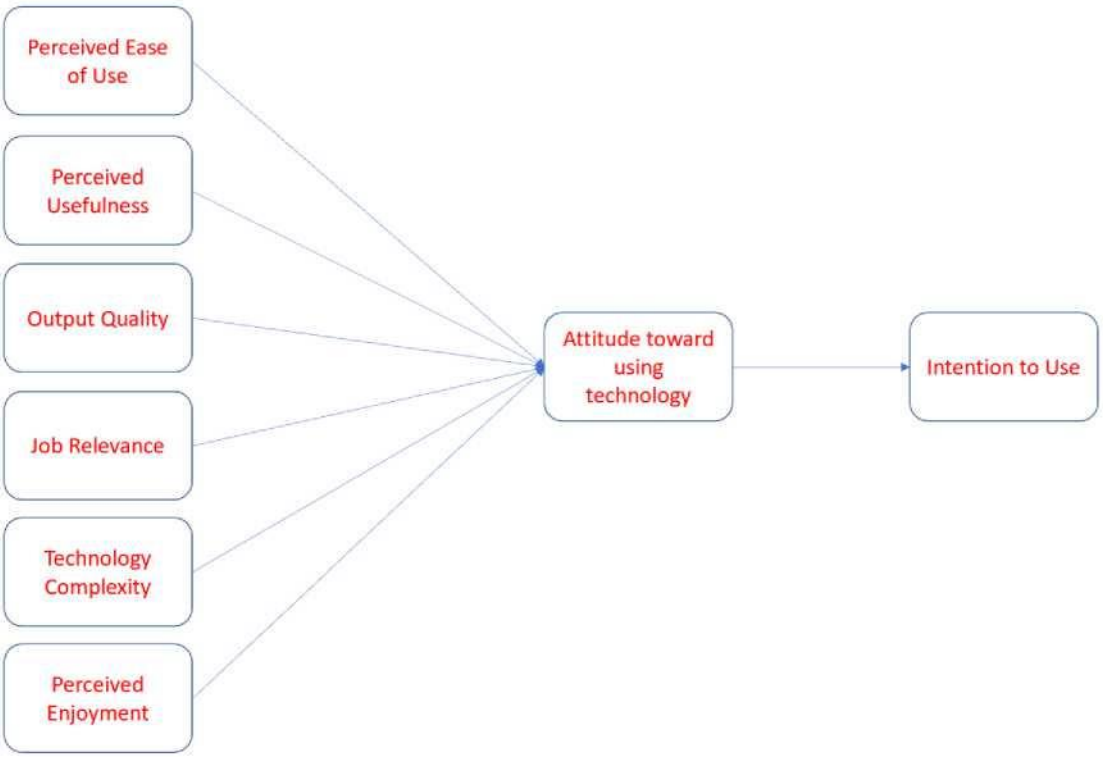
Attitude Toward Using Technology and Behavioral Intention

Attitude toward using technology is a determinant of behavioral intention, reflecting the positive or negative feelings about using a particular technology (Ajzen, 1991). This study will explore how attitudes toward 3D food printing influence the intention to use it.

METHODOLOGY

This study will employ a quantitative approach to investigate the factors influencing the adoption of 3D food printing technology among industrial kitchen employees. A structured survey will be designed to collect data from culinary professionals, including chefs, kitchen staff, and culinary managers, working in industrial kitchens across various regions. The survey will be developed based on established scales from prior research on technology acceptance and adoption. A total of 400 industrial kitchen employees will be targeted for this study. Participants will be recruited through online platforms. A stratified random sampling technique will be used to ensure a representative sample across different types of industrial kitchens, including restaurants, hotels, and catering services. The survey will be conducted online, ensuring ease of access and anonymity for participants. The collected data will be analyzed using Structural Equation Modeling (SEM) to test the hypothesized relationships among the constructs. Descriptive statistics, reliability analysis, and validity checks will also be performed to ensure the robustness of the measurement model.

Figure 1. Proposed Model



EXPECTED OUTCOMES

The study is expected to reveal that job relevance, attitude toward using technology, perceived ease of use, and perceived usefulness are significant predictors of the intention to use 3D food printers among culinary professionals and consumers. Output quality and perceived enjoyment are anticipated to have a positive impact on the intention to use 3D food printers, albeit to a lesser extent. Technology complexity is expected to negatively affect perceived ease of use, which in turn impacts the overall intention to adopt the technology. Participants are likely to exhibit positive attitudes toward 3D food printing technology if they perceive it to be useful, easy to use, and enjoyable. Culinary professionals may show a higher degree of acceptance if they believe the technology is relevant to their job tasks and can enhance their culinary creativity and efficiency. Initial costs and the learning curve associated with 3D food printing technology are expected to be identified as significant barriers to adoption.

POTENTIAL IMPLICATIOS

This study may extend the Technology Acceptance Model (TAM) by incorporating constructs such as job relevance, output quality, technology complexity, and perceived enjoyment. These additions provide a more comprehensive understanding of technology adoption in the culinary context. The findings will contribute to the literature by validating and refining the extended TAM in the context of 3D food printing, offering a robust framework for future research on technology adoption in similar domains. The study will also provide novel insights into how culinary professionals and consumers perceive and accept innovative food technologies. It will highlight the importance of perceived enjoyment and output quality, which are often overlooked in traditional TAM studies.

Manufacturers and marketers of 3D food printing technology can use the findings to develop targeted marketing strategies that emphasize the practical benefits, ease of use, and enjoyment associated with the technology. Highlighting success stories and real-world applications can enhance perceived usefulness and job relevance. Policymakers and educational institutions can leverage the study's findings to promote the adoption of 3D food printing technology as part of broader efforts to address labor shortages in the food industry. Incorporating 3D food printing into culinary education curricula can prepare future chefs to utilize this technology effectively.

LIMITATIONS

Although the study will target 400 industrial kitchen employees, the sample size may still limit the generalizability of the findings to the broader population of culinary professionals. Additionally, the study's focus on industrial kitchens in specific regions might not capture the diversity of experiences and attitudes across different cultural and economic contexts. Additionally, the study will assume a basic level of familiarity with 3D food printing technology among participants. Variations in prior exposure and understanding of the technology could influence responses and potentially skew the results. Lastly, the study primarily will focus on positive constructs such as perceived usefulness and enjoyment, potentially overlooking negative factors like resistance to change, technological anxiety, or concerns about job displacement due to automation.

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THE EFFECT OF POPULAR CULTURE ON FOOD AND BEVERAGE CONSUMPTION: THE CASE OF GENERATION Z

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INTRODUCTION

The act of eating and drinking is a fundamental physiological need that sustains human life. In the contemporary era, the act of eating and drinking is not merely regarded as a physiological necessity. The consumption of food and beverages is motivated by a desire to experience new flavors, to spend time with friends and socialize, to engage in leisure activities, and to gain diverse experiences. In this context, the consumption of food and beverages can be evaluated in terms of their physiological, sensory, social, and cultural impact (Bekar & Kılıç, 2014; Ayaz & Yalı, 2017). There is a significant correlation between the consumption of food and drink and cultural practices. The consumption of food and drink is also a significant aspect of popular culture. In this regard, the lifestyle, beliefs, rituals, and eating and drinking habits of society are influenced by popular culture. In consequence, novel trends in the consumption of food and beverages have emerged in conjunction with popular culture. Examples of this phenomenon include an increase in the consumption of certain fast food, ethnic foods, and beverages, as well as an increase in the frequency of visits to certain popular food and beverage establishments (Bekar, Yozukmaz & Karakulak, 2021). The influence of generational differences on lifestyle, attitudes, and food and beverage preferences is a significant factor in contemporary society. Individuals belonging to Generation X are known for their industriousness, ingenuity, business acumen, and enjoyment of leisure activities. They also exhibit a high degree of brand loyalty. Generation Z individuals exhibit a quality-consciousness, an openness to innovation, an interest in different cultures, and a low brand loyalty (Keleş, 2011; Berkup, 2014). It can be posited that different generations may exhibit disparate preferences with regard to food and beverage items. In this context, the aim of this study is to determine the impact of popular culture on the food and beverage consumption of Generation Z individuals.

LITERATURE

Culture represents one of the most significant factors that differentiate a society from other societies. The way of life, identities, local foods, cuisines, rituals, values and local dishes of societies constitute a part of culture. The advent of new information technologies has led to the emergence of novel lifestyles

and consumption patterns. The advent of social media has led to notable shifts in food and beverage consumption patterns, particularly in the context of the modern consumer landscape. The advent of popular culture has given rise to novel and distinctive eating and drinking habits (Anderson, 2014; Öztürk & İspir, 2021). In the contemporary era, popular culture is a culture of consumption, characterised by a constant state of flux and evolution. In essence, popular culture strives to continuously innovate for the consumer and to maintain its popularity (Karaduman, 2017). Furthermore, it is commonly understood to be the culture of everyday life (Oktay, 2002). Furthermore, popular culture exhibits generational differences. The generations are typically classified into five categories: the Silent Generation, the Baby Boomer Generation, Generation X, Generation Y, and Generation Z. The cohort of individuals born between the early 1990s and the early 2000s is also known as the "technology generation" and the "internet generation" (Levickaite, 2010). Generation Z individuals exhibit distinctive characteristics, including creativity, a proclivity for exploring innovations, an openness to new ideas, and a more nuanced relationship with diverse sociological groups compared to other generations (Başol & Aydın, 2014). It can be posited that Generation Z individuals may be more inclined to engage with and investigate diverse culinary traditions than other generations due to the aforementioned characteristics.

METHODOLOGY

The study employed a quantitative research methodology. The study population of the research consists of Generation Z individuals living in Turkey. The sample of the research is represented by Generation Z individuals who consume popular culture foods selected by convenience sampling method from different provinces and who volunteered to participate in the research. A three-part questionnaire was employed as a data collection tool. The initial section of the questionnaire sought to ascertain the reasons behind individuals' preferences for popular culture foods. The subsequent section inquired about the frequency of consumption of these foods. Finally, questions were included to determine the demographic characteristics of the individuals surveyed. The statements were evaluated using a five-point Likert scale, with 1 representing "Strongly Disagree" and 5 representing "Strongly Agree." In order to ascertain the reasons why individuals tend to prefer popular culture foods, the scale consisting of 19 items, which was utilized by Bekar, Yozukmaz & Karakulak (2021) in their study and whose validity and reliability were previously established, was employed. The data for the study were collected via an online survey. The researchers distributed the prepared questionnaire to Generation Z individuals online. The data were collected between January 1, 2024, and March 1, 2024. A total of 400 questionnaires were returned. The data were then subjected to analysis in accordance with the stated objectives of the study.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

As a consequence of the research, it will be possible to ascertain the impact of popular culture on food and beverage consumption in accordance with the findings of the study and to gain insight into the frequency with which Generation Z individuals consume popular culture foods and beverages. Furthermore, this research was conducted in various provinces across Turkey. This investigation will elucidate the cultural differences that exist between provinces. In accordance with the findings, recommendations will be provided to destination marketers and food and beverage business managers. As is often the case in similar studies, this one is not without limitations, which should be borne in mind when planning future studies. The principal limitation of the study is that the impact of popular culture on food and beverage consumption was analyzed exclusively within the context of Generation Z, with no intergenerational comparison being made. Future studies may wish to make comparisons between generations. Another limitation of this study is that it aims to determine the effect of popular culture on food and beverage consumption. In future studies, it would be beneficial to compare the effects of popular culture and traditional culture.

ORIGINAL VALUE OF THE RESEARCH

In the literature, determining the eating behavior of Generation X and Z (Kılıçlar, Bozkurt, Sarıkaya & Şahin, 2021), the effect of local food presentations on Generation Z individuals (Taşkesen, 2023), the effect of Generation Z's motivation to eat on vacation on the intention to visit again (Genç, Metin & Genç, 2023), Research has been conducted to determine the factors affecting the eating habits of Generation Z (Dilber & Dilber, 2021), the attitudes of Generation Z towards gastronomy tourism (Kahvecioğlu, Bekar & Kılıç, 2019) and the impact of popular culture on food and beverage consumption (Bekar, Yozukmaz & Karakulak, 2021). As can be seen from the studies, there are different studies on generations. It is similarly noteworthy that studies have been conducted on the relationship between culture and food and beverage. Parasecoli (2013) examines the relationship between food, culture, and popular culture. Gunkel (2016) elucidates the interconnection between popular culture and food in his study on food and culture. A review of the literature reveals studies on generations, culture, and popular culture. Nevertheless, there is a paucity of research investigating the nexus between popular culture, food and beverage consumption, and generational cohorts. This situation represents a gap in the existing literature. Consequently, this study offers a distinctive contribution to the existing body of knowledge in this area.

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MUTFAK KÜLTÜRÜ VE ORTAK BELLEK BAĞLAMINDA ÖLÜM RİTÜELLERİNİN DEĞERLENDİRİLMESİ: KIRGIZİSTAN VE TÜRKİYE KARŞILAŞTIRMASI

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Özet
Mutfak kültürü tarih boyunca topluluklar arasındaki bağları kuvvetlendirip, birlik ve beraberlik sağlamak, farklı [4]toplumlarla iletişimi kuvvetlendirmek, toplumların kendilerini tanıtabilmek gibi görevleri üstlenerek kültürün önemli bir göstergesi olmuştur. Günümüzde özellikle teknolojinin gelişimi ile birlikte kültürel ifadelerin çeşitliliğine hiç olmadığı kadar yakından tanık oluyoruz. Son yıllarda tüm dünyada önem kazanan bu terim kültürel farklılıkların ortaya çıkardığı ayırt edici özellikleri, gelenekleri ve kimliklerin mozaiğini ifade etmektedir. Her kültürde farklılıklar gösteren ve toplumsal bir işlevi olan mutfak kültürünün ortak bellek kapsamında Türk kültüründeki 'biz kimliği' incelenmiştir.
Çalışma odağını ortak bellek merkezinde ölüm ve sonrasında gerçekleştirilen kültürel uygulamalar oluşturmaktadır. Bu kapsamda ölüm anından itibaren gerçekleştirilen gastronomik pratiklerin Kırgız ve Türk halkları tarafından nasıl ele alındığı irdelenmiştir. Ayrıca çalışma kapsamında ölüm olgusu etrafında geliştirilen inançlara ve bu inançlarla ilgili gerçekleştirilen uygulamalara da yer verilmiştir.
Anahtar Kelimeler: Mutfak Kültürü, Ortak Bellek, Cenaze Ritüelleri, Kültürel Miras

NATURAL AND LOCAL: THE ROLE OF LOCAL PRODUCTS IN SAPANCA RESTAURANTS

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INTRODUCTION

Social media, the greatest benefit brought to human life by technology, rapidly spreads with new technological developments, gaining increasing importance and roles (Görgényi et al., 2017; Altun and Girgen, 2022). Laudon and Laudon (2014) defined Web 2.0 as having four important characteristics: "interaction, instant user control, social participation (sharing), and user-generated content." The rapid adoption of social media tools in many sectors has been demonstrated through various studies. One of these sectors is tourism, and tourism ranks among the most discussed topics in social media (Eren and Kuvetli, 2017). Social media is a key tool today for promotion and marketing. Contents and comments that can positively or negatively influence individuals' decisions in the purchasing process are found on social media platforms (Faraç and Cinnioğlu, 2021). It can be said that due to these features and opportunities, social media is highly important for both businesses and destinations, and its strategic use is essential (Cankül et al., 2018). This study emphasizes that food and beverage establishments are an important part of tourism and that restaurant selection for gastronomy tourism plays a decisive role in travel motivation. The research focuses particularly on these establishments due to their direct relationship with gastronomy tourism.

LITERATURE

In this study, Sapanca district of Sakarya, one of Turkey's important cities, is taken as an example. In previous similar studies, in Ganzaroli et al. (2017), the impact of negative reviews on the quality of restaurants as Venice's cultural heritage on TripAdvisor was analyzed. This study investigates the effectiveness of TripAdvisor in helping tourists make informed decisions and increasing the popularity of higher quality restaurants. Despite TripAdvisor's algorithm being designed to reward quality, it shows that it has not sufficiently achieved these goals. Leı and Low (2015) conducted a case study on "Content Analysis of TripAdvisor Reviews: Restaurants in Macau". The study revealed that expensive restaurants in Macau received more negative reviews compared to less expensive ones. Jakopavic (2016) conducted a study to identify the online image of "average" restaurants on TripAdvisor. Today, it is noteworthy that many indecisive individuals considering purchasing a product or using a particular service rely on information left by users who have experience with the product or service. Gabrichidze (2020) conducted a study titled "Restaurant Customer Satisfaction: Analysis of TripAdvisor
Reviews" on fast food restaurants. Customers value freshness and homemade characteristics of contents more than the atmosphere and location of the restaurant. Failure to achieve customer satisfaction can negatively impact restaurant reviews and reduce customer loyalty. In Sünnetçioğlu and Yıldırım (2020), a study was conducted on consumer experiences in ethnic restaurants: an analysis of TripAdvisor reviews for Japanese restaurants in Istanbul. For this purpose, Turkish consumers' reviews on the top 10 Japanese

cuisines in Istanbul were analyzed through content analysis on TripAdvisor. The results indicated that the majority of consumers' reviews focused on the "Food and Beverage" factor and that it was the most thought-provoking factor for consumers. It was understood that taste, freshness, presentation, and variety of foods were the main factors in consumers' minds. In Cassar et al. (2020), an analysis of tourist experiences from user-generated content on TripAdvisor was conducted to measure satisfaction in wine and fine dining restaurants. TripAdvisor represents an important form of electronic word-of-mouth communication that can influence other customers' decision-making processes. Zıvadinovic (2022) conducted a similar study, showing that research indicates that reviews increase restaurant profitability. Aydın (2016) examined how TripAdvisor reviews affect the image of a restaurant in Istanbul. According to his findings, the factors that most positively affect the restaurant's image are cleanliness, location, and waiting time for food. In Eren and Kuvvetli (2017), the content analysis of TripAdvisor reviews of Turkish restaurants was conducted. The study concluded that nearly half of the reviews examined did not contain a name of a meal or drink.

METHOD

This study was conducted using secondary data and adopting a content analysis approach. Restaurants in the Sapanca district were examined based on data obtained from TripAdvisor.com, and consumer reviews and restaurant menus were analyzed in detail. Within the scope of the research, from the perspective of gastronomy tourism, the diversity of food and beverage establishments, the prevalence of gastronomic products in Sakarya, and the effect of local products on restaurant selection by users on TripAdvisor were examined. TripAdvisor is an important social network or virtual community that facilitates the analysis of hotels, restaurants, and tourism activities for the tourism sector, bringing together consumers in various discussion forums (Buhalis and Law, 2008). During the research process, existing data sources were utilized. These sources include data obtained from the TripAdvisor website to examine restaurants in the focused Sapanca area. Online platforms aim to reach a significant audience for communication, information, and entertainment, and provide valuable content to attract members. The proliferation of travel reviews online increases the burden on travelers in terms of time and cost, leading them to seek external clues to assess the quality of online reviews in order to reduce costs in the information process (Lee et al., 2011). The study focused on Sapanca district as the location of interest on TripAdvisor and evaluated 63 restaurants with a traveler rating of 4 stars and above. The top 15 highest-rated restaurants were analyzed in detail to form the sample of the study. The method of the study focused on these 15 restaurants determined by cluster sampling and focused on visitor reviews collected from TripAdvisor. Each review includes the name of the reviewer, location, user profile (level, join date, etc.), restaurant rating, review title, view date, and experience date (Živadinović, 2021). The study began with listing all restaurants in the specified district and then continued with the identification of restaurants with the highest traveler rating (4 stars and above). The reviews were collected and categorized on May 15, 2024, and during this process, user reviews on TripAdvisor were examined in detail.

WIDESPREAD EFFECTS AND LIMITATIONS OF THE STUDY

In the findings section of the study, the menus of the top 15 highest-rated restaurants were analyzed in detail. Local products belonging to Sakarya were identified and analyzed in these
menus. Throughout the study, it was observed that the majority of customer reviews focused on negative comments about establishments. These negative reviews mainly focused on criticisms of high prices and service quality. The main objective of the study is to emphasize the importance of food and beverage establishments in gastronomy tourism and to examine the effects of local products on restaurant selection in the Sapanca district. Introducing Sakarya's rich culinary culture and geographical indication products can create positive impacts in tourism and local economy. The preference of local products by tourists

can increase the income of establishments in the region. The study highlights the importance of marketing local products in tourism and shows that promoting these products can be a critical factor in destination selection. Local culinary culture can be decisive in tourists' destination preferences. The study emphasizes the necessity of supporting local producers for promoting and selling geographical indication products in Sakarya. Providing this support can support agricultural production and the local economy. The study is based solely on TripAdvisor data from Sapanca district. Therefore, a more comprehensive study covering Sakarya province is needed to draw general conclusions.

UNIQUE VALUE OF THE STUDY

The objectivity and representativeness of data obtained from online platforms like TripAdvisor reviews may be limited. It may not be possible to access all reviews and verify their accuracy. The findings of the study may be generally applicable to Sakarya province, but a broader perspective should be provided by comparing it with similar studies in other regions. Despite these limitations, the study makes a significant contribution to understanding the potential impact of Sakarya's cuisine and geographical indication products on tourism and local economy. Previous studies have generally focused on TripAdvisor reviews, but have not conducted such a comprehensive evaluation of local products in restaurant menus. This study differs from previous studies in this respect. Previous studies have generally focused on TripAdvisor reviews, but have not conducted such a comprehensive evaluation of local products in restaurant menus. Therefore, the study offers a new perspective to the literature by emphasizing the importance of gastronomy tourism in the tourism sector and highlighting how local products can be a magnet for tourism destinations. In addition, the impact of geographical indication products and traditional dishes of Sakarya on tourists is also a significant contribution of this study. Focusing on issues such as how geographical indications and local products can create value in tourism, how to promote these products, and how to support local producers aims to develop strategic recommendations for the local economy and tourism sector. Finally, the research plays a guiding role in preserving and promoting the cultural and gastronomic heritage of Sakarya province. It offers a framework for local governments and tourism professionals to increase the tourism potential of the region by providing practical solutions for destination marketing and the use of local products. Thus, the study aims to fill gaps in the research field and make a concrete contribution to the tourism sector.

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MEZENİN TARİHSEL GELİŞİMİ VE İSTANBUL MEZECİLERİ

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GİRİŞ

İnsanların hayatta kalabilmek için yapması gerekenler arasında en üst sırada gelen yemek yemektir. Binlerce yıl önce sadece hayatta kalabilmek için yenilen yemek, bugün çok farklı bir noktadır. Yemek sofraları, tarih boyunca insanları birleştirmiştir. Bazen düğünlerde bazen dost meclislerinde bazen de büyük bir savaş sonrası yapılan barışta yemek hep vardır. Yemeğin bu birleştirici gücü insanlar tarafından keşfedildikçe çeşitler çoğalmış ve bunları pişiren aşçılar bir meslek grubu oluşturmuştur. Özellikle devlet ricali için tertiplenen eğlenceler, düğünler, kutlamalar yeni yemeklerin geliştirilmesi noktasında aşçılar için bir sahne haline gelmiştir. Farklı toplumların oluşturduğu mutfak kültürleri dünya üzerinden çok çeşitli bir yeme içme alışkanlığının oluşmasına sebebiyet vermiştir.
İstanbul meze kültürünün öncüleri Ermeniler ve Rumlar olmuştur. Aile büyüklerinden gelen reçeteler, maharetli ellerle birleşince ortaya tadına doyulmayan mezeleri çıkarmıştır. Diğer taraftan Orta Doğu ve Ege'den gelen tarifler de işletmelerde yerini almış, böylelikle meze çeşitliliği günümüzdeki haline ulaşmıştır. Artık bu mezeler sadece meyhanelerde değil meze dükkanlarında da satılır hale gelmiştir.
Bu araştırmada geçmişten günümüze gelen meze kültürünü ve 21. yüzyılda İstanbul'un mezecilerini inceleyeceğiz.

LİTERATÜR

Mezeler tarih boyunca her ne kadar farklılık gösterse de diğer türlerden farklı olarak sapiensin fazlaca yediği şeylerden birisi deniz hayvanları olmuştur. Özellikle midye gibi kabuklu deniz canlılarını binlerce yıl boyunca sofrasından eksik etmemiştir. (Gezgin, 2021, s.43) Antik Yunan tarihini incelediğimizde de büyük küçük her kasabada ve şehir merkezinde eğlence peşinde ziyaretçiler için kapeleia ya da potisteria adı verilen içki dükkanları olmuştur. Bunlar
Aristophanes'in anlattığı türden mekanlardı. Yalnızca içki değil yemek de sunar, kumar oynatır ve dansçı kızlar bulundururdu. (Gezgin, 2021, s.285)
Diğer taraftan sonraki dönemlerde de Bizanslı gastronomlar, Antik Yunan ve Roma mutfak geleneğini sürdürerek saray şölenlerinde özenli ve karmaşık yemekler hazırlamayı gelenek haline getirmişlerdi. İçi çeşitli balıklarla doldurulmuş tavuklar, küçük av etleriyle doldurulan balıklar, kuru üzüm fıstık ve pirinçle yapılan kalamar dolmaları bu sofralarda yer alıyordu. (Bozis, 2000, s.1)

Osmanlı Döneminde Meze Tüketimi

İstanbul'un fethiyle birlikte ilk meyhaneler Galata civarında varlığını sürdürdü. Bu dönemde meyhane açma yetkisi gayrimüslimlere verilmiş bir imtiyazdı. 16. yy ortalarından itibaren ise meyhaneler; rahat vakit geçirilen, İstanbul mutfağının meze ve yemeklerinin sunulduğu ve içki içilip sosyalleşilebilen mekanlar haline geldi. Bu mekanlarda insanlar içkinin yanında meze yerlerdi. (İhsan Erdinçli, 2022) Osmanlı İmparatorluğu'nda Müslümanların içki içmesinin, üretmesinin ve satmasının yasak olması sebebiyle meyhaneler, gayrimüslimlerin uhdesinde kalmıştır. Bununla ilgili belgeleri daha çok dönemin yabancı seyyah ve yazarlarını incelediğimizde görebilmekteyiz. İstanbul'da ise özellikle 15 yy. ortalarından itibaren gelişen meyhane kültürüyle birlikte meze kültürü de paralellik göstermiştir. (İhsan Erdinçli, 2022)
Meze ve yiyecek türlerinde gözle görülür bir çeşitlenme ve değişimin yaşandığı evre ise 1838 yılında

imzalanan Balta Limanı Anlaşması ile oluşan serbest ticaret ortamında başlamıştır. Hemen akabinde ilan edilen Tanzimat Fermanı ardından ceza hukuku alanında yaşanan gelişmeler, devletin içki tüketimine ve meyhanelere yaklaşımını değiştirmesinde ve buna bağlı olarak Müslümanların cezalandırma korkusu yaşamaksızın meyhanelere gidebilmeye başlamasında etkili olmuştur. (İhsan Erdinçli, 2022)

Cumhuriyet Dönemi Meze Tüketimi

20 yüzyıla geldiğimizde İstanbul'da meze türlerinin ve tüketimlerinin farklılık gösterdiğini görürüz. Meze sadece meyhanelerde tüketilen bir yemek olmaktan çıkıp insanların dükkanlardan satın alıp evlerinde tükettikleri bir yiyecek haline gelir.

Galata, Şişli ve eski adıyla Tatavla olan Kurtuluş bölgelerinde gayrimüslimlerin işlettiği meze satan dükkân ve şarküteriler oluşmaya başlar. Bu dükkanlarda; Topik gibi Ermeni mezelerinin yanında, Çiroz gibi Rumların kurutarak yaptığı uskumru, Ege usulü diye tabir edilen zeytinyağı ve süzme yoğurt kullanılarak yapılan mezelerinin yanında humus, muhammara , mütebbel gibi Ortadoğu'ya özgü mezeler de satılmaya başlar. Bu tip mezelerine olmazsa olmazı zeytinyağı haline gelir.

Zeytinyağı, farklı mutfak kültürlerinde genellikle soğuk zeytinyağlı yemeklerde, salatalarda ve mezelerde yaygın olarak kullanılmaktadır. Türk mutfağında soğuk yemeklerin yanı sıra sıcak yenen sebze ve balık yemeklerinde de oldukça fazla kullanılmaktadır. (Akgül, C. 2023)

Türkiye'nin bulunduğu coğrafi konumdan dolayı zeytin ve zeytinyağı birçok yemekte, mezede, sosta, salatada hatta tatlıda yaygın olarak kullanılmaktadır. Kullanım alanları kültürlere ve geleneklere göre değişiklik göstermekle birlikte zeytin, Türk mutfağı kahvaltılarının vazgeçilmezlerindendir. (Akgül, 2023)

YÖNTEM

Kültür, sürekli değişen ve kendini yenileyen bir olgudur. Yemek kültürü de aynı şekilde alışkanlıklar üzerinde sürekli değişmektedir. İnsanlık tarihinin başlangıcından bu yana sofralarımız sürekli değişti ve gelişti. Günümüzde insanların sıklıkla tükettiği bir ürün, belki 100 yıl önce hiç bilinmiyordu. Aşçılar mutfaklarında tüketicilerin de beğenileri doğrultusunda sürekli yeni lezzetler geliştiriyorlar. Mezelerde bu şekilde yüzyıllardır değişim halinde. Üç yüz yıl önce İstanbul da bir işret sofrasında tüketilen mezelerle bugün İstanbul'u arasında epey fark var. Bu çalışma da binlerce yıldır insanların tükettiği mezelerin 16 yüzyıldan günümüze İstanbul'daki tarihi serüvenini ve son olarak bu mezelerin satıldığı mezeci dükkanlarını anlatmaktır.

EVREN VE ÖRNEKLEM

Çalışmanın evreni İstanbul'da meze dükkanları ve bu dükkanlarda hangi mezelerin satıldığı. İstanbul'da Cumhuriyet öncesi ve sonrası dönemde hangi mezelerin tüketildiği ve bu tüketimin nasıl değiştiğidir.

Bu çalışmada Kurtuluş'ta bulunan Tadal Meze, Tuana Meze, Tuşba Meze ve Erenköy'de bulunan Mezeci Metin örneklemi üzerinden ilerlenmiştir. Meze dükkanlarının seçiminde kuruluş tarihleri kriter olmuştur. En yeni dükkan 45 senelik olup 20 in yüzyıl İstanbul meze kültürünün canlı tanıkları konumundadırlar.

VERİ TOPLAMA VE ANALİZ YÖNETİMİ

Bu incelemede, nitel araştırma yöntemi kullanılmıştır. Literatür taraması ile birlikte, Nisan 2024 tarihinde, İstanbul Kurtuluş ve Erenköy'de gerçekleştirilen bu çalışmada, saha araştırması ve röportaj gerçekleştirilmiştir. Röportajlar ses kaydı ile yapılmış olup sonrasında yazıya dökülmüştür.

BULGULAR

İstanbul Mezecileri
Yaptığımız çalışmada, İstanbul'da meze çeşitliliğinin tarihsel süreç içerisinde nasıl değiştiğini görebiliyoruz. Öncelerde daha sade bir şekilde balık, karides, ıstakoz, kuruyemiş ve taze meyve gibi yiyecekler içkinin yanında meze olarak tüketilirken günümüzde zeytinyağlı, yoğurtlu, sebzeli ürünler tercih ediliyor.

Tadal Meze
Tadal Meze, eski adıyla Tatavla; Kurtuluş'ta bulunan Cumhuriyet tarihinin en eski mezecisidir. Kurucusu Kirkor Terzioğlu'nun1991 yılında vefatından sonra bayrağı oğlu Ari Terzioğlu devir almıştır. Tadal Meze, 93 yıldır aynı dükkânda müşterilerine hizmet vermektedir. Mezeleri Ari Usta ve Oruç Usta beraber yapmaktadır. Oruç Usta, Kirkor Terzioğlu'nun yanında yetişmiş Tadal Meze'nin emektarıdır.
Tadal Meze'nin en iddialı ürünü Ermeni mutfağının vazgeçilmezi topik mezesidir. Bunun yanında çiroz, isli midye dolması ve sardalya en çok tercih edilen mezeleri arasındadır.
Müşterilerden talep geldikçe günümüzde daha popüler hale gelen Ege usulü köpoğlu ve süzme yoğurt bazlı farklı mezeler de yapmaya başlamışlardır.

Tuana Meze Evi
Tuana Meze Evi, Kurtuluş'ta yirmi yıldır müşterilerine lezzetli mezelerini sunmaktadır. Tüm mezeler, Yavuz ve Muhsin ustanın maharetli ellerinden çıkıyor. Her gün kırka yakın meze günlük olarak üretiliyor. Zeytinyağlılardan mevsimine göre taze fasulye ve enginar da tezgâhta bulunabiliyor. Çiroz, Ahtapot ve karides gibi deniz mahsulleri de mevcut. Dükkânda ayrıca geniş bir şarküteri reyonu bulunuyor. Müşteriler istedikleri ürünleri seçerek taze sandviç yaptırabiliyorlar. Bunun yanında geniş ithal ürün çeşitleri mevcut.

Mezeci Metin
Mezeci Metin, tam 47 yıldır Anadolu yakasının Erenköy semtinde mezecilik yapmaktadır. Metin Usta'nın 2023 Haziran ayında vefat etmesinin ardından bu harika mezeler eşi Neslihan Hanım'ın ellerinden çıkıyor. Mezeci Metin'de yaklaşık 25 çeşit meze satılıyor. Kendilerine has iki mezeleri var. Biri çalı fasulyeli süzme yoğurtlu 'Çalı Güzeli', diğeri ise kabaklı, biberli, patlıcanlı 'İzmir Güzeli'. Aynı semtte 47 yıldır esnaflık yapınca haliyle Erenköy'de üç kuşağa aynı anda hizmet vermiş oluyorlar. Metin Usta, tam yarım asırdır insanların sofralarına dokunarak yüzlerini gülümsetmiş. Dükkânda mezenin yanında geniş bir şarküteri reyonu ve alkollü içki çeşitleri var.

Tuşba Meze
Tuşba Meze, 1968 yılında Ermeni Vartan Türker ve Vanlı Meze ustası Doğan Yörükoğlu tarafından Şişli, Pangaltı'da kurulmuştur. 1976 yılında 14 yaşından beri yanlarında çalışan Tuncay, Tuncer ve Selahattin Baykal tarafından satın alınmıştır. O tarihten bu yana hala bu üç kardeş tarafından işletilmektedir.
Tuşba Meze, genel olarak Ermeni usulü mezeler yapıyor. Örneğin midye dolmaların soğanı bol ve baharatı daha fazla. Topik mezesi, tezgâhın olmazsa olmazlarından. Her gün ortalama 25-30 çeşit meze taze olarak çıkartılıyor. Akşamdan hazırlanan ürünler sabahtan pişirilmeye başlanıyor. Tuşba mezenin de diğer meze dükkanları gibi geniş bir şarküteri reyonu var ve taze sandviç yapıyorlar. Aynı zamanda geniş ithal ürün portföyleri mevcut.

SONUÇ

Her alanda olduğu gibi gastronomi alanında da insanlık tarihinden günümüze kadar değişimler ve gelişimler yaşanmış ve yaşanmaya da devam edecektir. Arkeolog İsmail Gezginin Uygarlaşan, "İştah" adlı eserinde bu süreci "Karnını doyuran canlıdan gözü doymayan insana…" ifadesiyle çok net bir şekilde özetlemiştir. Bu çalışmada 16 ve 20. yüzyıllar arasında İstanbul'daki meze kültürünü ve çeşitliliğini araştırmış olduk. Özellikle son yüzyılda meze kültürünün çeşitliliği ve tüketim alışkanlığının geldiği nokta, gastronomide başlı başına farklı bir kategori açıldığını gösteriyor. Mezeler 16, 17 ve 18.

yüzyılda sadece içki eşlikçisi olarak meyhanelerde servis edilirken, bugün sadece meze yapıp satan dükkanlarda ve restoranlarda 200'den fazla çeşidiyle tüketicilere ulaşıyor. Dahası birçok süper market reyonunda onlarca açık meze müşterilerle buluşuyor. Tüketiciler mezeyi sadece içki eşlikçisi değil bir öğün olaraktan da görüyor.

Mezelerin gelişmesinde ve çeşitlenmesindeki en önemli pay şüphesiz Rumlar ve Ermenilerde. Yaklaşık 5 asırdır işlettikleri meyhaneler ve oluşturdukları meze tarifleriyle bugün birçok reçetenin oluşmasında ve yayılmasına katkı sağlamışlardır. Cumhuriyet sonrası özellikle yanlarında çalışan Türk ustalarla meze üretimi şehirlerde artmış ve bugün çok yaygın hale gelmiştir. Diğer taraftan Ortadoğu'dan sofralarımıza gelen Humus, mütebbel, muhammara gibi mezelerde bu çeşitlilik ve zenginliği arttırmıştır. Mezelerin bu denli gelişmesi ve Türk mutfağında çeşitlilik oluşturması gastronomi turizmi açısından önemli bir kazanım olmuştur. İtalya'da antipasti, İspanya'da tapas nasıl tercih ediliyorsa Türkiye'de de meze kültürü, çeşitliliği ve lezzetiyle turistlerin ilgisini çekmektedir. Alkollü, alkolsüz restoranlar, kebağçılar balıkçılar ve daha bir konseptte mezelerimizi yurt dışından gelen misafirlerimize tanıtmaya devam ediyoruz.

ANTİK DÖNEM'DE TATLILAR

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Antik Dönem sofralarında, tıpkı günümüz yeme-içme kültüründe olduğu gibi ana yemekler dışında farklı lezzetler de tüketilmiştir, ana yemeklerin hemen bitiminde ikinci bir yemek olarak tatlılar tercih edilmiştir. Hellenler ana yemekten sonra sofraya gelen tatlıları ve şekerlemeleri deuteros trapeza (δεύτερος τράπεζα), yani ikinci masa olarak adlandırmaktadır. Ana yemeğin sonunda yenen tatlı için Romalılar ise "ikinci yemek" anlamına gelen mensa secunda ifadesini kullanmıştır. Günlük sofralar dışında, özel günlerde, bayramlarda da tatlılar ikram edilmiş, kutsal günün içeriğine göre geleneksel tatlılar bayramların önemli yiyeceği olmuştur.

O dönemlerde insanlar, yemek masalarında gösterdikleri özeni tatlı sofrasında da göstermişler, birbirinden farklı lezzetleri bulunan tatlıları hazırlamışlar ve sofralarda tüketmişlerdir. Ana yemeklerden sonra gelen tatlıların tüketimine bakıldığında, düz, yassı anlamına gelen ve hamur işi ile peynir, bal gibi farklı besinlerle de yapılan plakous (πλακοῦς) çeşitleri ön plana çıkmaktadır. Tatlı, şekerleme anlamına gelen ve her tür tatlıyı içeren epidorpios (ἐπιδόρπιος) çeşitleri sevilerek yenmiştir. Bir diğer tatlı türü ise kuru meyve anlamına gelen ve kurutulmuş meyve çeşitlerinden oluşan tragema (τράγημα) çeşitleridir.

Antik Dönem'de rafine şeker olmadığı için, tatlıların çoğu, ballı şarap ve tatlılığı arttırmak için balla karıştırılmış kurutulmuş veya taze meyvelerden oluşmaktadır Ayrıca, incir, elma, üzüm ve pek çok kurutulmuş meyve ile nohut, fasulye, bakla gibi haşlama usulü pek çok besin tatlı olarak tüketilmiştir.
En yaygın tatlı olan plakousun pek çok türü bulunmaktadır. Bunlar; kollabos (κόλλαβος) plakousu, ames (ἄμης) plakousu, melipekton (μελίπηκτον) plakousu, diakonion (διακόνιον) plakousu, amphiphon (ἀμφιφῶν) plakousu, amylos (ἄμυλος) plakousu, catillus ornatus plakousu, koptoplakous (κοπτοπλακοῦς) ve gastris (γάστρις) plakousları, tagenites (ταγηνίτης) ya da tagenias (ταγηνίας) plakousu ve ayrıca staitites (σταιτίτης) plakousu, phthois (Φθόις) plakousu, tyrokoskinon (τυροκόσκινον) plakousu olarak bilinir. Taban malzemesi hamurdan yapılan, yassı ve genellikle yuvarlak bir şekle sahip olan plakousların üzerinde bal, susam, peynir gibi farklı malzemeler kullanılmıştır. Bu plakouslar arasında amylos plakousu oldukça özel bir tatlıdır ve içerisinde nişasta bulunmaktadır. Latince amulum/amylum sözcüğü nişasta anlamına gelmektedir. Amylos plakousundan farklı olarak, nişastanın süt ile karıştırılmasıyla amulum/amylum adında farklı tür bir tatlı da yapılmıştır. Ayrıca bu hamur işleri ile birlikte yemek için, plakousların servis edildiği tabaklarda tavşan, ardıç kuşu etleri ve yumurta yer almıştır.

Kitapları günümüze ulaşan antik yazarlar tatlılardan bahsetmiş, bu tatlıların tariflerini vermiştir. Hamur işleri, süt ürünleri gibi tatlılarda kullanılan malzemeler, yapım aşamaları ve sofralarda nasıl tüketildiğine dair değerli bilgiler aktarmışlardır. Antik yazarların tariflerini dikkatle inceleyerek bu tatlıları günümüz malzemeleri ile yapmak mümkündür. Bayramlarda ikram edilen ve bir tür tatlı kurabiye olan elaphos, bal ile susamdan yapılan ve tatlı bir atıştırmalık olan itrion gibi tatlılar günümüz sofralarında da ikram edilebilir. Marul, yağ, un ve şarap karıştırarak yapılan catillus ornatus, ünlü aşçı yazar Apicius'un favorileri arasında yer alan ballı ve biberli tatlılar günümüzde de kolaylıkla yapılıp, tüketilebilir. Antik yazarların tatlı tarifleri deneysel gastronomi adına önemli referanslardır ve ülkemizde pek gelişmemiş olan arkeogastronomi alanında üzerinde durulması gereken konulardan biridir.

TRABZON MUTFAK KÜLTÜRÜ VE GÜNÜMÜZE YANSIMALARI

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GİRİŞ

Temelde insanların besin ihtiyaçlarının karşılanması amacıyla yiyecek ve içecek ürünlerinin pişirilmesi, hazırlanması, saklanması süreci ve bu sürecin nesiller boyu aktarılması mutfak kültürünü ifade etmektedir. Bu süreç içerisinde kullanılan araç gereçler, yaşanılan ortam, örf ve adetler, çeşitli özel kültürel unsurlar mutfak kültürünü oluşturan ögelerdir ve her yörenin kendine has bir kültüre sahip olmasına sebep olmaktadır (Doğdubay ve Giritlioğlu, 2011).

Pek çok yöresel mutfağın kıyaslanması durumunda birbirinden farklı özellik gösterdiği bilinmektedir. Bu duruma yöre ya da bölgelerin kendine has iklim koşulları, coğrafi şartları, üretim ve ekonomik faaliyetlerinin tamamı sebep olmaktadır (Badem vd., 2023). Trabzon mutfak kültürü de yörede tarih öncesi zamanlardan bu yana farklı toplulukların yaşamış olması ve farklı medeniyetlerin hüküm sürmüş olması sebebiyle şehrin coğrafi şartların el verdiği noktada çeşitlenerek farklılaşmıştır (Civelek, 2005).

Dört mevsim bol yağış alan ve zorlu coğrafi şartlara sahip olan Trabzon'da insanlar geçmiş dönemlerde kırsal kesimlerden şehir merkezlerine rahatlıkla ulaşım sağlayamamışlardır. Yolların gelişmemiş olması sebebiyle şehir merkezleri ve diğer kırsal yerleşim alanlarıyla iletişimi kısıtlanan yerel halk, zaman içerisinde bulundukları kırsal alan içerisinde var olan imkanlar ile özellikle yeme içme ihtiyaçlarını araziyi kullanarak gidermek durumunda kalmıştır. Oldukça yoğun bir bitki örtüsüne sahip olan coğrafi alanda, kendiliğinden yetişen çeşitli ürünler ile birlikte ıslah edilen ürünler de yetiştirilmiş ve bu ürünleri işlemek için kısıtlı imkanlar ile oluşturulan alet edevat ve üretim teknikleri ile yaşamlarını sürdürmüşlerdir (Şen, 2022).

Genel hatlarıyla bakıldığında Trabzon mutfağının daha çok topraktan elde edilen ürünler üzerinde şekillendiğini söylemek doğru olacaktır. Etten çok ot ve çeşitli tahıl, baklagil ve sebzelerin tüketiminin yoğun olarak görüldüğü Trabzon Mutfağı, coğrafi ve iklim şartları sebebiyle günümüz halini almış ve bu durum mutfağın özgünlüğünü korumasına da katkı sağlamıştır (Cesur ve Avcıkurt, 2018).

Türkiye'de gerçekleştirilen envanter çalışmalarının büyük bir çoğunluğunun Güneydoğu Anadolu, Ege ve İç Anadolu Bölgelerine yoğunlaştığı görülmektedir. Karadeniz Bölgesinin kültürü ve mutfak uygulamaları ile ilgili çalışmaların kısıtlı olması araştırma problemini oluşturmaktadır. Buradan hareketle Trabzon'da gerçekleştirilen bu çalışma ile Karadeniz Bölgesi mutfak envanterinin oluşturulması araştırmanın amacını oluşturmaktadır.

LİTERATÜR

Ege'nin ya da Akdeniz'in aksine oldukça dik yamaçlara sahip, sert bir tabiatı olan Karadeniz kıyıları; kendine has bir toprak ve iklim yapısına sahiptir. Oldukça yoğun yeşil bir bitki örtüsüyle çevrili olan Doğu Karadeniz, tarih boyunca pek çok medeniyete ev sahipliği yapmıştır. Yunanların "Pantas Eukseinos", Romalıların ise "Pontus" olarak adlandırdığı bölgede pek çok medeniyete ait izler M.Ö. 12. yüzyıla kadar tarihlenmektedir (Badem vd., 2023).

Karadeniz Bölgesinin Doğu Karadeniz bölümünde yer alan Trabzon, batıda Giresun, doğuda Rize, güneyde Gümüşhane ile çevrili bir şehir olmakla birlikte şehrin kuzeyi tamamen Karadeniz kıyısıdır. Özellikle kıyı kesiminde yoğun şekilde Karadeniz İklimi yaşanan şehir, neredeyse her mevsim bol yağış almaktadır. Şehrin bol yağış alması ve nispeten ılıman bir iklime sahip olması, zengin bir bitki örtüsünün ortaya çıkmasını sağlamıştır. Kıyıdan içeriye gelindikçe ve şehrin güneyine yaklaştıkça iklimin kademeli bir şekilde sertleştiğini söylemek de mümkündür (Yurt Ansiklopedisi, 1983).
Ülkemizde bölgeden bölgeye, yöreden yöreye mutfaklarda kültürel farklılıklar görülmektedir. Bu durum birbirinden farklı pişirme teknikleri, sofra adapları, ekipman farklılıklarıyla birlikte, yemek çeşitlerinin de farklılaşmasına ve çeşitlenmesine sebep olmaktadır (Maviş, 2003). İklim özellikleri, coğrafi şartlar, denize kıyısı olması gibi nedenlerle Trabzon mutfağının Türkiye'nin diğer mutfaklarından farklılaşmasına sebep olmaktadır. Karadeniz Bölgesinin özellikle Doğu Karadeniz'in zorlu iklim, topografya ve toprak özellikleri; Trabzon mutfağının şehir içinde kısım kısım dahi farklılaşmasına yol açmaktadır (Şengül ve Türkay, 2016). Bu farklılık Trabzon'da hayvansal, tarımsal ve denizden faydalanılarak hazırlanan pek çok ürünle birlikte Trabzon mutfağına yansımıştır (Bakkaloğlu ve Şen, 2024).
Aynı zamanda genel hatlarıyla Doğu Karadeniz mutfağı olarak değerlendirdiğimizde Giresun, Ordu, Trabzon, Rize, Artvin, Gümüşhane, Bayburt şehirlerini de içine alan bir bölgeyi ve o bölgeye ait mutfak kültürünü bazı konularda bir bütün olarak değerlendirmek doğru olacaktır. Öyle ki: bu yörede pek çok şehirde olduğu gibi Trabzon'da da yüksek kesimlerde yetiştirilen özellikle büyükbaş hayvanların sütlerinden pek çok ürün hazırlanmakla birlikte deniz seviyesine yaklaşıldıkça otlar, sebzeler ve deniz ürünleri gibi besinlerin yoğunlukla tüketildiği görülmektedir. Yüksek kesimlerde ve özellikle yaylalarda Gümüşhane, Bayburt gibi şehirlere yakınlıktan dolayı kete, köme, pestil vb. ürünlerin de mutfakta tüketildiği görülmektedir (Şen, 2020).

YÖNTEM

Araştırma kapsamında Trabzon'un 18 ilçesinin yerel mutfak kültürüne ait gastronomik unsurlarının belirlenmesi amacıyla nitel araştırma türlerinden etnografik (kültür analizi) desen kullanılmıştır. İnsanların gerçek dünyayı doğal ortamda anlamlandırabilmesine yardımcı olan etnografik desen, bireylerin içerisinde bulundukları topluluk kültürüne ait algıları, süreçleri, kavramları, davranışları, dilleri, normları gibi özelliklerin derinlemesine ve detaylı biçimde veriler toplanarak değerlendirilmesine olanak sağlamaktadır (Yıldırım ve Şimşek, 2021).
Yürütülen bu çalışmasıda Trabzon ilinin 18 ilçesinde yaşayan 40 yaş üzeri bireyler araştırmanın evrenini oluşturmaktadır. Evren, ortak özellikleri olan her türlü ögeyi ifade etmekle birlikte, araştırma kapsamında ulaşılan bulguların genellenebildiği büyük bir grubu ifade etmektedir. Bu büyük grup içerisinde örneklem seçimi yapılmakla birlikte evreni oluşturan bu ögeler işletmeler, insanlar, çeşitli gruplar, yazılı belgeler, kurumlar ve hatta sosyal olgular dahi oluşturabilmektedir (Gürbüz ve Şahin, 2018)
Araştırma kapsamında doğru örnekleme ulaşabilmek adına olasılıksız örneklem tekniği tercih edilmiştir. Olasılıksız (olasılıklı olmayan) örneklem türlerinden amaçlı örneklem ve ulaşılmak istenilen gruba ait bireyler ile iletişim kurulması ve/veya görüşülmesi güç olan örneklemler ile çalışılan durumlarda tercih edilen kartopu örneklem tercih edilmiştir ve 55 kişi ile yüz yüze görüşmeler yapılmıştır.
Gerçekleştirilen bu çalışma kapsamında araştırma problemi ile ilgili sorular ve boyutların neredeyse tamamının kapsayarak güvence altına almasından dolayı görüşme formu yaklaşımı ya da diğer adıyla yarı yapılandırılmış görüşme süreci takip edilmiştir.
Nitel araştırmalarda elde edilen veriler temelde organize edilir, kodlanır ve kodlar bir araya getirilerek çalışmaya dair ana temalar oluşturulur. Oluşturulan kodlar ve temalar yardımıyla çalışma hakkında açıklayıcı nitelik taşıyan şekiller, tablolar ve/veya direkt olarak açıklamalar verilir (Creswell, 2018). Nitel veriler ile yürütülen bu çalışmada benzer adımlar takip edilmiş ve elde edilen veriler tematik analiz ile içerik analizine tabi tutulmuştur.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Çalışma kapsamında gerçekleştirilen yerinde görüşmeler ile Trabzon mutfak kültürüne ait unsurlar belirlenmiştir. Elde edilen bulgular ile ilin mutfak kültürüne ait yemekleri, ritüelleri, somut olmayan kültürel mirasa ait unsurlar kayıt altına alınarak önemli bir envanter oluşturulmuştur. Böylece hem literatüre, hem de şehirdeki yerel işletmelere katkı sağlanacağı düşünülmektedir. Öyle ki; belirlenen mutfak envanteri ile Trabzon ilinin turistik bölgelerindeki yiyecek içecek işletmelerinin menülerinin karşılaştırılması ve farklılıkların tespiti açısından da önemlidir. Yerel halkın aktardığı yiyecekler, yemek hazırlama ritüelleri, sofra adapları vb. çeşitli kültürel unsurlar mutfakta sürdürülebilirliğin sağlanması ve gelecek nesillere aktarılması noktasında önem arz etmektedir.
Öyle ki; gastronomi turistleri ziyaret ettikleri yörenin/bölgenin yerel yemeklerini, yemek hazırlama ritüellerini, mutfak ekipmanlarını ve sofra adaplarını deneyimlemeyi tercih etmektedir. Bu noktada elde edilen veriler bölgedeki yiyecek içecek işletmelerinin doğru kültür unsurlarını şehri ziyaret eden bireylere aktarılması noktasında işletmelere katma değer sağlayacaktır. Aynı zamanda elde edilen bulgular yerel işletmelerin kalkınmasına ve dolayısıyla bölge halkının toplumsal refahının attırılmasına faydalı olacaktır. Gerçekleştirilen bu çalışma görüşülen bireyler ve taranan literatür ile sınırlıdır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Gerçekleştirilen literatür taraması sonucunda Karadeniz bölgesi mutfak kültürü ile ilgili sınırlı sayıda çalışmaya rastlanmış, Trabzon ili ile ilgili herhangi bir envanter çalışmasına rastlanmamıştır. Yürütülen bu çalışma ile birlikte Gastronomi ve Mutfak Sanatları Anabilim Dalında oldukça önemli bir alan olan mutfak kültürü üzerine çalışılmıştır. Bu alanda gerek turizm geliri elde etmek, gerek kültürel sürdürülebilirliği sağlamak amacıyla Trabzon mutfak kültürüne ait envanter çıkarılmıştır. Günümüzde bireylerin turizmde önemli motivasyonlarından biri olan Gastronomi turizmi göz önünde bulundurulduğunda Trabzon gibi önemli bir tarihi geçmişe sahip olan şehrin mutfak envanterinin bilimsel metotlar ile ortaya konması ve turizm işletmelerine yönelik menülerinde yer alabilecek potansiyele sahip ürünler ile ilgili öneriler sunulması çalışmanın özgün değerini artırmaktadır.

KAYNAKÇA

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YİYECEK VE İÇECEKTEN BAHSEDEN ANTİK YAZARLAR

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Yemek ve içmek, insanın varlığını sürdürmesi için temel gereksinimlerin başında gelmektedir. Geçmiş dönemlere baktığımızda, toplumlar coğrafyanın sunduğu imkanlar ölçüsünde yiyecek ve içecek üretip, tüketmiştir. Yazının icat edilmesiyle birlikte pek çok alanda olduğu gibi yeme-içme konusunda da metinler yazılmaya başlanmış, eski toplumların beslenme alışkanlıkları hakkındaki bilgiler kayıt altına alınmıştır.

Eski Hellen ve Roma uygarlıklarının geliştiği Akdeniz havzası gerek deniz ürünleri yönünden, gerekse toprağa dayalı beslenme konusunda son derece zengin bir coğrafyadır. Hellen ve Roma toplumunun gıda üretme becerisi ve teknolojisi, mutfak ve sofra kültürü, beslenme alışkanlıkları hakkında oldukça fazla bilgiye sahibiz. Yiyecek ve içecek konusundaki bilgilerimizin temel kaynağı, o dönemde yaşamış kişiler tarafından yazılan ve günümüze ulaşan antik metinlerdir. Günümüze ulaşmış olan binlerce antik kaynağı incelediğimizde, hemen hemen her antik yazarın kısa da olsa, dolaylı olarak yeme-içme ile ilgili bilgi verdiğini söylemek mümkündür. Bazı antik yazarlar doğrudan yeme-içme ile ilgili kitap yazmış, bazıları ise kitaplarında yeme-içme konusuna oldukça geniş yer ayırmıştır.

Antik Dönem yiyecekleri ve içecekleri konusunda Arkhestratos ve Apicius gibi yazarlar öne çıkmakta, anlatmış oldukları yemek ve şarap tarifleri bizlere kıymetli bilgiler sunmaktadır. Tarım, çiftlik yönetimi ve kırsal yaşam hakkında eserler yazmış olan Cato, Columella ve Varro gibi yazarların kitapları Antik Dönem gıda üretimi ve yeme-içme kültürüne dair günümüze ulaşan önemli belgelerdir. Plinius ve Athenaios gibi yazarlar, içerisinde kapsamlı bilgilerin olduğu referans kitaplar yazmıştır ve eserlerinin pek çok yerinde yeme-içme kültürüne ilişkin ayrıntılı bilgiler veren pasajlar bulunmaktadır. Aristophanes, Plautus, Horatius ve Martialis gibi şair ve oyun yazarlarının eserlerinde gündelik hayatın bir parçası olan mutfak ve sofra kültürüne yönelik zengin anlatılar yer alır. Galenos ve Anthimos gibi hekimlerin eserlerinde ise yiyeceklerin ve içeceklerin sağlık ile ilişkisi üzerinde durulmuş, diyet ve beslenme konuları anlatılmıştır.

MÖ 4. yy.da yaşayan Sicilyalı şair Arkhestratos yemek kültürü konusunda Antik Dönem'in önde gelen yazarlarından birisidir. Eserleri günümüze ulaşmayan Arkhestratos hakkında kendinden sonra yaşamış olan Athenaios bilgi vermektedir. Athenaios, Arkhestratos'un eserlerini okumuş ve alıntı yapmıştır. Arkhestratos, Akdeniz dünyasında en iyi yemeği nerede yenebileceği konusunda tavsiyelerde bulunur, yemeklerin malzemelerini sayar ve kısaca tariflerini verir.

MÖ 3. yy. sonu 2. yy. ilk yarısında yaşamış olan siyasetçi ve devlet adımı Marcus Porcius Cato, çiftlik yönetimi ve tarım üzerine De Re Rustica adlı kitabı yazmıştır. Cato, kitabında bağ ve bahçe işlerinden bahsederken, yemekler ve içecekler konusunda da bilgi aktarmıştır. Bazı yemeklerin malzemelerini sıralamış, tarifini vermiştir. Şıra yapımını ve bazı özel şarapların nasıl yapılması gerektiğini yazmış, gıdaları muhafaza etme yöntemlerini anlatmıştır. Aynı şekilde, MÖ 1. yy.da yaşayan Marcus Terentius Varro'nun, kırsal yaşam ile ilgili Rerum Rusticarum adlı kitabının günümüze ulaşmış olan bölümlerinde de yemeklerden, şaraplardan ve gıda üretiminden bahsedilmektedir.

MS 1. yy.da eser vermiş olan Apicius'un, De Re Coquinaria adlı kitabı günümüze ulaşmış en kapsamlı yemek kitabıdır. İçerisinde lüks yemeklerin, sosların ve özel şarapların tarifleri yer almaktadır. Antik Dönem'in önemli aşçı yazarlarından birisi olan Apicius deniz ürünleri, tatlılar, hamur işleri, et ve sebze yemekleri gibi birbirinden farklı pek çok ürünün reçetesini vermektedir.

MS 1. yy.da yaşamış olan Lucius Junius Moderatus Columella, ağaçlar hakkında yazdığı De Arboribus adlı kitabıyla ve tarım üzerine yazdığı De Re Rustica adlı kitabıyla bilinmektedir. Her iki kitabı da günümüze ulaşmıştır ve Antik Dönem yeme-içme kültürüyle ilişkili değerli bilgiler barındırır. Küçük bir kitap olan De Arboribus'un içinde yiyecek ve içecekler hakkında sınırlı bilgi yer alırken, Columella'nın 12 ciltten oluşan De Re Rustica adlı kitabında şaraplardan, tatlılardan ve süt ürünlerinden ayrıntılı şekilde bahsedilmekte, tarifleri verilmekte, gıda saklama ve depolama konusunda yöntemler anlatılmaktadır.

MS 1. yy.da yaşayan ve Yaşlı Plinius olarak bilenen Gaius Plinius Secundus'un Naturalis Historia adlı eseri 37 kitaptan oluşmaktadır, doğa ve yaşam ile ilgili hemen hemen her konudan bahsetmektedir. Astronomiden coğrafyaya, insan fizyolojisinden hayvanlara, botanikten madencilik ve mineralojiye kadar her alanda kapsamlı bilgiler içeren Naturalis Historia'da tarım, bağcılık, zeytincilik ve tıp konularının anlatıldığı pasajlarda yemekler, ekmekler ve şaraplar ile ilgili değerli bilgiler ve tarifler yer alır.

MS 2. yy. sonu 3. yy. başında yaşamış olan ve yeme-içme kültürü konusunda kapsamlı bir kitap yazmış olan Athenaios'un Deipnosophistai adlı eseri 15 ciltten oluşmaktadır. Athenaios kitabında müzik, şarkılar, danslar ve felsefe gibi pek çok konudan bahsetse de, ağırlıklı olarak yeme-içme üzerine bilgiler aktarmaktadır. Sıklıkla kendinden önceki yazarlara atıflar yaparak yemeklerin ve içeceklerin tariflerini anlatmakta, isim kökeninden ve malzemelerinden bahsetmekte, yemekler ve içecekler üzerine tartışmalar yapmaktadır. Sosların, mezelerin, hamur işlerinin, tatlıların yapımı ve tüketimi konusunda aydınlatıcı bilgiler sunmaktadır. Athenaios özellikle şaraplar ile ilgili geniş bilgiler vermiş, şarapların içeriğini, hazırlanışını ve tüketimini ayrıntılı olarak bizlere aktarmıştır. Kendinden önceki yazarlara sıklıkla atıf yaptığı için, Athenaios'un kitabını incelediğimizde Arkaik, Klasik, Hellenistik ve Roma dönemlerini kapsayan oldukça geniş bir zaman dilimi hakkında fikir sahibi oluruz.

Antik Dönem insanları tarafından beslenme ile sağlık ve tedavi konuları yakın ilişki içinde görülmüştür. Pek çok antik yazar sağlıktan bahsederken yiyeceklerden ve içeceklerden de söz etmiştir. MS 2. yy.da yaşamış ünlü hekim Klaudios Galenos'un pek çok eserinde diyet, tedavi ve sağlık açısından beslenmenin önemi vurgulanmış, yemekler, baharatlar, sebzeler, meyveler, et türleri ve şaraplar anlatılmıştır. MS 5. yy. sonu 6. yy. başında yaşamış bir hekim olan Anthimos'un De Observatione Ciborum adlı kitabı Antik Dönem beslenme kültürü hakkında kıymetli bir eserdir. Anthimos, sağlıklı beslenme konusunda yiyeceklerin önemine değinmekte, bazı yemeklerin malzemelerini saymakta, tariflerini anlatmaktadır. Anthimos'un eseri Antik Dönem yeme-içme kültürünü öğrenmemiz ve diyet beslenme tarihi açısından değerli bir kaynaktır.

Yeme-içme konusunda ayrıntılı anlatımlar yapan yazarlar dışında, eserlerinde yemeklerden ve içeceklerden kısaca bahseden yazarlar da vardır. Özellikle oyun yazarları ve şairler eserlerinde gündelik yaşamdan kesitler sunarken mutfaklardan ve sofralardan da bahsetmiş, yemekler ve içecekler hakkında değerli bilgiler aktarmıştır. MÖ 5. yy. sonu 4. yy. başında eserler veren komedi yazarı Aristophanes'in oyunlarında ve MÖ 3. yy. sonu 2. yy. başında yaşayan komedi yazarı Titus Maccius Plautus'un oyunlarında yiyeceklere ve içeceklere dair çarpıcı bilgiler görmek mümkündür. MÖ 1. yy.da yaşamış olan ve batı dünyasında Horace olarak bilinen şair Horatius'un pek çok şiirinde ve MS 1. yy.da eser veren şair Marcus Valerius Martialis'in Epigrammata adlı kitabında sofra kültürü ve şarap tüketimi hakkında fikir edinmemizi sağlayan anlatımlar vardır.

CULINARY MEDICINE: A NEW ERA OF HEALTH THROUGH THE KITCHEN

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INTRODUCTION

In terms of maintaining a healthy lifestyle, diet is arguably one of the most crucial elements. It is not only essential to obtain the necessary nutrients for survival, but also to adopt a healthy lifestyle in order to age gracefully, regardless of whether one is cooking at home or dining out. In order to guarantee the health of all individuals at all stages of life and foster well-being, the Sustainable Development Goals (SDGs) also consider the detrimental effects currently being wrought upon the environment by the prevailing food systems and the concerns raised about their sustainability. Considering the divergence of opinions regarding the concepts of sustainable nutrition and healthy nutrition, countries have requested the United Nations Food and Agriculture Organization (FAO) and the World Health Organization (WHO) to prepare a guide that can provide guidance on the principles and accessibility of sustainable healthy nutrition. These guiding principles are informed by international nutritional recommendations and take a holistic approach to diets, ensuring that the environmental cost of food production and consumption is compatible with local social, cultural and economic contexts. In light of these developments, a novel interdisciplinary field, culinary medicine (CM), has also emerged, which draws upon the principles of both gastronomy and medicine. This field of study encompasses the interdisciplinary study of the art of food and cooking within the context of scientific medicine and nutrition. The objective of this study is to develop a theoretical and conceptual framework regarding the definition of culinary medicine, with particular attention to the roles of the various stakeholders.

LITERATURE

A systematic literature review revealed that a total of 89 research studies were conducted in the field of medicine, with the majority being published in the Scopus and Web of Science databases. The systematic literature analysis also revealed that the field of culinary medicine represents a novel approach to gastronomy. To date, there has been only one research study that has employed a qualitative methodology to define the role of the culinary medicine chef and to elicit the opinions of key stakeholders in the field of gastronomy and dietetics (Mutlu & Doğan, 2021). Culinary medicine is primarily employed to enhance healthy ageing (Domper et al., 2024), mitigate the effects of chronic diseases (Hirch et al., 2019), and address lifestyle diseases (Mallya et al., 2023). The studies also indicated that medical students have already begun to receive education in the field of culinary medicine (Tan et al., 2022). But there is still some discussions related to the definition of culinary medicine and culinary nutrition in terms of definition and education (Croxford et al., 2024).

METHOD

A comprehensive literature review was conducted to identify the various stakeholders and the principal fields involved in the advancement and implementation of the culinary medicine trend. The study also

reveals the combination of expertise from a multitude of disciplines, including nutrition and diet, gastronomy, and medicine. These disciplines include professions such as chefs, doctors, nutritionists or dieticians, educators, researchers, and other healthcare providers. The subtitles defining the culinary medicine area were derived from the data obtained from the systematic literature review analysis, conducted using VosViewer. The preliminary studies indicated that culinary medicine is not solely concerned with the well-being of human life; it also encompasses the nutritional status and educational needs of students in the relevant fields. These factors are of critical importance in the implementation of culinary medicine.

IMPACT AND LIMITATIONS OF THE RESEARCH

The studies related to culinary medicine are generally conducted within the field of medicine. The in-depth examination of the existing literature revealed a paucity of studies in the field of gastronomy, which presented limitations in terms of the applicability of the findings to kitchen practices and culinary science. However, the field of culinary medicine is a relatively new addition to the broader discipline of gastronomy, and its precise boundaries and scope remain to be fully delineated. Consequently, this study will serve as a valuable resource for researchers in the field of gastronomy.

ORIGINALITY OF THE RESEARCH

Culinary medicine, which has recently gained prominence in medical education, integrates food and nutritional interventions with the principles of disease prevention and treatment. The ultimate objective is to enhance overall health outcomes. Nevertheless, there is a paucity of studies in the field of gastronomy, and gastronomy education programs remain underdeveloped in this area. This study will therefore seek to elucidate the relationship between culinary medicine and gastronomy.

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EXAMINING CONSUMER ATTITUDES TO CONTRAST- FLAVORED DESSERTS: THE IMPACT OF CULINARY EDUCATION

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INTRODUCTION

Exploring new flavor combinations allows new opportunities to today's chefs for developing innovative recipes in the culinary world. The fusion of diverse flavors inspires chefs in creativity of distinctive and non-traditional recipes. Recently, the presence of desserts with contrasting flavors on restaurant menus showcases such creative inspiration, catering to today's consumers who are curious about the unusual and novel. These desserts offer a new and exciting taste experience to consumers by breaking away from traditional culinary practices. Desserts are an essential part of cuisines around the world. They provide a joyful conclusion to meals by enhancing the dining experience and bringing a delightful touch to tables. Desserts satisfy consumers' not only gastronomic needs but also emotional needs. Sugar triggers the release of serotonin, known as the happiness hormone, which means eating desserts brings feelings of happiness, joy, and satisfaction. Given these attributes, desserts hold a significant place on restaurant menus, attracting customers and enhancing the overall dining experience. Dessert menu items with contrasting flavors, though relatively new to both the culinary world and consumers, are becoming increasingly popular for their ability to offer unique and exciting taste experiences. In today's competitive gastronomy world, understanding and evaluating customer attitudes toward their choices is critical for all gastronomy players to stay ahead and meet evolving consumer preferences. As novel dessert options like contrasting flavors become more common on restaurant menus, it is essential to gauge how consumers respond to such desserts. The aim of this study is twofold: firstly, to evaluate consumer attitudes and willingness towards contrast-flavored desserts and their level of familiarity with such dessert choices; secondly, to investigate the impact of culinary education on individuals' attitudes towards these novel tastes.

LITERATURE

In today's highly competitive food industry, businesses must focus on establishing and maintaining a competitive advantage through product innovation to ensure growth and survival (Ottenbacher & Harrington, 2009). A typical strategy for product innovation and differentiation among restaurant chefs and food product developers is to explore novel and exciting food pairings. Dessert recipes with contrast flavors are a relatively new trend in the gastronomy world. However, from the salty-sweet allure of chocolate-covered crackers to the tangy-sweet blend of mango-chili snacks, consumers' preference for contrasted flavors is anticipated to be more than just a passing trend. Therefore, understanding consumer attitudes and willingness to such desserts is important for culinary professionals who want to cater to evolving tastes. In the current literature, there are studies exploring the consumer attitudes towards novel food concepts such as sustainable food products (Annunziata and Scarpato, 2014); organic wines (Calışkan et al., 2021); functional foods (Büyükkaragöz et al, 2015); unfamiliar food pairings (Traynor

et al., 2021) and molecular cuisine (Głuchowski et al., 2019). Therewithal, the studies examine the impact of culinary education on individuals' reactions and willingness towards unfamiliar tastes are few and these studies explored the influence of short- term sensory education programs (Hoppu et al., 2015; Mustonen et al.2009; Park & Cho, 2016; Reverdy et al., 2008). However, culinary programs at university level offer a more comprehensive education in culinary arts, gastronomy, professional cooking, and flavor development and pairing. This study aims to explore how university level gastronomy students and other student groups perceive desserts with contrast flavors, a relatively new concept in the culinary world.

METHODOLOGY

This study aims to investigate consumers' attitudes towards contrasting desserts, their desire for these desserts, and their familiarity with such desserts, considering the impact of culinary education on individuals. In this context, the research questions are designed as follows:

- What are the dimensions of consumer attitudes towards contrast-flavored desserts?
- To what extent are consumers familiar with the concept of contrast-flavored desserts?
- To what extent are consumers willing to buy contrast-flavored desserts?
- How does having a culinary education influence individuals' attitudes towards desserts with contrast flavors?"

In order to address research questions, the questionnaire is designed consist of five sections and the survey questions are derived from current literature. The first section aims to understand the consumers familiarity of contrast flavored desserts (Aksulu, 2009). The second section aims to understand the dimensions of consumer attitudes towards desserts with contrast flavors (Ajzen, 2013; Verbeke & Vackier, 2005). The third section aims to understand the consumers willing to buy such desserts (Ajzen, 2013). The fourth section aims to understand consumers' dessert consumption and purchase frequency. The fifth section aims to understand consumers' demographic features. The research was conducted using an online survey method. For investigating the impact of culinary education on familiarity, attitudes and willing to buy towards such desserts, a culinary educated cohort and non-culinary educated cohort were selected for online survey. The self-administered online survey completed by 249 participants. Participants were recruited from students of culinary degrees from universities located in Izmir and Istanbul and participants were recruited from students of non-culinary degrees from universities in İzmir. Obtained data is analyzed through descriptive statistics and the Independent Samples T-Test in SPSS, which is a parametric test.

THE WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

The findings of our study can help research chefs in experimenting with and developing innovative recipes by examining the underlying motivations of their targeted consumers regarding the acceptance and rejection of such contrasted flavor combinations, as well as with which attributes the contrasting flavors can contribute to the creation of unique recipes. Understanding consumer preferences can support chefs in anticipating market trends and aligning their dessert recipe creations, which blend contrasting flavors, with evolving consumer tastes. This fosters a more dynamic and responsive approach to recipe development. Furthermore, this study would provide a more comprehensive understanding of the differences between culinary-educated and non-culinary educated individuals in terms of their attitudes, familiarity, and willingness to buy such desserts. Therefore, our study was conducted with students in Turkey, and thus the findings reflect only the perspectives of Turkish students, making it difficult to generalize the results internationally. To obtain more generalizable insights, future research should include participants from diverse cultural backgrounds.

THE ORIGINALITY OF THE RESEARCH

The originality of this study lies in its focus on consumer attitudes and willingness towards contrast-

flavored desserts, which represent a relatively new trend in the gastronomy world. Current literature includes research on consumer attitudes towards novel food concepts such as sustainable food products, organic wines, functional foods, unfamiliar food pairings, and molecular cuisine. While contrast-flavored desserts are emerging as an innovative trend, to the best of our knowledge, there is not research on current literature on consumer acceptance and preferences for such novel flavored desserts. Therewithal, there are few studies examining the impact of culinary education on individuals' reactions to unfamiliar tastes, and these studies primarily explore the impact of short-term sensory education programs. This study stands out by investigating the effects of comprehensive university-level culinary education on attitudes towards contrast-flavored desserts. By evaluating consumer attitudes and willingness regarding these novel desserts and the influence of culinary education, this research offers valuable insights that contribute to understanding and shaping emerging trends in the culinary field.

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THE EXISTANCE AND STRENGTH OF THE FOREIGN INVESTORS IN TURKISH ACCOMMODATION AND GASTRONOMY SECTOR

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INTRODUCTION

Tourism industry is one of the most important service related industries of Türkiye. It generated 54 billion US $ in 2023 with 16.9% increase compared to the year 2022 (TURKSTAT, 2024). Türkiye's GDP in 2023 is 1.1 billion US $ and the share of tourism industry is 5 % (STATISTA, 2024).
Increasing revenue from tourism related sectors is of great importantance especially for current account balance. Since service export revenue from tourism industry in total has direct contibution to the balance of payments, all researches and studies which analyze the industry and its components in order to get insights and have policy implications contribute to the public finance and Turkish economy as well.
The mechanisms and methods to improve the performance of the tourism industry in total and its components support Turkish economy. Thus, this study aims at determining the existance and strength of foreign capital in accommodation and gastronomy sector in order to make references which make contribution to the whole industry.

LITERATURE

The studies concentrating on the existance foreign capital/foreign investment in accommodation and gastronomy sectora are limited all over the world. There are a small number of studies all over the world. Those studies generally focus on the motivations and effects of foreign investment in hospitality industry, not specifically in accommodation and gastronomy sectors.
Falk's study in 2016 focuses on foreign direct investment in hospitality industry from a global perspective by showing that investment projects increase as the market size increases and decreases as the requlations, tax rates and wages, they are not relevant to geographical distance and socioeconomic factors and also, top five destinations are China, the UK, United Arab Emirates, India and Russia all over the world.
Boor and Dhankar (2017) proved the positive effect of foreign direct investment on hospitality industry with providing required capital and infrastructure by specifically focusing on India. Cro and Martins' (2020) research infers results from foreign direct investment stock points of view in French tourism sector and states that foreign investment has sensitivity towards cost factors, cultural proximity and language similarity are key to attract foreign investment, and also skilled labour and public goods. There is no study in Turkish literature directly related to foreign capital in accommodation and gastronomy sector. This part of Turkish literature has the latest studies on foreign experience and gastronomic tourism (Uralov and Jomonkulova, 2020; Ramandanoğlu and Karaçeper, 2023), and interactions among tourism and foreign investment (Tecel et al., 2020), tourism and foreign direct investment growth (Soylu et al., 2023), and accommodation tax policy (Andic, 2020).

METHOD

This study aims at revealing the existance, strength, and position of foreign investment and capital in accommodation and gastronomy sector in total. By using those findings, it is objected to make references to guide future studies of the related literature as a basic initial study, to assist existing owners or potential founders who are planning to have a merger or acquisition in the sector with foreign investors, and to provide insights accommodation and gastronomy sector policy makers,

The study uses time series data released by Turkish Union of Chambers and Commodity Exchanges. The data is downloaded from the Information Retrieval Devision of the Union. The Company Establishment and Liquidation Statistics are used specifically. The final version of the data is obtained after calculations and preparations made by authors. Since the details of foreign investors in sector basis and country basis data starts from the year 2017, the analysis covers the period between 2017 and 2023.

The analysis is based on descriptive statistics and detailed data examination that produces informative insights. Annual foreign capital, foreign capital stock, foreign capital, and accommodation and gastronomy sector are specific concepts of the study. Annual foreign capital shows the amount of capital invested by foreign investors while founding their business in accommodation and gastronomy sector. Foreign capital stock means the aggregate total amount of capital invested by foreign investors in the accommodation and gastronomy sector during the period between 2017 and 2023. Foreign capital is the capital invested by investors who are not Turkish citizens. The Union makes sectoral classification by using data retrieved from Turkiye Registry Gazette, and accommodation and gastronomy sector is one of the sectors in this classification and in those statistics.

WIDESPREAD EFFECTS AND LIMITATIONS

The analysis indicates that total foreign capital in the accommodation and gastronomy sector during the 7 year-period (from 2017 to 2023) is 3.4 billion TL. Total capital in the sector is 4.5 billion TL and share of foreign capital is 76 %. Total capital by all sectors for Türkiye in general is 87.6 billion TL. Foreign capital is 38.9 billion TL and its share is 44.4 % which shows that existance of foreign capital in accommodation and gastronomy sector is almost two times higher than Türkiye average. The share of the sector in total of all sectors is 5 % and the share of foreign capital in the sector to foreign capital in all sectors is 9 %, two times of the share of the sector. Top investing countries during the analyzed period in the sector are Germany, Iran, Russia, Azerbaijan, Jordan, Lebanon, United Arab Emirates, Nederlands, Spain. Those results show both developed and developing countries have share in accommodation and gastronomy sector. The results will be limited with company esbalishment statistics for the period between 2017 and 2023. Since the study is based on company founding data, it does not draw any conclusions regarding the survival or success of established companies.

ORIGINAL VALUE OF STUDY

The studies focusing on foreign investment and also existance of foreigners in accommodation and gastronomy sector are limited all over the world. This limitation brings the prejudices concerning and focusing continuously negative effects of foreign capital and internationalization in most of the countries. Additionally, policy implictions stay limited due to limited studies. Thus this study is conducted in order to provide an objective point of view just by using publicly released data of the related institutions, and also to show the top investing countries, the position/strength of those investments within the analysis period. The objective of the study is to give answers to the questions below:

- What is the place of accommodation and gastronomy sector in all other sectors of Türkiye in terms of size?
- How does foreign investment in the accommodation and gastronomy sector compare to other sectors?

- Do which countries make the highest investment into Turkish accommodation and gastronomy sector?
- What is the annual average foreign investment?
- What is the investment stock during the analyzed period?
- Which countries make the highest investment year by year?
- Which countries have the highest investment stock?

By analyzing those questions, the study will contribute specifically to the accommodation and gastronomy literature. The results will be limited with company esbalishment statistics for the period between 2017 and 2023.

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THEORETICAL STUDY ON THE PLACE AND IMPORTANCE OF THE THIRD-AGE MARKET IN GASTRONOMY TOURISM

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INTRODUCTION

The rapid aging of the world population has caused many developed countries to provide special tourism incentives to this age group, which they see as a priority market, resulting in an increase in the participation of older adults in tourism and leisure activities (Özyakar and Arıoğul, 2007). The increasingly healthy older adult market segment now has the time and purchasing power to travel more frequently. On the other hand, the relationship between tourism and food has helped create a special interest or niche market called culinary or gastronomy tourism and has become an increasingly important segment in the development of the tourism sector over the years (Durlu, Özkaya and Can, 2012).
Although there has been an increasing interest in gastronomy tourism as an academic field of study in recent times in terms of its importance in the tourism sector, little research has been done on the socio-demographic characteristics of this market (Shenoy, 2005). In other words, researchers have previously assumed that all tourists experience gastronomy tourism in a similar way. However, there are studies showing that gastronomic tourists, defined as the third age in the tourism literature, are generally very experienced travelers with time and money, and that this age group has different gastronomic characteristics (Avieli and Cohen, 2004; Ignatov and Smith, 2006; Albayrak, 2014). ; Björk and Kauppinen-Raisinen, 2016). Unlike mass tourists, third-age tourists' primary preference in experiencing foreign cultures is to consume local foods (Köster, 2009). These features make third-year tourists even more important in terms of gastronomy tourism. On the other hand, there are also studies stating that third-year tourists prefer familiar foods instead of experiencing local cuisines due to the decrease in taste and smell sensitivity with age (Khan, 1981). The increasing importance of the third-age market requires further research, both in the tourism sector and in the academic field, to better understand the importance of the gastronomic consumption needs and expectations of this market segment and to help reach the market in the most appropriate way. In this context, the aim of the research is to draw attention to the importance of the third-age market by determining its gastronomic characteristics and to contribute to reaching the market.

LITERATURE

Looking at the historical process, the world has been aging at the fastest rate in the last hundred years. Many countries around the world are among the aging nations (United Nations, 2013), and the global number of older adults is expected to increase from approximately 617 million to 1.6 billion by 2050 (He et al., 2016). The United Nations (2015) stated that population aging is now one of the most important social transformations of the 21st century, affecting societies and all sectors. Beyond population aging, older people are living longer and taking better care of their health, causing the boundaries that define old age to continue to shift.
Europe, in particular, is undergoing major social change, with stagnating and falling birth rates, attributed to increased life expectancy, resulting in a rapidly aging population (European Commission, 2015). In particular, it is predicted that the number of people in their 60s will increase from 26% in 2010 to 53% in 2060, making this the fastest growing consumer segment (Euromonitor, 2017). This supports the fact that the older generation is an important market segment that should not be ignored. The European Commission (2015) used the term “Silver Economy” to describe the economic opportunities arising from

public and consumer spending related to population aging and the special needs of the population over 50 years of age.

The Silver Economy is a concept that includes the economic activities and direct and indirect impacts of both the public and private sectors regarding the production, consumption and trade of goods and services for older people (European Commission, 2015). At the same time, the Silver Economy is a concept that emerged from the emergence of new consumer markets and the need to improve the sustainability of public expenditures related to aging. It is estimated that the private spending power of the elderly population will reach 15 trillion dollars globally by 2020 (European Commission, 2015).

Another direct consequence of the global aging trend and the parallel changing spending patterns is the rapid growth of this segment in the tourism market. Older adults, defined as the third age in the tourism literature, have begun to have a larger share of holiday expenditures compared to previous generations (Patterson, 2018). Figures show that more than 593 million international travelers in 1999 were aged 60 or over. However, between 2010 and 2030, international tourist arrivals are estimated to increase by 3.3% per year worldwide, reaching 1.8 billion (Patterson, 2018). As competition between tourism destinations increases, it is becoming increasingly important to design new services, products and activities to attract and entertain older travelers seeking local cultures, unforgettable experiences and new and exotic destinations.

When the subject is discussed in terms of gastronomy, the importance of age is also mentioned in research. Studies on the subject suggest that age, gender and social status are important factors in explaining differences in food preferences (Tse and Crots, 2005). A limited number of studies on food preferences have also examined the direct effect of age on gastronomy. In a study conducted by Khan (1981), he suggested that older people tend to show different food preferences compared to young people due to their decreased taste and smell sensitivity over the years. Mak, Lumbers, Eves and Chang (2012) evaluated the factors affecting food and beverage demand in gastronomy tourism from a demand-centered perspective: Tourists; belief styles, value judgments and cultural structures; their social status and economic opportunities and demographic characteristics; previous gastronomic experiences; the dominance of gastronomy-related motivations and physiological needs (hunger, thirst, etc.); These have been identified as the main factors that may influence tourists' food and beverage consumption. Gastronomy should be taken into account not only with its physiological, sociological and psychological aspects, but also with its physiological, sociological and psychological aspects, and these factors should not be ignored during the preparation and presentation of products (Shenoy, 2005, Tikkanen, 2007, Köster, 2009). In this direction; In addition to the profiles of tourists, it is important to know their travel characteristics and their culture (Ignatov and Smith, 2006; Björk and Kauppinen-Raisinen, 2016). In this way, significant successes can be achieved in minimizing possible risks from the product's content to its appearance, from its smell to its taste, from its nutrition to its hygiene, from its cost to its sales price, ensuring customer satisfaction and increasing the number of repeat visits.

METHOD

This research aims to provide a broad perspective on the literature about the gastronomic characteristics and demands of the third-age market, which is increasingly important in the world. Since there is a limited number of literatures on the subject, the research will be carried out with the theoretical research method in order to gain more information about the subject and help it better understand. The literature presented in this review will be identified through multiple sources, including the use of various tourism databases and tracking citations of research literature. Therefore, the purpose of the research is twofold. The first key objective is to provide and highlight key trends associated with the growth of the third-age market in order to better inform and educate key stakeholders in the tourism industry. The second main purpose is to present a literature analysis to determine whether the third age market has been researched specifically in gastronomy tourism. It is hoped that this research may encourage researchers to conduct more empirical research to increase knowledge on the subject.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

It is anticipated that this research will contribute to the literature, primarily because it has been covered in limited numbers in the tourism literature. It will also provide information to the tourism sector on what kind of services, products and programs it should create in its gastronomy-focused efforts in the third-age market segment. The main and only limitation of the research is that it is a theoretically based research. In order to make more accurate analyzes on the subject, the subject needs to be supported by empirical research.

ORIGINAL VALUE OF THE RESEARCH

Despite the rapidly increasing importance of both gastronomy tourism and the third-age market, there are almost no studies in the academic literature that combine both fields and draw attention to the gastronomic importance of the third-age market. In this context, the research is thought to have a unique value in terms of providing a comprehensive literature analysis for future studies on the subject and drawing a road map for empirical research.

EVALUATION OF SLOW FOOD MOVEMENT FROM THE PERSPECTIVE OF RESTAURANT CUSTOMERS: KUSADASI EXAMPLE

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INTRODUCTION

The Slow Food movement has emerged in recent years as a reaction to the modern and fast lifestyle of society (Frost & Lain, 2013; Şahin, 2022). This phenomenon wants to encourage the enjoyment of traditional and sustainably produced food using local resources as opposed to fast food (Buiatti, 2011). The desire to get away from the stress of daily life by having different experiences has led to an interest in kitchens where local foods are prepared (Güneş & Sabur, 2023). This situation supports an understanding that encourages the protection, development and popularisation of local foods (Coşkun & Gençer, 2024). While fast food glorifies convenience and speed, slow food focuses more on quality, flavour and developing a closer bond between consumers and the food they eat (Güneş & Sabur, 2023). Therefore, the aim of this study is to evaluate how the concept of slow food is perceived by customers of restaurants serving both slow food and fast food. In the light of the findings obtained, it is aimed to understand how the slow food phenomenon is perceived by customers and its contributions to local values, culture and stakeholders are evaluated and various suggestions are made.

LITERATURE

The slow food movement emerged in Italy in the 1980s as a reaction to the homogenisation of food cultures against the dominance of fast food chains (Yumusak et al., 2023). This movement emphasises the importance of preserving local food traditions, biodiversity and sustainability (Dimitrovski, Starčević, & Marinković, 2021). At the centre of this philosophy is the idea of consuming "good, clean and fair" food. "Good" food is tasty, diverse, authentic, natural and healthy, "clean" food is produced sustainably without harming the environment, and "fair" food emphasises social equality and equal conditions in wages (Huang, Chen, & Ramos, 2022). This reaction movement, which started with Slow Food, later became widespread with the Citta Slow (Slow City) movement and is not limited to food, but supports all activities around a slow lifestyle (Frost & Lain, 2013). The extension of these two movements in connection with tourism and travel has developed the concept of slow tourism (Uslu & Karabulut, 2019; Yurtseven & Kaya, 2011).

Various studies show that the slow food movement is associated with several important concepts from a customer's perspective. For example, Huang, Chen and Ramos (2022) reported that tourists' slow food experiences positively affect their lives in terms of satisfaction and quality of life. The fact that slow

food is usually made with traditional methods and fresh, local ingredients as more delicious and satisfying meals than fast food equivalents results in customers perceiving these meals as delicious and high quality (Uslu & Karabulut, 2019). Slow food is also effective in creating a link to local culture and heritage. Customers who value local culture, tradition and authenticity may be interested in the stories and history behind the food (Dias, Almeida, & Hemsworth, 2023).

The slow food movement also faces various challenges from a customer perspective. Because fast food is food that can be handled and eaten, packaged and taken away, fast in production and presentation, and cheaper in cost (Yılmaz, 2022, p.19). However, in terms of cost, slow food may be more expensive than fast food due to better quality ingredients and labour-intensive preparation methods. Therefore, the price difference may be an important barrier for some consumers. Shumka et al. (2022) reported in their study that research participants had insufficient knowledge about slow food and sourcing and limited readiness to pay higher prices for food products from protected agricultural areas. There is also a lack of awareness and education about slow food. There is still a lack of awareness about the benefits of slow food, biodiversity conservation for agricultural activities required for the preparation of local dishes (Shumka et al., 2022). Educating consumers about the advantages and importance of slow food is an ongoing challenge.

Some studies on the subject, for example; Huang, Chen and Ramos (2022) examined the concept of slow tourism, the definition of tourists' slow food experiences and the relationship between tourists' slow food experiences and their quality of life (QoL). The findings of this study reveal that environmental awareness does not affect tourists' slow food experiences, while authenticity and slowness significantly affect tourists' slow food experiences. In addition, slow food experience has a positive effect on tourists' ROI. The study data were collected through an online survey. Dias, Almeida and Hemsworth (2023), in their study, argued that in 2027, respondents will value food more for the ``good" it provides to a person's health rather than the need for energy intake. From the findings, it is possible to understand that the act of cooking, preparing and sharing information can be an opportunity to increase enjoyment. Uslu and Karabulut (2019) reveal the relationships between perceived service quality and brand loyalty, brand trust and brand image in restaurants suitable for the slow food concept. According to their results, significant and positive relationships were found between perceived service quality and brand image, brand trust and brand loyalty variables. Shumka, Berberi, Kulıcı, Muçaj, Vladi (2022) investigated the knowledge, perception and contribution of slow food to nature conservation in five protected areas of Albania. The findings showed that in addition to generating income from protected areas, visitors have insufficient knowledge about slow food and resource utilization and limited readiness to pay a higher price for food products from protected agricultural areas.

Aydemir and Özdemir (2014) evaluated whether the enterprises offering pita products as local food and beverage entrepreneurs operating in Yenipazar district of Aydın province, which is one of the slow city destinations in Turkey, observe the principles of slow food in their activities, and it was determined that most of the enterprises offering pita in Yenipazar, act in accordance with the criteria for the mission of the "Slow Food Movement" in their activities. In Beşcanlar's (2014) study, the aim of which was to determine the metaphors with which the students of the cookery programme explained the concept of slow food; 7 different metaphors grouped as seasonality, local product, alternative, different taste and flavour diversity, sustainability, geographical sign and income source were obtained. Şahin (2022) investigated the relationship between the slow food movement and sustainable cuisine practice in Akyaka, one of Turkey's Cittaslow cities. It can be said that Akyaka can contribute to bringing gastronomy, which is an alternative tourism source of the region, to the forefront, providing added value to its uniqueness, strengthening the local economy in terms of tourism and agriculture, as the small family business with the brand 'Aunt Adile'nin ekmekleri', which is an example of sustainable cuisine practice within the scope of the slow food movement. Yumusak, Yılmaz, Deligönül and Çavuşgil (2023) focus on explaining how Turkish cuisine overlaps with the slow food movement and how this movement affects consumer behaviour. The participants found that the slow food movement created a strong brand image for businesses based on emphasizing responsibility towards the ecological system while appealing to consumers' five senses.

METHOD

The aim of this study is to determine which type of food (fast food / slow food) has an effect on restaurant preference by revealing the perspectives of customers coming to both local and fast-food restaurants in Kuşadası District of Aydın Province. In line with this purpose, the perspective of the guests coming to the restaurants in Kuşadası was evaluated for the realization of the study. When the literature is examined, it is seen that the concept of slow food is associated with concepts such as local food and authenticity (Aydemir & Özdemir, 2014; Beşcanlar, 2014; Huang, Chen, & Ramos, 2022). For this reason, in accordance with the purpose of the study, due to constraints such as time, cost and accessibility, sampling was used to determine the perspectives and food preferences of the customers coming to the restaurants, and both local food and fast-food restaurants were included in the study. In order to have in-depth information about the subject, qualitative research method was selected and answers were sought to the research questions created in accordance with the method. Although qualitative research contain results that cannot be definite and generalized, they are trying to provide a better understanding of a phenomenon by presenting examples, explanations and experiences. The aim of qualitative research is to have in-depth and detailed information about a determined content (Karagöz, 2017, p. 565). In particular, observation and interview methods are used to capture the relativity and mobility of social phenomena for a moment in order to reveal the perspective of the individuals within the research within the social structure and process (Yıldırım & Şimşek, 2013, p.46). In order to reveal the perceptions, researchers try to understand the perceptions and experiences of the participants on the subject through various questions and face-to-face interviews (Baş & Akturan, 2008, p.87; Karagöz, 2017, p. 567). The research questions formed in the light of this information are as follows:

- Do food types influence the restaurant preferences of customers who visit both slow food and fast-food restaurants?
- Customers who eat in both slow food and fast-food restaurants, which culinary product do they usually prefer?
- Do they know the local food types of the research region?
- Do they have information about the local food types of the research region before the visit?

Based on the basic questions, various sub-research questions were formed.

1. What are the reasons for restaurant customers coming to the region?
2. What is the preference of local dishes compared to other dishes in the fast-food menu?
3. What does local food /fast food presentation mean for customers?
4. Which local dishes are known? If any, why are the dishes not served (not preferred, difficult to make, expensive ingredients, etc.)?
5. How is the pricing policy of local food compared to fast food?
6. How do you evaluate the use of local /fast food dishes for branding in terms of the region?

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

The findings obtained with this study are evaluated from the perspective of customers of the slow food movement and it is tried to reveal how slow food preferences are shaped in restaurants. The results obtained here will give ideas to existing restaurants and new initiatives that adopt the slow food movement. For local governments that want to adopt this movement, customer opinions on the subject may contribute to the localities where research is conducted to gain a perspective on its applicability. In addition, various suggestions for researchers interested in the subject are also presented by indicating the limitations. This study is limited to the perspectives of both fast food and slow food restaurant customers regarding the slow food movement in Kuşadası district of Aydın province. For this reason, a similar study can be repeated in different regions with different sample groups and the results can be evaluated. Various studies can be conducted to evaluate the contributions of this movement in many areas from the production of local food (agriculture, supply chain, etc.) to the presentation stage (such as the existence, support, increase in the number of local restaurants, service quality, branding strategies). Unlike this

study, which was prepared with a qualitative method, data collected from larger groups with quantitative methods will provide broader contributions about the slow food movement.

ORIGINAL VALUE OF THE RESEARCH

Evaluating the concept of slow food from the customer's perspective reveals a complex interplay of benefits, challenges and preferences. This study contributes to providing more information on understanding how the slow food phenomenon is perceived from the customer's perspective by expanding the scope of slow food experiences mentioned in previous studies (such as Aydemir & Özdemir, 2014; Huang, Chen, & Ramos, 2022). While the Slow Food movement offers superior taste, health benefits, cultural connections, and environmental and social responsibility, it has also faced barriers related to cost, accessibility, time and awareness (Dimitrovski, Starčević, & Marinković, 2021; Shumka et al., 2022). Understanding these dynamics is crucial to promote the slow food movement and encourage more consumers to adopt its principles. This study extends the body of literature by analyzing slow food perspectives, identifying various factors, and provides some recommendations for tourism marketers in slow destinations. As awareness and education on the subject continues to grow, the slow food movement has the potential to significantly reshape consumer behavior and contribute to a more sustainable and conscious food culture.

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GÖÇ VE KÜLTÜREL ETKİLEŞİM BAĞLAMINDA ALMANLARIN TÜRK MUTFAĞINA BAKIŞINA İLİŞKİN BİR ÇALIŞMA

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GİRİŞ

Göç kavramı temelde; bireylerin veya toplumların çeşitli sebeplerle ait olduğu coğrafyanın dışına çıkarak yeni bir alanda geçici veya kalıcı olarak yaşamaya başlaması olarak tanımlanabilir. Waldinger (2013)'e göre uluslararası göçler, sınır ötesi yeni bağlantılar anlamına gelmektedir. Göç veren ve göç alan ülke insanları arasında oluşan bağlar, göç deneyiminin önemli bir yönü olarak kabul edilmektedir. Tarihsel süreç boyunca birçok toplum bulunduğu alanın dışına çıkarak yeni varış yerlerine ulaşmış ve bu durum söz konusu coğrafyaya ve hem göç eden hem de göç edilen toplumlara çeşitli yönlerden etki etmiştir. Bu doğrultuda Sassen (1996)'e göre göç, ulusal kimliğe yönelik kavramları yeniden şekillendiren güçlerden biri olarak tanımlanmaktadır. Sadece bir hareket olmakla kalmayan göç, kültürden kültüre geçiş esnasında eski ve yeni arasında bağ görevi gören birtakım değerlerin ortaya çıkma sürecidir (Çallı, 2012). Birbiriyle etkileşim içerisinde iki farklı yapı olan göç ve kültür ilişkisi aynı zamanda bir aktarımı da beraberinde getirir. Göçmenler kendi kültürel özelliklerini gittikleri bölgelere taşımaktadırlar. Dolayısıyla göç olgusu hareket eden kültürü de beraberinde getirir. Kültür göçü, bir kültür motifinin veya kültürel bir uygulamanın başka bir kültüre geçmesi olarak tanımlanır (TDK, 2022). Farklı kökenden gelen farklı etnik kimlikteki insanların kültürel değerleri de elbette ki farklıdır. Köklerinden farklı bir bölgede, bir arada yaşayan bu insanlar birbirleriyle etkileşim içerisindedirler (Palo, 2014). Doğduğu coğrafyadan başka bir coğrafyaya hareket eden kültür, etkileşimle değiştiği gibi tanınırlığını artırmış olur (Çallı, 2012). Herhangi bir sebeple göç etmiş bireyler gittikleri yerlere kültürlerini de beraberinde götürürler. Dolayısıyla göçmenler bölgesel bazda çevrelerini etkiledikleri gibi etkilenirler de. Göçün zorunlu kıldığı bu karşılıklı etkileşim durumu yalnızca bireyleri değil, bireyin ayrıldığı ülkenin ve yerleştiği ülkenin ekonomik, psikolojik ve toplumsal yapısında önemli değişimleri beraberinde getirmektedir (Baran, 2013).

Kültürleşme, kültürlerarası bir karşılaşmanın ardından karşılıklı ortaya çıkan kültürel ve psikolojik değişimi veya değişimin sürecini açıklar (Sam ve Berry, 2010). Dolayısıyla kültürleşme iki farklı kültürün temsilcilerinin birbirlerini etkilemesi veya etkilenmesi sonucundan doğan yeni edinimler olarak yorumlanabilir. Kültürlenme ise yeni bir kültürün öğrenme sürecini, orjinal kültür korunurken ana kültür içerisinde yeni uygulama ve geleneklerin kazanılmasını ifade eder (Newman ve Sahak, 2012). Bireyin etkileşimleri sonucu edindiği değerleri eyleme dökmesi olarak tanımlanabilir. Yemek kültürünün değişimi, bireylerin farklı kültür grupları ile sürekli teması durumunda karşılıklı olarak meydana gelir (Ishak ve ark., 2013). Kültürel olarak ele alındığında ise, bireyin ne yediği, kim olduğunu veya olmadığını tanımlar (Almerico, 2014) İnsanlar yeme içme kalıpları aracılığı ile kültürel ve etnik gruplarına bağlanırlar (Grimaldi, 2019), bu açıdan yemek kültürü, göçmenlerin değerleri açısından önemli bir unsurdur.

Göç eyleminin sonuçları arasında yer alan kültürel etkileşimler ile mutfak kültüründe meydana gelen değişimlerin incelendiği çalışmaların kısıtlı olması araştırma problemini oluşturmaktadır. Buradan

hareketle Almanya'da gerçekleştirilen bu çalışmada kültürel etkileşimden doğan değişikliklerin göçmenler gözüyle yorumlanmasından ziyade göç alan coğrafyanın yerel halkının göçmenlerin mutfak kültürüne bakış açısının incelenmesi araştırmanın temel amacını oluşturmaktadır.

LİTERATÜR

Göç, insanoğlundan ziyade dünya üzerinde hareket eden her canlıyı etkileyen bir süreçtir. Her canlı, doğduğu, büyüdüğü, kimliğini kazandığı bölgeden ayrıldığında yeni yerleştiği bölgeye adapte olmakta güçlük yaşar (Palo, 2014). Kültür terimi, belirli bir zamanda belirli bir grup insanı tanımlayan değerleri, bilgi, dil, ritüeller, alışkanlıklar, yaşam tarzları, tutumlar, inançlar, folklor, kurallar ve gelenekler kümesini ifade eder (Sibal, 2018). Çok kültürlülük, farklı kültürden ve farklı sosyal statüden bireylerin ortak bir uyum sürecinden geçerek oluşturulan ve birçok sosyolojik olguyu barındıran göç faktörünün önemli bir sonucudur (Palo, 2014). Bir toplumun kültürünü anlamanın en iyi yolu, yemeklerini nasıl hazırladıkları ve yediklerini incelemektir. Bireylerin yaşadığı çevre ve yurduyla olan bağını, yediği yemekler ile anlamak mümkündür (Sancar, 2017). Birçok unsur gibi sosyal etkileşimler de etnik gruplar arasında, yemek kültürünün, kültürlenme ve adaptasyonuna katkıda bulunur (Kim 2006). Yemek kültürü, bireyler ve toplum tarafından karakterize edilen, gıdanın hazırlanması, sunulması ve tüketilmesini içeren eylemler veya davranışlar bütünü olarak ifade edilmektedir (Kemmer, 2000). Yemek kültürü, yiyeceklerin hazırlandığı araçlar, teknikler, malzemeler ve kültüre özgü gelenekler ile bir bütünü yansıtır (Germann Molz, 2007). Glassie (1999), göçmenlerin yeme alışkanlıklarının yeni yaşam alanlarında sessiz ama kalıcı bir "dil" oluşturduğunu aktarmaktadır. Yüzyıllar boyunca bir kara parçasında yaşayan insanlar, birçok gezgini ve yurt arayışında olan göçerleri sofrasında ağırlamış, din, dil ve ırk ayrımı gözetmeksizin yemek kültürünü sergilemişlerdir (Karaca ve Karacaoğlu, 2016). Kültürleşme, gücün ardından göçmen bireylerin, ev sahibi kültürün; Tutum, gelenek, değer ve davranış kalıpları ile uzun süreli etkileşimi sonucu oluşur (Abraído-Lanza ve Ark., 2006) Bu sebeple kültürleşme göçmenlerin dahil oldukları topluma daha iyi uyum sağlamaları için gerekli bir süreçtir (Martin ve Ark., 2015). Toplumlarda görülen çok kültürlülüğün önemli bir sebebi dünya üzerindeki farklı kültürlerin birbirlerinden bağımsız olarak, değişik sebeplerle göç etmiş olmalarıdır. Bu durum farklıların sebebi olarak görülse de aynı zamanda göç alan ülkelerde göçmenler arasında bütünleştirici bir ortak değer yaratmaktadır (Çallı, 2012).

Farklı kültürdeki bireyler farklı nedenlerle hareket etmektedirler. Farklı kültürlerin karşılaşması, etkileşimi sosyalleşme ile değişimi de beraberinde getirmektedir. Bu doğrultuda başka kültürlerden bireylerin, karşılıklı etkileşimler sonucunda mevcut kültürlerinde görülen değişimler olarak, kültürlenme kavramıyla ortaya çıkmaktadır (Aliyev ve Öğülmüş, 2016). Bir kültür içindeki insanlar sembollerin, eserlerin ve davranışların anlamlarını genellikle aynı veya benzer şekillerde yorumlarlar. Kültür iletişim yoluyla oluşturulur, şekillendirilir, aktarılır ve öğrenilir (Sibal, 2018). Reddy ve Dom (2020) çalışmalarında, bireylerin kültürlerine ait yemek uygulamalarının, kimliklerinin ayrılmaz bir parçası olduğu sonucuna varılmış dolayısıyla kültür ve kimlik inşasında yemek etrafında gelişen sosyal etkileşimlerin temel alındığı vurgulanmıştır.

Göçmenlerin gıda tüketim alışkanlıkları, göç edilen coğrafyaya da etki edebilmektedir. Göçmenler potansiyel olarak farklı talep özelliklerine sahip tüketiciler olduklarından ve göçmenlerin ikametleri, tüketicilere sunulan ürünlerin bileşimini de değiştirebilmektedir (Mazzolari ve Neumark, 2012). Ev sahibi toplumlardaki birçok insan için, göçle gelen değişikliklere ilk temasın göçmenlerin yanlarında getirdikleri gıdalar aracılığıyla olduğu söylenebilir. Bu durum birçok örnekle açıklanabilmektedir. Strom (2022)'a göre Bugün Hint köri bazlı yemeklerinin genel olarak İngiltere'nin ulusal yemeklerinden biri olarak kabul edilmesi, Berlin'deki sokak yemeklerinin geleneksel Alman lezzetlerinin yanı sıra Türk döner ve kebapları başta olmak üzere birçok ulus mutfağını kapsaması bu durumun başlıca örneklerindendir. Tüm bu örnekler göç ile gelen kültürün, ev sahibi coğrafyanın mutfak kültürü üzerindeki etkisini gözler önüne sermektedir. Farklı kültürler arasında meydana gelen bu etkileşimlerin ev sahibi toplumların mutfak kültürü üzerindeki değişimlerinin farklı sonuçları olabilmektedir. Bu

değişimler kimi zaman 'füzyon' bir mutfağın ortaya çıkışına olanak sağlamaktadır. Nitekim özellikle yoğun göç alan bölgelerin iki mutfak kültürünün doğurduğu (göç edilen bölge mutfak kültürü ve göç eden mutfak kültürü) yeni mutfak kültürlerinin var olduğu bilinmektedir (Takenaka, 2017).

Göçmenlerin yemek kültürleri, yalnızca kimliğin oluşturulması ve sürdürülmesi için bir araç olarak kalmayarak kendi ülkelerinin yemeklerini sunan restoranlar kurmaya başladıklarında kültürel alışverişin de önemli bir aracı olmuştur (Arend ve Tirali, 2008). Göç hareketleri, göçmenlerin beraberinde getirdikleri yemekler ve yeme alışkanlıklarının, yaşadıkları şehre entegre olması ile etkileşimden doğan yeni bir mutfak kültürünü de beraberinde getirir (Karaosmanoğlu, 2017). Yemek aynı zamanda toplum ve etnik grup gruplar arasındaki bütünleştirici gücüyle dayanışma ve sosyal bağları güçlendirmede etkilidir (Ishak ve Ark., 2013). Küreselleşme, katı çizgilerle değil de bir karışım öngörüsüyle değerlendirildiğinde, küreselleşme bir kültürü etkisi altına almasından ziyade her iki kültüründe etki altında olması durumudur (Karaosmanoğlu, 2017).

YÖNTEM

Araştırma kapsamında yoğun göç alan Alman coğrafyasının yerel halkının Türk göçmenlere ait mutfak kültürüne bakış açısının incelenmesi amacıyla veri elde edilmesi ve yorumlanabilmesi için nitel araştırma yöntemleri kullanılmıştır. Nitel araştırma, verilerin sunumu, yorumu ve potansiyel sonuçlarının ortaya çıkmasına imkân sağlayan bir araştırma yöntemidir (Cresswell, 2014). Nitel araştırmalarda araştırmacı, gözlem, görüşme ve doküman analizi gibi yöntemler kullanarak, algı ve olayları, bağlı bulundukları çevre içerisinde inceleyerek elde ettiği verileri gerçekçi ve bütüncül bir biçimde yorumlamaya çalışmaktadır (Yıldırım ve Şimşek, 2016). Bu yorumlamalar ile evrenin daha görünür ve anlaşılır hale geldiği belirtilirken, bu yorumlamaların yapılması aşamasında konuşmalar, mülakatlar, alan notları, kayıtlar ve fotoğraflardan yararlanılmaktadır (Koçak ve Arun, 2006).

Türk göçmenler ile etkileşim içerisinde olan Almanların Trük mutfak kültürüne bakış açılarını incelemek amacıyla yürütülen bu çalışmada araştırma süreci durum deseni kapsamında değerlendirilmiştir. Durum çalışmaları temelde "sınırlı bir bölümün" ya da "küçük bir örneğin" detaylı ve derinlemesine incelenmesi olarak tanımlanamamaktadır (Merriam, 2023; Tight, 2010; Çelebi, 2023). Ayrıca nitel araştırmalarda durum çalışmasının herhangi bir durumu etkileyen; bireyler, ortam, olay ve süreçler gibi etkenlerin kapsayıcı bir bakış açısıyla derinlemesine incelenmesiyle bu etkenlerin durum ya da durumlar ile ilişkisi üzerine odaklanılmaktadır (Yıldırım ve Şimşek, 2021).

Örneklem grubu belirlenirken araştırmacı, evreninin tümünü temsil edebilecek ölçüde örneklem çerçeve listesi oluşturarak, kavramları daha geniş bir bakış açısıyla ölçülebilir ve yorumlanabilir hale getirdiği bir süreci hazırlamaktadır (Gürbüz ve Şahin, 2017). Çalışma kapsamında Almanya' da yaşayan ve Türklerle etkileşim içerisinde olan 16 Alman ile görüşmeler gerçekleştirilmiştir. Gerçekleştirilen bu çalışmada araştırmanın problemine yönelik görüşme formu yaklaşımı ya da diğer adıyla yarı yapılandırılmış görüşme süreci takip edilmiştir.

Nitel araştırmalarda elde edilen veriler kodlanarak bir araya getirilir ve çalışmaya dair ana temalar oluşturulur. Oluşturulan bu kodlar ve temalar yardımıyla çalışma hakkında açıklayıcı nitelikte şekil, tablo ve açıklamalara yer verilir (Creswell, 2018). Kodlama, içerik analizine tabi verilerin, birbiri ile anlamlı bütünler halinde kategorilendirilme sürecidir (Yıldırım ve Şimşek, 2016). Çalışma esnasında elde edilen veriler içerik analizine tabi tutulmuştur. İçerik analizi; araştırma esnasında toplanan nitel verilerin sistematik ve güvenilir şekilde analiz edilmesine olanak sağlayan bir araştırma yöntemidir, böylelikle araştırmacı verileri anlamlı kategorilere ayırarak genellemeler yapılabilmektedir (Haggarty, 1996). Nitel veriler ile yürütülen bu çalışmada benzer adımlar takip edilmiş ve elde edilen veriler tematik analiz ile içerik analizine tabi tutulmuştur.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Çalışma kapsamında gerçekleştirilen yerinde görüşmeler ile Almanların Türk mutfak kültürüne ait bakış açıları incelenmiştir. Elde edilen bulgular ile karşılıklı etkileşim sonucu bir milletin mutfak kültürünün göçmenler özelinde tanıtımı ile farklı bir kültür grubunun deneyimlediği mutfak kültürüne ait görüşleri kayıt altına alınmıştır. Böylece hem literatüre hem de Türk mutfak kültürünün tanıtımına katkı sağlanacağı düşünülmektedir. Öyle ki yoğun göçmen nüfusa sahip Türkiye Cumhuriyeti bu durumu doğru hamleler ile Türk mutfağının tanıtımı ve dolaylı yoldan Türk turizmi için önemli bir tanıtım kampanyasına dönüştürebilir böylece katma değer saylayabilir. Gerçekleştirilen bu çalışma görüşülen bireyler ve taranan literatür ile sınırlıdır.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Gerçekleştirilen literatür taraması sonucunda yabancıların Türk mutfak kültürüne bakış açıları ile ilgili sınırlı sayıda çalışmaya rastlanmıştır. Yürütülen bu çalışma ile birlikte Gastronomi ve Mutfak Sanatları Anabilim Dalında oldukça önemli bir alan olan mutfak kültürü üzerine çalışılmıştır. Bu alanda tanıtım faaliyetleri ile turizm geliri elde etmek, mutfak kültürleri arasında etkileşimi sağlamak ve sürdürülebilirliğe katkı sunmak amacıyla çalışma kapsamında belirlenen örneklem grubuna yemek daveti verilerek yalnızca Türk mutfağından örnekler sergilenmiş ve bu deneyimi elde eden bireylerin Türk mutfağı hakkında görüşleri kayda alınmıştır. Buradan hareketle çalışma kapsamında bilimsel metotlar ile elde edilen bulgular mutfak kültürünün aktarılmasına ve kurum kuruluşlar tarafından doğru tanıtımına dikkat çekeceği düşünülmektedir. Bu bağlamda çalışmanın özgün değerine katkı sağlamaktadır.

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YEREL SÜT ÜRÜNLERİN GASTRONOMİ TURİZMİ AÇISINDAN ÖNEMİ: İZMİR İLİ ÖRNEĞİ *

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ÖZET

Değişen günümüz şartlarında özgün deneyimler arayan turist profili bu motivasyon ile rotasını alternatif turizm çeşitlerine çevirmektedir. Bu değişim, turizm anlayışının "deniz kum güneş" üçlemesiyle sahil kesimlerinde kısıtlı kalmayıp alternatif turizm olarak tanımlanan kırsal bölgelere, doğal ve kültürel miras değerlerine doğru yönelmesine imkan tanımıştır. Turistin yiyecek-içecek temelli bir deneyim motivasyonuna sahip olduğu bir turizm çeşidi olan gastronomi turizmi son dönemlerin önemli turizm alternatiflerinden biri olarak görülmektedir. Yerel ürünlerin zenginliği kırsal bölgelere değer katmakta ve turistlere ilgi çekici gelmektedir. Özellikle farklı kültürlerin harmanlandığı ve yalnızca belli bölge sınırları içerisinde kalmış ürünler turistlerin o bölgeye ziyaretini teşvik etmektedir. Yerel ürünler toplumun temel dinamiklerini, kültürel yaşamını, hüzünlerini, kutlamalarını veya sosyalleşmelerini aktaran kanallar olarak da karşımıza çıkmaktadır. Bu yönüyle incelendiğinde yerel ürünlerin özgün ve çekici unsurları bünyesinde barındırdığı ve turist açısından deneyimin önemli bir parçasını oluşturduğu söylenebilmektedir. Ege bölgesi sınırları içerisinde İzmir ili de, yerel ürünler açısından zengin, coğrafi işaret almış ve almaya aday pek çok yerel ürünü bünyesinde barındırmaktadır. İzmir ili sınırları dahilinde yiyecek içecek alanında yapılan 50 adet başvurudan 37 adet yerel gıda ürünü tescil almış olup 13 adet yerel ürün başvurusu değerlendirme aşamasındadır. Bununla birlikte İzmir'in ilçe-köy pazar yerlerine yapılan ziyaretlerde söz konusu yerel ürünler içerisinde yer almaya aday hatta unutulmaya yüz tutmuş pek çok yerel süt ürünü olduğunu söylemek mümkündür. İzmir Tulum Peyniri ve Bergama Tulum Peyniri İzmir ilinde başvurusu yapılmış ve coğrafi işaret almış süt ürünlerindendir. Foça kaymaklı yoğurt ve Karaburun Kopanisti peyniri ise başvurusu değerlendirme aşamasında olan ürünlerdir. Bunların yanı sıra, Tire çamur peyniri, Sepet peyniri, Armola peyniri, Kelle peyniri, Göçmen peyniri, Sündürme tatlısı ve Tortu-Tartı İzmir ili ilçe ve köy pazarlarında yerel halk tarafından geleneksel yöntemlerle üretilip satışa sunulmaktadır. Coğrafi işaretleme, kaynakların özgün ve kopya edilemez olmasını sağlayarak yerel ürünlerin gastronomi turizmine katılmasını destekleyen önemli bir uygulamadır. Bu kapsamda yeni projeler geliştirilerek yerel ürünlerin incelenmesi, üretim standardizasyonunun sağlanması ve bazı kalite özelliklerinin tespit edilmesi ihtiyaç olarak değerlendirilmektedir.

*Bu çalışma İzmir Kavram Meslek Yüksekokulu Bilimsel Araştırma Projeleri Koordinatörlüğü kapsamında desteklenen 202214 No'lu BAP verilerinden derlenmiştir.

Anahtar Kelimeler: Yerel Gıda, Yerel Süt Ürünü, Coğrafi İşaret, Gastronomi Turizmi

THE IMPORTANCE OF LOCAL DAIRY PRODUCTS IN TERMS OF GASTRONOMY TOURİSM: THE CASE OF IZMİR PROVINCE*

ABSTRACT

The tourist profile, which seeks unique experiences in today's changing conditions, turns its route to alternative tourism types with this motivation. This change has allowed the understanding of tourism to be directed towards rural areas, natural and cultural heritage values, which are defined as alternative tourism, not limited to the coastal areas with the "sea, sand, sun" trilogy. Gastronomy tourism is a type of tourism in which the tourist has the motivation of a food and beverage-based experience, is seen as one of the important tourism alternatives of recent times. The richness of local products adds value to the countryside and is interesting to tourists. In particular, products that blend different cultures and remain only within the borders of a certain region encourage tourists to visit that region. Local products also appear as channels that convey the basic dynamics of the society, its cultural life, its sadness, celebrations or socialization. In this respect, it can be said that local products contain original and attractive elements and constitute an important part of the experience for tourists. The province of Izmir also contains many local products that are rich in local products, have received geographical indications and are candidates for geographical indication. Of the 50 applications made in the field of food and beverage within the borders of Izmir, 37 local food products have been registered and 13 local product applications are under evaluation. However, it is possible to say that many local dairy products are candidates to be included in the local products in question and even are on the verge of being forgotten during the visits made to the district-village marketplaces of Izmir. İzmir Tulum Cheese and Bergama Tulum Cheese are among the dairy products that have been applied for and received geographical indications in Izmir. Foça creamy yoghurt and Karaburun Kopanisti cheese are the products whose applications are under evaluation. In addition to these, Tire Camur cheese, Sepet cheese, Armola cheese, Kelle cheese, Gocmen cheese, Sündürme dessert and Tortu-Tartı are produced and sold by local people with traditional methods in the district and village markets of Izmir. Geographical indication is an important practice that supports the participation of local products in gastronomy tourism by ensuring that the resources are unique and cannot be copied. In this context, it is considered as a need to develop new projects, to examine local products, to ensure production standardization and to determine some quality characteristics.

*This study was compiled from the data of BAP supported by Izmir Kavram Vocational School Scientific Research Projects Coordinatorship. Project Number: 202214

Keywords: Local Food, Local Dairy Product, Geographical Indication, Gastronomy Tourism

THE EVALUATION OF THE FORGOTTEN FLAVOURS OF THE LOCAL CUISINE OF FETHIYE WITHIN THE SCOPE OF GASTRONOMY TOURISM

Doğan ÇAPRAK

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INTRODUCTION

In recent years, factors such as getting to know the culinary cultures of the cities and experiencing the food or beverages identified with the cities are among the reasons that lead people to tourism activities. With the increase in people's purchasing power, tourism has started to be evaluated as a leisure time activity. However, today, people's expectations from tourism have changed and different tourism motivations have emerged beyond sea, sand and sun. In this context, people who are curious about their past have increased their desire to learn about cultures. Local cuisine, which is the most important reflection of culture, has led to this increasing tourism demand. With this developing tourism field, gastronomy tourism has become an important element. Gastronomy tourism has been shaped by the desire to explore people's experiences related to eating and drinking. This concept was first introduced to the literature in 1998 and defined as recognising different cultures through eating and drinking. In a broader sense, it is a form of tourism that aims to experience the preparation, presentation, consumption and eating of food and beverages of a different culinary culture. Gastronomy tourism supports the development of local people and agricultural activities in the region. As a travel motivation, it consists of authentic, healthy and environmentally friendly food and beverages.

Fethiye has a great richness in culinary culture along with its geographical and climatic diversity. This region, which has hosted various civilisations throughout its history, attracts attention with its gastronomic values. Gastronomy tourism in Fethiye consists of components such as local products, special food production, festivals, local shopping centres, organic agricultural products and traditional production.

The aim of this study is to contribute to the gastronomy tourism of the region by evaluating the forgotten local flavours of Fethiye. It is especially important to protect and promote traditional flavours such as ölemeç soup and tingil soup. In this context, the culinary culture of Fethiye was examined in the study, and it was aimed to compile and document local flavours. It is expected that the data to be obtained as a result of the research will contribute to the gastronomy tourism of Fethiye and help the promotion of the region and the development of the local economy.

LITERATURE

This study aims to evaluate the forgotten flavours of the local cuisine of Fethiye district and contribute to the gastronomy tourism of the region. In today's world, where tourism has shifted from the axis of sea, sand and sun to different tourism motivations, the desire of people who are curious about their past to discover cultural heritage has increased. In this context, gastronomy tourism has become an important tourism area, especially in regions with geographical and climatic diversity such as Fethiye.

Gastronomy is a multidimensional concept that covers everything related to food and beverage and is based on various elements such as culture, history and geography. Therefore, gastronomy tourism is of great importance for the promotion and preservation of local cuisine culture. In the literature, there are a limited number of studies on gastronomy tourism inventories of certain regions. For example, Acar (2016) studied the gastronomy tourism inventory of Güzelyurt district, Deveci et al. (2013) examined the relationship between rural tourism and gastronomy tourism in Bigadiç district. Gökdeniz et al. (2015) conducted a study on the gastronomy tourism of Ayvalık, while Yariş (2014) evaluated the gastronomy tourism potential of Mardin by interviewing tourists. However, there is no study in the literature that deals with Fethiye's gastronomy tourism with a holistic approach. This study aims to reveal the possible opportunities of gastronomy tourism by compiling the forgotten flavours of Fethiye and to fill this gap in the literature.

METHOD

In this research, it is aimed to evaluate the forgotten flavours of the local cuisine of Fethiye district within the scope of gastronomy tourism and to determine the opinions and suggestions of various stakeholders. Qualitative research method was preferred within the scope of the research. Qualitative researches are studies in which relationships, activities and situations are monitored in order to reveal facts, events and behaviours realistically and holistically in the natural environment (Büyüköztürk et al., 2013:265; Kıncal, 2013:54). The qualitative method was preferred in this research because the research topic should be examined in depth among the stakeholders and there should be no previous studies on this subject (Karasar, 1995).

Interview, observation and document analysis were used as data collection tools. The use of more than one data collection tool makes the findings more reliable and comprehensive (Kılınç, et al., 2009:244). In the research, firstly, the documents belonging to Fethiye's gastronomy inventory were analysed. For this purpose, printed and virtual data such as brochures, magazines, television broadcasts, catalogues and web pages were scanned. In the second stage, the unit of analysis was observed in its natural environment and what can be done for Fethiye flavours for gastronomy tourism purposes was examined. A semi-structured interview form was prepared in line with the information obtained as a result of document analysis and observation.

Interviews were conducted with local people, gastronomy associations and local chefs in Fethiye. In addition, recipes prepared with traditional methods of Fethiye were also included in the scope of the research. These recipes include Babadağ Keşkeği, Ölemeç/Üfelemeç Soup, Leğen Böreği, Sılcan Herb Roast and Yellow Herb Roast. As a result of observation, document analysis and interview, the structure of Fethiye's local cuisine culture was summarised and inferences were made regarding the use of the

findings within the scope of gastronomy tourism. The data collection process of the research was carried out in March-June 2024 and applied in Fethiye region.

WIDESPREAD IMPACT AND LIMITATIONS OF THE RESEARCH

This study aims to evaluate the forgotten flavours of the local cuisine of Fethiye district and to contribute to the gastronomy tourism of the region. Qualitative research method was used in the study and interview, observation and document analysis were preferred as data collection tools. This research, which was carried out in the Fethiye region between March-June 2024, was supported by semi-structured interviews and observations with local people, gastronomy associations and local chefs. The widespread impact of the research is to provide academic and practical contributions to the region by evaluating the forgotten flavours of Fethiye within the scope of gastronomy tourism. This study aims to help preserve and promote Fethiye's gastronomic heritage. The data obtained as a result of the study can contribute to the gastronomy tourism of Fethiye and help the promotion of the region and the development of the local economy.

However, the study also has limitations. The fact that the data collection process was conducted in a specific time period (March-June 2024) and only in the Fethiye region may make it difficult to generalise the results. Furthermore, interviews with only certain stakeholders (local people, gastronomy associations and local chefs) may lead to the exclusion of the views of other potential stakeholders (e.g. tourists, restaurateurs). Although these limitations make it difficult to generalise the results of the research to a wide audience, they can form the basis for more comprehensive studies to be conducted in the future. In this way, Fethiye's gastronomy tourism potential can be analysed from a wider perspective and more comprehensive results can be reached.

ORIGINAL VALUE OF THE RESEARCH

The unique value of the research lies in the fact that it provides significant contributions to the gastronomy tourism potential of the region by compiling the forgotten flavours of the local cuisine of Fethiye district in a comprehensive manner. In the literature, there are no similar studies in which Fethiye is handled in a holistic manner in terms of gastronomy tourism. Therefore, this study takes an important step towards the protection and promotion of the culinary culture of the region by analysing the gastronomic heritage of Fethiye in detail. In addition, the original contribution of the study is directly related to the lack of such a study in the national literature. The results of the research will benefit both academically and practically by documenting the forgotten flavours of Fethiye and promoting these flavours within the scope of gastronomy tourism. This will provide new opportunities for tourists who want to discover the gastronomic richness of the region and contribute to the local economy. In particular, the documentation and transfer of traditional flavours such as babadağ keşkeği, üfelemeç soup and various herb roasts to future generations will make a significant contribution to the preservation of these gastronomic values. In this context, the research will provide an important basis for the promotion of the region and the development of the local economy by revealing the gastronomy tourism potential of Fethiye.

KÜMELEME ANALİZİ YÖNTEMİYLE RESTORAN KONUMU VE MÜŞTERİ TERCİHLERİ ARASINDAKİ İLİŞKİNİN DEĞERLENDİRİLMESİ: KUŞADASI ÖRNEĞİ

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GİRİŞ

Bir restoranın konumu, başarısını etkileyen kritik bir faktör olarak değerlendirilebilir. Erişilebilirlik, çevre, manzara ve turistik cazibe merkezlerine yakınlık, bir restoranın müşteri tercihini etkileyebilmektedir. Bu çalışmada, restoranların coğrafi konumları ile müşterilerin satın alma kararları arasındaki ilişkiyi incelemek üzere TripAdvisor web sitesinden Kuşadası'ndaki 400 restorana ait restoran isimleri, boylam ve enlem koordinatları, mutfak türü, restoran genel puanı ve her bir restoranın inceleme sayısını içeren bilgiler toplanarak veri tabanı oluşturulmuştur. Türkiye'nin Aydın ilinin önemli bir ilçesi olan Kuşadası, turistler arasındaki çeşitli popülaritesi nedeniyle bu araştırma için ideal bir ortam sunmaktadır.

Bu araştırmanın birincil amacı, bir restoranın konumu ile genel puanları ve toplam inceleme sayısı arasında bir ilişki olup olmadığını belirlemektir. Restoranların konumları Python programlama dilinin Cartopy paketi kullanılarak bir harita üzerinde görselleştirilmiştir. Bu restoranların coğrafi dağılımını görselleştirdikten sonra, belirli mutfakların Kuşadası içinde belirli alanlarda kümelenip kümelenmediği ortaya çıkartılmıştır. Kümeleme süreci, mekansal desenleri analiz etmek için yaygın olarak kullanılan k-means kümeleme yöntemi kullanılarak gerçekleştirilmiştir. Bu çalışmada, bir restoranın enlem değerini x ekseninde ve boylamını y ekseninde nokta olarak değerlendirerek k-means kümeleme işlemini gerçekleştirdik. Ardından, k-means kümeleme yöntemi kullanarak, çok sayıda incelemeye ve olumlu puanlara sahip restoranların belirli konumlarda, örneğin manzaralı, şehir merkezinde veya şehir dışında olup olmadığını belirlenmiştir. Ayrıca, belirli mutfaklara sahip restoranların veya belirli konumlarda bulunan restoranların yüksek inceleme sayısına ve iyi genel puan değerine sahip olup olmadığı analiz edilmiştir.

Bu araştırma, coğrafi etkilerin restoran performansı üzerindeki akademik anlayışına katkıda bulunmakla kalmayıp, aynı zamanda konaklama sektörü paydaşları için pratik çıkarımlar da sunmaktadır. Bu dinamiklerin anlaşılması, restoran yerleşimleri ve pazarlama stratejileri konusunda stratejik kararlar alınmasına, daha fazla müşteri çekilmesine ve hizmet sunumunun iyileştirilmesine yardımcı olacaktır.

LİTERATÜR

Konum, pazarlamada sıklıkla "yer" değişkeninin bir bileşeni olarak anılan, etkili pazarlama stratejilerinin geliştirilmesi ve uygulanması için önemli bir faktördür (Shcherbakova, 2020). Bir işletmenin stratejik yerleştirilmesi, pazar başarısına ulaşmada kritik bir unsur olarak ortaya çıkmıştır. Bu stratejik faktör, tüketici davranışını, operasyonel verimliliği ve genel iş performansını önemli ölçüde etkileyerek, hem pazarlamacılar hem de işletme sahipleri için önemli bir değerlendirme unsuru haline gelmektedir.

Bir restoranın konumu, o restoranın başarısını belirlemede kritik bir rol oynar. Rekabetin yoğun olduğu

ve tüketici tercihlerinin sürekli olarak değiştiği yiyecek ve içecek sektöründe, bir restoranın yerleşimi, o restoranın görünürlüğünü, erişilebilirliğini ve müşteri çekiciliğini önemli ölçüde etkileyebilir. Literatürdeki son çalışmalar, doğru restoran yerleşimi seçiminin müşteri satın alma kararları üzerindeki çok yönlü faydalarını vurgulamaktadır. Abdollahi ve arkadaşlarına (2021) göre, yüksek yaya trafiğine sahip bölgeler daha pahalı olmakla birlikte, önemli ölçüde daha fazla müşteri çekmektedir. Ulaşım merkezlerine yakın veya otopark imkânlarına sahip restoranlar gibi kolay erişilebilir restoranlar, bir restoranın çekiciliğini önemli ölçüde arttırabilmektedir (Conwell ve arkadaşları, 2023). Yoğun trafiğe sahip bölgelerdeki restoranlar, yerel reklamlar ve promosyonlar kullanarak daha fazla yerel müşteri çekerken, yerel oteller ve turizm acenteleri ile iş birliği yaparak daha fazla yabancı müşteri çekebilmektedir (Diapetro, 2017). İyi bakımlı, estetik açıdan hoş bölgelerde bulunan restoranlar, müşteri çekme olasılığı daha yüksek ve olumlu yorumlar alma eğilimindedir (Ferdous ve Mim, 2021). Bu nedenle, doğru konumu stratejik olarak seçmenin önemini anlamak, herhangi bir restoranın sürdürülebilir büyümesi ve başarısı için temel bir unsurdur.

Bu çalışmada, literatürdeki önceki çalışmalardan farklı olarak, çeşitli seçim kriterlerinin göreceli önemini belirlemek için anketler ve istatistiksel analizler aracılığıyla restoran tercihlerini etkileyen ana faktörleri anlamaya odaklanan yaklaşımlar yerine, restoranların konumu ile müşterilerin satın alma kararları arasındaki ilişkiyi incelemek için veri madenciliği yaklaşımı önerilmiştir. Tanımlayıcı istatistikler ve regresyon analizi gibi geleneksel yöntemler, büyük ve yapılandırılmamış veri setlerini işleme ve analiz etme yeteneklerinde sınırlıdır ve verideki kalıpları ve etkileşimleri göz ardı edebilmektedir. Bu nedenle, oluşturduğumuz veri setini analiz etmek için k-means kümeleme yöntemi uygulanmıştır.

YÖNTEM

Gerçekleştirilen bu çalışma için, Haziran 2024'te, Türkiye'nin Kuşadası bölgesindeki tüm restoranların verileri Python programlama dilini kullanarak TripAdvisor web sitesinden toplanmıştır. Veri setimiz, her bir restoranın isimlerini, boylam ve enlem koordinatlarını, mutfak türlerini, genel puanlarını ve inceleme sayılarını içermektedir. Restoranların konumları, Python'da Cartopy paketini kullanarak boylam ve enlem koordinatlarını bir harita üzerinde çizerek görselleştirilmiştir. Farklı mutfak türlerinin mekansal desenlerini keşfetmek için her restoranın boylam ve enlemini kullanarak k-means kümeleme algoritması uygulanmıştır. Kümeleme analizi, çok sayıda incelemeye ve olumlu puanlara sahip restoranların Kuşadası içinde belirli konumlarda bulunup bulunmadığını ve belirli mutfak türlerinin müşteri restoran tercihlerini etkileyip etkilemediğini belirlemek amacıyla kulanılmıştır. Ayrıca, tercih edilen restoranların manzaralı, şehir merkezinde veya şehir dışında gibi belirli alanlarda bulunup bulunmadığı analiz edilmişitir. Bu analiz, k-means aracılığıyla belirlenen kümeleri inceleyerek yüksek tercih edilen restoranların herhangi bir önemli coğrafi eğilim gösterip göstermediğini ortaya çıkarmak için uygulanmıştır.

ARAŞTIRMANIN YAYGIN ETKİSİ VE SINIRLILIKLARI

Bu çalışmada, müşterilerin restoran satın alma kararlarını etkileyen erişilebilirlik, çevre, cazibe merkezlerine yakınlık ve mutfak türleri gibi faktörler belirlenmeye çalışılmıştır. Bulgular, restoran sahiplerinin optimal konum seçimi ve pazarlama stratejileri hakkında bilinçli kararlar almasına yardımcı olacaktır. Ayrıca, çalışma, coğrafi ve çevresel faktörlerin restoran performansını nasıl etkilediğine dair ampirik kanıtlar sunarak akademik literatüre katkıda bulunmaktadır. Belirli mutfak türlerinin popüler olduğu anahtar alanları belirlemek, menü teklifleri ve restoran temalarıyla ilgili stratejik kararlar alınmasında işletmelere bilgi sağlayacaktır. Bu iç görüler, konaklama yönetimi, kentsel planlama ve tüketici davranışı konularında gelecekteki araştırmaları yönlendirebilir.

Araştırmanın bazı sınırlamaları bulunmaktadır. İlk olarak, çalışma coğrafi olarak Aydın'ın Kuşadası ilçesi ile sınırlıdır, bu da bulguların farklı kültürel, ekonomik ve çevresel bağlamlara sahip diğer bölgelere genellenebilirliğini etkileyebilir. İkinci olarak, araştırmada kullanılan veriler TripAdvisor web sitesinden toplanmıştır, bu da çevrimiçi platformun kullanıcı tabanı ve inceleme mekanizmaları ile ilgili önyargılar ortaya çıkarabilir.

ARAŞTIRMANIN ÖZGÜN DEĞERİ

Bu araştırma, restoran konumu ile müşteri satın alma kararları arasındaki ilişkiyi analiz etmek için coğrafi bilgi ve k-means kümelemeyi entegre ederek konaklama yönetimi alanına benzersiz bir katkı sunmaktadır. TripAdvisor web sitesinden toplanan verilerle coğrafi faktörlerin müşteri yorumları ve puanlarını nasıl etkilediğine dair ampirik kanıtlar sağlamaktadır. Görselleştirme ve kümeleme tekniklerinin kullanımı, restoran yerleştirmesinde stratejik karar vermeyi yönlendirebilecek yeni iç görüler sunmuştur. Restoranların konumu ve müşteri satın alma kararları üzerine yapılan önceki çalışmalar, çoğunlukla tanımlayıcı ve ampirik analiz tekniklerini kullanmış, veri madenciliği yöntemlerini kullanmamıştır. Bu geleneksel yöntemler, değerli olmakla birlikte, veri madenciliği tekniklerinin sunduğu derinlik ve hassasiyetten sıklıkla yoksundur. Bu çalışmada, desen tanımlama için görselleştirme ve kümeleme teknikleri kullanarak, restoran konumlandırma ve pazarlamada stratejik karar verme süreçlerini yönlendirebilecek yenilikçi iç görüler sunulmaktadır. Çalışma, konumun restoran başarısını nasıl etkilediğine ve restoranların mutfak türlerine göre yerleşip yerleşmediğine dair daha ayrıntılı bir anlayış sağlamaktadır.

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REVIEW OF FOOD METEVARSE AS A NEW TREND

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INTRODUCTION

With the development of technology, the door to a virtual world created through computers opens. These software, which include metaverse applications, refer to the transfer of the environment in the real world to the virtual world simulated (animated) in the computer environment (Carmigniani and Furht, 2011). Metaverse is seen as a technology that provides simultaneous interaction through objects in the real world and the virtual world (Azuma, 1997). Augmented reality applications that offer research and discovery experiences provide personalized experiences to consumers by appealing to the five senses in terms of their sensory features (Stapleton and Hughes, 2006; Johnson et al., 2011). Today, metaverse simulations, which have applications in many industries, including hotel businesses, include a series of applications that allow guests to have fun during the preparation of their meals (Hwang, Yoon, & Bendle, 2012). It is seen as a very important agenda for food and beverage businesses to follow technology with an innovative approach in order to gain competitive power in the constantly changing and developing market (Cankül, Doğan and Sönmez, 2018). Technological innovations, which play an important role in the process from customers' ordering to the preparation and presentation of food, emerge as a powerful tool to improve and personalize the experiences offered through augmented reality applications. Businesses integrate augmented reality applications into their menus with QR codes and can also convey quantitative features such as raw materials, calories and nutritional values of the food to the customer (Winter, 2011). “Dominos Pizza Hero AR application”, a virtual game developed by Dominos pizza, is an application that allows consumers to make pizza virtually, compete with other players and order the pizza they have made from Dominos restaurants (Zhao and Balague, 2015). At the same time, Chef Vladimir Mukhin, at the restaurant called "White Rabbit" operating in Moscow, offers products from Russian cuisine and allows his customers to have a unique experience by adding augmented reality experience to these products via smartphones (White Rabbit, 2022). In the study by Perez and colleagues (2019) covering the augmented reality application, users are provided with eating experiences by wearing augmented reality glasses. In this study, participants are virtually at the beach through glasses and experience eating real food in this virtual environment. Participants, who experienced real tasting menus designed by professional chefs with the distributed reality application, which is another application of augmented reality applications, evaluated that destination positively with its local food elements. When the relevant literature is examined, it is seen that the concept of virtual dining experience is not a new concept. In the research designed by Korsgaard et al. (2017), an augmented reality experience was carried out in order for the user to interact with real foods placed in front of them. When evaluated in this context,

augmented reality experiences can affect individuals' eating and drinking experiences and include a series of technological innovations that improve the quality of the experience in food and beverage establishments. Gastronomy experiences adapted to augmented reality applications are seen as a very valuable process in terms of providing memorable experiences.

Especially during the COVID-19 epidemic, the importance of new technologies in tourism has been better understood and the adaptation process has accelerated (Johnson, 2022). The COVID-19 epidemic refers to a period when people stay at home and spend time isolated from other people, and therefore the only way to access touristic resources is through virtual environments. In this context, it is stated that the importance of new technologies such as virtual reality and augmented reality has increased in terms of tourism during the epidemic period (Manchanda and Deb, 2021; Lu et al., 2022). Metaverse is shown among the new reality technologies that are gaining importance in tourism as in other sectors and are being researched academically (Karagöz Zeren, 2021; Bayram, 2022; Gössling and Schweiggart, 2022). By using metaverse technology, people take part in the virtual universe with their avatars and can establish perceptual interactions with other people and the environment they are in. By using Metaverse, communications can be carried out in a new reality environment in the 3D virtual universe, independent of the physical world (Hemmati, 2022). This requires researching and understanding reality-based perceptual interactions in the online environment from many aspects, especially social and cultural (van der Merwe, 2021). Nowadays, education, health, shopping, entertainment, etc. Metaverse technology, which has begun to be used in various forms in business areas, is expected to increase its effectiveness in all social and cultural fields in the coming years with the impact of the COVID-19 epidemic (Xi et al., 2022). In tourism, which is among the sectors most affected by the COVID-19 epidemic, virtual tourism technologies are among the most important strategies used to improve tourism demand internationally (Lu et al., 2022). Metaverse, which is described as a three-dimensional virtual world (Spence, 2008), changes people's habits and leisure activities, and they can go to concerts and visit museums with their avatars in this virtual universe (Bayram, 2022). Therefore, various events and recreational activities are carried into the metaverse universe. However, the metaverse brings some innovations for tourists as well as businesses operating in the tourism sector. The emergence of new service and marketing models with Metaverse is shown as some of the anticipated developments in terms of business (Kraus and Tomini, 2022). Therefore, this study aims to determine the business areas where metaverse technology can be effective in food and beverage businesses, to determine in what direction these effects will be, and what kind of changes may occur in terms of guests and businesses. In this way, it is aimed to contribute to the national and international literature. The fact that there are not many studies on the use of metaverse in food and beverage businesses in the literature reveals the originality of the study. In addition, it is thought that food and beverage businesses will make a great economic contribution to the sector in terms of following the current trends in the tourism sector.

LITERATURE

Tourism Sector and Metaverse

It seems that the roots of the Metaverse concept are based on the novel Snow Crash, published in 1992. In this novel, which is in the science fiction genre, it turns out that the concept of 'metaverse' is frequently used, and the other most used concept in the novel is 'avatar'. The term meta means 'after' or 'beyond' in Greek, and by combining it with the word universe, it is conceptualized as 'metaverse'. In this context, it is stated that the concept of metaverse can be expressed as 'beyond universe' or 'extra universe' in Turkish (Demir and Tokgöz, 2022). Considering the virtual worlds created for people using 3D technology as a type of metaverse (Park and Kim, 2022), it is possible to state that the roots of metaverse technology date back to the 1970s, that is, much earlier (Pannicke and Zarnekow, 2009). The concept of metaverse, which can be translated into Turkish as 'metaverse', is briefly expressed as the reconstruction of the real physical universe in the virtual world (Hemmati, 2022). Although there is no common definition for metaverse in the academic field, it is possible to say that there is a broad consensus that this technology is the future of the internet (Dal, 2021).

Tourism is among the industries that have rapidly adapted to new technologies that have developed in

recent years. New generation technologies that support creating common experiences between tourism service providers, destination management organizations and tourists constitute a driving force for change in this industry. With Metaverse technology, experiences become different and physical spaces are moved to 3D virtual spaces (Buhalis and Karatay, 2022). Therefore, the concept of experience, which has gained importance in tourism in recent years, moves to the next level with the metaverse. For example, consumers can experience a real guided tour in the physical world in the metaverse universe and be accompanied by virtual tourist guides. It is possible to interact with this guide while traveling in a 3D environment, and it is possible to socialize with other online participants in the tour group (Zhang and Qiu, 2022). As a result of people not being able to travel or engage in tourism activities, "metaverse tourism" or "meta tourism" was considered as a solution (Arasa, 2022). “Metaverse tourism” has been defined as a brand new tourism idea that controls different layers of content for a certain place or a certain phenomenon (Duran et al., 2022). In tourism, virtual reality and augmented reality combine and create a virtual universe thanks to the internet by bringing together the 3D digital world with all its demands. . Virtual travelers, especially Generation Z, rely heavily on this technology. In a recent study, Marasco, Buonincontri, Van Niekerk, Orlowski, and Okumus (2018) investigated the connection between virtual reality and its power to increase competitiveness as a destination. The research has revealed that virtual reality, with its visual appeal and emotional involvement, has a positive and serious impact on the movements and behaviors of tourists visiting the cultural heritage site. It is claimed that VR applications increase the desire to see cultural destinations on tourists with their visual appeal and emotion-triggering feature, because it shows that virtual reality and augmented reality experience represents an optimum dream. Virtual Reality and augmented reality will also increase the accessibility of cultural tourism. Cultural sites and new technologies are key to increasing participation as they will attract the attention of visitors (Han et al., 2019).

While the COVID-19 pandemic shows again that demand in the tourism industry is quite fragile (Corbisiero and Monaco, 2021), the rising reality and metaverse technologies in this period reinforce the idea that there may be different alternatives for people's touristic experiences. Metaverse, which has matured on the basis of the idea of interactive virtual worlds, in some cases replaces the physical travels of tourism consumers and enables them to interact with their own avatars in the destination. The potential benefits of Metaverse technology to the tourism industry can be summarized as follows (Revfine, 2022):

• To encourage tourism-related purchasing behavior,
• Improving the booking experience,
• Increasing the reservation volume,
• Facilitating trade exhibitions and fairs,
• Creating new virtual tourist attraction elements,
• To increase the attractiveness of existing touristic values,
• Adding value to touristic products,
• To enrich consumer experiences,
• To be a promotion and marketing tool in tourism

METHOD

Qualitative research method was used in this research. Within the scope of the research, primary data was researched and examined. Afterwards, the interview form was prepared by including expert opinions. This study is an exploratory research type of study in nature. In exploratory research, it is aimed to examine a problem in detail and obtain in-depth information about the subject (Akkan and Bozyiğit, 2020). Exploratory research can be carried out on topics where researchers have little or no scientific knowledge about a process, activity, phenomenon or situation, but they find it worth researching. It is seen that qualitative data collection tools are used in most such studies (Stebbins, 2011). Exploratory research is carried out to conduct more in-depth research on the relevant subject in the future and to lay a theoretical basis for it (Sakyi, Musona, & Mweshi, 2020). This type of research begins with a literature review on the research topic. Then, the research questions to be answered in line with the determined main purpose are determined and the research problem is clearly stated. In-depth primary data is obtained from experts on the subject, mostly by using qualitative interviews or focus group interviews as data

collection techniques. Data analysis is carried out by subjecting these data to descriptive analysis. Based on the findings, hypotheses are created and suggestions are presented for future research (Sue and Ritter, 2011). In this study, which aims to determine the possible effects of metaverse technology on food and beverage businesses, first the relevant literature is scanned and descriptive conceptual information about metaverse and other related concepts is included. Research questions were created in line with the determined purpose. Primary data was obtained from experts who have theoretical and practical studies on the metaverse by using interviews, one of the qualitative data collection techniques. These data were analyzed with descriptive analysis, and conclusions and suggestions were given in the light of the findings. Thus, new theoretical information has been presented to enable further research on the subject. In this study, people who are educated or have professional experience in the field of tourism and food and beverage, are experts in digital tourism and marketing, and have at least one of the characteristics of having theoretical or practical knowledge about the metaverse constitute the research population. Purposive sampling method was used to select people who meet these criteria. Purposive sampling method is one of the sampling methods that enables the selection of rich data sources related to the research topic and is frequently used in qualitative research (Palinkas et al., 2015). In determining the participants to be included in the sample, the snowball technique used in purposeful sampling methods was used and people who met the determined criteria were reached through the suggestions of other participants. Semi-structured interviews were conducted with 20 people who accepted the interview request. In qualitative research, the power and saturation point of the data collected are taken into account as criteria for sufficient sample size (Malterud, Siersma, & Guassora, 2015). However, in research conducted with the interview technique on specific topics, the recommended number of participants for sufficient data power is between 20 and 30 (Creswell, 2013). In this study, data collection was carried out by taking into account the quantitative and qualitative adequacy of the sample. Therefore, it can be stated that sufficient sample size has been reached according to both data saturation and the number of participants.

WIDE IMPACT AND LIMITATIONS OF THE RESEARCH

The research has revealed the possible effects of the use of technological innovations, which have entered our lives with the increasing prevalence of technology, and the metaverse technology, whose popularity and number of users are increasing around the world, on food and beverage businesses in the future, in line with professional expert opinions. In line with this main purpose, the possible future usage areas of the metaverse in food and beverage businesses and the expectations about the innovations it will bring to the sector are explained in the light of primary data. This study is important in terms of determining the possible effects of metaverse, which is considered as the technology of the future, for food and beverage businesses, understanding its importance for the future of the sector, and creating a theoretical basis for the rapid integration of this technology into the activities of food and beverage businesses starting today. The limited number of academic studies on this subject increases the importance of this study in terms of filling the gap in the relevant literature. However, the fact that it is based on empirical research based on primary data is another element that increases the originality and importance of this study. It is aimed to be a guide for future research and to fill the gap in the literature and increase the added value in the food and beverage industry. Comprehensive research including comparisons between countries in future studies will contribute greatly to the integration of metaverse technology.

UNIQUE VALUE OF THE RESEARCH

The purpose of this study is to determine the possible effects of metaverse technology on its use in food and beverage businesses in the future, based on expert opinions. In line with this main purpose, the current state of the digitalization process in food and beverage businesses will be evaluated, perceptions towards metaverse food and beverage businesses, and expectations regarding the effects of metaverse technology on food and beverage businesses in the future will be determined. Determining the possible future effects of metaverse technology (Yin and Mahrous, 2022), which is shown as the most effective

technology in shaping the post-digital age, in the food and beverage industry is important in terms of quickly adapting to current trends in this field. It is also thought that this study will be an important guiding source for the development of metaverse studies and literature in food and beverage businesses, which can be described as a new research field.

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GASTRONOMİ VE MUTFAK SANATLARI BÖLÜMÜ ÖĞRENCİLERİNİN İŞLETMEDE MESLEKİ EĞİTİM (İME) DERSİNE YÖNELİK DENEYİMLERİ

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ÖZET

Turizmde sektöründe istihdam edilecek kişilerin teknolojiye uyumlu ve mesleki becerilere sahip olmaları oldukça önemlidir. Bu nedenle son yıllarda eğitimde, öğrencilerin mesleki bilgilerinin ve becerilerinin geliştirilmesi ve tecrübe kazanmaları amacı ile, işletmede mesleki eğitim kavramı ortaya çıkmıştır. İşletmede Mesleki Eğitimin amacı; iş dünyasında ihtiyaç duyulan niteliklere sahip iş görenleri, günümüz teknolojisini kullanabilen, gerekli bilgi ve beceriye sahip olarak, iş dünyası için yetiştirmektir. Bu araştırmanın amacı, Gastronomi ve Mutfak Sanatları bölümü lisans öğrencilerinin İşletmede Mesleki Eğitim (İME) dersindeki uygulamalı eğitimleri sırasındaki deneyimlerini nasıl algıladıklarının belirlenmesidir. Bu bağlamda, araştırmada ilk aşamada bölüm öğrencileri ile konu hakkında mülakat gerçekleştirilmiş İME dersinin SWOT analizi yapılmıştır. İkinci aşamada ise anket tekniği uygulanmıştır. Araştırma sonucunda İME dersinin öğrenciler için sektörde deneyim elde edebilmek, mutfak pratiğinde hız kazanmak gibi güçlü yanlarının; iş ile ilgili çevre edinebilmek, sektörü yakından tanımak adına fırsatlarının; çok yoğun çalışmak, az maaş elde etmek gibi zayıf yanlarının ve itiraz halinde iş yeri tarafından sıkıntı yaşatılacağı gibi tehditlerinin olduğu ifade edilmiştir. Araştırmanın bir diğer önemli sonucu İME yapan öğrencilerin, İME dersi memnuniyetini etkileyen faktörler arasında öncellikle bireysel özellikler (İME'yi öğrenme fırsatı olarak görmek, İME'ye olumlu bir tutumla yaklaşmak ve çalıştığı işletmeyi benimsemek, proaktif yapıda olmak) olduğu, buna ilaveten işin özellikleri (beceri çeşitliliği, özerklik, bağımsızlık, performansı hakkında geri dönüş almak) boyutları da İME dersi memnuniyeti üzerinde etkili olduğu tespit edilmiştir. Genel olarak öğrencilerin İME dersinden fayda sağladıkları, olumlu buldukları ve müfredatta yer alması gerektiği görüşü de önem arz etmektedir.