

## Chapter 5

### The Role of Gastronomy Tourism in Slow Cities: Case of Turkey

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#### THE CONCEPTS OF SLOW CITY AND GASTRONOMY TOURISM

Cittaslow forms from the words Italian Citta and English slow and means “slow city”. This concept formation; has been started to protest the opening of McDonalds at Spanish Stairs/Rome in 1986 by a group in the leadership of Carlo Petrini, throwing bunch of Italian macaroni plateful. The main reason of this protest is based on the philosophy “Eating food should not be greedily and not be a fast-food”. As from this concept, the time slips by slowly and Slow food concept has been revealed in reaction to the fast-food and gradually been spreaded all over the world extemporarily. During this process, "Slow Food Unity" has been established in Barolo/Italy. In the later years, has become a movement that fed from a mutual "slowness philosophy" such as money, food-beverage, life, trip, education and other fields (Prezenza et al., 2015; Üstündağlı et al., 2015; Park&Kim, 2014; Ekinci, 2014; Baycan&Fusco Giard, 2013; Heitmann et al., 2011; Pink, 2009; Pink, 2007; Knox, 2005).

It can be stated that Cittaslow movement which is an urban unity based on membership has emerged to hinder globalization make city's structure and lifestyles standardize adversely. “Cittaslow” movement is kind of route map that supports the sustainability of tourism by increasing its competitiveness as well as being a development model, well accepted internationally. At the same time, It is a significant gastronomy tourism model due to the fact that it has been constituted under the skin of food and beverage phenomenon (Servon&Pink, 2015; Pink, 2014; Carp, Baldemir, 2013; 2012; Radstrom, 2011; Lowry, 2011; Mayer&Knox, 2006).

To be a Citaslow city, several criterias has been determined by unity such as environment policies (11 pieces), infrastructure policies (13 pieces), Technologies and tools which increases the quality of urbanlife (9 pieces), protecting the domestic production (11 adet), hospitality (5 pieces), awareness( 3 pieces), supporting the slow food projects and activities are totally 59 different criterias. Besides the most determinant requisities to be slow city; the population must not be over 50.000, protecting the natural and historic fabric of environment, maintainig the cultural and social customs and providing the sustainability of foods and beverages in dimension of supply chain (from supply to product, from product to service). In this context, Food and Beverage phenomenon is required to be featured significantly, absolutely, so as to make the concept actual in an effective way. Thus when viewed from this aspect, the concept of gastronomy tourism can be described as a developing tourism type day by day (Prezenza et al., 2015; Hatipoğlu, 2015; Panait, 2014; Ildiko, 2013; Semmens&Freeman, 2012; Yurtseven&Kaya, 2011; Pink, 2008).

As an attractiveness fact of slow cities ‘‘ Gastronomy’’, takes place in first related to expectations of individuals about destinations due to that being a cultural heritage with a strong mean. This phenomenon can only be realized with a gastronomical identity. Gastronomical identity, because which differs from as far as current cultural, geographical, ecological, economical and historical process, has big role on creating an unique, inimitable concept and coping with increased competitiveness against other destinations of slow cities. After creating this identity, the competitiveness of slow cities will be enabled. Thus, the demands to gastronomical tourism has been increasing as qualitative and quantitative day by day (Pajo&Uğurlu, 2015; Sarioğlan, 2015; Görkem&Öztürk, 2014; Yurtseven&Karakaş, 2013).

#### METHOD

The research has been conducted in 6 of 11 different destinations which got ‘‘Cittaslow’’ title such as Akyaka (Muğla), Seferihisar (İzmir), Taraklı (Sakarya), Vize (Kırklareli), Yenipazar (Aydın) and

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Gökçeada (Çanakkale) totally. The research has been conducted with questionnaire method (face to face interview) which is a quantitative data collection method. Field of research has been implemented with tourists who visit relevant slow cities in between the years September, 2015 and May, 2016. The main reason of this study is determining the motivations of tourists who visited slow cities concerning the effects of gastronomic facts on their visits and destinations. This pilot study has been implemented in Seferihisar so as to increase the effectiveness of questionnaire and achieve the objective before its final form. In this context, this research has been conducted on 952 tourists operating in 6 different "Cittaslow" regions but only 833 of this total were implicated in this study. As a result of research, obtained data have been analyzed by SPSS 22.0 Pc Programme.

## **FINDINGS AND COMMENTARIES**

In this part of this study, findings and analyzes as the result of obtained data are evaluated. Findings and analyzes in the part of field research have been revealed as an ultimate aim so as to determine tendencies of individuals and gastronomic values that effects the destinations (Slow City) during their visit. In this context, the demographic profiles of 833 tourists are demonstrated below Table 1.

The major part of attendants are conglomerated in the age of 60 and above, age and rational distributions are increasing directly proportional. However; we can't ignore the distributions of below 20 and 20-30 age ranges; it has been predicted that demands to Slow Cities will increase in the forthcoming terms. We can say that the incomes of tourists are higher than the major part of Turkey's average income. The major part of attendants are retired, businessman, merchant and student. In the light of these data, it can be stated that there is a population consisted of majorly higher incomes and free spacer. It has been determined that the numbers of tourists hosted by destinations and attendance level to the research of tourists are directly proportional. Major part of attendants dwell in big cities (Metropolits). Major part of attendants have various graduation degrees, so this tourist mass is well sophisticated and educated.

Table 2 has been created in order to determine the effects of food and beverage facts to destinations (slow cities) motivationally. The first proposition is "I came to this destination in order to taste indigenous meat dishes". The attendance level of this proposition is quite above average. We can say that Eating meat dishes is a well motivational fact for people who wants to visit Slow Cities. The second proposition is "I came to this destination in order to taste indigenous vegetable dishes". Although the attendance level is right below the average, it can be stated that the attendance level is significant.

The other proposition is "I came to this destination in order to taste indigenous starters". It has been determined that although the attendance level is right below the average, it can be stated that the attendance level is significant. In this context, if dessert cultures of destinations will be improved, gastronomic visits to destinations would increase gradually. The propositions "I came to this destination in order to taste indigenous bakery products (cookies, muffins, pastries etc.)", "I came to this destination in order to taste indigenous drinks" are right above the average. These propositions; "I came to this destination in order to taste indigenous foods products with endemic plants", "I came to this destination in order to taste indigenous drinks products with endemic plants", "I came to this destination in order to taste indigenous oliveoil dishes", "I think number of tourists will increase by improving and revealing the indigenous cooking methods". Have quite considerable attendance from tourists. This explains the situation that the given importance to oliveoil dishes and endemic plants is quite a significant subject for tourists. The proposition; "I came to this destination in order to taste indigenous seafoods" shows an average attendance from tourists. Besides, slow cities should improve their concept based on seafoods and cooking methods in order to increase the tendency levels of individuals.

**Table 1.** The Demographical Profiles of Attendants

<b>Variables</b>	<b>Frequency(n)</b>	<b>Percentages (%)</b>
<b>Age Range</b>		
20 and below	92	11,04
21-30 age range	109	13,08
31-40 age range	117	14,04
41-50 age range	136	16,32
51-60 age range	173	20,76
60 and above	206	24,76
<b>Total</b>	<b>833</b>	<b>100</b>
<b>Average income</b>		
500 \$ and below	57	6,84
501-1000 \$	88	10,56
1001-2000 \$	94	11,29
2001-3000 \$	139	16,68
3001-4000 \$	172	20,65
4001-5000 \$	196	23,54
5001 \$ and above	87	10,44
<b>Total</b>	<b>833</b>	<b>100</b>
<b>Profession</b>		
Officer	104	12,49
Employee	38	4,56
Student	143	17,16
Merchant	155	18,61
Businessman	169	20,29
Retired	183	21,97
Other	41	4,92
<b>Total</b>	<b>833</b>	<b>100</b>
<b>Destination</b>		
Akyaka (Muğla)	143	17,16
Gökçeada (Çanakkale)	189	22,69
Seferihisar (İzmir)	204	24,51
Taraklı (Sakarya)	97	11,64
Yenipazar (Aydın)	129	15,48
Vize (Kırklareli)	71	8,52
<b>Total</b>	<b>833</b>	<b>100</b>
<b>Graduation Degree</b>		
Primary	16	1,92
Secondary	39	4,68
High School	97	11,64
Two Year Degree	144	17,29
Bachelor	489	58,71
Master	29	3,48
Doctorate	19	2,28
<b>Total</b>	<b>833</b>	<b>100,0</b>
<b>Residence</b>		
İstanbul	288	34,59
Ankara	91	10,92
İzmir	179	21,48
Abroad	151	18,12
Other	124	14,89
<b>Total</b>	<b>833</b>	<b>100</b>

**Table 2.** Analyses of Answers to Propositions by Attendants

Propositions	Attendance Percentage (%)
I came to this destination in order to taste indigenous meat dishes.	54,96
I came to this destination in order to taste indigenous vegetable dishes.	49,44
I came to this destination in order to taste indigenous starters.	47,89
I came to this destination in order to taste indigenous desserts.	43,81
I came to this destination in order to taste indigenous bakery products (cookies, muffins, pastries etc..)	51,84
I came to this destination in order to taste indigenous drinks.	51,49
I came to this destination in order to taste indigenous foods products with endemic plants.	70,68
I came to this destination in order to taste indigenous drinks products with endemic plants.	51,24
I came to this destination in order to taste indigenous oliveoil dishes.	71,52
I came to this destination in order to taste indigenous seafoods.	62,76
I came to this destination in order to taste indigenous products wıth indigenous cooking methods (jug,steamed)	57,36
I think number of tourists will increase by improving and revealing the indigenous cooking methods.	73,57

## CONCLUSION AND SUGGESTIONS

This study is consisted of two main chapters be about literatur research and field research. Drawed a conclusion that Gastronomical facts have an unignorable impression on destinations which got “Cittaslow” title. In the direction of a result of the literatur research, the communication level between slow cities and gastronomical facts has been tested whether if they are in the same direction or not. As a result of this field research, it has been determined that Gastronomical facts have an important role on individuals to prefer “Cittaslow” destinations. A set of suggestions were developed for “Cittaslow” cities and “Cittaslow” candidate cities related to make an evaluation about gastronomical facts;

- “Cittaslow” and candidate cities should develop a new food and beverage culture incident to region by doing a scientific study about using endemic plants with indigenous foods and drinks,
- Cittaslow” and candidate cities should feature their own indigenous gastronomical facts with their promotion strategies,
- Cittaslow” and candidate cities should organize fairs,expos,festivals and panels to refer individuals to destinations.

Soon after this study, a certain number of studies will be conducted by means of determine the gastronomical facts of ‘‘ Cittaslow’’ regions. Besides by the help of this study, following relevant studies will be an example for candidate destinations to generate their own strategical policies.

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