

Central Anatolia Region Gastronomy Festivals and Their Evaluation in Terms of Gastronomy Tourism: Ankara Province Example

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Abstract

Gastronomy festivals, which are considered within the scope of event tourism, have become a more examined subject in the development of gastronomy tourism today. Especially with the diversification of touristic activities, it is seen that many destinations host many festivals to host tourists beyond their seasonal characteristics. Gastronomy festivals, which are at the forefront among these festivals, have become events to attract more participation from tourists to gain new experiences. Thanks to gastronomy festivals, it is possible to promote regional and region-specific products at both national and international levels. While the food cultures offered by some destinations around the world are mentioned, it is seen that the importance of gastronomy tourism in Turkey is understood late. It is seen that the interest in gastronomy tourism has increased as a result of the increase in the value shown to gastronomy festivals over time and especially as tourists want to get to know and experience the culinary culture of the destination they visit. For this reason, culinary riches have begun to create attraction for tourism through festivals held in many regions. Thanks to gastronomy festivals, it has become an important tool for the marketing, promotion and sustainability of local dishes and local products. In this context, an environment is provided where tourists can experience local and regional dishes. It is seen that many gastronomy festivals are organized every year with the diversity of local products in Turkey, the richness of geographically indicated products and the gastronomic heritage. It is possible to say that the festivals held have an important place in Turkey. In this context, in the study, secondary data sources were examined in depth and a national and international literature review was conducted. Additionally, as a result of interviews with local

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governments, gastronomy festivals held in the Central Anatolia region and Ankara were identified. 49 gastronomy festivals in the Central Anatolia region were examined according to the frequency, continuity and awareness of gastronomy festivals and their impact on the development of gastronomy tourism was included.

1. Introduction

Food culture is a concept that allows us to have information not only about what is eaten, but also about why the food is eaten, what kind of a process it takes to reach the table, by whom it is prepared, by whom and in what way it is consumed (Kara, 2013). Food culture, which was previously formed to meet the nutritional needs of people, which were considered among the most basic needs of people, began to be evaluated beyond just meeting the body's basic needs with nutritional elements in order to survive, with the development of societies and social life. With the establishment and development of the phenomenon of social life, food culture has become a tool of socialization and communication through social practices, rituals, feasts and festivals, which are other cultural elements of societies. Societies; In addition to social practices, rituals, traditions, feasts and festivals that have been passed down from generation to generation from past to present, it has also had the opportunity to transfer traditional food cultures from generation to generation. From this perspective, it is possible to say that food culture and gastronomy festivals have cultural heritage characteristics.

The word festival has survived from the word "Festum" as a word of Latin origin. According to the Turkish Language Association, it is defined as "an art show of special importance, whose period, the environment in which it is held, the number and quality of participants are specified in the programmes", and "a show, a festival held to promote the most famous regional and local products of a region". The festival covers the whole of the activities carried out to celebrate the local people's tastes, products grown, cultural features and authentic, characteristic values of the region or region (Cömert and Çetin, 2017; Gürsoy et al., 2004; Küçük, 2013). It is possible to say that today's festivals are classified according to their purpose. These festivals; It is seen that these are agricultural festivals, youth festivals, religious festivals, celebration events, gastronomy festivals, film festivals, balloon festivals and kite festivals (Yeoman et al., 2012). Gastronomy festival, one of the festivals held to promote the regional and local flavors of the destination region, has attracted great attention in recent years. These festivals, which take the food and beverages grown and produced in the region as their theme, have great value in promoting the geographically

indicated and local products of the region and ensuring their sustainability. Gastronomy festivals are attracting attention around the world and their number is increasing day by day (Doğdubay and İlsay, 2016).

Gastronomy festivals contain details such as the preparation, presentation, promotion and tasting of food and beverages made in the region and the recipe; It plays a major role in transferring culture from generation to generation as it includes cultural characteristics, traditional and local rituals. In this context, gastronomy festivals have a direct impact on providing income to local people, providing profit to local businesses, and ensuring the preservation and sustainability of local and regional flavors (Akbaba and Çetinkaya, 2018; Cömert and Çetin, 2017). It is observed that there is a positive increase in the number of tourists coming to the destination region with the introduction of local and local products in gastronomy festivals. Because while tourists are wondering about the local and local products of the destination region; When they come to the region, they want to experience it and take it as a gift.

2. Conceptual Framework

2.1. Gastronomy Tourism and Gastronomy Festivals

Gastronomy tourism; It covers all travels to taste a meal and see and experience how a meal is made. In gastronomy tourism, where local dishes and local products are at the forefront, a direct bond is established between local people and tourists. A direct relationship is established between the meals experienced at the destination visited and the tourists and the local culture (Demirbilek, 2018; Cömert and Özkaya, 2014; Hall and Sharples, 2003). It is seen that the food and beverage products and activities at the destination positively affect the motivation and satisfaction of tourists during their travels. It is observed that the desire to experience new tastes, the drive to discover and the principle of experimentation play an important role in visitors' desire to revisit. It is seen that there is a desire for tourists to visit the same region again in the perception of satisfaction consisting of gastronomic elements (Demirbilek, 2018; Büyükipekçi, 2019). The gastronomy festival takes place in special time periods for the products of a certain region or region, where the food and beverages are consumed during the growing, ripening process until the time of collection. During regulation, it varies depending on the characteristics of the products. Depending on the characteristics of the products, it is seen that the number of participants in festivals increases when there are no significant differences according to seasonal and weather conditions, and

outdoor events are generally held in the summer months because they are affected by adverse weather conditions (Kargiglioğlu and Kabacık, 2017; Ekin, 2011; Gyimothy and Mykletun, 2009).

Gastronomy festivals in Turkey are generally limited to the cities where they are held. Important city-specific values are limited to being promoted only in certain areas. Organizing festivals provides an advantage in terms of attracting more tourists to the city. Thanks to this advantage, it creates an environment that will contribute to cities becoming tourism destinations. Not giving due importance to the advertising, marketing and promotional activities of the festivals, disruptions, and lack of coordination cause the festivals to be inefficient at the national level and not to reach international level standards (Büyükipekçi, 2019; Emeksiz, 2002). The characteristic cultural values of societies have found the opportunity to become sources of income through tourism activities. Cultural values consist of elements that have a self-identity feature, are not similar and have no alternatives. Eating and drinking culture has an important place among cultural values. The methods and tools used during the collection, preparation, cooking and cooking of local dishes are unique to the region. In terms of these features, the transfer of local dishes between generations is ensured and contributes to the creation of a sustainable environment. As a cultural value, food culture and dishes are brought to tourism directly or indirectly through gastronomic festivals. Gastronomy festivals have a great impact on the promotion and marketing of products and the preservation of local cuisine. Today, the desire to experience in the touristic activities that tourists participate in has increased the participation in gastronomy tourism and gastronomy festivals. Thanks to the gastronomic festivals, trying and tasting local dishes serve as a bridge for the preservation of local food and communicating directly with the local people. Therefore, it is possible to talk about its economic positive effects (Büyükipekçi, 2019; Akbaba and Çetinkaya, 2018; Cömert and Çetin, 2017). Gastronomy festivals increase the attractiveness of destinations and create emotional effects for tourists. The fact that tourists can gather information about local dishes in the destinations they visit and show interest also increases the power over gastronomic festivals. The expenditure of tourists for accommodation, transportation and shopping contributes to the development of the destination region, the revival of the regional tourism movement and the improvement of the income level of the people of the region (Çetin, et al., 2019; Cohen and Avieli, 2004; Atak, 2009).

Bakirci et al. (2017) in his study examining the effect of local products on gastronomy tourism; The festivals held in Urla were examined and it was

seen that the Artichoke festival was the festival that had the most impact on the region. Çetin et al. (2019) made a content analysis of the festivals held in Turkey and stated that honey festivals were the most organized. When other studies on festivals in the literature are taken as an example, it has been observed that the participants who participated in the city or festival again preferred the cities where they were satisfied with their experiences. When the contents of festivals held in Ukraine are examined in the international literature, it is seen that the number is not clearly limited. In his study, Çavuşoğlu (2017) examined the festivals held in Cyprus and reached the content of 40 festivals. By accessing the websites of gastronomy festivals in America, Europe and Far East countries, it is seen that there is a high interest in the gastronomy festival.

Turkey has provided home to many different civilizations and cultures on Anatolian lands, and most of its cultural and deep gastronomy has survived to the present day. Due to its rich gastronomy knowledge, it is planned that regions and localities will reach a better level in terms of promotion, marketing and sustainability with the festivals held in general. With the influence of fertile lands and strong food culture, Turkey has an important place for gastronomy tourism by organizing festivals that include geographically indicated products approved by relevant institutions (Tanrısever and Ekerim, 2018). In this context, the study aimed to determine the gastronomy festivals organized in the Central Anatolia region and to determine the impact of gastronomy festivals in Ankara on gastronomy tourism. The content, popularity and number of festivals change every year. Updating the numerical data obtained over the years on a five-year basis helps first of all to understand the density of festivals in the region and to easily interpret gastronomy tourism in terms of festivals. In this context, this study is given in its most up-to-date form in terms of festival intensity and categories.

2.2. Gastronomy Themed Festivals

The concept of festival was first used by Lefebvre in 1947 (Grindon, 2013). In the 2000s, the concept of “Festival Tourism” entered the literature and dictionary (Quinn, 2006). Festivals include activities that have emerged according to the needs of people in transferring various products and values to future generations and shaping traditions and customs together for many years (Congcong, 2014). The festival is expressed as the festivals held to promote the most important and most famous products of a region (O’Sullivan and Jackson, 2002; Tayfun and Arslan, 2013). According to the Turkish Language Association, “the national and international show

series organized in the form of the presentation and screening of plays and films in a certain branch of art and the awarding of awards and degrees at the end” is expressed as a festival (TDK, 2023). This recognition over time; Cherry Festival, Regime Festival, Orange Blossom Festival have also been added. Thanks to festivals, friendship between people is strengthened (Goldblatt, 2000). People are interested in gastronomy festivals in order to go to new places, get to know different cultures there, and satisfy the curiosity about the living spaces of different cultures (Tayfun and Arslan, 2013; Erbay et al., 2016).

Gastronomy festivals include all food and beverage festivals where regional food and beverages are highlighted, food culture examples are exhibited, and gastronomy-specific experiences are experienced (Lee and Arcodia, 2011). It plays a major role in the renewal of the destination in the regions where the festivals are held. Gastronomy festivals are organized especially to promote the local products of small communities and to differentiate them from other festivals (Çela et al., 2017). In this way, the use of local resources in gastronomy festivals contributes to the development of the region, branding of products and making them more valuable (Quan and Wang, 2004; Getz and brown, 2006). In addition to strengthening the local identity, festivals attract the attention of many local and foreign tourists and increase the attractiveness of the region. It helps to become a destination in terms of gastronomic tourism (Lee and Arcodia, 2011). Although gastronomy festivals are seen as events organized by local communities, it seems that such festivals have become popular around the world. Because the development of the tourism sector has spread to a large area with the development of the field of gastronomy (Cohen and Avieli, 2004; Atak, 2009). Gastronomy festivals are among the festivals preferred by approximately 50% of all festivals (Bottyan, 2015). It is observed that festivals have a lot of economic return individually. For example, the Charleston Wine and Food festival in the USA had a huge impact on the local economy with 7.3 million dollars in 2011. In this way, it was seen that the annual income of the festival, which was held in 2011, returned with 2 million dollars more revenue. According to research, it was observed that the festival spent 764 thousand dollars in tourists and more than 80% of the tourists were from abroad and from distant countries (Doğdubay and İlsay, 2016). The short-term benefits of such festivals are; The increase in food, hotel, cafe, transportation and other facilitating services causes an increase in demand. The long-term benefits are the increased local product awareness of local producers, the rapid increase in exports of festival products, increased employment power, the establishment of advanced infrastructure facilities,

and the provision of developed destinations. In terms of image, it helps extend the tourism season over longer periods, improves community participation, encourages local pride and strengthens local identity.

It is seen that many festivals on gastronomy are organized in the world and in our country. The aim of these organized festivals is to promote food culture under one roof and to introduce it to visitors by offering fine food tasting and quality food experience (Visser, 1991). In this study, the effects of the gastronomy festival held in Ankara on gastronomic tourism were emphasized, starting from the gastronomy festivals held in the Central Anatolia region in our country. Ankara has hosted many cultures and has become a city with a great historical past thanks to the interaction of cultures. One of the areas where this culture left the biggest impact was food culture. When Ankara's culinary culture is examined, a rich variety of recipes can be seen. However, this diversity could not be brought to light and certain food cultures remained suspended. When the events organized in Ankara are investigated, it is seen that the promotions are insufficient and the events are not given much space. For this reason, it should be taken into consideration what the local people think about Ankara food culture, how much they know about local and regional dishes, and whether they support the gastronomy festivals. It is aimed to find solutions for the promotion of Ankara food culture and how the gastronomy festivals progress and what will be effective in their international announcement. The importance of gastronomy festivals held in the Central Anatolia region and Ankara province in terms of gastronomy tourism has also been emphasized. Festivals have indirect or direct negative and positive effects on local people and participants. These effects are examined in four sections as political, physical and environmental, socio-cultural, tourism and economic effects as given in Table.1.

Table.1. Positive and Negative Effects of Festivals

Domain	Positive Effects	Adverse Effects
Physical and Environmental	<p>Most of the models to be applied</p> <p>Presenting the best</p> <ul style="list-style-type: none"> -Ensuring environmental awareness - Inheritance of the infrastructure system -In communication and transportation systems show progress - Providing urban transformation 	<p>Damage to the environment</p> <ul style="list-style-type: none"> - Environmental pollution - Damage to cultural assets -Noise pollution in the environment -Traffic problems
Socio-cultural	<p>Sharing common experiences</p> <ul style="list-style-type: none"> -Traditions become stronger to arrive - Increasing social structure -Ensuring participation -Contribution to the development of new ideas to provide - Expansion in cultural perspectives 	<p>Alienation in society</p> <ul style="list-style-type: none"> - Misleading societies -Negative social image - Negative behavioral movements -Do not damage public property - There is a change in the social structure - Feeling uncomfortable
Tourism and Environment	<p>Providing promotion of the region</p> <ul style="list-style-type: none"> -During the stay of visitors -Extension -Increase in visitors during low periods -Diversification of tourism -Economic contribution -Increase in tax revenue - Creating employment for people 	<p>Against tourism by society</p> <ul style="list-style-type: none"> -Reaction - Loss of originality - Damaging the image - Inflationary price formation - Opportunity cost
Political	<p>Providing international reputation</p> <ul style="list-style-type: none"> -An improved image - Promotion of investments - Providing mutual social support -Managerial skill development 	<p>Failure in activities</p> <ul style="list-style-type: none"> -Improper distribution of funds - Irresponsible in control and ownership -Behaviour -Enactment of ideologies

Source: (Cudny, 2013, s. 108; Baysal vd., 2016, s. 102-103; Kızılcırmak, 2006, s. 185; Yavuz, a.g.t., 2019, s. 22-23).

As seen in the table, the festivals have positive and negative effects in many areas. Appear to have negative effects. But festivals are correct it is seen that it has devastating effects when not managed properly. This necessary to eliminate and prevent the effects of Festivals can benefit if arrangements are made (Yavuz, *ibid.*, 2019, p. 23).

3. Methodology

Document analysis, which is among the qualitative research methods, was applied in the research. The data required for the research was obtained from many domestic and foreign secondary sources. In this context, the relevant literature was examined in depth. The websites of the Ministry of Culture and Tourism, the Ministry of Industry and Trade, the websites and brochures of the municipalities were examined, and interviews were held with people knowledgeable in the field. Data regarding geographical information systems, geographically indicated products, gastronomy festivals, provinces, districts, regions and other famous dishes of the region have been accessed. For the data that could not be obtained, 80 institutions and individuals affiliated with local governments were called by phone and the data was obtained as a result of the interviews. The lack of up-to-date data on the websites, the lack of awareness of the festivals held in the regions of some relevant local governments and their reluctance to share data constitute the major limitations and limits of the study. In line with all the information obtained, 46 gastronomy festivals in the Central Anatolia region were identified and tabulated. Density maps were examined with Arcgis 10.5 software, which is a program used in the geographical information system.

4. Results

It has been observed that 46 gastronomy festivals were held in the Central Anatolia Region. It is given in Table.2.

Table.2. Gastronomy Festivals Held in the Central Anatolia Region

City	Festival Name	Editing Time	Date of issue	Date of issue	Duration of the Festival
Ankara	Elmadag Education, Science, Culture and Tirit Festival	Sop	Three times	October 2, 2014	1 day
Ankara	Happy Wedding Pancake and Ayran Festival	Pancake and Ayran	Five times	September 14, 2014	1 day
Ankara	Beypazari Carrot Festival	Carrot	The twentieth sixth time	15-17 September 2019	3 days
Ankara	Beypazari Traditional Historical Houses, Handicrafts, Carrot and Casserole Festival	Carrots and Casserole	For the twentieth time	7-9 September 2019	3 days
Ankara	Gastro Ankara Taste Festival	Local Tastes	One time	1-2 September 2018	2 days
Ankara	Breakfast Festival	Breakfast	One time	21-24 February 2019	4 days
Ankara	International Çubuk Pickle and Culture Festival	Pickle	The thirteenth Time	28 August 20	181 Days
Ankara	Gourmet Festival	Local Flavors	First Time	13-14 May 2017	2 days
Ankara	Ankara Coffee Festival	Coffee	Fourth Time	28-30 September 2019	3 days
Ankara	International Kalecik Black Festival	Grape	Tenth Time	18-21 September 2014	4 days
Ankara	International Bread Festival	Bread	Twice Time	12-14 October 2018	3 days

Aksaray	Agacören Walnut Festival	Walnut	Fifth time	30 September-1 October	2 days
Eskişehir	Sivrihisar Tatoo Sausage Festival	Forged Sausage	Twice time	10 February , 2019	1 day
Eskişehir	Mihalıççık People's Day and Cherry Festival	Cherry	Forty Times	1 July 2018	1 day
Eskişehir	Eskisehir Lentil Festival	Lentil	For the eighth time	13 August 2018	1 day
Çankırı	Rock Salt Festival	Rock salt	Unknown	In August	1 day
Çankırı	Commemoration of Hacı Murad-I Veli and Cherry Festival	Cherry	Twenty-sixth time	30 June 2018	1 day
Çankırı	Traditional Keşkek Festival	Keşkek	Twenty-sixth time	26 August 2018	1 day
Çankırı	Kızılırmak Melon Festival	Melon	Thirteenth time	20 August 2019	1 day
Çankırı	Leaded Honey Festival	Honey	For the eighth time	16 September , 2017	1 day
Çankırı	Traditional Circassian Culture, Livestock and Honey Festival	Honey	Fourteenth time	27 August 2018	1 day
Kırıkkale	Yahşihan Yogurt Festival	Yogurt	Third time	28 September , 2017	1 day
Kırıkkale	Sulakyurt Melon-Watermelon Festival	Melon watermelon	Third time	10-11 September 2016 (2017 canceled)	2 days
Kırşehir	Kaman Walnut, Culture and Art Festival	Walnut	For the twenty-eighth time	6-7 October 2019	2 days
Konya	Strawberry Festival	Strawberry	Fourth Time	22-23 July 2017	2 days
Konya	Tahini Pita Festival	Tahini Pita	Fourth Time	8 September , 2018	1 day
Konya	Akşehir Cherry Culture and Art Festival	Akşehir Cherry	Eighth Time	20 June 2019	1 day
Kayseri	Walnut-Gilaboru Festival	Walnut-Gilaboru		14 October 2018	1 day

Kayseri	Culture and Apricot Festival	Apricot	Tenth Time	29 June 2019	1 day
Kayseri	Hasancı Rice Festival	Rice	Thirteenth time	July 31, 2017	1 day
Kayseri	International Kayseri Pastrami, Sucuk and Ravioli Festival	Ravioli, Pastrami Sucuk	For the sixteenth time	20 December , 2017	1 day
Karaman	Başyayla Cherry Festival	Cherry	One time	09 July 2017	1 day
Niğde	Bottleneck Cherry and Art Festival	Cherry	Nineteenth Time	10-11 July 2019	2 days
Niğde	Hidirellez and Potato Festival	Potatoes	Twice Time	06 May 2016	1 day
Neveşehir	International Ürgüp Grape Harvesting Festival	Grape	Forty-eighth time	16-17 September 2019	2 day
Neveşehir	Cultural Festivals and Cream Festival	Cream	Tenth Time	14 July, 2017	1 day
Neveşehir	Cappadocia Traditional Food Festival	Local food	For the Eighteenth Time	25 May, 2019	1 day
Neveşehir	Ürgüp Aksular Cherry Festival	Cherry	Unknown	20 June 2017	1 day
Sivas	Sivas Güneykaya Municipality Wrestling, Pastry and Külbez Festival	Pastry	Four times	17 June 2018	1 day
Sivas	Traditional Ahmet Ayık Karakucak Wrestling and Honey Festival	Honey	Fifty third time	18 August 2018	1 day
Sivas	Zara Honey and Culture Festival	Honey	For the nineteenth time	25-26 August 2019	2 days
Sivas	Gemerek Culture Art and Potato Festival	Potatoes	Seventh Time	16-17 August 2018	2 days
Sivas	Akincılar Culture, Art and Melon Festival	Melon	For the Seventeenth Time	01-02 September 2018	2 days

Sivas	MERDER Honey, Yogurt, Madımak Festival	Honey, Yoghurt, Madımak Dish	Unknown	08 August	1 day
Yozgat	Honey and Culture Festival	Honey	Tenth Time	25 August 2018	1 day

Source: Prepared by the author

46 gastronomy festivals have been determined in the Central Anatolia Region. It is seen that there are festivals for products such as Çubuk pickles and Beypazarı carrots, where the density is high in Ankara. The rock salt festival in Çankırı, the branded pastrami, sausage and manti festivals in Kayseri, the vineyard and grape festivals in the Cappadocia Region in Nevşehir are other prominent festivals of the region. Also, Black Sea Flavors Festival, Ankara Taste Festival, Rize Anchovy Days Local Products and Culture Festival, Ankara Coffee Chocolate Festival, International Bread Festival, Ankara,, Breakfast Festival, Kızılcahamam Culture Art and Water Festival, International Çubuk Culture and Art Festival, Enfest Street, The Festival of Delicacies is held frequently today.

When we look at Ankara's Local Dishes, In their soups; Arabaşı Soup, Bulgur Soup, Çalma Aşı, Wedding Soup, Green Lentil Soup with Noodles, Ravioli Soup, Lentil Tarhana Soup, Toyga Soup, Tutmaç Soup, Village Tarhana with Split Tomatoes. In Meat Dishes; Ankara Pan, Ankara Tava (In the Oven), Ankara Doner Loaf, Honey Tirit, Beypazarı Casserole, Cottage, Meat Tirit (Kutludukun Style), Oven Aşı, Homaça, Kızılcahamam Test Kapama, Lamb Kebab, Roast Lamb Hair, Carp Fish Meatballs, Thongs, Chicken Trotters, Urush Kapama. In Meat and Vegetable Dishes; Potato with Grains, Leaves with Meat, Stuffed Helep, Vegetable Casserole (Beypazarı Style), Shrug, Stuffed Dried Peppers with Olive Oil, Stuffed Chard with Olive Oil. In Vegetable Dishes; Beypazarı Stuffed Leaves, Bici Asi, Islama, Keme, Kezi Beet Dish, Dried Tomato Dish, Madımak Dish, Poppas. In Pastries; Mooncake, Bayram Pastry, Beypazarı Kuruşu, Beypazarı Simit, Gozleme, Kaşıkması, Kaygana, Koçhisar Style Tahini Pita, Kol Pastry, Village Bazlama, Kül Pastry, happy wedding Nut, Ravioli, Tandır Bun, Tava pastry (Bohça pastry), Şansabat Pita, Yarımca, Yazıcı Pastry, Yufka. Pastry. In their pilaf; Bulgur Pilaf with Black-Eyed Peas, Bulgur Pilaf with Crocus Onion, Pilaf with Meat, Kapama Pilaf, Keşli Pasta, Koçhisar Style Bulgur Pilaf, Öllük Körü, Desserts, Beypazarı Baklava, Molasses Sausage with Walnuts, Cıçınağıl Asıdası, Çir Compote, Çir Roasted , Gazete Baklava, Haside Dessert, Carrot Lo. kumu, Hoşmerim, Crow's Brain, Meatballs,

Nallıhan Style Hoşmerim, Ox Helva, Pişmaniye, Sariğ Burma, Şibit Dessert, Zerde. Other include dishes Yemlik Tzatziki, Çubuk Kelek Pickle, Çubuk Cucumber Pickle, Koruk Sherbet, and Sour Cherry Compote.

In addition to the richness of Ankara's local culinary culture, by creating gastronomy routes and increasing the variety of regional and local dishes in gastronomy festivals, it will contribute to the development of gastronomy tourism in Ankara and the development of gastronomy tourism, which is seen as a new tourism supply area. Creating these routes will be beneficial to both the tourism sector and other sectors related to tourism.

Conclusion and Recommendations

Gastronomy festivals are becoming an important attraction for tourists. Gastronomy tourism is considered one of the visible elements for the desire to come to the destination. Festivals, which are an important tourism activity in the promotion and marketing of a destination, play an important role in the promotion of the local product, local dishes and culinary culture of the region, especially with the emergence of gastronomy. Festivals are counted in event tourism because they can be shown in cultural tourism. In this context, the culinary culture and habits of countries have become one of the important tools of tourism marketing. Food festivals play an important role in attracting tourists as they reflect the cultural assets and lifestyle of the regions. In addition to all these, the increasing interest of tourists in food and food consumption not only provides economic contribution to destinations but also ensures the sustainability of local values. It is important to evaluate the values of a region in the context of tourism, to prevent tourism from being a seasonal activity, and to turn the values obtained in terms of sustainability into an advantage. A wonderful experience perception for tourists visiting the region can be provided through gastronomy festivals. Gastronomy festivals are visual festivals that can keep regions, cities and countries in the field of tourism for a long time. When gastronomy festivals are considered, it will be seen how great the value and advantages they add to the target. Going beyond the usual tourism diversity and organizing festivals will make a significant contribution to the image and sustainability of the region.

Ankara is among the world's important destinations in terms of gastronomy heritage. Gastronomy festivals are important tools to include this rich cultural heritage in gastronomy tourism. Gastronomy festivals are important for the promotion, marketing, protection and sustainability of the region, especially the product that forms the theme of the festival. Festivals can contribute socio-economically by creating economic mobility in the

region and preventing regional migration (Cömert and Özkaya, 2014). Gastronomy festivals create an attraction factor for regions. Residents and tourists in the region interact socially and economically. In this way, suitable environments can be created for cultural rapprochement, transfer and promotion. Original products of destinations are important details for creating gastronomic identity and branding. The coming together of these elements occurs through gastronomy festivals. The physical and psychological motivations that need to be affected in order for the concepts of destination competitiveness, guest cycle and guest satisfaction to be realized can develop under the influence of gastronomy festivals (Cömert and Özkaya, 2014).

The following suggestions were developed in accordance with the subject and findings of the study.

- It is important to increase the number of gastronomy festivals and make them possible in every part of the year. It will also be a strategy suitable for the goal of spreading tourism over 12 months, which is included in the 2023 Tourism strategy. In this way, more regions can be marked on the map and the number of tourists visiting the region can be increased.

- Local dishes of the destinations, agricultural products grown unique to the region, etc. It is important for the products to be added to the gastronomy festival maps that local people and local administrations work together to identify the products and provide a variety of products that will be the subject of the festival. In this way, the products on the map can be diversified.

- When organizing a gastronomy festival, care should be taken sensitively and meticulously. Advertising, promotion and marketing activities should be given importance. Otherwise, festivals may be canceled due to problems that may arise. In these cases, maps should be updated and current festivals should be included. In this way, tourists who come thinking it is a festival are prevented from losing confidence.

- Gastronomy festivals should not be canceled because the product that is the subject of the festival or the products consumed with the product are harmful to health and are age-restricted products (alcohol and tobacco products). Such cancellations are expected to have a negative impact.

- Gastronomy festival maps can directly affect the promotion and marketing of regions. It will serve as a resource when creating tour programs and sightseeing tours.

- For future researchers, it is recommended to update the festivals whose contents and dates may change every year, which were added later, or which are no longer held, and to establish a Turkey Festivals website regarding this data.

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