



Project “Culinary Neighborhood Network (CuliN)”, Ref. № CB005.1.22.011”

ANALYSIS OF THE SUPPLY/DEMAND OF RURAL TOURISM PRODUKTS IN THE BORDER AREA

**Project: Culinary Neighborhood
Network (CuliN)
CB005.1.22.011**

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INTRODUCTION

Quick changes in tourism perception and demands of people boosted the need to diversify the tourism products. Tourism product diversification is intended to expand tourism activities into all regions of the territory and achieve four seasons tourism by protecting cultural, economic and ecologic assets, creating added value, and freeing tourism activities from the monopoly of sea, sand & sun. With more emphasis being attached to importance of sustainable tourism since 1990s, the rural tourism destinations increased their share in the tourism pie all over the world. It is evident that the rural tourism, just like other tourism products, will attain required attraction levels through introduction and management of proper auxiliary tourism products which undisputedly include the diversified and historical local food and beverage culture. Culinary heritage of the region has in recent years gained a significant strength as a tourism product. Culinary culture which varies from one region to another attracts attention of visitors; and accordingly gastronomy tourism has arisen as a type of tourism and tourism attraction. Cuisine of a destination has significant influence on choices of tourists and tourism of the destination. Both the local and international tourism industries benefit from attraction of gastronomy in order to grow the industry and improve the diversity.

Gastronomy tourism already has a place in catalogues of tourism agencies for many destinations. However, Turkey has been away from the well deserved place. Today, people are more interested in what they eat and drink which is well evidenced by news about foods and beverages published in any newspapers almost every day. Moreover, in the United States, the number of local markets which was 1775 in 1994 increased up to 6132 by 2010, recording

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an increase of 245,5%, which is another evidence for increased importance of local organic products. Our food and beverage culture can be associated with any types of tourism including the rural tourism, and can be considered as a cultural promotion tool that will increase attraction of destination. Turkey which has a great advantage thanks to its rich food and beverage culture can benefit from that advantage in many fields.¹

Turkish Cuisine which is among one of the richest cuisines in the world will make great contributions for brand building of destinations by ensuring a correct positioning and launching an attractive image. Turkish Cuisine is a combination of culinary cultures of different ethnic groups from the Central Asia to present, and has become a selective world cuisine. Accordingly, it is very important for many destinations in Turkey to promote domestic and international tourism activities.

Change in tourism market tends to bring local assets to the fore. Modern tourists like to adapt to local culture, and see and experience all cultural assets of the destination they visit. Therefore, destinations attempt to make a difference by bringing their local assets to the fore. The best way to exhibit the local differences is local foods and beverages. Accordingly, foods improve attraction and chances of a destination to succeed. Surveys suggest that foods are ranked as the fourth most popular attraction right after climate, accommodation and nature. Other studies show that Turkish cuisine is ranked as the fifth attraction.

Our country is located in a rich geography which has been home for many civilizations and where many cultures have lived together. Such cultural diversity contributed to creation of different traditions and culinary cultures in

¹ file:///C:/Users/Admin/Downloads/5000134240-5000212222-1-PB.pdf



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different regions. The Thrace Region is a special geography with a unique location, a climate featuring four seasons, rich natural beauties, and rich historical and cultural assets where different civilizations lived for thousands of years. The Thrace Region has the potential to evolve into a rich tourism hub. In particular, Edirne is a region that intensively attracts visitors thanks to its historical and natural assets. From past to present, Edirne has been home for many cultures. Edirne has a gastronomy potential with a capacity to meet demands of changing tourists’ profile who look for different colours and tastes. The study provides an analysis of rural and culinary tourism in the Turkey and Bulgaria cross-border region, and gives insights into region’s gastronomy tourism potential and traditional product demand. This study provides an offer and demand analysis relating to the culinary culture in the Bulgaria – Turkey cross-border region, and addresses to availability of traditional food culture for destination marketing. This analysis study uses interview and survey methods. As a result of interviews with restaurant operators and surveys conducted in both countries, it has been concluded that local products of the region are highly demanded by tourists. As a result, it is believed that the traditional cuisine can play an important role for tourism destinations.



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PART I: REGIONAL ANALYSIS

1.1. THRACE

1.1.1. Geographical & Historical Structure, Economy and Cultural Assets of Thrace

Thrace (Turkish: Trakya, Greek: *Thraki*, Bulgarian: *Trakiya*) is a region with a very rich history, located in the Southern Europe, encompassing South Bulgaria, Northeast Greece, and lands of Turkey that remain in the European continent.

This region which has a surface area of 23.764 km² within boundaries of Turkey borders the Black Sea, Marmara Sea, and Aegean Sea. Thrace also encompasses the Gallipoli Peninsula and Çatalça Peninsula in the Eastern Thrace. Thrace Region is separated from Macedonia by the Mesta Karasu River which constitutes the western border of region. Thrace Region also gives its name to the Northeast of Aegean Sea; and that part of the sea is called as the “*Thracian Sea*”.

The Eastern Thrace also known as the Turkish Thrace is the part of Thrace Region that remains within boundaries of Turkey, and is simply referred to as Thrace in Turkey. It accounts for all Turkish lands that remain within Europe. It borders the Maritsa River and Greek Western Thrace to the West, Bulgarian Northern Thrace and the Black Sea to the North, and Istanbul Strait, Marmara Sea, Black Sea, and the Saros Bay to the East and South respectively. Important historical cities including the historical downtown of Istanbul and Edirne are located in that region. Eastern Thrace also has highways and railways that connect Turkey to Europe and vice versa.



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Geography



Low hills and arable fields are the common panorama in the Turkish Thrace.²

Sunflower is a landmark of the region.³



² <https://www.tarimdanhaber.com/haber/tarim/trakyanin-tarim-topraklarini-birileri-topluyor//>

³ <http://www.trakyalihaber.com/trakyada-aycicekleri-strese-girdi-12356h.htm>

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Main river in the region is the Ergene River which originates from east of the region and flows into the Maritsa River to the west. Natural lakes of Eastern Thrace can be categorized in two groups as the lakes gathered nearby Istanbul to the east including Lake Büyükçekmece, Lake Küçükçekmece, and Lake Terkos; and lakes nearby Maritsa River the most important of which is the Lake Gala.

National Parks of Eastern Thrace include:



- Lake Gala National Park, Edirne (since 2005)⁴

⁴ <http://www.parklarimiz.com/gala-golu-milli-parki.html>



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- İğneada Floodplain Forests National Park , Kırklareli (since 2007)⁵

Important dams include:

- Alibeyköy Dam
- Armağan Dam
- Kadıköy Dam
- Sazlıdere Dam
- Süloğlu Dam
- Kırklareli Dam
- Karaiğdemir Dam
- Kayalı Dam
- Altinyazı Dam

History

Eastern Thrace is believed to be one of the first routes of humankind migrating to the European Continent. The region has been the route for many tribes migrating from west to east and east to west.

⁵ <http://www.milliparklar.gov.tr/mp/igneadalongozormanlari/foto.htm>



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Some important nations that migrated into Anatolia through Eastern Thrace include the Misians, Bitinians, and Phrygians in the early period, and Galatians in the late period. The Yarımburgaz Cave near Lake Küçükçekmece is one of the most important Palaeolithic Settlements in Turkey. Dolmens in Provinces of Edirne and Kırklareli are among other antique monuments.

The first civilization to rule the whole region was the Thracians. This tribe which sided with the Trojans during the Trojan War and associated with the Greek war and Ares cult founded a kingdom known as the Odrysian Kingdom that was based in the modern Northern Thrace and controlled whole Thrace including even a great part of Macedonia and Bulgaria. This region is also home for cities founded or reconstructed by the Greek colonists along the shores of Marmara and the Gallipoli Peninsula in particular.

Important antique cities in the Eastern Thrace include:

*Vize Roman Theatre:*⁶



⁶ <http://www.yoldakiizler.com>
The p



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Economy

Ergene basin is one of the parts with intense agricultural activities. The main products include sunflower and wheat while rice growing is more popular near Maritsa which has better irrigation opportunities. Agricultural products also include viticulture near Şarköy, and olive growing along Marmara Shores of Edirne and in the Gallipoli Peninsula. Stockbreeding is an important occupation in Tekirdağ and Yıldız.

Energy resources and minerals of Eastern Thrace include in particular:

- Wood and charcoal in Yıldız
- Natural Gas in Hamitabat, Lüleburgaz
- Lignite around Keşan and Saray⁷

Main industrial products include glass, alcohol, vegetable oil, milk and dairy products. In particular, Çorlu is the hub for industrialization in the region. Other than tourism destinations such as K1yıköy and Edirne, the tourism in the region is mainly characterized by sea tourism. Secondary residences, i.e. summer cottages, are mainly located along shores of Silivri – Marmara Ereğlisi and Saros Bay.

A vast majority of lands in Thrace are used for agriculture. Agriculture and agricultural industry are the main source of living in Provinces of Edirne and Kırklareli. In the heavily industrialized Province of Tekirdağ, a vast majority of people living in inner and western parts are also involved in agriculture-related

⁷ https://webcache.googleusercontent.com/search?q=cache:-P2uHDmhJkMJ:https://tr.wikipedia.org/wiki/Do%25C4%259Fu_Trakya+%&cd=1&hl=tr&ct=clnk&gl=tr



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activities. The industrial settlements that start in Provinces of Sakarya and Kocaeli to the east extend up to the west to Çorlu and Çerkezköy in Tekirdağ and Lüleburgaz in Kırklareli in the Thrace Region. With big agricultural fields and industrial facilities mainly collected along the D-100 highway, the Region shows a dual structure. This dual structure shapes not only the production but also the social life.

In addition to being a leading region in transformation from traditional agricultural society into modern agriculture, Thrace Region also influences other regions with its developing industry, changing economic and social look. Two Organized Industrial Zones (OIZ) in Çorlu and Çerkezköy, and the European Free Zone in Çorlu play a pioneering role in attracting important investments to the region with their advanced infrastructures. High occupancy rates there create an important advantage for attracting new investments to the region. One of the most important problems of the region is environmental pollution caused by industrial facilities by the D-100 highway along with abovementioned zones which have an advanced infrastructure. However, the pending Rehabilitated Organized Industrial Zones approach has the potential to provide a common infrastructure for these scattered industrial zones.⁸

Cultural Assets

Edirne, Enez, Marmara Ereğlisi and Vize come to the fore in terms of archaeology tourism in the region. Excavations sites and museums in these settlements will create an important archaeological route in the region. Edirne is an important cultural hub with its historical assets. Edirne is the main component of that corridor with its assets including the Selimiye Mosque and

⁸ http://www.trakyaka.org.tr/content-187-trakya_bolgesi.html



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Kırkpınar Wrestling Tournament which are listed in UNESCO’s World Cultural Heritage List. In addition to Province of Edirne, there are other Thrace-wide important works including castles, tumuluses, dolmens, and Ottoman monuments.

Types of tourism in the corridor:

Cultural and Religious Tourism: The region has an important potential in terms of cultural assets. Besides being a capital city to the Ottoman Empire, Edirne is also an important religious tourism hub for Muslims thanks to the Selimiye Mosque which is listed in UNESCO’s World Cultural Heritage List along with other important Ottoman monuments. The region is also a point of attraction for other religions thanks to its churches and synagogues and it was in the Crusade route.

Archaeological Tourism: In cultural tourism, Marmara Ereğlisi, Vize, Edirne Downtown and Enez come to the fore in terms of archaeological tourism.

Festival Tourism: Culture Corridor has many festivals and events including in particular the Kırkpınar Wrestling Tournament and Hidrellez Festivals.

Food & Beverage Tourism: Like other corridors, this corridor also has a food & beverage tourism potential. The region has specific tastes such as liver, meatballs, cheese, desserts, etc. which can be promoted as tourism products.⁹

⁹

(http://www.trakya2023.com/uploads/docs/rapor/Trakya_Turizm_Master_Plan%C4%B1.pdf)

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1.2. EDİRNE

1.2.1. History

It is known that the Odrysians, descendants of Thracians, the oldest civilization in Edirne, founded a city in the modern Edirne where Maritsa and Tunca Rivers merge. During reign of Macedonians who ruled over the region after the Odrysians, the city started to be called as Orestia / Orestas which is probably derived from the word Odrys or Odrysia.

In 2nd century A.D., the Roman Emperor Hadrian (117 – 138) gave city status to the Orestia Town due to its strategic importance, and named the city after his name. Thus, the city started to be named as Hadrianopolis / Hadrianupolis / Adrianupolis/Adrianapolis during the reign of Romans. The word Adrianopolis transformed into Adrianople/Adrianopel in time. During Ottoman period, the city was named as Edrinus/Edrune/Edrinabolu/Endriye. In the Aşıkpaşazade Chronicles written in 1476, the city is referred to as Edrene. The city started to be named as Edirne in early XVI century. Edirne was conquered by Sultan Murat I in 1361; and served as capital city of the Ottoman State for 88 years (1365-1453) until conquer of Istanbul.

It had miscellaneous titles throughout the history including “Der-I Saadet (Gate of Happiness)” and “City of Festivals”. This “Border City” also suffered from many disasters as indicated by Evliya Çelebi. It suffered from invasions and sieges most.

Edirne has always been known as a city of cultural events. Buildings in that city led to architectural innovations, the finest examples of calligraphy and decoration were created in that city, fervent discussions were made in many



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madrasahs in that city, and groundbreaking medical practices in the history of medicine were performed in that city.

Edirne which reached its original identity during the Ottoman rule and has been the second city of the Empire is a city where our cultural heritage is felt the most.

With its mosques, markets, bridges, historical houses and in particular the magnificent Selimiye Mosque, Edirne is the first city to welcome visitors coming to our country, and is the city that best reflects characteristics of a border city.

1.2.2. Geography

Edirne is located in Northeast of our country in Thrace part of Marmara Region. It borders Kırklareli and Tekirdağ to the east, Province of Çanakkale and Aegean Sea to the south, Bulgaria to the north, and Greece to the west.

Province of Edirne which has 607.791 hectares surface area (Report No: 2009:10 by Edirne Provincial Directorate of Agriculture) borders Provinces of Kırklareli and Tekirdağ to the east, Greece to the west, Bulgaria to the north, and Province of Çanakkale to the south. Certain parts of Maritsa, Tunca, Arda and Ergene Rivers are within the provincial boundaries of Edirne. Istranca Mountains to the north, Ergene Basin in the centre, mounts and plateaus and the Maritsa Delta to the south constitute the geomorphology of province (Edirne Governorship’s Provincial Almanac No. 2005:27).

Other than the central county, Province of Edirne has 8 counties. Province of Edirne has total 26 municipalities and 248 villages
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(<http://www.illeridaresi.gov.tr>). In rural parts, there are settlements named as nomad camp sites and hamlets. The population is mainly resident in 46 collective settlements. Counties of Edirne: Centre, Enez, Havsa, İpsala, Keşan, Lalapaşa, Meriç, Süloğlu, and Uzunköprü.

Province of Edirne is located in the Thracian Peninsula surrounded by Istranca Mountains to the north, Kuru Mountains, Aegean Sea & Saros Bay to the south, Maritsa River and Maritsa Plain to the west, and Ergene Plain to the east at the 41st – 40th parallel north and 26th – 30th meridian east. Province of Edirne encompasses Ergene and Maritsa Plains, and 80% of its lands are arable (Edirne Governorship’s Provincial Almanac No. 2005:27). Mountains, plains, rivers and lakes in the province are detailed below:

Mountains:

Western Istranca Mountains: Encompasses the Lalapaşa County, and north of Province of Edirne.

Koru Mountain: Encompasses southeast of Keşan County. This is to highest point in the province. The Yerli Su Hill is 725 meters high.

Çandır Mountain: Constitutes the natural border for İpsala and Enez Counties. The highest hill named Çandır is 385 meters high.

In our Province, plains are gathered in the Tunca, Maritsa and Ergene Valleys.

Tunca Valley: there are small plains in the Tunca River valley.

Kazanova is in Maritsa Valley between Kapıkule and Edirne.

İpsala Plain is in the Maritsa Valley. It encompasses a vast majority of İpsala County. It extends up to Enez. This is to biggest plain in the province.

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Ergene Plain is in the Ergene Valley. It encompasses a vast majority of lands in Uzunköprü, Meriç. Soil in the plain is very fertile where any types of plants can be grown.

Products grown in Edirne plains include paddy, beet, sunflower, sorghum, corn, squash, watermelon, and melon. Important rivers of Province include Meriç, Tunca, Arda and Ergene Rivers, and flow rate of these rivers reach maximum level during March & April with heavy rains while they maintain regular flow rates during summer months. Flow rate of rivers decrease to minimum during planting and irrigation of paddies, the most important agricultural potential of the region.

Lakes:

Gölbaba: Located between Büyükdöllük Village and Değirmenyeni Village in Central County of Edirne.

Lake Tekke: Located in Enez County.

Lake Bücürmene: Located south of Lake Tekke.

Lake Harmanlı: Located south of Enez County.

Lake Gala: Located between Counties of Enez and İpsala.

Lake Sığircılı: Located east of Lake İpsala Karpuzlu.

Lake Pamuklu: Located southeast of İpsala’s Karpuzlu Village. (Edirne Provincial Directorate of Environment’s Status Report No. 1999:4-5).



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1.2.3. Culture

Edirne is located in the centre of the Thracian Peninsula that connects Anatolia and Europe, and accordingly has a rich cultural history. Different groups that immigrated to Anatolia and Europe throughout the history passed from Edirne. However, only a few of them settled and established civilizations there. Excavations in and in the vicinity of Edirne show that the first settlements in the region date back to late Neolithic Age. The first known ancient community in the region is the Thracians. Thracians were followed by the Macedonians and Romans. Following split of Roman Empire, Edirne remained within boundaries of the Byzantine Empire. Following a long Byzantine rule, the region was annexed to the Ottoman Empire.

Proximity of Edirne to Europe significantly affected evolution of Edirne’s culture both during pre-Turk and post-Turk period. Therefore, the line Edirne’s culture follows significantly differs from the line followed by the Anatolian cities (Edirne Governorship’s Provincial Almanac No. 2005:249). Though ignored for a long time, Edirne has always maintained its characteristics as a “City of Monuments”. Following conquest of Province of Edirne by the Ottomans in 1361, Edirne developed as a city with construction of mosques, palaces, bridges, baths, and caravanserais, and evolved into an exuberant cultural hub (Edirne Provincial Directorate of Environment’s Status Report No: 1999:133).

Edirne has different dietary styles. Fruits and vegetables constitute a significant part of the diet. Production of white cheese which has a Turkey-wide fame is quite popular. This specific cheese named as the Edirne cheese is commonly made from sheep milk. Edirne’s authentic dishes and desserts include in particular Mavzana, Tarhana, Liver Wraps, Pancakes, Almond Paste, Yeast Donuts, Gaziler Halva, and Deva-i Misk. Among other special foods are the

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nettle dish, borani, belmush which is a cheese dessert, kacmacak made from corn flour, akchakathik made by adding cheese into milk, and hardaliye (<http://site.mynet.com>).

Handicrafts were very developed in Edirne which was the capital city of the Ottoman Empire for a certain period of time. Antique handicrafts included woodworking, lacquered containers and boxes, flower paintings, bookbinding, italic scripts and engravings, gravestones, etc. many of which could not make it to modern times. Edirne is famous for its woodworks. With influences from Istanbul and Europe, Edirne developed its own authentic style. Broom making still survives as a handicraft for local market. It is made from broomcorn. There are different types of broom including hand broom, pole broom, small hand broom, and ball broom. Musk soap making is among the oldest handicrafts in Edirne. Soaps with fragrances including orange, apple, lemon, pear, etc. are sold as souvenirs. Pottery, straw mat and basket making are among other surviving handicrafts (<http://site.mynet.com>).

Oil wrestling is a traditional Turkish sport. It is named as oil wrestling as wrestlers put oil on their bodies before wrestling. They are performed in fields named as Er Meydani (Men’s Field). As the oil put on bodies of wrestlers make it hard for a wrestler to grab his opponent’s body parts, this sport requires strength and skill. Oil wrestling originates from Egypt. It was carried to Europe and Balkans through maritime commerce. Particularly, it started to be popular as a means of entertainment in weddings of big landlords. Turks are known to get involved in wrestling as early as 4th century B.C. Wrestling tournaments were organized in festivals for celebrating revival of nature in spring, in wedding ceremonies, and triumph celebrations. During reign of Ottoman Empire, Karakucak and Oil Wrestling events were commonly organized under



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control and auspices of the empire. In many regions, there were wrestling houses managed by retired famous wrestlers named as sheikhs.

In modern times, as an extension of that tradition, wrestling events are organized under auspices of a master (agha) who covers costs of the event. Masters are generally elected from famous and rich persons of the region. Ottoman Sultans Murad VI and Abdulaziz were also personally wrestling which show how much importance they gave to that sport. Kırkpınar Oil Wrestling Tournament shows that this sport is an integral asset of Turkish culture (<http://tr.wikipedia.org>).

Kırkpınar Oil Wrestling Tournament which is more like a festival and ceremony today has an important social role for improving solidarity and intimacy of people. The Kırkpınar sports organization is the source of phenomena including sponsorship, amateurship, and professionalism along with rhythm, flexibility, mastery, and stability which have been passed down to future generations for ages (Ateş, 2003:256-257).

1.2.4. *Architectural Fabric*

From a holistic city perspective, we can observe different physical formations with a certain dimensional integrity in connection with different lifestyles caused by different socioeconomic and cultural values, intensity, values intended for different purposes of use, topography, etc. These physical formations are defined as urban fabrics. Every city has its authentic physical structure. However, the association, formation and creation of that physical structure follow a different path. Accordingly, physical formation of a city means not only change in physical environment or reclassification of economic



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organization but also a formation process influenced by the culture, social order, attitudes, and ideas of users.

Different city fabrics are the outcomes of people with different opinions and different varying physical environments. Urban fabrics can be defined as socioeconomic and cultural values, complex network of social relations, change of such relations in time, and reflection of social values on the physical environment. This reflection arises as a result of certain phenomena including family structure, how the daily life is used, how the spaces are used, human & environment relations, environmental values, commonly used materials, building technology, etc. Moreover, urban fabrics also embody a wide data source containing daily life, production methods, and social relationship constituting that fabric (Çakır, 2006:15-16).

Edirne was founded within the loop created by the Tunca, Arda and Maritsa Rivers in the Thracian Region which extends from Southern Europe to Marmara. While Edirne has had an important geostrategic position since old times as it is located along the route that connects Anatolia to Europe, it mainly developed during reign of Ottoman Empire. Edirne failed to develop and grow due to invasions and attacks in XIX – XX centuries in particular, and it was ignored as a border city during the Republican Period (Özer, 2006:9).

Along with Istanbul, Edirne is a city that shows the creative level the Ottoman Empire achieved in architecture. The city has many creative examples of ottoman architectural creativity. To this end, Edirne is like a mixture of Bursa and Istanbul. What makes Edirne superior to Bursa and Edirne is Edirne’s architectural creativity both before and after conquest of Istanbul. Edirne’s architecture can be classified under various eras since the Ottoman rule. The first is the era before and during reign of Sultan Mehmed I; the second is the era during reign of Sultan Murat II; the third is the era characterized by the unique

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Beyazid Complex after the conquest of Istanbul; the fourth is the Classical Ottoman Architecture Era that ended with Selimiye Mosque; the fifth is the era during reign of Sultan Mehmed IV and Ekmekçioğlu Ahmet Pasha; the sixth is the neoclassical era witnessing turmoil of westernization; and finally the Republican Era architecture.



Photo source: <https://gezilmesigerekenyerler.com/gezilecek-yerler/selimiye-camii-nerede-nasil-gidilir-ve-tarihi-bilgiler-edirne.html>

Reign of Sultan Murat II comes to the fore as Edirne became the actual capital city during his reign which was a milestone for its architecture. The Üç Şerefeli Mosque which was built during that era differs from other old mosques as it had a big dome in the centre. This is interpreted as a transformation from a principality into an empire. The Beyazid Complex which is a unique example
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integrating religious and social structures creates a fine architectural composition with its well balanced mass along Tunca River. The 16th century Edirne also witnessed construction of important buildings including the Rüstem Pasha Caravanserai, Alipasha Market, Sokullu Bath, Lari Mosque (<http://www.edirnevdb.gov.tr>). They are accompanied by the magnificence of the Selimiye Mosque. That architectural pattern was later complemented by construction of Ekmekçiöğlü Ahmet Pasha Caravanserai and a series of other structures (<http://www.edirnevdb.gov.tr>).

Edirne is a living museum city with important monumental and architectural works. These works include mosques, complexes, bridges, old markets, caravanserais, palaces, historical residences and neighbourhoods (Erdoğan, 2006:1).

1.2.5. Economy

Edirne has a surface area of 609.791 hectares. According to results of 3rd estimation of 208 statistical studies, agricultural areas amount to 370.015 hectares, forests amount to 104.502 hectares, and meadows amount to 57.985 hectares while the non-agricultural areas amount to 77.290 hectares.

Economy of the province is mainly based on agriculture. In addition, the city is located along the highway that connects Europe to Istanbul and the Middle East as a result of which non-agricultural activities also developed. Edirne has a very developed social life which is favourably affected by the historical and cultural assets, agricultural efficiency, and developing industry.

Edirne is located along the highway that connects Europe to Istanbul and the Middle East which ensures development of agriculture and other industries.



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Nevertheless, the share of agriculture in the province is dominant (İnan, 2003:39). Several agricultural products are grown in Edirne. It has very fertile plains and developed arable fields. Main crops include wheat while main industrial raw materials include beet and sunflower. Main fruits grown in the region include melon and watermelon, and the viticulture activities are also developed. In the last 10 years, production of agricultural products has doubled. Among main agricultural products grown in the province include wheat, rice, sunflower, beet, bean, sesame, rapeseed, tomato, eggplant, leek, and cabbage. Among dominant fruits are melon, grape, water melon, apple, pear, plum, cranberry and almond. It is one of the leading provinces in terms of irrigation, fertilization and use of modern agricultural equipments (<http://www.edirne.web.tr>).

1.2.6. Industry

One of the most important factors that affected industrialization process of Edirne was designation of Edirne as a development priority province in 1969. Edirne attracted attention of major industrial groups as it has developed domestic and international transportation opportunities thanks to its location, and is close to Istanbul, an industrialized and commercial metropolitan city; and enterprises involved in textile in particular started to come to sprout in Edirne after 1990s.

A vast majority of industrial enterprises in the province deal in flour, oil and dairy business. The province also has many paddy processing facilities in order to process paddy into rice. The industrialization of province is slow compared to Provinces of Tekirdağ and Kırklareli. The most important sector in the province is the food industry processing agricultural products. These include facilities



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intended for paddy, flour, oil, milk and dairy products, etc. Moreover, the province has witnessed important development in the field of textile industry in recent years. The fastest developing counties of the province include the Central County and Uzunköprü County. Uzunköprü has many facilities that process oil and paddy in particular (www.etsso.org.tr).

The main mineral mined in Edirne is lignite. Lignite is mined in the lignite pits in Keşan, Demirhanlı, Küçük Doğanca, Enez, and Meriç. Thrace has gas reserves that meet half of Turkey’s gas need (<http://www.edirne.web.tr>).

1.2.7. Leading Sectors in the Province of Edirne

Production Foods and Beverages

- Production of bread, fresh bakery products and fresh cakes (Publication of General Directorate for Regional Development and Harmonisation, State Planning Organization, 2006:180).
- Production of ground grains,
- Dairy business and cheese production,
- Production of hard biscuit, biscuit, durable pastry products and durable cakes,
- Production of refined oils and fats,
- Production of raw oils, oils and fats. Production of textile products.
- Cotton weaving,
- Preparation and spinning natural and synthetic cotton fibre,
- Production of readymade textile products except for garments.



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- Production of other outwear items,
- Production of underwear,
- Production of leather garments. Mining and quarry business.
- Lignite mining and briquetting,
- Hard coal mining briquetting,
- Sand and gravel pits (Publication of General Directorate for Regional Development and Harmonisation, State Planning Organization, 2006:180).

1.2.8. Cultural Activities

Folklore is a sum of customs, traditions, literature and music, in a wider sense, the immaterial cultural products that a nation maintains in its memory with the aid of its language (<http://www.kir-der.com>). Folklore contains anything belonging to a community. It includes literary products, folk epics, stories, songs, ballads, passages, proverbs, rhymes, beliefs relating to life and natural events, and many other similar things that are public, or, even if personal, passed down from one generation to another mostly verbally and transformed during that passage depending on new conditions (<http://www.kir-der.com>).

Throughout its history, Edirne has always been an important hub located on the route from Anatolia to Balkans. When it became a capital city, Ottoman-Turkish cultural activities were concentrated in this region. Cultural aspects introduced by immigrants have had significant effect on the local culture. These factors resulted in famous fine examples of Folk Literature. Local people who intensively witnessed immigrations and defeats expressed their agony, yearning, problems by means of folk songs known as the Rumelia Folk Songs, as well as

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legends, proverbs, sayings. Ballads which reflect language skills mainly depict love and separation. There are also social ballads.

Edirne has been influenced by music and dances of neighbouring lands. Therefore, it shows an authentic diversity. Dances are performed in groups or individually. Individual dances are named as ‘karshilama’ and group dances are named as ‘hora’. Edirne’s folk music also reflects influences of maqams.

Traditional dances in and in the vicinity of Edirne are also quite rich and colourful thanks to its historical and natural location. These are Thracian Region Folk Dances. They all differ from the Anatolian dances in terms of motion, colour, melody, and form (<http://www.edirnevdb.gov.tr>). The most commonly performed dances include Kasap, Zigosh, Debreli Hasan, Kazibe, Chamko, Mendil, Alaybeyi, Karshilama. Chitme and Dim, on the other hand, are kids’ dances specific to Edirne (<http://www.edirnevdb.gov.tr>).

Edirne which has a long history embodies different cultures. This province which has an important position in the world and Turkish history served as a capital city to the Ottoman Empire for 92 years, and maintained its second capital status till early 18th century. Edirne city is an outdoor museum.

1.2.9. Cultural Resources of Edirne

a) Castles: Edirne Castle, Macedonia Tower, Keşan Castle, Wall Remains, Enez Castle.

b) Archaeological Assets: Enez Antique City and Dolments (Lalapaşa), Tumuluses.

c) Mosques: Selimiye, Eski Üç Şerefeli, Muradiye, Beyazıd II, Gazi Mihal Bey, Yıldırım, Şah Melek, Darül Hadis, Ayşekadın, Sitti Sultan, Lari Çelebi, Kadı



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Süleymaniye, Defterdar Mustafa Pasha, Beylerbeyi, Mezitbey (Yeşilce), Sokullu (Havsa), Fatih (Enez), Hersekzade Ahmet Pasha and Esbat (Keşan), Alaca Mustafa Muradiye (Uzunköprü) Mosques

d) Caravanserais and Inns: Rüstem Pasha Caravanserai, Ekmekçiöğlü Ahmet Pasha Caravanserai (Ayşekadın), (Dinçer, İ. Dinçer, Güngör, 2003:103-106). Deveci Inn, Taşhan, Küçük Rüstem Inn.

e) Bridges: Gazi Mihal, Yeni (Meriç), Saray (Kanuni), Uzun, Yıldırım Beyazıt, Seferşah, Ekmekçiöğlü Ahmet Pasha, Fatih, Mamak-Topçu-Değirmen Bridges, Yalnız Göz, Beyazıt, Saraçhane (Şehabettin Pasha) Bridges.

f) Markets: Ali Pasha Covered Market, Covered Bazaar, Selimiye Bazaar.

g) Baths and Fountains: Sokullu (Çiftte), Tahtakale, Mezitbey, Beylerbeyi, Gazi Mihal Bey, İbrahim Pasha, Saray, Topkapı (Alaca), Yeniçeriler Baths; Sokullu Mosque, İbrahim Pasha, Kosec Balaban, Nazır, Ayşekadın Mosque, Merzifonlu Kara Mustafa Pasha, Sinan Ağa, Valide Sultan, Amcazade Hüseyin Paşa, Rüstem Bekir Pasha, Tavanlı, Yeniçeri, Hacı Adil Bey Fountains; Ayşe Kadın, Hasan Çelebi, Ekmekçiöğlü Ahmet Pasha, Eski Mosque, Esat Muhlis Fountains, etc.

h) Palaces, Pavilions and Madrasahs: Saray-1 Atik (Old Palace), Saray-1 Cedid (New Palace); Pavilions in the New Palace, Adalet Pavilion, Saatli and Peykler Madrasahs (Dinçer v.d. 2003:103-106).

i) Imarets (poorhouse): Yıldırım Beyazıt, Muradiye, Yeni Imarets.

i) Civil Architecture: Edirne Houses, mansions, buildings (Kaleiçi Town), Public Buildings.



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j) Shrines: Has Yunus Bey (Enez), Şerbettar Beyazıd, Halife, Üçler, Kıyak Baba, Karaca Ahmet, Güzelce Baba, Helvacı Baba, Eğlence Baba, Balcı Baba, Yatağan Baba, Tütünsüz Baba Shrines, etc.

k) Synagogues and Churches: Synagogue; Sweti George Orthodox Church (Bulgarian Church), Italian Church, Bahai House, Chapel and church remains in Enez, other church remains.

l) Museums and Monuments: Edirne Archaeology and Ethnography, Turkish & Islamic Arts, Şükrü Pasha Monument and Balkan War Museums, Lausanne Monument and Museum, Health Museum in the Sultan Beyazıt II Complex, Sarayıçi Balkan War Martyrs’ Cemetery, Havsa Kurtbey Monument, Sırsındığı Monument, Gendarmerie Martyrs’ Monument, Hıdırlık Military Bastions.

m) Traditional Handicrafts: Woodwork (Edirnekari), handicrafts, mirror brooms, fruit soaps, talika, Edirne ceramics, paddy comb

1.2.10. Gastronomy

The main gastronomic product of Province of Edirne is the white cheese. What makes the white cheese so delicious is the abundant high quality milk available in the region, technologically developed dairies, as well as expansion of dairies into villages following the fast improvement of roads after the Second World War. Another gastronomic product of Edirne is fried liver. Fried liver is offered by many restaurants in the city which are preferred not only by local residents but also domestic and foreign tourists. Besides white cheese and fried liver, Edirne also has other specific dishes and desserts including Mamzama, an eggplant dish, liver wraps, pancake, almond paste, yeast donuts, and Deva-Misk dessert. Among other more important foods that are served by the restaurants in



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the city and cooked by residents in villages in Edirne are the nettle dish, borani, belmus which is a cheese dessert, kacmacak made from corn flour, and hardaliye (Küçükaltan,1990:39).

1.2.11. Tourism

Tourism means economic and social events and relations performed for non-commercial purposes involving a temporary travel and accommodation which last more than twenty four hours or at least one night out of a permanent residence (Usta, 2001:9). Considering the definition of tourism, it is possible to define the cultural tourism as “temporary travels by people out of the region or country where they permanently reside in order to experience feelings, opinions, language, art and other living aspects of people based on their economic, political and social development; and experience products and services produced by tourism establishments there”. (<http://www.trakya.edu.tr>).

Province of Edirne is an important border city with its mosques, caravanserais, imarets, bridges over Maritsa and Tunca Rivers, fountains, civil architecture works, inns, baths, markets, beaches, socio-cultural elements, and structures of different religions. This city which has a rich potential in terms of cultural heritage failed to adequately develop in terms of cultural tourism demands. In terms of domestic tourism, the city offers sea tourism services with secondary residences, tents and camping areas in the summer (Dinçer v.d.2003:112-113).

The occupancy rates of hotels increases with flow of domestic and foreign tourists who come to watch the Kırkpınar wrestling tournament in June & July. Most of domestic tourists visiting Edirne come from neighbour cities and Istanbul. Daily tourists coming from adjacent provinces and counties visit Edirne either through travel agencies or their personal vehicles or vehicles



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arranged by public authorities, and have picnic in Söğütlük and Karaağaç (Dinçer v.d. 2003:112-113)¹⁰

1.3. BURGAS (Bulgaria)

1.3.1. History

Burgas Castle which was captured in 1367 from the Eastern Roman Empire remained under Turkish rule until the Ottoman-Russian War in 1877-78. The city was annexed to the Eastern Rumelia State which was constituted as an Ottoman possession under the Treaty of Berlin signed in 1878; and then the Turkish rule ended de facto upon annexation of said state by the Bulgarian Principality in 1885. The Ottoman State’s control also ended de jure in 1908 as said country declared its independence.

1.3.2. Geography

Province of Burgas (Bulgarian: Oblast Burgas);

Burgas, a sweet and small Bulgarian coastal town by Black Sea, does not have many sightseeing points but offers its visitors both historical and natural beauties. Its centre is the Burgas city. Province of Burgas is the second biggest Bulgarian city right after Sofia in terms of surface area, and the fourth biggest Bulgarian city in terms of population.

¹⁰ <http://dspace.trakya.edu.tr/jspui/bitstream/1/878/1/Saim%20ALTAY.pdf>



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Burgas located southeast of Bulgaria by Black Sea started to be a tourism attraction with the development and modernisation during 20th century in particular. It is by the sea and surrounded by lakes as a result of which it softens the country-wide continental climate thus ensuring cool summertime and warm wintertime which positively affect the tourism.

Lake Vaya (Burgas): Vaya, one of the three lakes that surround the city, is also the biggest natural lake of Bulgaria. This lake which is to the west of city is visited by people who want to see more than 250 different kinds of bird.¹¹



1.3.3. Culture

Festivals in Burgas:

¹¹ <https://gezimanya.com/burgaz>



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- Summer festival (August)
- Sea of Black Festival (August)
- International Cooks Festival (May)
- Easter Festival (April)
- International Folk Festival (August)
- Spirit of Burgas (August)
- Wine Festival (July - August)
- Sand Sculptures Festival (July-September)¹²
- Literature Festival (October)¹³



1.3.4. Architectural Fabric

Though Burgas is a small city, it has an **opera building** which has an authentic design. This building is home for the Burgas State Opera and Burgas Philharmonic

¹² <https://pxhere.com/tr/photo/500031>

¹³ <https://gezimanya.com/burgaz>



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Orchestra. The schedule is announced on posters affixed in front of the door. Other historical attractions include the Ethnography Museum and the Orthodox Church.

The Ethnography Museum: ¹⁴



Burgas Train Station built in 1903 is one of the most beautiful train stations in Europe.¹⁵

¹⁴ <https://www.gruppal.com/bugaz-turu>

¹⁵ <https://www.enuygun.com/galeri/bugaz-da-gezilecek-yerler/>



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Burgas Central Post Office: Post Office which provides service in a historical building just like the train station. ¹⁶

¹⁶ <https://www.enuygun.com/galeri/burgaz-da-gezilecek-yerler/>
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Sea Garden Park: This park which is one of the main points of attraction for the residents and visitors of the city provides an all-green atmosphere where you can take a walk, as well as leads to a beach where you can swim in the sea.¹⁷



¹⁷ [http://](#)
The



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St. Anastasia Island: A beautiful island where you can access using motor boats on the coast.¹⁸



Aleksandrovska Street: One of the most favourite streets of Burgas with its elegant restaurants, cafes and stores.

¹⁸ <https://www.enuygun.com/galeri/burgaz-da-gezilecek-yerler/>



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Burgas Beach¹⁹

Burgas’ long beach and Black Sea’s high waves makes this place a point of attraction for surf and kite-surf addicts.²⁰



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1.3.5. Economy

The most important tourism attractions of Bulgaria are in the Burgas state. Burgas has a history going as early as 3000 years, i.e. the Bronze Age, remained under rule of the Byzantine and Ottoman Empires, and has always been an economic hub for being a harbour city. Today, it still is an economic hub as it has the biggest port of Bulgaria. However, it does not only come to the fore as a harbour city but also with its international fair and festivals.²¹

1.3.6. Industry

The Burgas city centre has an international airport and many industrial facilities.

1.3.7. Leading Sectors in the Province of Burgas

The leading sector in the Province of Burgas is tourism. There is a beautiful peninsula 22 km to the south of Burgas with vineyards and fruit gardens by the Black Sea. The coastal area has sand with plenty iron and manganese.²²



²¹ <https://www.burgas.bg/>

²² <https://www.burgas.bg/>

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1.3.8. Gastronomy

Just like many other Balkan countries, Burgas which is located in Bulgarian border has a cuisine that shows effects of Turkish and Greek cuisine. The most consumed products include yoghurt, sudjuk, patty, cake, salad and spices. Among other regional tastes are Musakka, Stew and Baklava. You can also find fine local wines.²³

²³ <https://gezimanya.com/burgaz>



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SECTION II: CONCEPTS AFFECTING LOCAL TOURISM

2.1. CULTURE

2.1.1. Description of Culture

Culture is a body of values shaped with the experiences encompassing to hundreds of years and it is transmitted from one generation to the other in time. There is a strong bond between cultural products and local community. History and cultural heritage have important role in shaping cultural products. Cultural products represent the texture of the society fermented within the community to determine the local cultural structure. Thus cultural products represent common feelings and thoughts developing in a community.²⁴

After these explanations, we can properly define culture as whole body of values learned, produced, taught and transmitted to the future generations by man in the course of his life, meeting his historical, current and actual needs and giving him a certain degree of satisfaction. Similarly nutritional culture represents life style of a society in connection with nutrition. “Production, consumption and preparation of foodstuffs are totally related to the traditions, liking/not liking, beliefs, taboos and superstitions. That’s why anthropologists evaluate eating habits only in the context of culture”.

According to the rule of cultural relativity, behaviors and attitudes are changing from one society to the other. While getting hungry and eating something to appease hunger is a general biochemical event, man’s preferences as to how,

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http://acikerisim.selcuk.edu.tr:8080/xmlui/bitstream/handle/123456789/332/hasan_aslan_tez.pdf?sequence=1

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when and with which foods to appease his hunger is a totally cultural fact. Besides that we see different approaches in each culture to taking pleasure with what anyone eats and drinks and how he is affected from the foods. For example some food might be seen as disgusting, while it can be regarded as a very good taste in another community. Eating habits of a society is closely related to living style. Any change in the living style will inevitably change eating habits in time.

In the ancient times, man had to hunt animals and gather the plants growing in nature in order to continue with his life. In time, humanity learned to grow such plants by himself and make such food tastier by cooking it. The attempt to find new tastes started in the ancient times, reaching to our age in the end. Today, it continues to be the most important job of the humanity.²⁵

2.1.2. Importance of Culture in the Development of Tourism

For a strong tourism demand to develop in any country, such country must have cultural assets and riches because most important character trait of the western people with a good level of income is curiosity, i.e. seeing and learning new things. Therefore tourism has important influence on a community in understanding and evaluating another community. Government policies in developed countries encourage tourism in order to develop feeling of appreciation amongst their citizens toward their country and better know about other countries. In general man wants to know about foreign cultures. “As the differences between the culture in a territory visited by the tourists and their

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http://acikerisim.selcuk.edu.tr:8080/xmlui/bitstream/handle/123456789/332/hasan_aslan_tez.pdf?sequence=1

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home country increase, there will be also an increase in the tourism demands for that territory. ”²⁶

2.1.3. Cultural Tourism

Culture is a whole shaped by moral and material values living in a community and affected by the existence, processes and activities relating to history, philosophy, ethics, science, arts, techniques, sports, economy, industry, education, law, health-care, tourism etc. (Tunç and Saç, 1998: 31). Cultural tourism help people to know about the architectural, archeological and historic sites and different living styles of other people in order to directly get an idea about their traditions, habits, physical environment and intellectual approach (Akgül, 2003: 53).

Cultural tourism increases occupancy rates in the hotels and also creates new areas for employment (Tunç and Saç, 1998: 31). Cultural tourism further supports protection of historical, cultural and folkloric riches and assets of the countries since it is undertaken to better know and see historical and cultural values of different countries and make comparisons between civilizations developing in different eras and learn ancient handicrafts (Akat, 2000: 15). 30% of the European tourists creating a very important tourism potential for our country prefer to visit cultural sites and our country expects an increase in tourism demand since old population increases every day. Participants of cultural tourism are increasing and they enhance quality of tourism products as it supports sustainable tourism approach. With the increasing quality of tourism

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products, our country becomes more attractive for tourists and can better compete with other countries in tourism. Although we do not have a definitive inventory of our cultural assets, it is determined that we have 6192 archeological protected sites, 947 natural protected sites, 194 urban protected sites, 132 historical protected sites and 385 other type of protected sites, totaling to 7850 protected sites (Batman and Oğuz, 2008: 192-198).

2.1.4. Place and Importance of Turkish Culture in Tourism Operations

One of the most important factors effecting tourism is the sincere desire felt by the tourists to know about civilizations other their own civilization. Main factor creating tourism demand is the desire to closely see and know about historical and cultural assets/riches and make comparisons between the civilizations of different eras. Our country has served as a bridge and cradle for the development of too many civilizations, taking heritage and culture of ancient civilizations and is located at a crossroads where variable cultures meet with each other. With the influence of these different civilizations, each region created its own culture and determined living styles. Naturally western people and people from other developed societies feel a keen interest to this geography serving as a home for a rich culture created by variable civilizations. This means that our county’s geographical position is really appropriate for culture and tourism to live side by side.

Benefiting from culture in the development of tourism and benefiting from tourism in the development of our country seems to make great contributions to our national economy. It is a big mistake to think that tourists coming from well-developed countries to visit our country will only need sunbath, sea and



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sand in their holiday because most important trait of a Western man having a good level of income is curiosity, the desire to see and learn about new things. And our country is well positioned to respond to these needs.

Cultural tourism is a type of tourism generating highest revenues as it addresses to the richest section of the society. If cultural tourism can be supported by eating-drinking culture and shopping, it may be transformed into a visits repeated in the future again and again. If we take into account both regional and cultural variability in our country, we may easily see that number of visits and alternative choices will increase greatly in terms of tourism.²⁷

2.1.5. Role of Tourism Enterprises in Introduction of the Turkish Culture

When we say tourism enterprise, we naturally think of accommodation sites such as hotels, motels, holiday inns and camping areas. Apart from them, enterprises serving food-drinks to the tourists and travel agencies and similar business sites must be also accepted as tourism enterprises. Basic purpose of each enterprise is to generate profits on a sustainable basis. For that reason, there is intense competition between the enterprises. Most important method preferred by the enterprise to preserve their competitive power and to eliminate negative effects of competition is product diversification. Tourism concept is not only related to geographical and climatic conditions but it also closely connected to its history, economy, natural assets and local community, including its culture. As it constitutes common origin of all humanity, Turkish culture must be introduced to both Turkish people and also to the whole world.

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http://acikerisim.selcuk.edu.tr:8080/xmlui/bitstream/handle/123456789/332/hasan_aslan_tez.pdf?sequence=1

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In the present time, nobody or no society can continue an activity indefinitely if it does not bring economic benefits. Therefore it is the duty of tourism enterprises to evaluate cultural traditions without disregarding such economic benefits and to introduce them to all people.

In order to exploit tourism demands as much as possible, tourism enterprises must create new tourism products. If resources are scarce, supply cannot be increased on the long term. For that reason, maximum exploitation of tourism potential can be possible only through product diversification. It is for sure that rich Turkish culture offers too many products and marketing tools to the tourism enterprises. These colorful tourism products also bring great economic advantages. Although Turkish culture is really very rich, unfortunately these cultural assets are not preserved and introduced to Turkish people or to other communities, resulting in insufficient input to our national economy.²⁸

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2.2. TOURISM

2.2.1. Introduction and Importance of Tourism

When we say tourism, first thought that comes to mind is people wandering in places, visiting friends and relatives, going to a specific site for holiday and spending pleasurable times. These people spend their holiday by getting involved in various sports activities, taking a sunbath, chatting, singing, taking tours/trips, reading or visiting indoor and outdoor areas. If we think these activities with a larger span, we can see that some of these people take business trips or visit other countries for all kinds of occupational activities. Again in this group, we also find people taking trips under the guidance of a tourist guide or carrying out scientific research and examination.

Recently industrial development, increase in income per capita and in wealth levels, more spare time for people to enjoy gave a new shape to tourism and history that is too different from the trips that people take for commercial, religious and military purposes. Tourism is far from being a simple sector but it is rather a science decorated with art like in all other sciences. As a scientific discipline enriched with arts, “tourism can be defined as those activities relating to travels taken to unusual places and temporary accommodation in such places”.

Tourism is a social event and an integrated servicing and cultural industry covering the relations and business relating to visits made by people to their relatives and participating into seminars and congresses either alone or jointly



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with others for the purpose of business, curiosity, religion, health-care, sports, resting, entertainment, culture, gaining new experiences and imitating others in a free environment involving accommodation for at least 24 hours or overnight in places other than their usual residence and without any attempt to earn money or follow a political or military cause.

Initially tourism was considered only from an economic perspective and relevant definitions were made accordingly. However in time variable definitions came to the fore as social aspect of tourism became more evident. According to the scientific definition of tourism made by International Tourism Experts Union, tourism is whole body of relationships and events arising from travel needs of foreigners without settling in another country to earn a temporary or permanent income.

Tourism has an important role in social development because expenditures made by the people in their travels and for accommodation taken for tourism purposes constitute revenue for the people supplying goods and services to meet these needs. With the increase in these needs, it becomes necessary to produce more goods and services which in turn enhance investments, production and revenues. Foreign currency income generated by tourism activities makes a positive contribution to the balance of foreign payments in any country. With the help of tourism, social-cultural assets and values of a country are utilized to generate foreign currency. In tourism it is not necessary to export or sell the goods and services of a country to another country. Foreign currency input generated by consumptions made by a tourist is similar to income generated through exports. According to the research conducted by the Global Tourism



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Organization, multiplier coefficient relating to tourism sector in North America and countries of European Union is calculated as 4,2. This meant that every dollar spent in tourism activities creates an economic activity worth of USD 4.2 after it changes hands in economic process. Every dollar spent by a tourist makes a direct contribution to the national income and it also makes a secondary or indirect contribution to the national income as that money changes hands in economic process by various means (with multiplier effect). With the considerable increase in the number of tourists and in revenues that are so generated, tourism became one of the fastest growing sectors. Since it is first of all an economic activity and industrial sector, it can be fairly seen as the indicator of economic development in a country and a tool supporting future development. According to Olalı (1995), following aspects of tourism come to the fore if we take it from the social-cultural perspective:

- * Tourism is an instrument helping people and nations to know each other better.
- * Tourism is an instrument helping countries to mutually know about their variable cultural assets and to increase general cultural level of communities.
- * Tourism supports preservation and exploitation of natural, social and cultural environment because when individual capture economic and social importance of natural and cultural resources, their awareness for protection of these assets are enhanced further.²⁹

²⁹http://acikerisim.selcuk.edu.tr:8080/xmlui/bitstream/handle/123456789/332/hasan_aslan_t ez.pdf?sequence=1



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2.2.2. Transformation and Development of Tourism Sector in the World

Tourism demands increased permanently with the acceleration of urban living and intense desire felt by people to renew them. There are many factors behind this increase in tourism demands. These factors are related to criteria involving social, economic and cultural status of people. Economic development affecting individuals in our present urban living in the cities and metropolis served as a triggering factor on tourism. As people can enjoy economic wealth, they had the chance to make personal investments. They wanted to take holidays and trips to spend that money. Training process as a part of urbanization helped people in better knowing other cultures and generated curiosity towards these cultures. Besides that, technological developments made travelling easier. Nowadays anyone can visit any part of the world within 24 hours and this encourages people to travel. Apart from that, technological advances enabled people to more easily communicate with the people they left behind in their country of visit and to carry out errands in such places. This reduces the anxiety of seeing unexpected things in the places visited. Of course tourism activities were first accelerated with the establishment of railways. With railways, transportation times got lesser and lesser and diversification increased guiding people to travel again and again. We can say that development of railways runs in parallel to the development of tourism. In the 20th century, Mediterranean became essential region for summer holidays. During 1950s, tourism was one of the most important sectors. The sector made great advances between 60s and 80s and in this process, influence of mass tourism became more important.



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2.2.3. Transformation and Development of Tourism Sector in Turkey

Policies created for the development of tourism sector serving as one of the strong foundations in national economy started at the beginning of planned period. Tourism policies in Turkey can be divided into two periods, i.e. before and after the planned period. If we look at the history of republic, we can see that there was no serious attempt in the area of tourism until 1950s. This was mostly due to the urgent problems experienced in the first years of Republic and economic development policies of the governments ruling in these periods, enhanced further with the unstable political policies observed generally in the world.

Most important development in tourism sector after 1960 was its recognition as a service sector and its inclusion into the development plans. After establishment of Tourism Ministry in 1963, Turkish Travel Agencies Alliance (TÜRSAB) was founded with more than 4000 travel agencies as its members. Great developments occurred in the sector after 1980, with the number of tourists visiting our country and foreign currency input increasing considerably and then, under the “Tourism Encouragement Law” numbered 2634, a support not observed before was provided to tourism in our country. In this period, incentives were provided specifically to increase bed capacity but unfortunately, although these incentives were granted solely to create a strong tourism infrastructure, the need to protect environment and historical assets was seriously neglected resulting in excessive concretion along the shores.

However positive developments were ensured with the creation of a legal framework supported by certain regulations and directives affecting public



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sector. Under transition programs dated 1984 and 1995 and in the Fifth and Sixth Five Yearly Development Plans, importance was given to the protection of historical assets and natural environment, to increasing tourism season and to implement tourism planning in order to meet the needs for well-trained personnel in this sector. Seventh Five Yearly Development Plan emphasized that tourism diversification and introduction/marketing campaigns must be supported further. As mass tourism developed with the increase bed capacity, concept of sustainability in tourism became more evident, bringing policy-wise suggestions to solve other problems of the sector.

2.2.4. Classification of Tourism Enterprises

Tourism sector has a direct or indirect influence on all parts of the society. Nowadays tourism is seen parallel to the national development efforts and considered as an indicator of development and therefore it is one of the sectors given utmost importance by the countries. With its national and international dimensions, tourism develops investments and business volume; provides revenues; contributes to foreign currency input; creates new areas of employment; and influences social and cultural life. Due to these characteristics, too many tourism enterprises were founded to carry out operations in this sector.

We can define the tourism enterprises founded after development of tourism sector as follows: Enterprises founded to supply the goods and services needed by tourists as a result of tourism and relevant relationships and to promote, market and sell these goods and services to large mass are called tourism enterprise. Enterprises producing variable goods and services in tourism sector



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were founded in parallel to the developments in the sector. However it is not easy to classify them but this classification is necessary to realize the nature of tourism. For that reason, we can make following classification according to the functions of tourism:

Accommodation Enterprises

One of the most important needs felt by person travelling to places other than his/her usual residence is accommodation. Facilities providing overnight stay in different places for the tourist are called accommodation enterprises.

Travel Enterprises

These enterprises help to establish a relation between the firms producing goods and services and tourists and they also act as distribution channel in marketing activities. These enterprises include tour operators selling tours on wholesale or retail basis, travel agencies and transport companies.

Catering Enterprises

Eating and drinking have been one of the oldest and greatest tastes for people. Eating/drinking together supports socialization. Collective feeding system implemented since the Middle Ages developed in parallel to urbanization and industrialization and became an important part of our daily life now. Thus we can define catering enterprises as follows: “An economic, social and disciplined enterprise that regarded as its occupation to meet the catering requirements of people with the help of material and social assets relating to its structure,



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technical equipment, comfort and maintenance status and other qualifications such as quality of service provided by its personnel”. These facilities help to bring people together for a common purpose and support social development and they function not only as a place where you can satisfy your hunger but also as a source of moral helping people to spiritually renew. Restaurants can be defined as enterprises serving to catering needs of the people.

But sole duty of catering enterprises is not to supply the foods and drinks preferred by their guests. While feeding themselves, the consumers also desire to rest, entertain, get social and psychological satisfaction with the expectation to be hosted and served respectfully. Another definition takes such enterprises providing food and drinks to their customers in a peaceful and comfortable environment and operating alone or in affiliation to an accommodation facility.³⁰

2.3. RURAL TOURISM

2.3.1. Concept of Rural Tourism

Rural tourism is a type of tourism that gets more interest and is developed more than ever thanks to sustainability efforts. Since rural tourism is multi-dimensional concept, it is hard to define but most common definition is given as tourism movements developing out of the city borders, which is nevertheless not sufficient. Interest to natural life and agricultural assets is the typical starting point for such type of tourism and it is also possible to enrich rural activities by using local natural assets.

³⁰http://acikerisim.selcuk.edu.tr:8080/xmlui/bitstream/handle/123456789/332/hasan_aslan_t ez.pdf?sequence=1



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Rural tourism can be geographically defined as a tourism carried out of the city borders with personnel recruited locally. As a product, rural tourism can be defined as tourism carried at rural attraction areas or supported by natural and cultural beauties, activities and other rural assets. Finally there is another definition based on the experiences of the tourists, such as making picnic out of the city, working and directly experiencing life in a farm and other tourism experiences like watching sheep sheared.

According to the definition made in the Ninth Development Plan of State Planning Organization (2007-2013), rural tourism is a type of tourism where people visit and accommodate in rural settlements in order to rest in natural environments and come together with variable cultures and also watch and participate into local activities (DPT, 2006). In the studies performed by the European Union, rural tourism is defined as follows: “Whole body of activities carried out in small settlement areas where small scaled enterprises provide accommodation, catering services and other services according to expectations of the tourists who aim to come closer with agricultural or local assets and spend a nice time there”.

Rural areas comprise of mountains, lakes, rivers, forests and natural scenery including rural heritage, industrial (contemporary) architecture, pre-historic heritage, castles, churches and villages and provide home for certain activities including handicrafts, local activities, nutrition, agri-tourism, traditional music,



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rural activities, cycling, fishing, riding, hunting and walking. Rural tourism comprises of all of the components listed above.³¹

2.3.2 .Principles of Rural Tourism and Contributions to the National Economy

Rural tourism is carried in those areas and structures reserved and designed for entertaining and resting tourists aiming to spend a nice time for leisure activities. Picnic and camping areas, beaches, motel, hotels and holiday inns are service areas of rural tourism. Such areas and structures must be planned consciously and softly integrated to the natural environment so that they create unity with nature. Thus excessive utilization or overburdening of rural areas brings negative results both for tourists and also for the natural environments (Koç and Şahin, 1999). For that reason, rural tourism must be continued strictly in line with certain principles giving important to the protection of natural environment.

Principles of rural tourism can be dealt with in 6 main headings: benefiting, development, design, rural economy, protection and marketing (Sharpley and Sharpley, 1997).

- **Development:** Development of rural tourism must support protection and instigation needs. For example historical houses can be used for accommodation and farms can provide additional accommodation, bringing additional revenues. Abandoned areas can be improved and new opportunities can be created for rural transportation.

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- **Benefiting:** Tourists must be supported to benefit extensively from rural areas by means of activities based on characteristics, beauties, culture, history and wild life in rural areas.
- **Rural Economy:** Investment to tourism must support rural economy and tourism areas must be improved to cover a wider geographical scan and visits to rural areas must be shifted to less intense tourism periods in order to refrain from giving any harm to the tourism resources due to excessive crowding and utilization and erosion and to enhance economic benefits and other benefits.
- **Design:** In the planning, localization and management of new tourism developments, importance must be given to landscape architecture and landscape must be improved as much as possible.
- **Protection:** Parties benefiting from rural tourism must provide political and practical support to the protection and instigation programs and policies in order to contribute to the protection and enrichment of rural areas considered as the most valuable asset in tourism activities.
- **Marketing:** In the introduction, information and marketing attempts aiming tourism industry, interest in and appreciation of rural areas must be developed and people must be supported in getting satisfaction from rural activities. These principles serve as a guide in the protection and proper utilization of rural areas. This guidance is important as it will eliminate the negativities arising from ever increasing interest into rural areas.

In the developing countries, rural tourism activities are mostly related to time spent in second houses/holiday sites built by people with a good level of income in the society nearby their original residence in order to swim in the sea or in a lake or make fishing but in developed countries, it became a giant industry



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where too many people can participate in various activities organized in the rural areas. Besides that urban population with high level of income started to use these secondary houses more and go to their work site from these houses and with changing social values, urban population now started to reside in rural houses nearby the cities.

Recently central coasts, villages around big cities, rural settlements nearby antique cities, villages, towns developing along the roads are more open to tourism activities. Rural restaurants and shopping malls and even fish farms and rural roads now meet with tourists visiting the area on short or long term basis. Daily trips are organized to rural areas. All of these developments indicate an ever increasing interest in rural tourism. Developing faster in the recent years, rural tourism makes an important contribution to the development rural areas and to the national economy as well. Coming together, agricultural and rural activities complete each other and make a positive impact to the national economy. Population living in rural areas is decreasing due to rural-urban migration. However tourism is an important factor in maintaining rural population in villages and preventing migration as this is essential to retain attractiveness of rural areas. Preventing rural-urban migration is possible only with the improvement of living conditions in rural areas and ensuring fair distribution of revenues.

It may be also said that rural tourism creates new employment chances for the rural population. And this can support development of rural areas and prevent migration, playing an important role in keeping the rural community in their villages. Family involved or not involved in agricultural activities can generate additional income through rural tourism since accommodation and other services are mostly provided by small scaled family enterprises or rural hotels, bringing employment changes to all family members.

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Tourism supports rural population to earn income from various sources such as the ones detailed below:

- There will be additional demand for agricultural products creating an extra market for such products.
- Increasing of tourism goods and services and of the related public services will enhance both personal revenues and public revenues.
- Handcrafts and home arts will develop in rural areas, increasing the number of local artisans and generating additional revenues.
- Accommodation and catering will be increase in number.
- With the development construction sector, sub-sectors and revenues affected from that development will surely increase.

Any agricultural and forestry activities and handcrafts existing before start of rural tourism in an area shall not be neglected and shall be rather developed based on a cooperation between different sectors because rural tourism needs them, while they need rural tourism. In certain cases, we see that agricultural activities improved and became more productive with the help of rural tourism. Imparting traditional cultural heritage such as rural handcrafts to future generations can be done mostly with the support provided by rural tourism. Attempts to develop rural areas and to improve living conditions of rural population actually date back to the foundation years of the republic. Modernization movement starting with the foundation of republic showed its impact in the development activities concerning agriculture and rural areas. In this environment where most of the population lived in rural areas with an economy mostly based on agricultural activities, role of agriculture and rural



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development in national development became more evident as special importance was given to agriculture and rural population (DPT, 2006).³²

2.3.3. Development of Rural Tourism

When rural development is mentioned in our country, immediately after comes agricultural development. For that reason projects developed for the development of rural areas did not meet most of the expectations of rural population and enough importance was not given to rural tourism. However development of rural areas can be possible only with balanced development of service sectors such as agriculture, industry and tourism.

Reasons behind the need for rural tourism in the development of rural areas can be summarized as follows:

- Preservation of traditional handicrafts in rural areas is really important since some of them are found in only that locality and bound to become extinct.
- Many new employment areas can be created in rural tourism.
- As rural tourism supports diversification, multiple integrated activities will develop.
- Protection of services in rural areas is essential as rural tourism contributes to the development of information, transportation and similar services.
- Incentives to the farmers are always provided by governmental institutions within the scope of agricultural activities and other sources of support are also sought.

³² <http://avekon.org/papers/486.pdf>



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- Less populated small settlements in the rural areas face the risk of losing their vitality because it hard to carry services to these distant areas.
- Rural handcrafts have an important place in the cultural heritage of the countries and regions.
- Cultural services are always under-developed in rural areas.
- It is possible to exploit historical structures (old churches, castles, farming buildings, rural houses etc.) in various ways (such as museum, handcrafts center, accommodation etc.).
- It is always needed to improve rural areas, rendering them healthier (such as repairing rural roads).
- Although role of women was limited in rural areas, recently women are more ready to take on important roles.
- New ideas and new attempts are essential in supporting the development of rural areas.

It must be remembered that rural tourism will have considerable effects in the social-cultural, economic and environmental development of rural areas. In the Ninth Development Plan (2007-2013) published in 2006 by State Planning Organization, “National Rural Development Strategy” was developed within the scope of Long Term Development Strategy covering the period 2001-2023 representing full membership process to European Union by Turkey. With the strategy document, it is aimed to enhance competitive power of rural economy based on local resources; develop human resources and organizational level; disseminate and activate physical and social infrastructure services; improve life quality; protect and develop rural environment, natural and cultural assets and improve wealth amongst rural population (DPT, 2006).

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Potential effects of rural tourism in the social-cultural, economic and environmental development of rural areas can be summarized as follows:

- With the dissemination of rural tourism, infrastructure, health-care and education services and similar services will increase in number and in quality.
- With the development of rural tourism, roles of women living in rural areas will change and women will be able to more actively and easily participate into working life.
- Instead of building new structures in rural areas, traditional architecture shall be restored and preserved, giving a more planned and orderly appearance to rural areas with the hope that the tourists will be more environmentally sensitive.
- As urban population will be able to observe rural life directly, problems of rural families will be noticed and resolved better.
- Importance given to natural assets (such as monumental trees, fields, waterfalls, caves etc.) and to archeological assets will increase as these are seen a rich potential in creating tourism revenues in rural areas.
- There may be information flow between rural and urban population when urban population visits rural areas. As a result, rural population can learn new things, meeting new people and tourists can have the chance of living together with a rural family, acquiring new friendships and encountering a different approach to life.
- New employment opportunities can be created for the rural population living in mountain areas as these can be hardly used for agriculture and urban-rural immigration can be prevented, supporting local employment.



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- With the help of rural tourism, additional revenues are guaranteed to rural people involved or not involved in agriculture.
- Activities such as village weddings, local handcrafts, traditional cuisine and local sports (such as camel and bull wrestling) in the rural tourism will greatly contribute to the development of rural economy and introduction of the relevant region.

Instead of many benefits to be provided by rural tourism in economic, social and cultural terms, failure to properly organize and control rural tourism will result in excessive exploitation of natural resources, destruction of natural areas, historical assets and local values. As rural tourism areas are sensitive ecosystems, any tourism activity in these areas might cause elimination of natural resources and contribute to environmental pollution. And local community will surely be mostly affected by the positive and negative consequences of rural tourism. For that reason, local community must be well-informed in advance about the potential effects of rural tourism and must accept development of tourism in their area.³³

2.3.4. Effects of Rural Tourism on Natural Environment

Tourism is an economic sector shaped on the assets and values offered by local environment. Therefore there is vital relationship between environment and tourism. While environmental problems pose real threats to humanity, environmentally friendly attitudes and acts are also supported. It is at last accepted that tourism makes great contribution to the development of an awareness that gives universal value to local riches. If we take into account that

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tourists prefer to visit farms or villages to have a taste of natural assets, it is important to show enough care to the protection of waters, forests and mountains and to the preservation of traditional production methods such as farming and animal breeding. In short it is important to preserve nature and culture if rural tourism is to become sustainable in relevant regions.³⁴

2.3.5. Economic Effects of Rural Tourism

Economic effects of rural tourism in rural development are summarized as follows:

- With the help of new employment opportunities created by rural tourism, unemployment rates can be reduced in rural areas.
- With the help of rural tourism, local community’s revenues are increased in a sustainable manner and wealth level is enhanced.
- With the employment of local women in tourism enterprises, woman can more actively participate into working life and unemployment rates among women are reduced.
- With the development of rural tourism, cultural riches/values can be marketed to bring additional revenues for the local community and make restore the imbalance in distribution of revenues.
- With the efficient use of local resources in rural areas, economic activities can be diversified and local cooperation and development attempts are supported.

³⁴ https://www.researchgate.net/profile/Abdullah_Karaman/publication/289220730_KIRSAL_TURIZMIN_SOSYO_-_KULTUREL_-_EKONOMIK_ETKILERI_CERCEVESINDE_KONYA_ILI_HADIM_ILCESI_ICIN_ONERILER_Doc_Dr_Abdullah_KARAMAN_Mehmet_GUL/links/568a5a6208ae051f9afa44fe/KIRSAL-TURIZMIN-SOSYO-KUeLTUeREL-EKONOMIK-ETKILERI-CERCEVESINDE-KONYA-ILI-HADIM-ILCESI-ICIN-OeNERILER-Doc-Dr-Abdullah-KARAMAN-Mehmet-GUeL.pdf



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- With the development of rural tourism, number of family owned boarding houses are increased, bringing additional revenues to the local community.
- With the tourism investments made to rural areas, revenues generated by sub-sectors and other sectors are increased in connection with the development in the construction sector.
- Differences in the development level of urban areas and rural areas tend to disappear.
- With the development of rural tourism, physical infrastructure problems are solved in the relevant region. In this manner, life quality of rural communities is enhanced due to tourism supply potential available in the region.³⁵

2.3.6. Impact of Rural Tourism on Employment Levels

With the development of tourism in rural areas, production of goods and services needed for tourism activities is increased and more servants are needed to provide tourism services in these areas. Besides that, increase in agricultural investments creates a new employment area for the local community. As a result occupational training is provided to develop the skills and abilities of people employed for tourism activities. And this makes a positive impact to the

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https://www.researchgate.net/profile/Abdullah_Karaman/publication/289220730_KIRSAL_TURIZMIN_SO_SYO_-KULTUREL-_EKONOMIK_ETKILERI_CERCEVESINDE_KONYA_ILI_HADIM_ILCESI_ICIN_ONERILER_Doc_Dr_Abdullah_KARAMAN_Mehmet_GUL/links/568a5a6208ae051f9afa44fe/KIRSAL-TURIZMIN-SOSYO-KUeLTUeREL-EKONOMIK-ETKILERI-CERCEVESINDE-KONYA-ILI-HADIM-ILCESI-ICIN-OeNERILER-Doc-Dr-Abdullah-KARAMAN-Mehmet-GUeL.pdf

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education level in rural areas and also has a direct influence on employment levels.³⁶

2.3.7. Social-Cultural Effects of Rural Tourism

Although tourism has certain negative effects, it has been accepted quickly by local communities since it generates more revenues as compared to agricultural activities. However it was also noticed that tourism had considerable effects on rural community and so it has to be organized to bring benefits to the people involved in rural tourism. If rural tourism is not well planned, local people may be influenced from foreigners resulting in cultural changes in the rural community. With the transmission of high standards available in tourism areas in urban regions to the rural areas, demographic structure may change considerably resulting in cultural shocks. Social-cultural effects of rural tourism show their impact in the changes occurring with value systems, personal behaviors, family relations, common life styles, security levels, morality rules, traditional ceremonies and social organization. Rural tourism makes various social-cultural effects both on individuals and also on the society.³⁷

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2.3.7.1. Cultural Effects of Rural Tourism

Cultural effects of rural tourism on rural development can be summarized as follows:

- With the development tourism in rural areas, cultural assets in the region are taken under protection and local community and tourists learn something about the history and culture of the area. Besides that, revenues generated by tourism help to properly restore structures that are considered as culturally attractive.

- With the development of friendly relationships between tourists and local community and exchange of cultural components such as clothing, cuisine, traditions/local habits, cultures get richer.

- Rural tourism makes a positive impact to the protection of both cultural heritage and also of traditional architectural structure.

- Rural tourism makes great contributions to the preservation of natural environment and cultural heritage. Environmental awareness can be developed in rural areas with the help of tourism. People spending time in the arms of nature can be more environmentally sensitive and bring in positive changes into their personal lives for the purpose of protecting the nature.

2.3.7.2. Impact of Rural Tourism on Social Structure

Difficult economic conditions in rural areas make people to prefer big city life to find better employment and this trend brings too many problems, with the communities looking for new chances in economic terms. Such pursuits cause shaping of tourism in new ways and result in the integration of rural tourism with social-cultural values since it brings changes in value systems, personal



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behaviors, family relations, common life styles, security levels, morality rules, traditional ceremonies and social organization.³⁸

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https://www.researchgate.net/profile/Abdullah_Karaman/publication/289220730_KIRSAL_TURIZMIN_SO_SYO_-_KULTUREL_-_EKONOMIK_ETKILERI_CERCEVESINDE_KONYA_ILI_HADIM_ILCESI_ICIN_ONERILER_Doc_Dr_Abdullah_KARAMAN_Mehmet_GUL/links/568a5a6208ae051f9afa44fe/KIRSAL-TURIZMIN-SOSYO-KUeLTUeREL-EKONOMIK-ETKILERI-CERCEVESINDE-KONYA-ILI-HADIM-ILCESI-ICIN-OeNERILER-Doc-Dr-Abdullah-KARAMAN-Mehmet-GUeL.pdf

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2.1. GASTRONOMY TOURISM

2.4.1. What is Gastronomy?

The subject of gastronomy is everything related to food and beverage; therefore it is the human beings. Gastronomic values are based on many factors such as cultural, social, historical, geographical, and psychological factors etc. For this reason, most of the definitions of gastronomy emphasize certain aspects of gastronomy while they are far from defining gastronomy as a whole. When the etymological roots of gastronomy word are examined, it is noteworthy that; gastronomy is the combination of the word of 'gastros' (stomach) and 'nomos' (law, rule).

Gastronomy is expressed as being interested in to eat good food as well as expressing the order and the system of healthy, well-organized, nice and tasty kitchen and food. Other definitions focus on the food as the main axis while they consider cooking as an interdisciplinary activity that examines a multitude of cultural components, including fine arts, social sciences and natural sciences.

When the etymology of the gastronomy is examined, it is seen that; the word is related with the “gastronomie” word - which refers to gourmet, restaurateur etc. - in French

Gastronomy benefits from both scientific and social sciences. It is also a rich research area for scientific and social sciences. Since the subject is about eating and drinking; the development of production processes in accordance with hygiene and sanitation rules in order to prevent physical, chemical and biological degradation of foodstuffs; the determination of qualities in selection of foodstuffs; the functions of nutrients in human body; wine production and tasting and tasting physiology are directly related to nutrition. Therefore, they are mainly based on sciences. Broadening its boundaries with such a wholeness;

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gastronomy establishes relations with anthropology, sociology, economics, chemistry, agriculture, environmental sciences, medical sciences, traditional knowledge and modern technologies and demonstrates that it is not just about food and beverages. The roots of gastronomic tourism lie in agriculture, culture and tourism. These three elements provides an opportunity for gastronomic tourism to be marketed and positioned as a regional attraction and experience. Agriculture provides the products while culture provides history and authenticity and tourism provides the infrastructure and services. All of these elements meet under gastronomic tourism. Briefly, gastronomy can be described as a discipline that explores the relationship between all consumable food and beverage ingredients and culture as well as exploring the art of eating and drinking good food.³⁹

2.4.2. What is gastronomic tourism?

The concept of gastronomy can be described as "the transformation of food and beverage culture into knowledge and art." In order to grow and to diversify, the tourism sector benefits from the attractiveness of gastronomy. Gastronomy is described as cooking art, being interested in good food and culinary culture. In terms of tourism, gastronomy - which can be defined as the food and beverage culture - is an indispensable element for both domestic and foreign tourism. There is a philosophy that constitutes the essence of every cuisine, more precisely a kind of vision of world.

After the Industrial Revolution, the emergence of the concept of leisure time and the changes in social life of people have led to the increase in the number of businesses engaged in the activities aimed at meeting people's nutritional need

³⁹ <http://dergipark.gov.tr/download/article-file/318814>



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in both national and international arena. In this context, the demand of people for the goods and services produced by food and beverage enterprises has contributed to the growth of the country's' economies and service industries. The countries, which want to increase their share from the world tourism cake and do not consider that the attraction-attractiveness of touristic product components is not enough for the diversification and continuity of the tourism; therefore, they want to bring for the forefront their cultural elements, especially their gastronomic culture. Thus, gastronomy integrates with tourism and increases its importance both in domestic and foreign tourism as well as contributing to the country's economy as a surplus income. Gastronomic factors also may affect tourists' choice of destination.

In terms of gastronomy tourism potential, Turkey has an extremely rich value. Although Turkey has richer values than many countries, she is not developed at the desired level in gastronomic tourism. One of the most important reasons for this is considered as the emphasis on the trio of sea, sun and sand in the activities of promotion and marketing. In other words, it can be said that; this kind of tourism is shadowed by holiday tourism. The activities performed within the scope of gastronomic tourism contribute to the exchange of culture among the people of the world by providing unique experiences to tourists while they also contribute to the development of cities and their transformation to brand cities.

Handicrafts, traditional artistic and sportive activities, archeological heritage and religious sites, literary activities, ceremonies (birth, marriage, funeral etc.), customs; in short, all the folkloric values that reflect the history, lifestyle and beliefs of local people are the main local activities that can be dealt with in this context. Art, music, dance, local food and tastes and authentic products are marketed collectively as "culture" within the scope of tourism while cultural



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activities and art products – which are exhibited in national, regional and local level - lead to the interest of tourists.⁴⁰

Gastronomy should not be positioned in a narrow area within the framework of the tourism industry, food and beverage enterprises and food guides. The culinary schools, bookstores that sell culinary books, gastronomic tour operators and their guides, gastronomic media, television programs and magazines, gastronomic activities, wineries and vineyards, beer factories, liquor distilleries, field owners and producers are also included in this industry;

The local and regional gastronomy – which constitutes one of the most important elements of gastronomic tourism - has a good potential of contribution to long-term competitiveness in terms of the perspective of holiday marketing. The advertisement of local and regional food while promoting agricultural production, expanding and enhancing local and regional tourism resources, adding value to the authenticity of the holiday location and protecting the heritage related to culinary is an effective way of promoting and strengthening the agricultural sector by tourism and local economies. The development of a draft and guideline for the implementation of gastronomic tourism creates opportunities for existing and potential entrepreneurs to best utilize the tourism potential of local and regional food. The best way to integrate the gastronomic tourism experience with all the aspects of the experience of destination is to provide the opportunity to taste regional food and beverages for tourists who come to the destination by the organization of events within the

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http://acikerisim.selcuk.edu.tr:8080/xmlui/bitstream/handle/123456789/332/hasan_aslan_tez.pdf?sequence=1

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scope of this context rather than to include local products, foods, beverages or wine etc. in the menus of the hotels or restaurants of the destination.⁴¹

2.4.3. Gastronomy Tourism in the World

When we examine the developments in tourism around the world, we see that "gastronomy" has an important role in the marketing of touristic destinations. In the marketing activities where the gastronomic elements of destinations are intensively used, the demand for this new product offered to tourists and the income from gastronomic tourism activities are proven with very serious numeric data. People in the world are tended to eat outside more than the previous times. This activity has become an art and it has many different new trends.

The macaroni - also known as 'pasta' in the world - has become a standard world food in the menus of almost all public restaurants. Chinese restaurants have already spread throughout the world and they have proved themselves. They are followed by French, Mexican, Japanese, Indian and Vietnamese restaurants (Demir, 2011: 34-35). The three main characteristics of the world's renowned kitchens are recognition, authenticity and diversity. Recognition refers to be known and applied by other cultures of the food of a certain cuisine; authenticity refers to be specific to that culture of the food produced by the same and diversity refers to the richness and abundance of recipes and food produced in that kitchen. When assessing world cuisines, it should be avoided from prejudices and the influence of geography, climate and survival struggle in

⁴¹ <http://sbe.balikesir.edu.tr/dergi/edergi/c16s30/makale/203-216.pdf>



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the formation of the people’s food cultures and lifestyles that emerge in this direction should be considered accordingly.⁴²

According to the research conducted on the member and candidate countries of the European Union, the gastronomy tourism provides a significant contribution to the country's economy with the number of enterprises, employment, added value etc. When we compare the hospitality sector with the gastronomy sector in terms of employment, we notice that; the value added of the gastronomy sector to the national economy is 70% while the value added of the hospitality sector is only 30%. This data reveals the importance of gastronomic tourism. Again, when we consider in terms of employment, the employment contribution of the food and beverage sector is 75% while the contribution of the hospitality sector is only 20% (European Commission, 2014). The countries where gastronomic tours are concentrated in Europe are France, Spain, Italy, Portugal and Ireland.

The activities performed in gastronomic tours are consisted of visits to local cheese producers, participation to cheese production at workshops, searching for mushrooms in rural areas, visits to local markets, olive oil tasting and visits to olive oil producers, cooking lessons from famous chefs, smokehouse tours, vineyards and vintage activities, wine tasting and visits to wine producers, visits to local food and beverage festivals and cooking lessons at home.

Rapidly developing gastronomic tourism is divided in many subsections such as wine tourism, beer tourism, chocolate tourism, cheese tourism etc. There are many countries in the world that have successfully carried out gastronomic tourism with its subsections. For example, France, Italy, Spain, Australia and Germany are among the countries that have successfully carried out wine

⁴² <http://dergipark.gov.tr/download/article-file/318814>



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tourism in the world. France, Switzerland, Italy, Netherlands have a worldwide reputation in cheese tourism.

2.4.4. Gastronomy Tourism in Turkey

Turkey is an important country that could be preferred in gastronomy tourism and touristic destination due to the country’s touristic attraction and the rich and deep-rooted cuisine throughout the history. Today, cuisines, food cultures, food and beverage habits and consumption of the countries rapidly change as a result of globalization. Local delicacies are particularly important elements to be protected. Because, like many customs of the nations; the food is also characterized by the culture, the history and the influence of nature.

In recent years, local and international food culture has been described as one of the most precious attractions that a destination has. In this part, it is given information about the current situation of supply and demand in terms of gastronomic tourism in Edirne –which is one of the most important destinations of tourism-.

In terms of Gastronomy Tourism in Turkey; Turkish cuisine is one of the world's most important and oldest cuisines with the ability of provision many varieties which combine different flavors of seven different regions of the country. Changes in the geographical region –where they lived - has also affected to the Turkish cuisine. After the Turks settled in, they showed improvements in the agricultural area (Dilsiz, 2010). Turkish cuisine has a rich culinary culture. Turkish cuisine; Turkish culinary culture can be examined in five main periods and these periods are consisted of the Turkish Culinary Culture in the Period of Middle / Inner Asia, Turkish Culinary Culture in the Karakhanid-Mamluk Period, the Turkish Culinary Culture in the Period of



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Anatolian Seljuk and Principalities, Turkish Culinary Culture in the Ottoman Period and Turkish Culinary Culture in the Republican Period (Üner, 2014). When we talk about the Ottoman Cuisine; the first thing that comes to mind is the gastronomy, the culture of food and the richness of cuisine. The kitchen of palace has its own unique design, layout and rules. It is consisted of the Special kitchen (Has Mutfak), the kitchen of Masters (Ağalar Mutfacı), the Imperial Kitchen (Divan Mutfacı) and the kitchen of Halva (Helvahane). The restaurants in today’s context were opened in the Ottoman Empire in the late 19th century. Hotel restaurants where European meals were served became popular in Istanbul between 1890-1920 (Akgöl, 2012). " Turkey's Flavor Map' was prepared as a result of a research which covers 81 provinces and conducted by Ankara Chamber of Commerce and Ankara Patent Bureau.

According to this research, a total of 2205 local food and beverage varieties have been identified in Turkey. A total of 184 and 162 varieties have been identified in Mediterranean and Marmara regions respectively (Cömert and Özkaya, 2014). Turkey is a preferred country for gastronomy tourism due to the country’s long history, rich cuisine and touristic attraction. The cities like Adana, Mersin, Hatay, Urfa, Mardin etc. are famous for their regional tastes and they give importance to gastronomy tourism. According to the researches, 20-25% of the tourists who visited the region have chosen the region for gastronomic tourism (Aslan, 2010). Within the scope of the “Traditional Turkish Cuisine Campaign” which aims to protect traditional food and beverage products and services; The Ministry of Culture and Tourism grants Special Facility Tourism Management Certificate - by the method of orientation with promoting purposes to the improvement of operation and service quality, physical qualifications like furnishing, decoration, equipment etc. under the leadership of the ministry - to the enterprises which have brand value and



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became well-known in the national or international arena with their services in accordance with Turkish cuisine (Ministry of Culture and Tourism, 2014). According to Şahin (2014);

2.4.5. Current Situation of Supply and Demand in Edirne According to the Gastronomic Tourism Type

Edirne has an important role in Turkish history with its history, location, culture. The conquest of this city - which was the capital of the Ottoman Empire for 92 years - has been a turning point in terms of Turkish and European history. Due to its geographical location, the city has always been the favorite city of many civilizations since the early ages and it still continues to be important. The border with Bulgaria and Greece have converted the city to the door of Turkey towards the West. As being such an important city for the Ottoman Empire; the city has gained a great cultural richness. The cuisine of the palace and the unique cuisine of the Rumeli region has played an important role in the formation of the cultural richness. Despite having a very rich cuisine, the number of people who know the local dishes in the city has decreased considerably due to the migrations for economic or educational purposes as well as the migration of minorities in the 1970s. Although the effects continue in the countryside, it is known that; they are forgotten in the city center. For this reason, the Directorate of Culture and Tourism and the Municipality of Edirne organize "Traditional Homemade Food" competitions every year during the historical Kırkpınar Festival. The aim of these competitions is to remind the forgotten varieties (Gizerler, 2004: 67).

When the structure of Edirne cuisine is considered, it is seen that; the pastries and meat are always maintained their existence because of the majority of



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farmers working in agriculture. Soups desserts, meat dishes, pastries, jams, sorbets and beverages and pickles constitute the gastronomic products of Edirne. Some of the dishes belonging to Edirne Cuisine are listed below:

- Acıbadem Cookies: Rumor has it that; in an unknown time of the history, a person - who was a pilgrim and nicknamed as pilgrim (Hacı)- was settled in today's Yıldırım District. This person was cultivating almond trees and baking cookies from these almonds. People were talking about these cookies referring that they were made of "Hacı Badem" (Almonds of Pilgrim) and later the name of these cookies were transformed into “Acıbadem” (Gizerler, 2004: 85).

- Liver Wrap: Liver wrap is a very traditional meal in the Edirne cuisine, where liver dishes are famous. In the past, liver wrap was made in Hidrellez by sheep and goat owners and it was distributed by them to their neighbors in the spring when their sheep lambed in order to increase the fertility and to announce the new members of the sheep herd. Today, it is included in the menus of restaurants where Ottoman cuisine dishes are served.

- Deva-i Misk is a traditional confectionery type of Edirne and it means "good smelling and useful for the body". It is made by mixing spices like musk ambrette, cinnamon, cloves, ginger, pimento etc.

- Gerdaniye is an unusual taste and it is a meat dessert made in Eid Al-Adha. It is also seen in the Aegean Region’s Cuisine and in the cuisine of the Bulgarian Turks. It is prepared by adding sugar to the lamb boiled as a whole or cut in a round shape. It is a dessert that needs to be eaten hot and is accompanied by plums, dried apricots or boiled edible chickpeas according to season (Gizerler, 2004: 84).

- Kandilli Mantı (Meat Pastry of Kandilli); although this type of meat pastry should be made with hunted duck meat, it is also made with chicken meat by



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changing slightly. Thin sheet of dough is prepared like it is prepared for normal meat pastry and placed in a tray after putting rice inside of it and baked in the oven. Upon taking out of the oven, previously boiled duck or chicken broth is poured over and served with the meat (Gizerler, 2004: 74).

- Mamzana: This food is made with roasted aubergine and green pepper, tomato, garlic and vinegar and it is served as a salad alongside with the meals.
- Aubergine Jam is made of fresh eggplants after keeping them inside of lime juice and it is the most favorite jam of the region. The Cuisine of Edirne is also rich in terms of syrups and drinks.
- Hardaliye is very special drink with its color, smell and taste and it is currently made in Kırcaçalih and Yeniköy villages of Uzunköprü District of Edirne. The drink is prepared in about a month by placing grapes and mustards in a round wooden barrel. (Gizerler, 2004: 86).
- Langure; it is found out that Langure is a natural beverage made in Komotini region of West Thrace. It is still made as a beverage of village. A water filled barrel is filled with green pearls and a small bağ of barley or mustard is added in between. This beverage becomes ready to drink after twenty days and it is drunk by adding molasses into it (Gizerler, 2004: 87).

Many of the food listed above are not recognized by people living outside Edirne. Of course, the Cuisine of Edirne is not only consisted of these dishes. However, when it is talked about Edirne, many people think of fried liver, meatballs, almond paste and feta cheese. For this reason, these four products have been introduced under a separate title.⁴³

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<http://dspace.trakya.edu.tr/jspui/bitstream/1/2047/1/SENEM%20ERGAN%20G%C3%96YN%C3%9C%C5%9EEN.pdf>

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2.4.6. Leading Products of Edirne's Gastronomic Culture

Edirne has a rich food culture due to both the Ottoman cuisine and the local cuisine. However, it cannot be promoted enough. Although it has such a rich food culture, the products that are most demanded and favored by visitors - who come from outside of Edirne - are; fried liver, meatballs, almond paste and feta cheese. Especially the recognition of fried liver has increased considerably after the EMITT Fair held in 2005 and it has undertaken a locomotive role in the city's introduction besides Kırkpınar Oil Wrestling Festival and the historical places of the city.

Fried Liver: Edirne, which was the capital city of the Ottoman Empire, has rich palace and Rumeli cuisine. One of the most important products of Edirne among these rich cuisine products is the Fried Liver. Despite having a history of more than 100 years, Edirne's Fried Liver has become famous at the EMITT 2005 Fair and it has played an important role in the promotion of Edirne during the past few years and it has become a registered product by the Turkish Standards Institute since 25.07.2009 (<http://www.tpe.gov.tr>, 21.04.2011). Fried liver is prepared with local specialties and local special cooking techniques. Edirne's Fried Liver is made of 1 year-old calf's liver which was breed in the natural plant environment of Edirne Region. After being cut as 6-7 cm thin pieces on hygienic cutting board, calf liver is cut into thin slices with the knife edge thickness. While mincing operation is performed horizontally and vertically, the veins inside of the liver are removed. The minced liver is cleaned thoroughly using a colander and the blood is removed. Later, the liver is salted in order to avoid blood accumulation and kept in the fridge until it is cooked. A 1 mm thick aluminum fry pan – which fries oil very quickly - is used to fry the liver. 1 liter of sunflower oil – made from the sunflowers of the Edirne region - is placed in the pan and heated in a high fire of 115-120 degrees. When



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this operation is performed; on the other side, the liver is blended with the flour obtained from the wheat grown in the region. Liver is sprinkled into the fry pan and cooked for about 2 minutes. The liver is fried so quickly that it does not absorb the oil and the liver is taken into the service tray after filtering the oil. It is served with pepper grown in Kızılağaç and dried naturally and fried in hot oil. (Kar, 2006: 19). The common opinion of fried liver chefs – expressed in the interviews made during the survey – indicates that; the taste of Edirne’s Fried Liver comes from the local products grown in the region. All the products used in Edirne’s Fried Liver; including the sun seeds of oil used in frying to liver, the raw material of wheat used before frying process and the pepper served next to the liver, are grown in the region. In addition, the reason for the taste of fried liver comes from the calf, breed with locally grown plants, as well as the method of preparation and frying.

Meatballs: The most important characteristics of the Meatballs of Edirne is being made from the meat of locally grown animals so as the fried liver. The quality of fire, the fat content of meat, the skill of the person who cooks it have great importance for the taste of the meatball. Mainly raw meat is used for making meatballs. In order to intensify the ingredients, a total of 5% bread is added to meat. Some cumin, thyme, salt and pepper are added to meat and the meat is minced twice. After this process, the onion –which is chopped in small sizes as big as a 20 quarters of a rice grain - is added to meat (chopping is done with a knife). Because chopping to onion by machine makes the color of meat to become darker. The mixture is kneaded by hand and cooked on a coal fire. However, the speed of cooking fire is important for the physical appearance and taste of the meatballs. Because fast cooked meatballs are boiled while the slow-cooked meatballs are shrunked.



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Almond Paste: Almond paste is one of the famous products of Edirne's food culture. The history of almond paste dates back to the period of the Magnificent Sultan Suleiman. In this period, the Spanish exiles who settled in Edirne were producing almond paste by mixing Dolce Blance (White Dessert) with crushed almonds. This taste has been enriched and made more popular by the palace and the cooks of Edirne. In order to make almond paste; first, the almonds are boiled in hot water, then drained and dried. Dried almonds are pounded into the marble mortar and brought into flour consistency. The sugar - which is boiled until it reaches to the desired darkness – is taken out of the fire and left to be cooled. The almond powder - which is turned into flour – and the cooled syrup are mixed and stirred slowly until the flour absorbs the sugar. The mixture – which brought to dough consistency - is laid on the marble stone and left to be cooled (Almanac of Edirne Province, 2005: 299). The cooled mixture is crushed by hand to provide complete fusion. The suppository is manually pulled and rolled. After cutting with a knife, it is placed in trays or boxes (Gizerler, 2004: 85).

Feta Cheese: Feta cheese is one of the most famous foods of Edirne. Cheese has been in the life of Turks for many centuries. There is some information affirming that; the cheese was used for the first time by the Turks before their migration to Anatolia. Dada Gorgud Epic is one of the most important proofs of this; because it is mentioned about the cheese in the stories of this epic. The most important foods of Atilla's soldiers who fought with the Romans was also cheese, and in the 12th century, Saadi Shirazi mentions cheese as a "sacred food" in his book called "Bostan" (Orchard). Even Karacaoğlan was mentioning from the cheese in his poem and this shows that; cheese has been known for a long time in Anatolia. The German traveler Hans Derschwann - who came to Istanbul in the 16th century - tells in his memories that; the Turks were eating feta cheese. Evliya Çelebi was mentioning about the cheese varieties such as



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they cheese, yellow cheese, cut cheese etc. in his Travel Book and he was also mentioning that; there were approximately 400 businesses dealing with cheese in Istanbul (Kamber, 2006: 40). The most important characteristics distinguishing the cheese of Edirne from other varieties of cheese is being made from the milk produced in the dairy-farms located in Edirne. The cheese of Edirne is a white-colored cheese with little holes and oily molds and its production process starts with boiling of milk up to 70 degrees. The boiling milk is cooled down to 30 degrees and fermented. However, boiling and fermenting temperatures vary depending on weather conditions. Whey is formed after 1.5 hours and the cheese is taken into clothes called “çendere” and left to be filtered. After this process that takes around 3.5 hours, the cheese is salted as molded and placed into cans. The second salt is taken in 48 hours and the cheese sent to the cold room. The taste of feta cheese is stabilized after remaining in the cold room during 45 days and it becomes ready for sale. Feta Cheese of Edirne has been taken into the category of registered products with geographical sign on 23.10.2007.

2.4.7. Effects of Gastronomic Local Tastes on the Destination Choices of Tourists

Food is the way of expression of a society and its lifestyle. Food is one of the most important elements of the culture. A region-specific food makes a difference for that region. Today, people are not just eating because of hunger but also they are eating out of their homes to experience different experiences during that meal. According to the model applied on gastronomy tourism based on Maslow’s model of hierarchy of needs; eating and drinking takes different forms in all phases of human needs. These needs are categorized as the physical needs like collecting food in the season or social needs like participation to



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viticulture tourism or self-realization needs like participation to gourmet food tourism. Although consumption of food and beverages has recently started to be considered as a tourism type; in fact, it is the most important aspect of the experiences that are always in the tourism. Many academicians have pointed out the social importance of food and drink cultures, the role of gastronomy in tourism as well as pointing out that; it is a factor that influences tourists' preferences. That's why gastronomy is often shown as a tool to live unique experiences, to gain prestige and status, to differentiate products and to make destinations more attractive than others. It is one of the new values used in destination marketing (Kaşlı, et al., 2015: 31). Gastronomic tourism ensures that cultures know better to each other through the local cuisine products. It also provides the development of a locality, a region or a country in terms of tourist resources, provision of more active and more entertaining services, satisfying experiences of holidaymakers, population of the region, production, prosperity, product trade and sustainability (Göker, 2011: 45).⁴⁴

As authenticity, the food of the destination – which becomes rare for tourists' experience – “may be the last areas of authenticity that is appropriate on a regular basis.”(Reynolds, 1994: 191) Gastronomic tourists are also considered as cultural tourists and they want to learn every aspect of the gastronomic culture that they are interested in. Gastronomic tourism should not be conceptualized only as a food and beverage service for tourists in hotels, but should be conceptualized as the travel of tourists with the purpose of seeking food and drink, enjoying them and being culturally informed about them (DuRand and Heath, 2006).

⁴⁴ <http://dergipark.gov.tr/download/article-file/318814>



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2.4.8. Effects of Gastronomic Tourism on the Country Economies

As the attraction element of Destination Marketing Tool for Gastronomic Destination; “gastronomy” is a strong tool because of its cultural heritage nature and it takes the first place in the order of expectations of tourists’ about the destination (Selwood, 2003). Gastronomic identity plays a great role for coping with increased competition of destinations and creating a place that is different and unreplaceable for them. The gastronomic identity differs according to the cultural, geographical, ecological, economic structure and the historical process. It is not possible to imitate these region-specific characteristics (Kesici, 2012). Gastronomy tourism is an important marketing tool for the marketing of destinations because the gastronomy tourism is a type of tourism that can be performed during 12 months of a year. Therefore, the destination can benefit from the economic, socio-cultural, infrastructural etc. advantages provided by tourism during twelve months. This indicates that; gastronomy tourism is an important marketing tool for the marketing of the destination. Gastronomy tourism creates an effective alternative for the new destinations that do not benefit from " sea, sun, sand " tourism. Gastronomy tourism adds an important added value to the formation of touristic destination and it creates a unique market for itself (Kivela and Crofts, 2005). Shenoy (2005) pointed out that; in the global tourism market – where competition is increasingly harder -, all regions and destinations have been trying to create unique products for themselves in order to differentiate from the others and therefore, local cuisines are unique resources as tools of marketing. Developing countries should remember that gastronomy has an important role in the development of the country and in their marketing strategies. Gastronomic activities have direct or indirect effects on the destinations. For example, the authenticity and being region-specific prevents the destination from becoming ordinary; increases the attractiveness of the destination and allows the community to develop

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economically, socio-culturally; therefore it helps community to strengthen. Gastronomy and the sense of specialty created by gastronomy increase the popularity of destination and allows it to become a popular location. The positive gastronomic experience of visitors plays an important role in the formation of the brand identity of that location. It creates a powerful source of revenue for destinations. Also, it has an important power on the increase of competitiveness and sustainability of the destination. (Rand et al., 2003). In the tourism industry, food and beverage products were considered as supportive products for many years and they were not considered alone as the motivation factors that can attract tourists to travel to a certain destination. According to the researchers such as Hjalager (2002) and Scarpato (2002); destinations such as Tuscany and Lyon - which use gastronomic products as a basic marketing tool as well as being complementary products – became popular as a result of offering gastronomic products by themselves as touristic products.



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SECTION III: DEMAND AND SUPPLY OF RURAL TOURISM PRODUCTS IN THE TRANS-BORDER REGION OF TURKEY -BULGARIA

3.1 SUPPLY OF TRADITIONAL PRODUCTS

3.1.1. Cuisine of Edirne

As the border city of Republic of Turkey on the European continent, Edirne is located on the borders of Balkan countries, Bulgaria and Greece. It is known that the city was found by Thracians in the Neolithic Age on the plain area where Tunca, Arda and Meriç rivers meet. The region is named as Tracia because of Thracians. After the Persian, Macedonian, Roman and Byzantine empires, Edirne entered under the Ottoman Empire's rule in the middle of the 14th Century. In this historical process, Edirne has become a transition and settlement region between Anatolia and Europe; especially for the communities that have emigrated in the Balkan region. For this reason, it has the accumulation of many different cultural elements. Our cuisine is an important cultural heritage that takes a leading place among the world's cuisines because of the characteristics reflecting our past. It is shaped on the basis of social solidarity, hospitality, unity and sharing. The culinary culture of Edirne; is the synthesis of "geographical and cultural meeting" of Turkish cuisine with different cultural elements on the axis of Central Asia, Anatolia and Balkans. This meeting has been survived as it has created common tastes with interactions and it has created the richness of the "Cuisine of Edirne" with the special tastes of different beliefs and cultures lived in the region. This richness continues to exist in most of the neighboring countries. It is very possible to see that; the food and cooking equipment used in the countries like Bulgaria, Romania, Macedonia, Kosovo etc. have Turkish

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names and daily food lists (menus) of their restaurants include some dishes of the cuisine of Edirne.

THE PALACE CUISINE OF EDİRNE: The 90 years of Ottoman Empire Period after the Period of Beyliks and the following Ottoman Palace Cuisine period in Edirne –as the administrative capital –are the important sources of richness of the cuisine of Edirne. The Ottoman Empire - which was established in the late thirteenth century - grew very rapidly and spread to three continents and thus, became a great empire. In these areas, the Empire gathered together the people from different origins and cultures under the empire’s political umbrella as the strongest representative of the Islamic world as well as the political structure created by the Turks. For this reason, many cultures lived together with each other and they exchanged food and drinks so as they exchanged other things. The palace cuisine has shown a great improvement in parallel with the development and growth of the Ottoman Empire and the gathering of the leaders of palace around a table has become one of the greatest social movements of the era. For this reason, very rich and delicious varieties created by the cooks who showed all their creativity and skills and some rules and traditions were created about the kitchens, employees, meals, festivals, guest hospitality, cooking equipment etc. Undoubtedly, the cuisine of Ottoman Palace was started in Edirne as it was the capital city of Ottoman Empire as well as being the center of the food culture of the region. Edirne was the capital of the empire for 90 years starting from 1361. Therefore, many guests were welcomed in the cuisine and the tables of Palace and many festivities were held in the city. It is known that; Sultan Murad I built palaces and mansions with magnificent spaces in Edirne after converting the city to the capital of the Empire and he imposed some rules about the ceremonies. During the Period of Yıldırım Beyazıt, there were slaves, carouses, doormen and kitchen workers in the Ottoman Palace. Aşık Paşazade describes with the following words to the great circumcision ceremonies held of the sons of Sultan Murad I: Sultan Murad Khan has held a



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ceremony where food was distributed and eaten during one month. Poor people ate plenty of food. The period of Çelebi Mehmet was not appropriate while the order and splendor was completely visible in the Palace of Sultan Murad II. There were plenty of equipment in the kitchen and some kitchen workers like head cooks, rice cooks, pastry cooks, desert cooks, chief tasters etc. were appointed as well as appointing the palace guards. There were some tasters and towel servants were seen around the Sultan. It is understood that taster was leaving the food on the table after taking the first bite to eliminate the possibility of poison in the food and afterwards servants were doing other tasks like holding to pitchers, changing the spoons as they were taught. Two kitchens were built in the palaces during the Period of Fatih Sultan Mehmet “the Conqueror”. These were the kitchens of the palaces in Edirne and Istanbul. Also there were some kitchens called "Kuşhane" in the harem. There were five kitchens in the Palace of Edirne and they were consisted of the cellar ward, the cellar of Inner Palace, the private cellar and the four cellars. There were some rooms and their baths, a masjid, a big fountain and the main cellar for halva cooks, desert cooks, cooks, bakers, pastry and soap makers (fragrant soaps) etc.

The food and cooking materials of the kitchen and the cellar were registered in kitchen cost books. It is understood from the resources that; the dishes of Sultan were cooked in the “kuşhane” kitchen and they were prepared by cooks called “kuşcubaşılar” and the employees were determined based on their jobs and experiences . All of these rules were brought with the Code of Ottoman Laws ruled by Fatih Sultan Mehmet “The Conqueror” and therefore, the administration of the kitchen was based on the written rules. The positions of all the people living in the palace based on the seasons and the food lists, diet meals and the cooking places determined according to their health status were registered in the cost books of the kitchens. The meals for Sultana, the princes and the people of harem were cooked in the kitchens called “has mutfak”.

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The halva kitchen (Helvahane Matbah-ı Amire Saray) was a section connected with the kitchens of Palace. Some jams, syrups and sherbets, medicinal syrups - specially formulated by the medical staff - were prepared here as well as preparing various deserts. The records indicates that; pastes of some herbs like cinnamon, arthropod, rose, and poppy morsels etc. were boiled in these kitchens once a year in the spring and that night was named as “the night of herbs”. It is also known that; the medical staff of the palace were making a red colored and fragrant paste called “Nevruzziye” from amber, opium extract and other fragrant herbs in Nevruz and they were serving this paste in porcelain cups in the night of Nevruz to the sultan, the princes and the sultanas, the Muslim Judge, the grand vizier and the other imperial authorities. The palace of Edirne remained as the wedding and festivity center until the 17th and 18th centuries; therefore the richness of the cuisine was kept alive with foods, desserts and sherbets offered in the weddings, festivals and ceremonies held for days.

Nutrition was also mentioned in the Ottoman medicine. It is written that; people should be fed according to their nature as well as stating that the relations were established in accordance with the seasons. The existence of nutrition in accordance with these principles in the Hospital of Bayezid II in Edirne – where mental illnesses were treated with music – was indicated in the Travel Book of Evliya Çelebi with the statement of "it is given delicious food to each patient in accordance with the illness of that patient".

3.1.2. What Should be Done to Improve Culinary Tourism / Deficiencies

As a visitor visiting a destination would have diverse expectations from that destination, a monotype marketing of that destination will hardly have any chances to succeed. Therefore, clearly defining strengths, weaknesses, threats and opportunities of a destination in line with tourism demand and taking necessary action accordingly have vital importance for creating a competitive destination.

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Purpose of this study is to make a SWOT analysis to clearly define existing touristic position of Edirne, and accordingly give recommendations that will contribute to touristic improvement of that region.

In today’s competitive environment staging an intense change in terms of economic, socio-cultural, technological aspects, etc., along with emergence of new performance criteria, success of cities depends on development of strategies which will clearly define strengths and weaknesses of cities, ensure getting maximum benefits from opportunities and minimize any threats. Such strategies will help Province of Edirne become a successful and dynamic touristic city with high investment and tourism potential through effective marketing. SWOT analysis of Province of Edirne is as follows:

Strengths
The region has historical attractions (Historical Houses, Churches, Mosques, etc.).
The region has a rich cuisine.
The region has a rich history and culture.
The region has characteristic foods and handicrafts.
The region is an industrial hub.
The region is the home for Sultan Bayezid II Social Complex Health Museum which is one of the award-winning museums of Europe.
Edirne is only 225 km to Istanbul.
The region hosts the famous oil wrestling sports event.
Edirne has museums where its cultural heritage is exhibited.



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Edirne has many historical and cultural tourist attractions as it is one of the oldest settlements in the world, has been home to many civilizations, has a religious and national importance, and staged many strategic battles. This cultural and historical past has reflections on culture of local people, handicrafts, and local foods.

Weaknesses
The region is not promoted sufficiently.
Historical, cultural and natural fabric has not been duly and diligently handled.
Lack of local tourism conscience, and prejudices against tourists.
Lack of tourism studies by public bodies and private enterprises.
Lack of restoration.
Lack of coordination between public bodies and private enterprises.
Local cuisine is not promoted.
Local merchants lack tourism education.
Insufficient promoting and marketing.
City has no logo.
City has a weak tourism image.
Existing historical works failed to produce benefits due to lack of touristic promotion.
Natural, historical and cultural heritages have not been duly and diligently protected.
Edirne fails to promote its historical attractions other than the Selimiye Mosque.



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In meetings, it was pointed out that in spite of an increase in the number of tourists visiting Edirne, it was still not adequate, and local resources were not sufficiently used. Moreover, the meeting pointed out the necessity of raising awareness among local merchants and local people in terms of tourism, and coordination of tourism operations of public bodies and private enterprises.

Opportunities
Existence of historical and tourist attractions in the region
Region receives increasing demand by tourists
Edirne has an Organized Industrial Zone
Brand building for Edirne and its counties will favourably contribute to socio-cultural and economic development of the region.
Edirne has shared borders with European Union member states and Balkan Countries which can contribute to brand building process.
The region does not have the chaos of a metropolitan city.
The region serves as a bridge between Europe and Asia.
Edirne has border gates to European Union member states, and is effectively connected to Istanbul by road.

Treats
As the international highway has been rerouted to pass out of the city centre, the city has ceased to be a destination situated by the highway.
Promotion has not been entrusted to professional, which results in ineffective promotion.

Recommendations for Eliminating Weaknesses of Edirne



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Training seminars should be organized to change tourism perspective of local people and create tourism awareness.
Promotion should be brought into focus
Tourism awareness of employees of public bodies and private enterprises should be improved to change their tourism perspective
Tourism investments should be brought into focus by duly taking into account contributions (economic, social, etc.) of tourism,
Local and private administrations should create awareness among local people for protection of historical, natural and cultural assets
Coordination and collaboration should be achieved between all public and private organizations in relation to tourism
Archaeological excavations and researches should be supported

The foregoing table lists answers of participants relating to what should be done to enable Edirne to take advantage of existing opportunities for improvement of tourism in Edirne. The interviewed businessmen think that first the historical, natural and cultural resources of the city should be used more effectively, a more effective promotion campaign should be implemented, more tourism investments should be made, tourism awareness of public and private organizations should be increased, and there should be more cultural and social activities.

The analysis can be detailed as follows:

Strengths: Edirne is located in the centre of Thrace region, and is one of the important cities of Turkey thanks to its historical assets. It is an important hub of culture and civilizations as it served as capital city of Ottoman Empire for 92



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years, and has traces of various states, empires and civilizations. Besides its historical and cultural heritage, Edirne is also important for its natural assets.

Edirne city centre has Edirne Archaeology and Ethnography Museum, Edirne Turkish & Islamic Arts Museum, Bayezid II Complex Health Museum, Governor Fahri Yücel City History Museum (Hafızağa Mansion), Lausanne Monument and Museum, Şükrü Pasha Monument and Balkan War Museum. Sultan Bayezid II Complex, one of the award-winning museums of Europe, is not only famous for its architecture but also its medical centre which is today used of Health Museum. Like the rest of the Thrace region, Edirne is a province where Rumelian Turkish culture is dominant. The Kırkpınar Oil Wrestling tournament which has been organized for many years without interruption appeals many domestic and foreign tourists. During tournament, people from neighbour cities and countries have the chance to become familiar with each other and with the city so this tournament has an important folkloric function. Moreover, the Kırkpınar Oil Wrestling Tournament was awarded the grand prize under the European Destinations of Excellence Project which increases the demand to the city. Edirne also attracts attention for its culinary culture which is another folkloric asset of the region. Fried liver, Edirne cheese, almond paste are among the foods that Edirne is famous for at national and international level. Located just 225 km to Istanbul, and international hub of culture and economy, Edirne is also eligible for development of daytrips.

Weaknesses: In spite of abovementioned advantages, Edirne suffers from lack of a national and international promotion campaign to promote rich cultural heritage of Edirne due to absence of a planned and organized roadmap created by participation of Governorship, Municipality, University, Civil Society Organizations, Chamber of Industry and Commerce, Chamber of Artisans. The project is co-funded by EU through the Interreg-IPA CBC Bulgaria-Turkey Programme



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City’s brand building process is hindered by lack of interest of local governments and civil society organizations. Except for the Selimiye Mosque, historical heritage of Edirne was not sufficiently promoted for tourism purposes. Edirne is a distinguished city as it has been home to many civilizations, and hosts historical assets including the Bulgarian Church, Synagogue, Italian Church, Jewish Cemetery, Old Mosque, Üç Şerefeli Mosque, Muradiye Mosque, Bayezid II Mosque, Kasımpaşa Mosque, Gazi Mihal Mosque, Dar-ül Hadis Mosque, Lari Mosque and other mosques, tombs, and museum.

Opportunities: The European Union Office established in Edirne supports studies and projects in the field of education and researches intended to contribute to European Union integration process. The organized industrial zone plays a key role in attracting more domestic and foreign investment to Edirne, reducing unemployment, creating new employment opportunities, and ensuring a sustainable socio-economic development. With its rich cultural heritage, historical background and many other specific features, Edirne outclasses many European cities. However, a city needs to change and develop in all aspects in order to improve its social-cultural structure. Restoration of Historical Edirne Houses (examples of civil architecture), re-designing such houses as boutique hotels while duly protecting their local architectural characteristics, and thus creating extraordinary accommodation facilities serving tourists are important aspects of a brand building process.

Threats: Though Kapıkule border gate seems to be an advantage at first glance, people entering from that gate mostly consider Edirne as a transit point as they generally drive through the international highway passing out of the city which as a result prevents the people from becoming more familiar with province and its counties. International tourism should be urgently improved, and Edirne should be made a favourite destination favoured by international tourists.



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Unfavourable developments in the field of agriculture in the long term led to unemployment and decrease in population in particular in the rural areas.

Evaluation

Destination marketing is important not only to increase tourist demand but also achieve sustainable development of tourism. One of the key elements of destination marketing is to make use of destination’s cultural assets for tourism purposes. Among these cultural assets, the culinary culture has specific importance which requires elaborate handling. Traditional cuisine is an important factor that has positive effects on the reputation of destination. Moreover, food is one of the last things a tourist would sacrifice when cutting costs, and also one of the things a tourist enjoys most.

From a national and international point of view, people are recently observed to be more willing to have become familiar with and experience foods of different cultures.

Though the local and regional culinary culture offers a great potential for sustainable competitive power of a destination, it is not used as an effective instrument in the destination marketing. Regarding Thrace region’s traditional culinary culture in terms of destination marketing, visitors’ interest in traditional food will be directly proportional to and will highly contribute to level and frequency of visitors’ demand for the region.

This concept which is named as food tourism in the international literature increasingly becomes more important, and the number of people taking gastronomy tours has been ever increasing. As long as the gastronomy tourism develops, the role which the traditional culinary culture plays in destination marketing will be inevitably higher.

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In particular, in order to ensure a more effective regional promotion for boosting domestic tourism demands, implementation of activities relating to promotion of traditional culinary culture and traditional foods as a core element of tourism development process is highly important to ensure effective marketing of destinations in the region.

This study was carried out in Keşan County of Edirne, and deals with role of traditional cuisine of Keşan and its vicinity in tourism destination marketing.

Traditional food culture which is considered as an expression of a society’s culture and lifestyle can be included within the scope of tourism destination marketing as a differentiating aspect.

In tourism destinations, traditional food culture:

- is part of traditional culture consumed by tourists,
- is a core factor in promotion of the regional tourism,
- is a part of local agricultural and economic development,
- is a core factor in competitive destination marketing,
- is an indication of globalization and localization,
- is a core part of products and services preferred and consumed by tourists.

Keşan has a rich structure melting different cultures in a pot which ensures social and cultural diversification.



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Preference of local foods:

According to statements of business owners, customers and tourists coming to restaurants prefer well known foods. Accordingly, it will be more suitable to create menus with well known foods.

Restaurant owners’ point of view on traditional foods:

Traditional foods are important as they enable food and beverage establishments to diversify their offerings. However, business owners indicated that preparing some traditional foods requires specialization and elaboration so their menus generally do not include foods which require an elaborated and diligent preparation process but rather they chose to offer traditional foods which are easy to prepare and ingredients of which can be easily found. At this point, enterprises pointed out that, due to lack of continuous demand for traditional culinary culture not in high demand, they were not commercially interested in such traditional foods but rather they offered reputable and highly demanded foods and beverages among diversified menu items.

Traditional Foods Offered to Customers by Enterprises:

- Edirne Fried Liver

Edirne Leaf Liver known as Edirne Fried Liver is prepared from calf liver sliced as thin leaves, covered with wheat flour, and fried. Ingredients include liver of calves raised in and flour made from wheat grown in Edirne region. Fried liver is served with fried natural dried red pepper which is also grown in Edirne region. Though it seems like a food which is easy to prepare and cook, it requires a certain degree of mastery.

- Almond Paste

- Almond paste is a dessert specific to Edirne region prepared with almond flour and sugar. Almonds grown in Edirne are used for production of almond paste which requires skill and mastery which is the secret behind Edirne’s famous



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almond paste. This regional taste which has high touristic value is a popular gift.

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- Edirne Cookies
- Edirne Cookies are famous roasted Turkish shortbreads with almond that dates back to Ottoman period. Edirne Cookies which were made with pieces of almond grown in Edirne region and frequently consumed in the place in 16th century during Ottoman Empire’s reign are served with castor sugar and leave indelible marks in your memory with their delicious taste.
- Tres Leches Cake
- Tres Leches cake, a traditional Albanian food having Balkan characteristics, is a dessert prepared with milk syrup prepared with three different types of milk in Edirne. Tres Leches cake is a light and spongy cake served with a famous caramelized sauce.
- Edirne White Cheese
- Edirne white cheese is a white cheese specific to Edirne, produced from milk of animals raised in this region. Edirne White Cheese is made from one type of milk without mixing different types of milk. The cheese is known for its having a different aroma in different months. As animals are fed with different plants which vary monthly, their milk in a specific month has a different characteristics which is also reflected by the cheese itself. And the aroma of cheese made from such milk with different characteristics also varies depending on the milk.
- Hardaliye
- Hardaliye is a traditional beverage specific to Thrace region prepared with vine leaves, mustard seeds, and grape. This beverage which can also be found in Kırklareli is intended to be patented as a national beverage. It has tonic, appetizing, thirst-quenching, circulating system and immune system regulating



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properties. In order to give Hardaliye its characteristic dark colour, selectively collected Papazkarası grapes are crushed. Then, crushed mustard seeds are added in order to prevent the juice to turn into vine or vinegar. Then the liquid is put into barrels covered with vine leaves. When it reaches desired viscosity, it is filtered and served.

- **İpsala Rice**

İpsala’s famous rice is one of the most demanded rice variety. Meriç Delta and Ergene Plain account for 60% of Turkey’s rice production. Edirne solely accounts for 90% rice production in the Thrace region. Rice which has high economic value for Edirne is a favourite food.

- **Satır Et (Specialty of Keşan)**

Satır Et (Specialty of Keşan) was registered by Keşan Chamber of Industry and Commerce. It is prepared from meat of a special kind of sucking lamb raised in Keşan, Enez and İpsala in Thrace region. These lambs are raised in the nature, and fed with natural feed including clover, barley, wheat, corn, and thyme.

- **Liver Wraps**

Rice, onion and lamb liver mixture is mixed and wrapped with lamb meat, and cooked in oven. Liver Wraps which is one of the most consumed specialty meat dish in Edirne is also found in Rumelia cuisine. In old times, owners of livestock were preparing liver wraps and delivering it to local community in order to have an abundant spring with participation of new lambs and yearlings to the stock. It was considered as a symbol of high status. In time, with increase in numbers of livestock, this tradition has become more popular. It is among one of the most important prestigious dishes of Ottoman cuisine.

- **Kuskus**

- Kuskus is a kind of pasta prepared with semolina, flour and egg. Kuskus which takes a lot of time to prepare is a kind of homemade pasta prepared for



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being consumed during winter months. It is prepared like pasta dough. The dough is cut into small pieces, covered with flour, and shaped like small balls. It is either dried under sun or cooked in oven. Then it is boiled in hot water and served.

- **Kapama**

Kapama is a traditional pilaff dish prepared with game meat, lamb meat or chicken meat. It is cooked in oven, and served. Kapama which is very common in Balkans was introduced to Thrace region including Edirne and Kırklareli from the Balkans. The most significant characteristic of Kapama is that it includes black pepper. It is named after the traditional cooking method. In old times, kapama (which literally means closing) is placed in a tray which is then covered with a lid and burning wood on top of it. And the pilaff which is heated both from underside and top is named as “kapama”.

- **Kachamak**

Kachamak which is originally a Balkan disk was also adopted in Edirne cuisine in time. Kachamak which is also known as Mamaliga is a disk prepared with corn flour cooked in a special way, seasoned with some other ingredients, and served hot. Kachamak which was brought to Edirne by immigrants from Caucasia and Balkans is preferred in breakfast by residents of Edirne.

- **Eel**

- Eel which has rare growth areas grows in Enez Lagoon and Fishponds is a taste demanded by visitors of Enez.

- **Cheese Halva**



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3.2. DEMAND FOR TRADITIONAL TASTES

EVALUATION AND ANALYSIS REPORT ON SURVEY RELATING TO TOURISM OPPORTUNITIES IN BORDER REGION

Purpose of this survey is to offer opinions and thoughts relating to establishment of a partnership in order to pioneer long-term sustainable development and improvement of tourism route in Provinces of Burgas and Edirne in order to ensure competitive advantages in the field of tourism in border region under “Culinary Neighbourhood Network” project implemented with participation of Bulgarian Bio Network Association under Interreg – IPA Bulgaria – Turkey Cross-border Cooperation Program.

The survey consists of two parts. The first part consists of questions intended for obtaining personal information while the second part consists of questions intended for determining opinions and thoughts of participants about tourism opportunities in the cross-border region.

Total 102 subjects from Provinces of Burgas and Edirne participated in the survey. First 5 questions intend to learn personal information of subjects in order to determine profile of participants. Remaining 12 questions intend to determine the cross-border tourism potential, areas of tourism which are open for improvement, and contribution of regional cuisine to development.

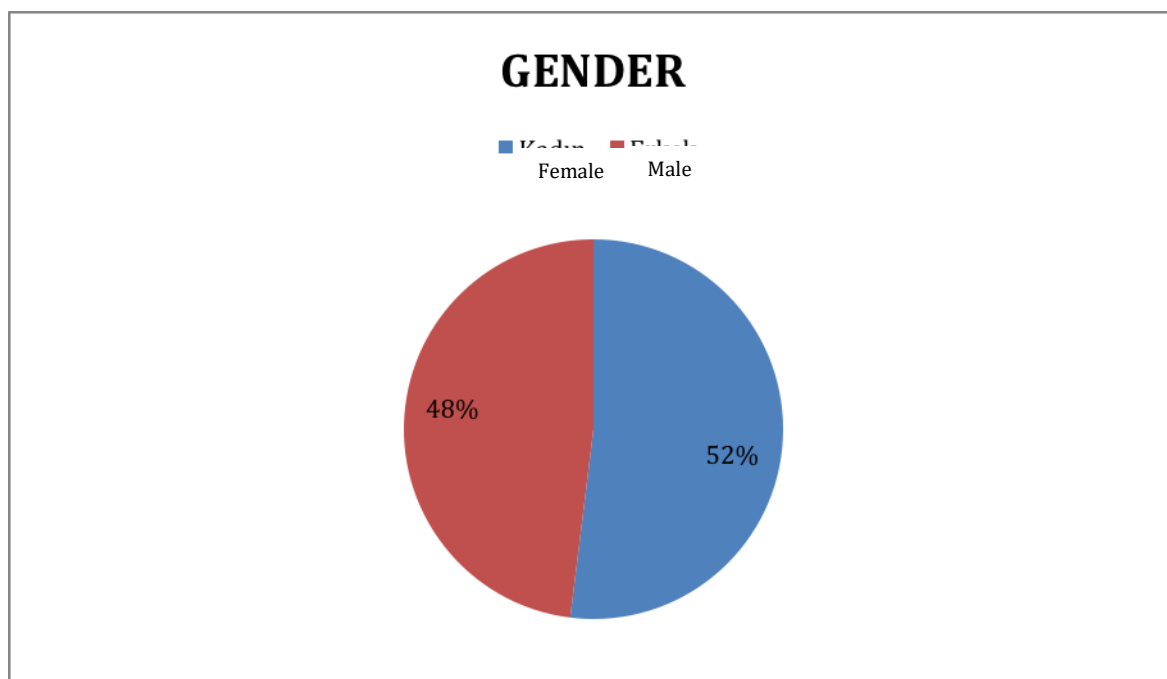


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PERSONAL INFORMATION PART

Question 1: Distribution of gender

Of 102 survey participants, 53 participants (52%) were female, and 49 participants (48%) were male. It was intended to strike a balance in terms of gender of participants.



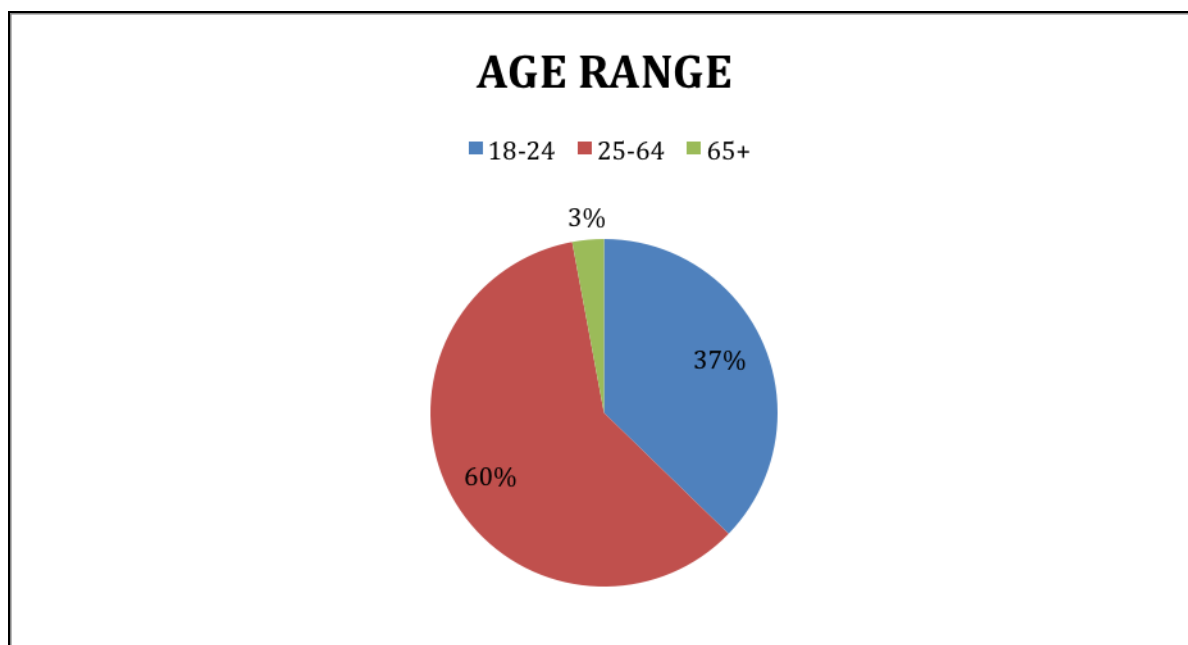
Question 2: Age range

Of 102 survey participants, 38 participants (37%) aged between 18 and 24 years, 61 participants (60%) aged between 25 and 64 years, and 3 participants were above 65 years old. Age range of participants is compatible with the general age range average.

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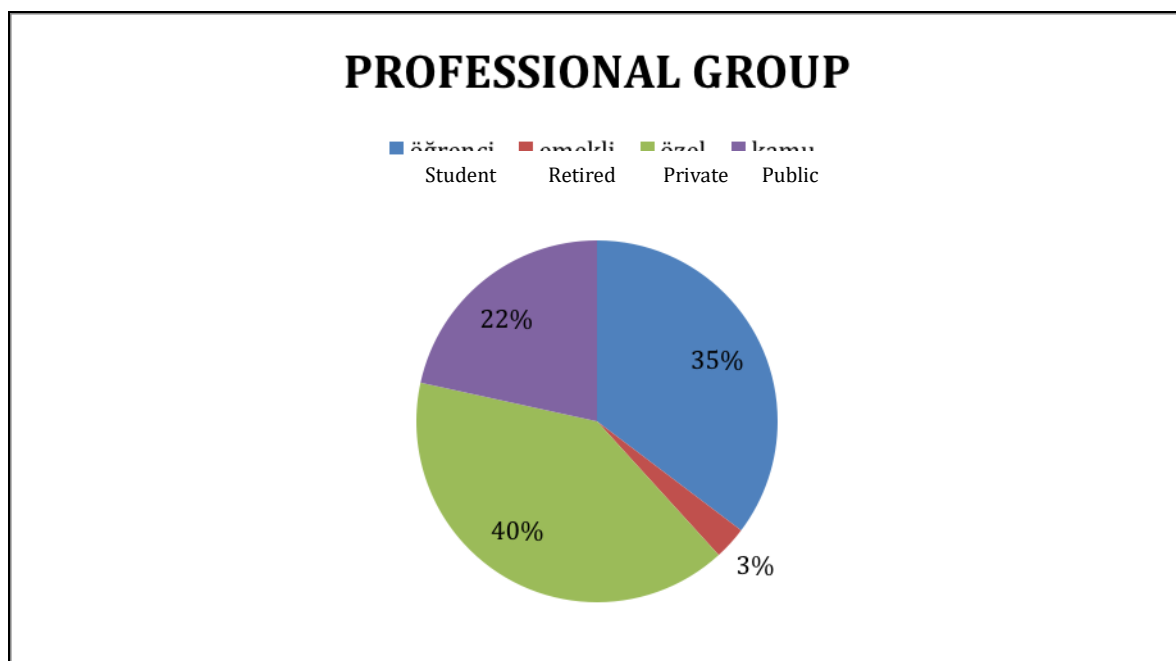


Question 3: Professional Group

Professions of survey participants were categorized in 4 main groups. 36 participants (35%) were students; 22 participants (22%) were employed in public sector, 41 participants (40%) were employed in private sector while 3 participants (3%) were retired. It is concluded that such professional groups are intensively involved in tourism activities. As such, in terms of professional groups, the participant profile was chosen correctly in accordance with purpose of survey.



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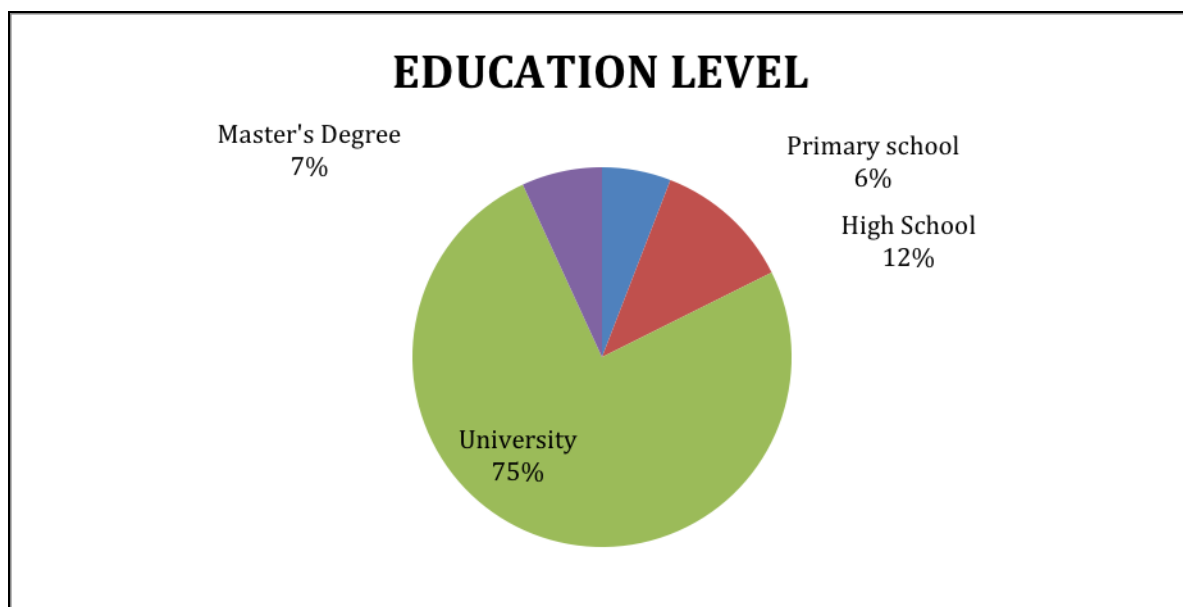
Question 4: Education Level

Of the survey participants, 77 participants (75%) were university graduated, 12 participants (12%) were high school graduates, 7 participants (7%) had master's degree, and 6 participants (6%) were primary school graduates. Considering education level of participants, it is observed that the education level is above general average in particular in the Turkish side.

Considering the fact that people with higher education level attend tourism activities more, it can be said that the profile of selected participants was suitable in terms of education level.



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TOURISM POTENTIAL RESEARCH PART

This part of survey intends to obtain information generally about tourism potential in the cross-border region and specifically about interest in, demand for, and opinions relating to local cuisine products. Results to be obtained as a result of this research will guide enterprises involved in this field to shape their future strategies, and will serve as a reference for activities on professional organizations and regional development authorities.

Question 1: Local cuisine is a tool for getting acquainted with communities and regions.

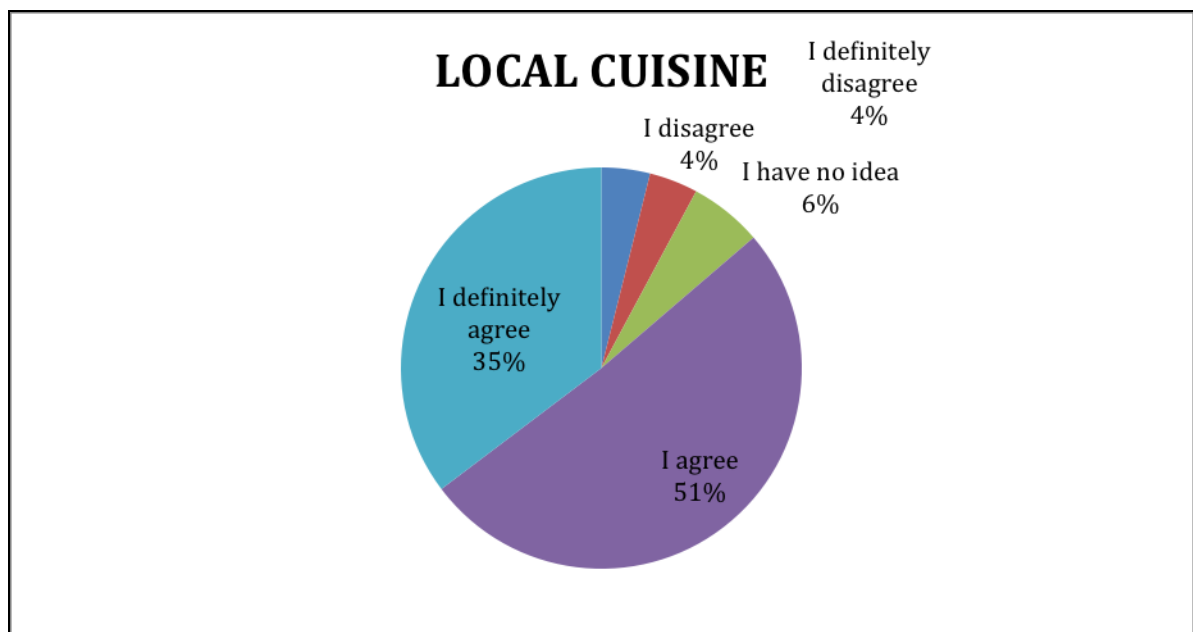
Number of participants who think that local cuisine is a tool for getting acquainted with regions and communities was quite high. 51% of survey participants agreed while 35% definitely agreed. Accordingly, predominantly, 86% of participants believe that they can have an opinion about the region and local community through local cuisine products while participants who disagree constitute only 8%.

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Based on the result, it can be concluded that using local cuisine products for promotion of a region and local community can be an effective method. Accordingly, public authorities, local governments, CSOs, professional organizations and enterprises involved in promotion destinations and development of tourism in both sides of border should bring local cuisine products to the foreground, and include such products in their promotional tools (posters, brochures, social media, internet, etc.).



Question 2: I prefer local foods in destinations I visit.

The percentage of participants who prefer local foods in destinations they visit was 85% which is a quite high rate. 43% of survey participants agreed while 42% definitely agreed. 85% of participants prefer local cuisine during a tourism activity. The percentage of participants who do not prefer local cuisine is 7% which is very low.

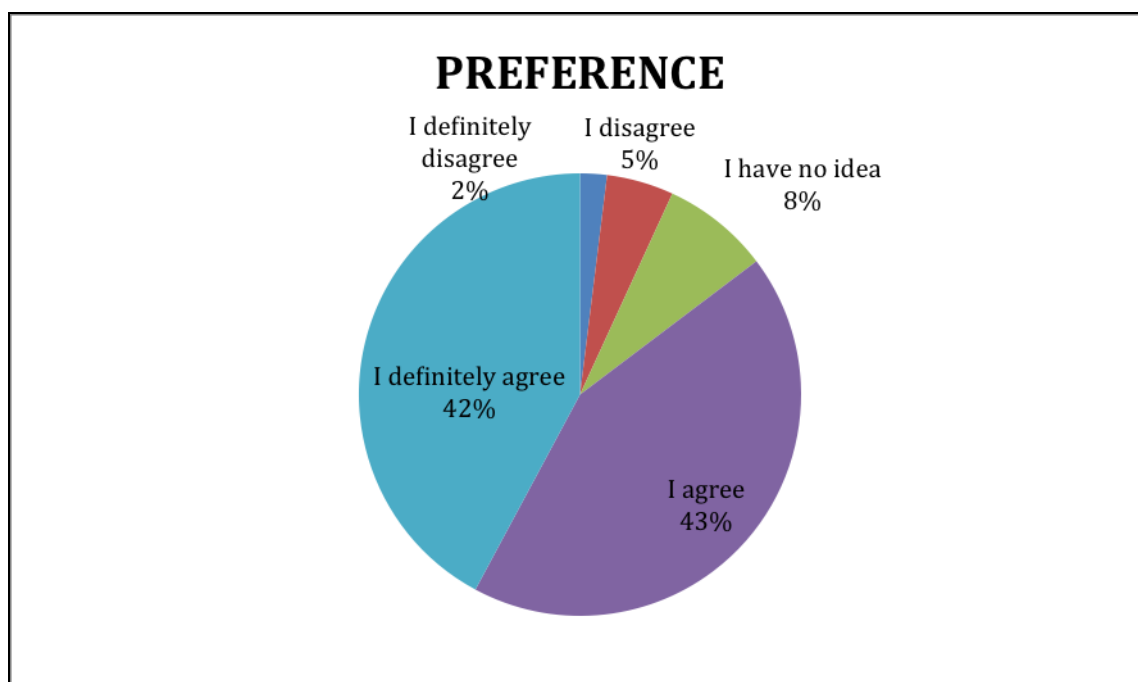
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This result shows that enterprises selling local cuisine products are highly preferred and have high sale potential. Increasing number of enterprises selling such products will contribute to development of the region and in general the country. Authorities developing policies for development of tourism should:

- duly take into account the benefits of local products and local foods for the regional and country tourism;
- encourage promotion of local cuisine;
- develop projects that will contribute to traditional food culture.



Question 3: Local foods affect my holiday destination choice.

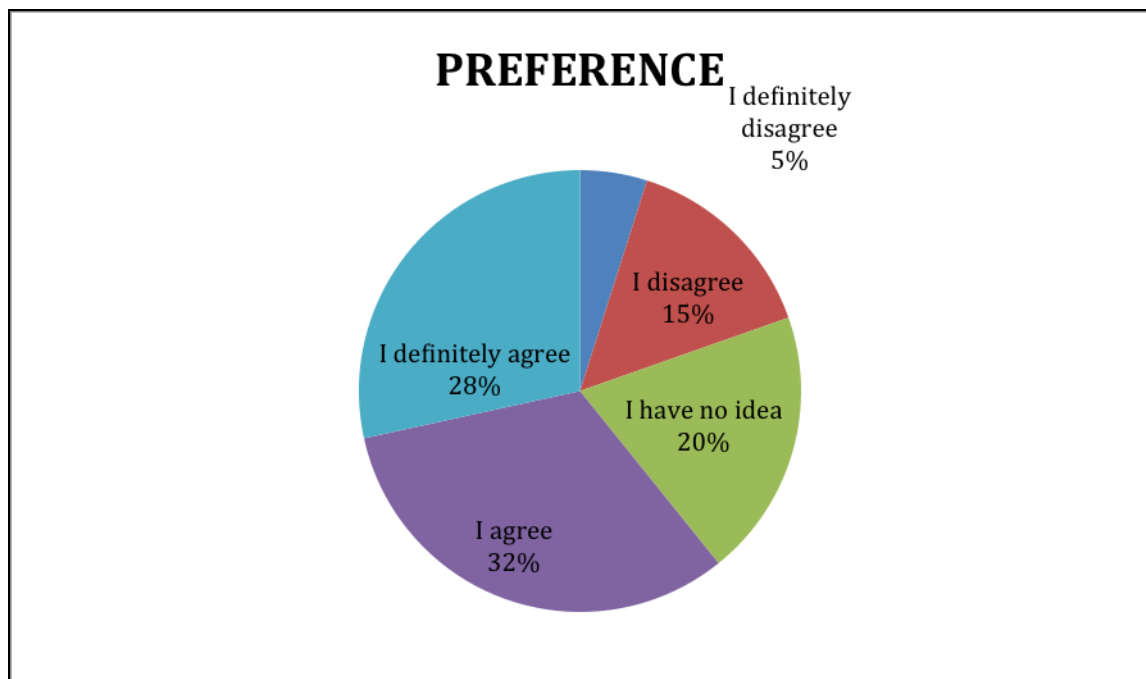


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More than half of the participants take into account local foods for choosing the holiday destination. 32% of survey participants agree while 28% definitely agree. Percentage of participants who have no idea is around 20% while the percentage of participants who disagree is 20%.

According to this result, a rich and accessible local cuisine will increase holiday destination’s chances of being preferred by the travellers. Based on answers to this question, it is understood that if promoted adequately, a rich and accessible local cuisine will also contribute to development of local tourism, increase number of tourists, and lead tourists to allocate a budget for local foods.

Professional organizations should support, promote, and bring to the fore the enterprises producing and selling local cuisine products. Tourism agencies should emphasize the rich local cuisine when promoting tourism destinations. This may positively contribute to changing opinion of the 20% who have no idea.





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Question 4- Local cuisine products are among cultural assets of a region.

Percentage of participants who consider local cuisine as a part of local culture reaches up 86% which is a quite high rate. 8% of participants, on the other hand, disagree.

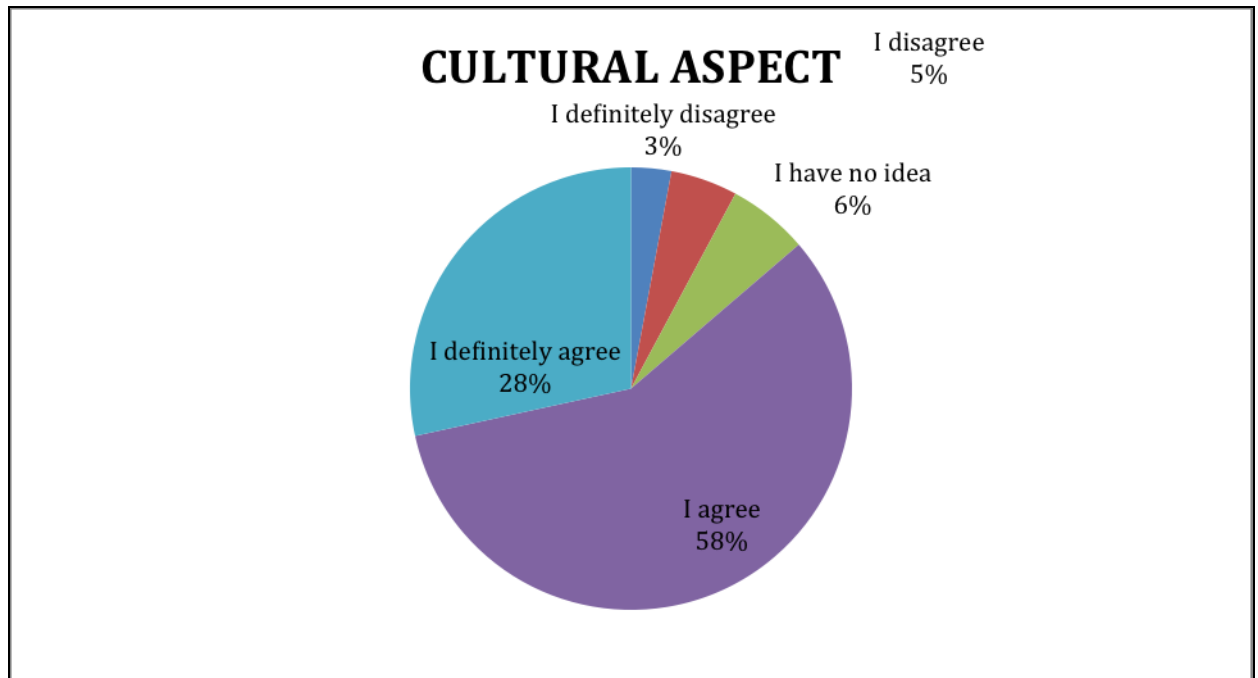
Based on answers to the first question of this survey, it was understood that tourists considered traditional cuisine as an important tool for getting acquainted with the region and country. Local cuisine is also considered as an important part of local culture.

A society and its lifestyle can be defined through its foods. Culture is essentially an important part of gastronomy tourism. Gastronomy tourism will help learning cultural characteristics of a region through foods. Accordingly, discovering local cuisine will also mean discovering the culture which turns gastronomy tourists into cultural tourists.

Promoting local cuisine and using local cuisine as a core element in promotion of tourism destinations will also contribute to promotion of local culture. We see food culture and local foods as important factors in selection of touristic destinations. Authentic tastes of a destination are among things which attract the tourist most. Accordingly, we can conclude that using local cuisine more in plans intended for development of tourism will be highly beneficial.



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Question 5- Local cuisine products are important for building a brand for the region.

84% of participants agree that local cuisine is among factors that contribute to improve brand value of a region, while 6% of participants disagree.

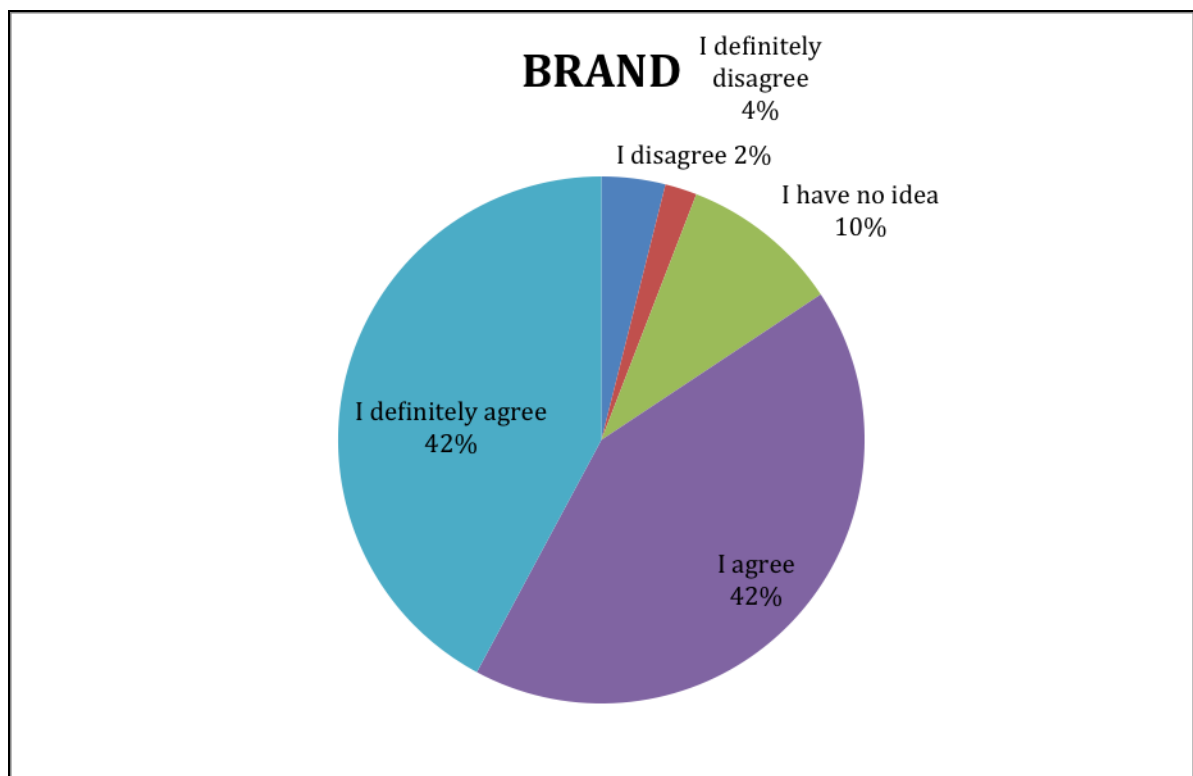
Tourism destination brand is an effective concept used to create difference. Today, marketing of destination with a specific brand is considered to produce effective results. Brand building is a process whereby an identity is created by bringing to the fore some core features distinguishing any specific tourism destination from others.

Customers can be made to distinguish a tourism destination from others only by way of a brand. Building a brand will be possible with effective use and promotion of resources of destination. Therefore, destinations use food and beverages for distinguishing themselves from other destinations. Food culture which reflects a society’s culture and lifestyle is an important asset of a tourism destination. Foods



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specific to a region differentiate that region. Accordingly, we see a rich local food culture as an important factor in building a tourism brand for a destination which is well confirmed by answers given to this survey question.



Question 6- I prefer local foods over other foods.

77% of participants state that they prefer local cuisine in destinations they visit. 13% of participants do not welcome such an experience while 10% of participants state they have no idea.

Foods specific to a region differentiate that region. Today, people eat not just to appease hunger but also to have different experiences. In destinations they visit, people tend to prefer local cuisine and local products more in order to become

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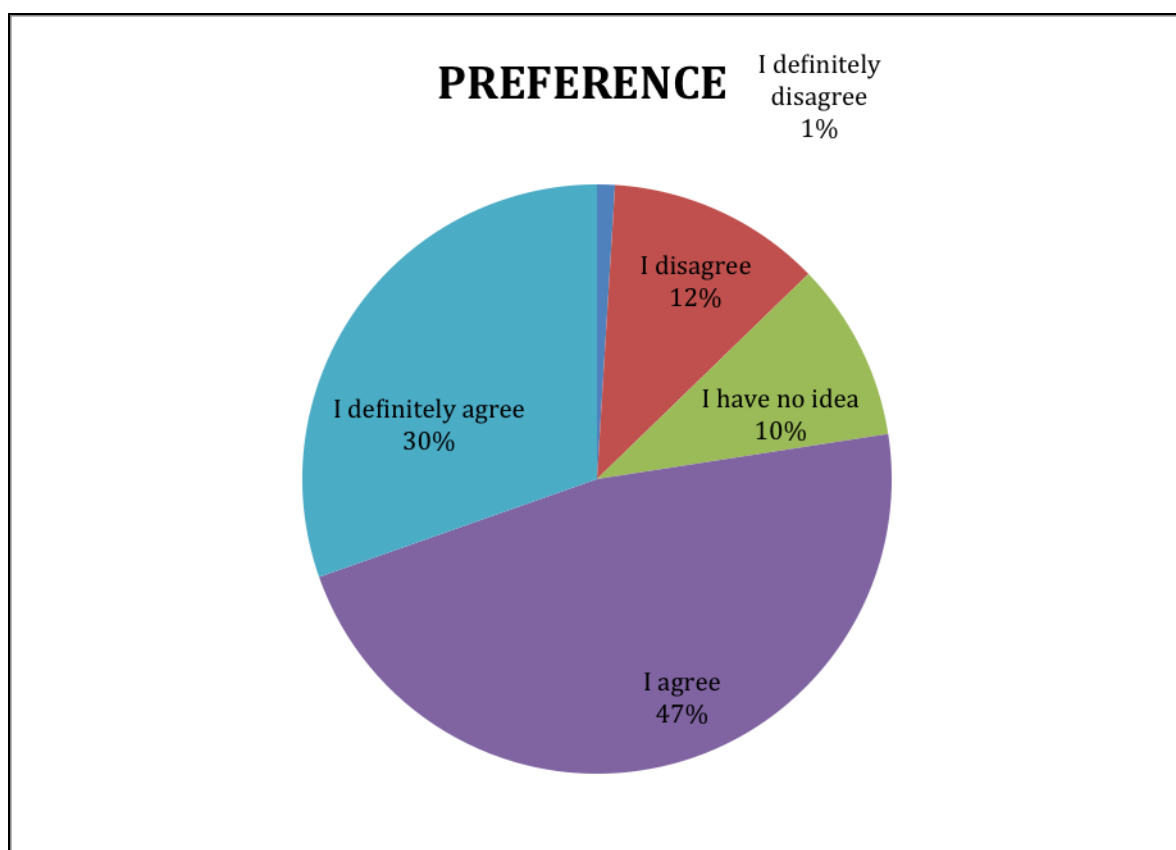


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familiar with culture of destination, feel that they belong to that destination, and enrich their travelling experiences.

Local cuisine is an important factor to improve quality of a holiday. Regardless of the reason for which a tourist visits a destination, local cuisines offer opportunities to improve profile of tourism destination, create new opportunities, and support regional development.

As a result, we think developing tourism strategies that will increase popularity of local cuisine among tourists will be highly beneficial.





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Question 7- Before I go to holiday, I research local cuisine products of the holiday destination.

55% participants research local cuisine products of the chosen holiday destination while 27% do not research. 17% of participants, on the other hand, stated they had no idea.

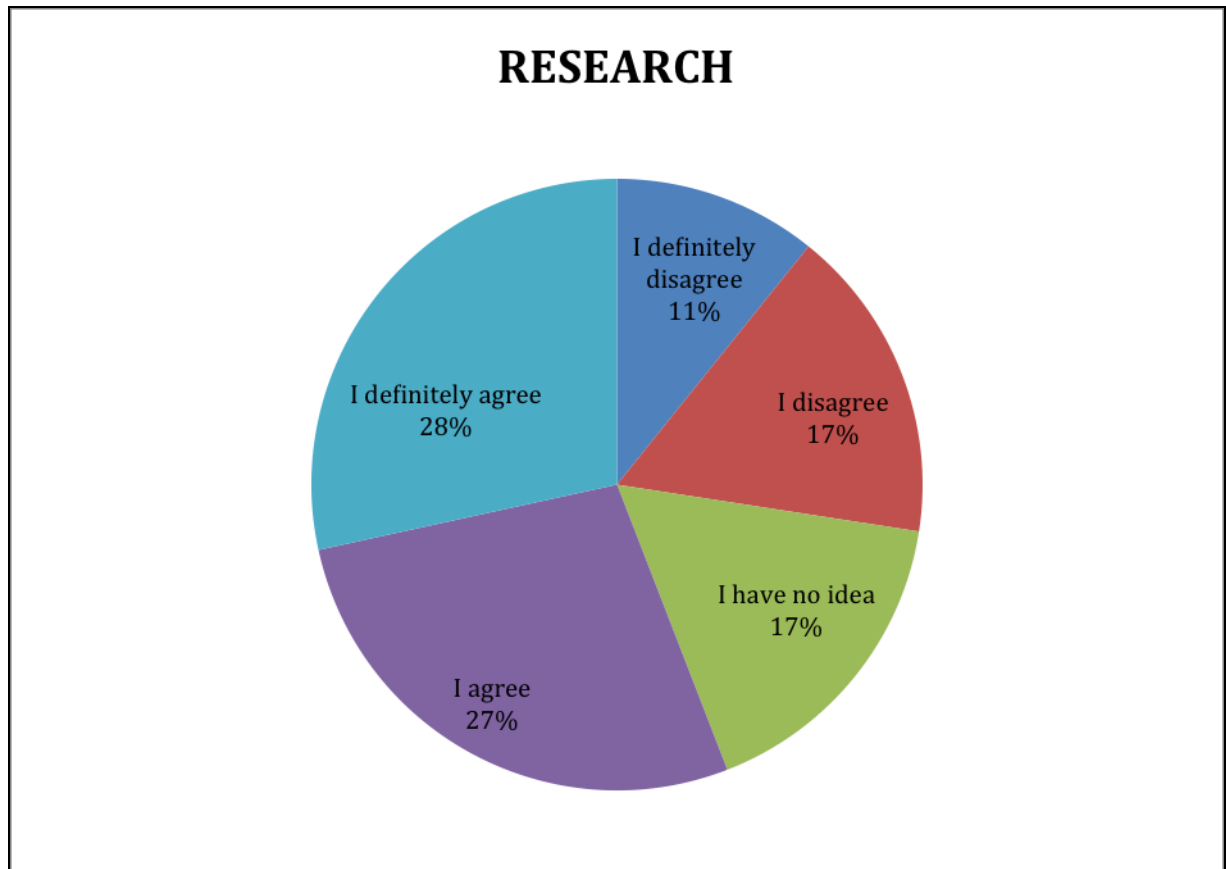
Local food products will improve tourism as long as they create a market for tourists. Local products are a part of cultural heritage, and are among important attractions of the visited destination that contribute to authenticity of the destination. Therefore, in order to turn traditional foods into an important factor affecting tourism choices, traditional foods should be promoted, marketed and prepared according to tourism activities.

Increasing use of social media, shared local food photos and comments to such photos are important factors that have led people to research and try to find out more information about local foods.

In order to ensure local cuisine to have a greater affect on travel plans, tourists should have easy access to information relating to local cuisine, and such information should be prepared in an attractive way that appeals attention of tourist.



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Question 8- I prefer more the local products which I am familiar with.

77% of participants state that local products which they are familiar with are preferred more by them while 13% of them disagree.

The foregoing result shows that local products will be demanded more if they are promoted better. If tourists are informed about the local products and cuisine before they arrive the destination, then they can allocate more budget for such products, thus contribute more to development of the destination.

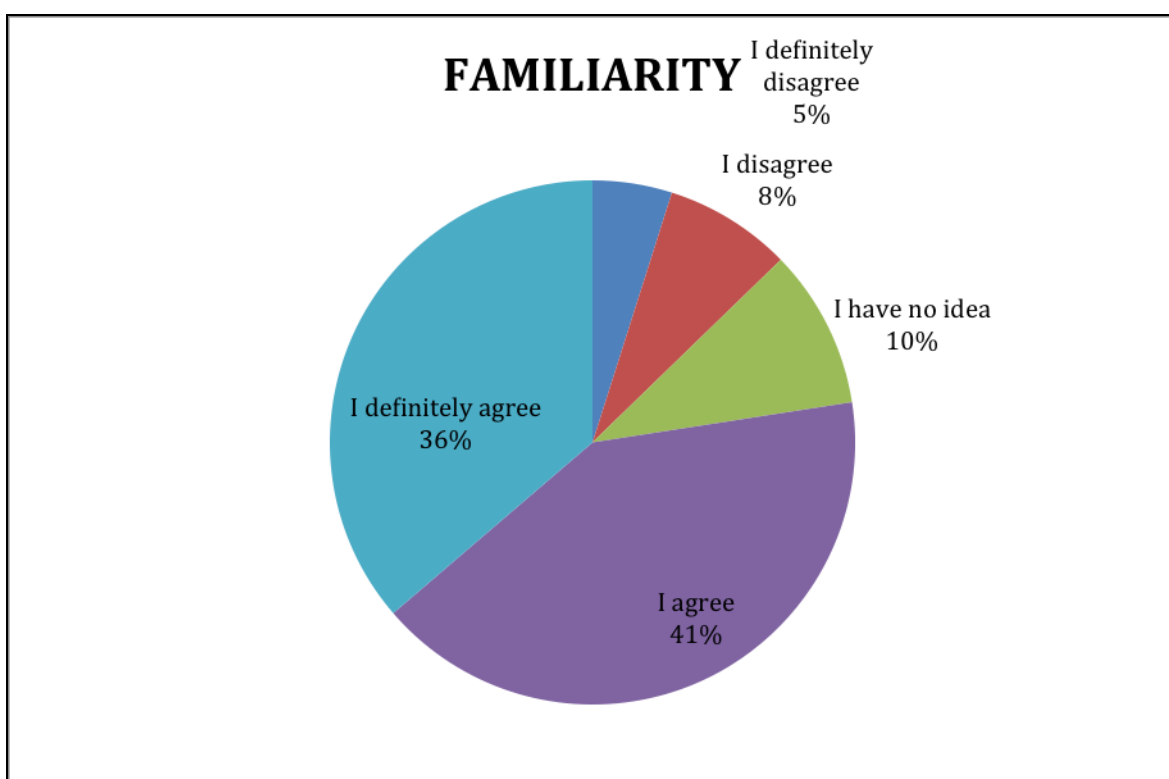
If tourists have good and pleasant experiences with foods and beverages during their holiday, then they will have a good opinion of the destination in the future which will

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significantly contribute to image of the destination. Tourists who are ready to pay more to traditional products indicated that they spent more when they have adequate knowledge on such products. Therefore, more importance should be attached to promotion of local products.



Question 9- I prefer more the local products which I am not familiar with.

Rate of participants who prefer local products which they are familiar with is 54% while the rate of participants who do not prefer is 28%. 18% of participants, on the other hand, stated that they had no idea.

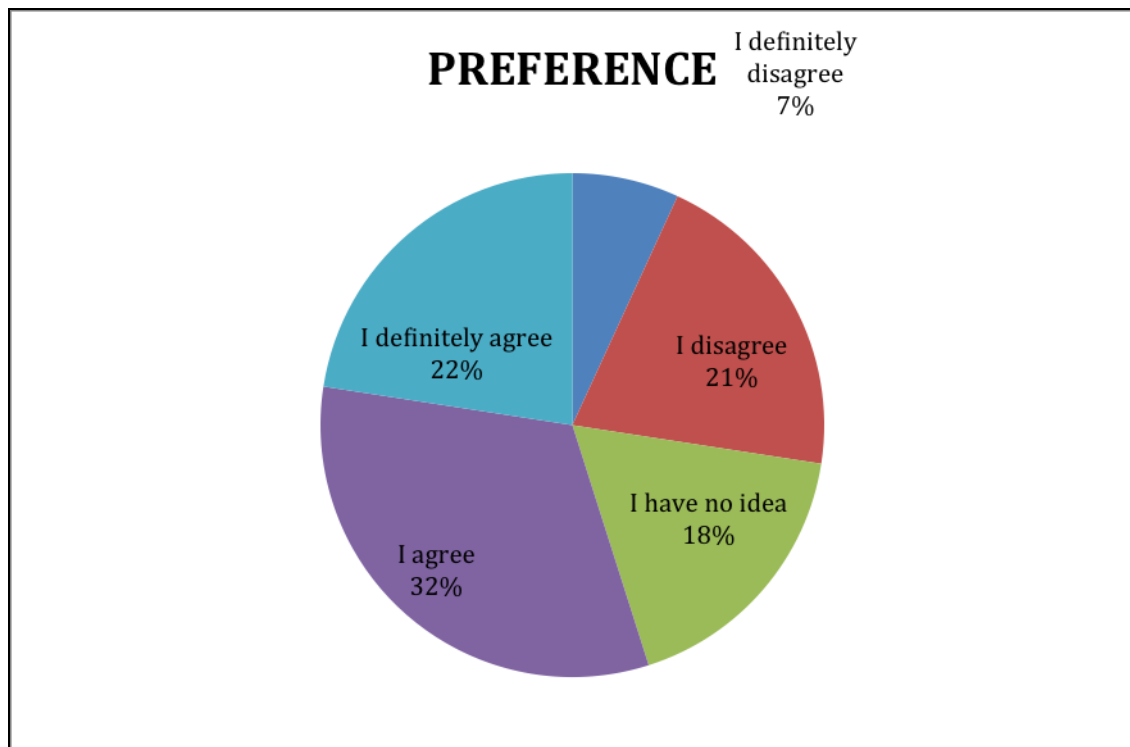
A noncompliance is observed between answers given to the previous question and this question. Rate of participants who said they would prefer products which they are



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familiar with is 77% while participants who said they would products which they unfamiliar with is 54%. Same person can prefer products which s/he is familiar and unfamiliar with. However, all and all, the chances of a familiar product will always be higher.

Based on that, in order to increase rate of preference of local products, we recommend that sufficient promotion should be in place, tourism agencies should give more coverage to local cuisine in their catalogues, and tour organizations should organize programs in places where local products are sold for tourist who can potentially prefer products which they are not familiar with. Furthermore, use of packaging and presentation methods that will attract attention of tourists will increase preference rates of local products.





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Question 10 – I can pay more to products classified as local foods.

While 58% of participants stated that they could pay more, 28% of participants disagree. And 14% of participants stated that they had no idea.

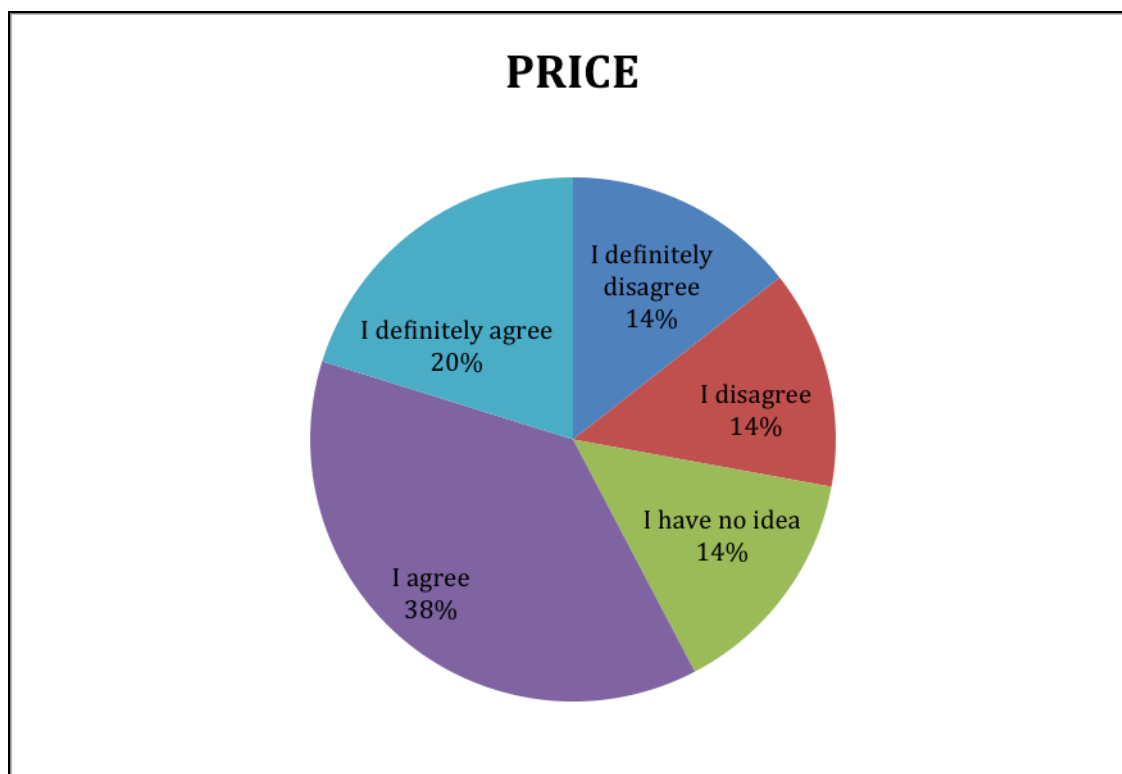
Local products can be considered as the most important tool that helps the tourists to integrate with the destination they visit. In order to develop tourism marketing strategies in the cross-border region, it is extremely important to clearly define basic resources and attractions of specific destinations. Common features of successful destinations include their ability to add attraction to their authentic assets, being visited by a certain group of tourists, and meet demands with touristic products they have. One of the most important attractions of tourism destinations in the cross-border area is their local cuisine cultures.

Besides its other attractions, every destination offers visitors the chance to experience the local cuisine culture of that destination. Many researches showed that local foods and beverages motivate and influence tourists during selection of a destination. There will be a higher and more powerful tourism potential as long as the local products have a market for tourists. Local cuisine culture can be considered as a product complementing other attractions. In addition, it can be used as an independent attraction to contribute to success of a destination, and can be handled as a core element or core attraction of a tourism product.

In order to meet expectations of people who can pay more for local products, local products should be easily accessible by tourists, and they should be duly presented to clearly reflect that they are authentic and reflect the local culture.



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Question 11- I buy local products (tarhana, pickles, fruits, vegetables, etc.) as gift and souvenir from destinations I visit.

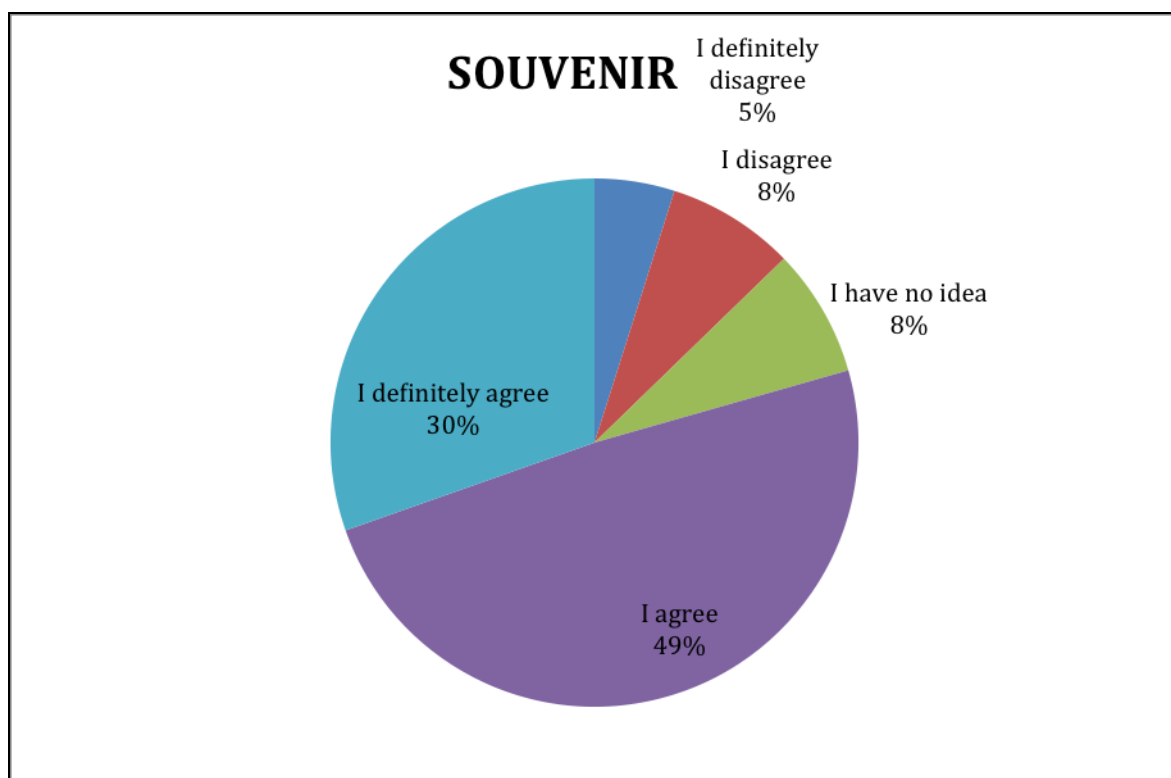
Rate of participants who buy gifts and souvenirs from the destinations they visit is 79% while rate of participants who do not prefer it is 13%. And 8% of participants have no idea.

Local products are often bought for personal use and as a reminder of the destination. Local cuisine products will be in high demand if a good marketing strategy is established. Buying souvenirs from visited destinations becomes more popular, and tourists are ready to spend more on souvenirs. Here, the role which should be assumed by relevant organizations is to develop a good marketing strategy, and make available souvenirs which will attract tourists.

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Question 12 Money I spend on local products constitutes the greatest part of my holiday expenses.

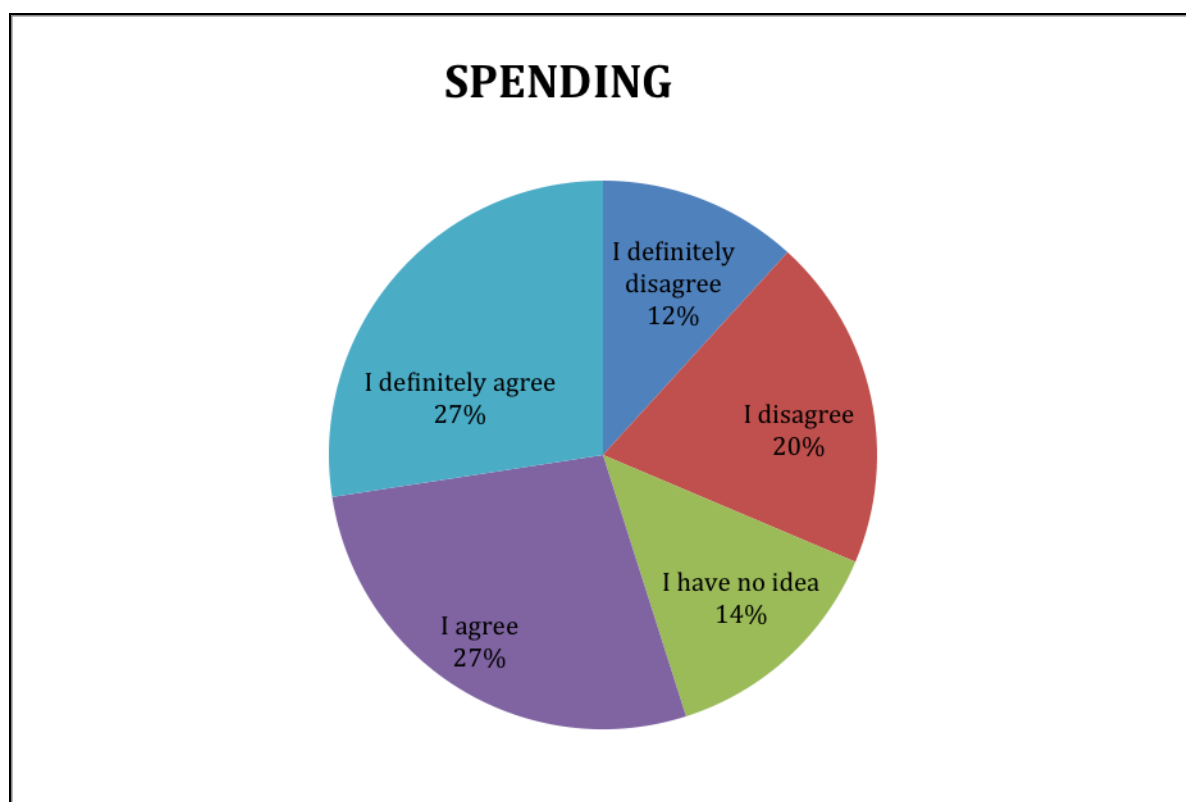
Money spent on local products constitutes the most important spending item of 54% of participants while local products do not constitute the most important spending item for 32% of participants. 14% of participants have no idea on that.

Local products and local cuisine constitute the most important part of holiday budget of more than half of tourists.



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Local food concept involves products which are specific to or are grown in a certain region. Local foods are foods that people want to experience during their holiday. In order to increase share of a tourist’s budget spent on local products, first, the tourism activity and food culture should be considered as a whole, rich and diversified local products should be sufficiently promoted and introduced to tourists through diversified promotional tools, and when necessary, presentation methods should be diversified according to preferences of tourists.





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CONCLUSION

Rural tourism is one of the core tools of rural development. Rural tourism has a core role in success of rural development because there is a direct relationship between rural tourism and rural development. On top of all, rural tourism will create employment and income opportunities for the rural areas. Expenditures made by tourists to meet their needs including accommodation, food, beverage, rural activities, transportation, shopping, etc. will increase income of rural local people. Rural tourism, one of the components of development in rural areas, completely relies on tourism offerings of the rural destination. Rural areas can attract tourists for their socio-cultural assets, wild life and natural habitat and agricultural activities. Creating a tourism product in such areas is only possible if tourists visit such areas. Through effective use of tourism attraction potential of rural areas, rural tourism can be an effective alternative to minimize differences in level of development between regions and reduce poverty in poor countries. In particular, with rural tourism or regional tourism, it will be possible to use natural, socio-cultural and historical assets of a rural area to create additional income and improve wealth of farmers without alienating farmers from agriculture which is their main occupation.



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