

Article

The Effects of Local Food and Local Products with Geographical Indication on the Development of Tourism Gastronomy

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Abstract: Various tourism trends have appeared with developing technology. One of them is gastronomy tourism. It is necessary to determine the factors which affect the development of this type of tourism for supply determinants to be successful in marketing activities. Products registered with geographical indication are considered to be one of these elements. In this direction, the purpose of the study is to determine the effects of local food and local products registered with geographical indications on the development of gastronomy tourism. Bolu, which is one of the Turkey's cities, was selected as implementation area. Data were collected from effective tourists, who visited Bolu, or potential tourists, who have a possibility of visiting Bolu, via questionnaire technique, and 391 questionnaires were reached. Data were solved using statistical package program. Multivariate regression analysis was used to determine the effect of the products registered with geographical indication. According to the research results, the most effective element on the development of gastronomy tourism is local products registered with geographical indications with an impact rate of 60%. The effect of local foods, registered with geographical indication, is 37.7%.

Keywords: sustainability; gastronomy tourism; products registered with geographical indications; local foods; local products



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1. Introduction

The changing social and cultural life, due to world population increase, has caused differences at the consumption perception of individuals. The foods prepared with traditional and natural methods in the past have given place to the serial production and unhealthy foods with the developing technology in food production. This situation has led regional foods to gain importance again [1] and the beginning of a tendency towards local food today. Individuals started to visit regions where local foods are produced, and local foods had an important role on the promotion and preference of tourism destinations [2,3].

These tendencies of tourists towards local foods are very important in the emergence of gastronomy tourism type. However, local foods are not enough for the development of this type of tourism. In the preference of destination, local products, apart from the food culture belonging to the region, attract tourists' attention, provide destination branding, and make a contribution to its economic development. On the other hand, the life manner of local people, the history of the destination, and the customs and traditions are other important factors in the development of gastronomy tourism [4,5].

It can be said that local food and products have a highly important place in tourism activities. These goods must be registered with geographical indications in order to transfer them to future generations. Geographical indication protects the culture, traditions and customs, touristic assets, and cultural heritage of the region and supports its sustainability [6]. This situation shows that the products registered with geographical indications make a contribution to tourism development.

When geographical indication is associated with gastronomy tourism, it provides significant tourism income to the region by forming a destination element, for tourists, toward regions where goods are produced. It also becomes an attraction element by promoting tourism assets of the region, and it can support development [7]. When taking into account these elements, it can be said that the goods with geographical indications and gastronomy tourism have a close relationship. The goods with geographical indication make significant contributions to the gastronomic identity formation of the region it belongs to. Moreover, they provide protecting of the traditional production and the soul of the region [8], transferring from generation to generation as protected [9].

In the literature, there are studies exhibiting that local products, registered with geographical indications, make contribution to competitive power of tourism destinations [3,10–17]. On the other hand, there are studies which show that local foods that are registered with geographical indications contribute to the development of tourism [18–21].

It is aimed to investigate the effects of local food and local products on the development of gastronomy tourism in this study. In previous studies, there is no study in which the effects of goods, registered with geographical indications, on the development of gastronomic tourism are evaluated together. In this direction, the research contributes significantly to the expansion of the literature. On the other hand, with this research, it is determined whether local assets have significant effects on the development of gastronomic tourism. The results to be achieved and the activities carried out, for the development of gastronomy tourism, are important in terms of promoting the protection of local products and foods and their registration with geographical signs. In this respect, the research has the quality of being a guide for tourism supply determinants in their studies on tourism marketing.

2. Theoretical Background and Hypothesis

2.1. Gastronomy Tourism

Gastronomy is described as a science including the elaboration, examination, comprehension, theoretical and practical implementation, and development of foods and beverages' features [22,23]. Gastronomy can also be labelled as "the science and art of food and beverage" which searches the connection between food and culture [24].

Gastronomy tourism can be defined as touristic visits to food production areas, festivals, or local restaurants in order to observe the taste or production of certain types of food belonging to a region. Daily regular restaurant visits are not included in the scope of gastronomy tourism [25]. Food and beverage are cultural items for gastronomy tourists. Therefore, existing local foods have relationships with elements such as language, religion, traditions, history, and art which form the identity of the region they exist in; they have significant effects on forming an identity of the region and destination preference of tourists [26].

Gastronomy, which has a non-negligible position for cultural attractiveness, plays a significant role at destination preferences. Gastronomy tourism is characterized as a tourism type that leads to an important desire about gaining new experiences with food and beverage, and this influences travel behaviors significantly [27]. With these aspects, gastronomy tourism is a concept that should not be ignored when creating destination marketing areas [10].

2.2. Geographical Indications

Geographical indications are legal activities intended for transferring local products to the next generations in a reliable way [28]. Such that, registration of local products with geographical indications, whose value is increasing day by day, bears a feature of a formal proof [29]. The products with geographical indication can be used as a marketing tool for the region they present, have features of increasing income sources, and prosperity levels of regional people [30].

From past to present, the term of geographical indication was first put forward in the last quarter of the 19th century. The first use of the term (Unvan d'origine contrôlée -AOC-) in France was realized in the first quarter of the 20th century. After the first legal regulations were made with the Paris Convention in 1883, the essence of it was finalized with the Lisbon Agreement (1958) by European countries, and additional definitions were made. There were 17 countries that accepted a set of decrees entitled "Geographical Indications" (Geographical Indications -GI-), and 170 products were taken under protection with the geographical indication [31].

This agreement gained an international qualification by including 160 countries on 15 October 2000 [32]. It is shown that the first studies began with "Statutory Decree on Protection of Geographical Indications" with the number 555, on 27 June 1995, in order to protect local products in Turkey. It is also mentioned that the Turkish Patent and Trademark Office has been tasked with the management of the legal registration [33].

2.3. The Effect of Products with Geographical Indication on the Development of Gastronomy Tourism

Gastronomy tourism is visits done in order to experience foods and beverages, which are produced within a region and are particular to that region [15]. Most of the tourists tend to learn and experience local foods of a destination in addition to the food and beverage services provided by the lodged facility. Therefore, local foods become a tool to know and learn a culture [34–37]. For this reason, local foods are also registered with geographical indications like other local products.

Registered products with geographical indication are highly important in terms of keeping the sustainability of gastronomy tourism by being a cultural differential element of regions [38] and transferring local foods, a cultural element, to the next generations [39]. It has been tried to investigate the effects of local foods and local products, which are registered with geographical indication on the development of gastronomy tourism. In this direction, hypotheses of H1 and H2 were established, which are seen in Figure 1.

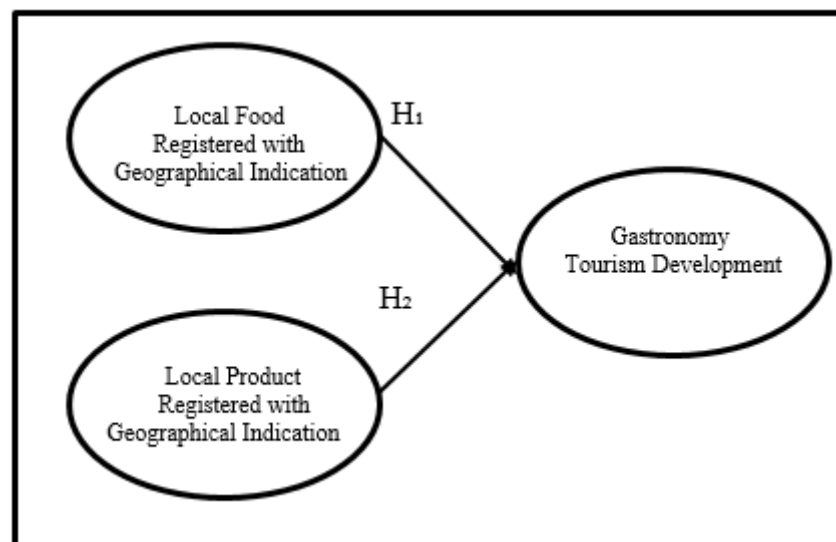


Figure 1. Research Model.

According to the literature, the main aim, of some tourists, is to visit a particular food place or to taste foods belonging to a local kitchen. For many tourists, the quality of the kitchen is a significant part of the holiday experience as a whole [40]. In this direction, it can be said that local foods can attract tourists' attention, gain them new experiences, increase the potential of gastronomy, and be an important attraction element of gastronomy [41]. Accordingly,

Hypothesis 1 (H1). *Local foods registered with geographic indication influence the development of gastronomy tourism significantly and positively.*

Local foods are very important for the sustainability of the food culture that is about to disappear. Because local foods continue to be prepared, mostly, in the undeveloped rural areas of the regions. In industrialized, developed places, unhealthy foods, which can be prepared quickly with globalization, are prepared, sold, and consumed. The world continues to globalize rapidly, and the population migrates from undeveloped rural areas to developed ones. On the other hand, local foods are very important for a healthy life. During the novel coronavirus (COVID-19) pandemic, which has become an important problem today, healthy life and healthy food have been the most emphasized issues. As a requirement of globalization, it is thought that healthy local foods will be important in preventing health problems in future disasters and crises in the world. This situation is important for the development of gastronomic tourism, the main theme of which is food.

On the other hand, it is stated that regional foods will make a contribution to the sustainability and development of gastronomy tourism in the case that promotion and marketing are provided [42]. Because food is not the primary motivation for gastronomy tourism [17]. Gastronomy tourism is not just related to food culture, rather, it is a tourism kind making significant contributions to cultural elements such as “monuments, museums, architecture, and activities” [43]. Therefore, the protection of cultural and technical identity is so important to attract tourists. Accordingly;

Hypothesis 2 (H2). *Local products registered with geographic indication influence the development of gastronomy tourism significantly and positively.*

Local products are also doomed to disappear in the globalizing life. With mechanization, handmade products have been replaced by factory printouts. On the other hand, the reputation of local products is returned with tourism activities. One of the types of tourism in which local products are important is gastronomic tourism. Although food and beverage is effective on tourists’ travel motivations, tourists also benefit from local products during these activities. Especially during the COVID-19 pandemic, the travel motivations of tourists are directed towards gastronomic tourism, which is a special interest where they can benefit from local foods and products instead of a mass tourism that develops depending on the sea-sun-sand trio.

3. Materials and Methods

3.1. Survey Instrument

In this study, the effects of the perception of local food and local products at Bolu on the development of gastronomy tourism was searched with questionnaire technique. There is a scale consisting of 23 statements in the questionnaire. When forming the questionnaire, related studies were examined in the literature, and it was tried to determine the most appropriate scale for this study. As a result, it benefitted from the scale used by Durusoy [44]. In the first part of the scale, the perception of local food belonging to Bolu was investigated. There are statements regarding local product perceptions in the second part and the perception of gastronomy tourism development in the third part. These statements were directed as “strongly disagree”, “disagree”, “neither agree nor disagree”, “agree”, and “strongly agree” to the respondents, according to the 5-point Likert scale. There are also questions to determine the demographic information of the sample in the questionnaire.

3.2. Data Collection and Sampling

The population of the study consists of the tourists who visit or have the potential to visit the city of Bolu in Turkey. The location of Bolu on the map of Turkey is given in Figure 2. The main reason for choosing the research population as Bolu was to reach a homogenous layer that has information, or tries to get information, about local foods, local products, and

the development of gastronomy tourism in the city of Bolu in order to get valid and reliable results. Another reason why Bolu was selected as a population is that it is such a city that engages with activities in the gastronomy field in the region, and the chefs from Mengen, Bolu have an important reputation throughout Turkey. In addition, according to the data of the Turkish Patent Trademark Office for 2020 [45], while the most registered geographical indication is in the field of food, the province with the highest number of registrations was Bolu. On the other hand, Bolu Provincial Culture and Tourism Directorate announced the number of visitors to Bolu in 2019. According to the announced visitor statistics, the number of domestic tourists staying in tourism establishments was 728 thousand, the number of foreign tourists staying in tourism establishments was 104 thousand, and the number of tourists visiting the recreation areas daily was 1 million 788 thousand 660. Accordingly, the total number of tourists visiting Bolu is 2 million 620 thousand 660 people [46].

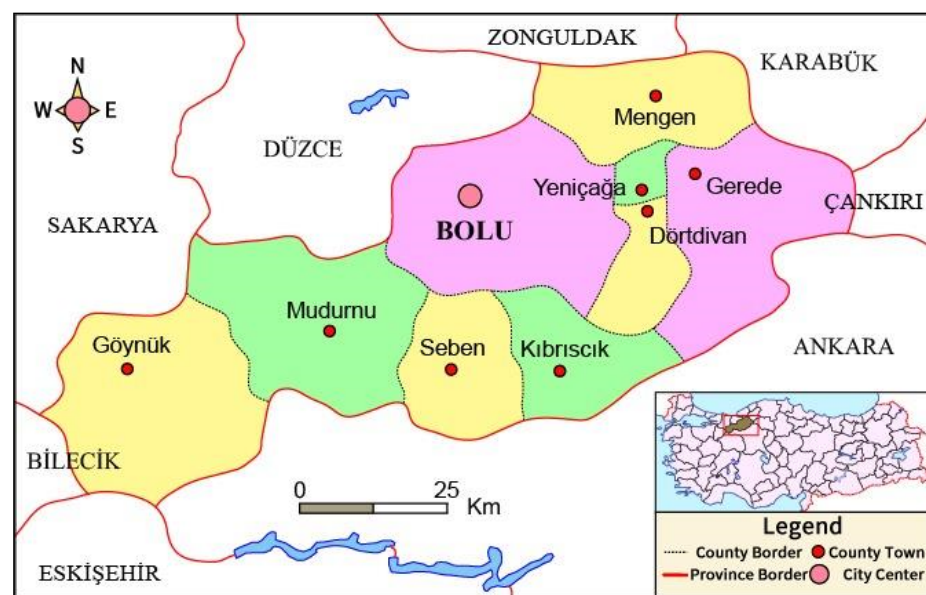


Figure 2. Bolu Map [47].

During the field study, the fact that all the tourists who visited Bolu before, or want to visit, could not be reached due to time and economic reasons caused the sampling method to be preferred and the convenience sampling method to be preferred. Tourists who have visited Bolu before have a perceived image of the city. For this reason, it is important to measure the perceptions of Bolu's gastronomic tourism and regional food and products. On the other hand, tourists who have not visited before can have information about the image of Bolu as a result of their research. Therefore, effective and potential tourists were evaluated together, and the convenience sampling method was preferred. Because the data in convenience sampling are collected in the easiest, fastest and economic way from the population [48]. The most important reason for choosing this method is that it has an unlimited population.

The data of study were collected between the dates of 10 January 2021 and 26 March 2021, and 391 participants were reached. It is thought that the number of participants is enough to represent the population. Because [49–51] expressed that collecting 10 times the number of expressions in the questionnaire is enough, and Stevens [52] expressed that 15 times of the number of expressions are enough to get reliability. Both 230, which is 10 times of the 23 expressions in the questionnaire, and 345, which is 15 times of the 23 expressions were exceeded. On the other hand, since it has the capacity to represent an unlimited population, it was tried to increase the reliability of the survey by exceeding sampling of 384 [53].

3.3. Data Analysis

The data were collected via questionnaire method from effective and potential tourists of Bolu. There were 400 participants were reached in total. The aim of the study was to reach more participants. However, the COVID-19 pandemic, which was experienced in the world during the data collection period, prevented this situation with the obligation to maintain social and physical distance. Because pandemic problems are undoubtedly very effective on travel habits and food and beverage consumption. For this reason, the data was obtained by means of an online questionnaire method by researchers. The questionnaires in which 15% of items were left blank or only one choice marked (Straight line) are excluded from analysis [54]. Thus, 391 of the questionnaires were included in the analysis.

Since two of the participants didn't fill more than 15% of the expressions in the questionnaire and seven of the participants answered as "straight line," these questionnaires were excluded from the analysis. The data obtained from the survey were analyzed with a statistical package program. To determine whether the data distributed normally, the values of kurtosis and skewness were evaluated. According to Kline [51], if the value of skewness is between -0.851 and 0.265 and the value of kurtosis is between -0.947 and -0.039 , the normality assumption is provided.

Multivariate regression was used to measure the effects of local food and local product, which were the dimensions emerging after factor analysis results on gastronomy tourism development. As a result of this analysis, the effects of the dimensions of local food and local product on gastronomy tourism development were determined separately as percentage.

3.4. Validity and Reliability

Exploratory factor analysis was applied in order to determine the structural validity of the scale. The results of analysis were given in Table 1. Exploratory analysis is used to explore the data [52] and to suggest hypothesis [55] rather than to verify the information produced. As a result of the factor analysis, three different dimensions were found as local food, gastronomy tourism development, and local products. Principal Competent Analysis (PCA) method was used in the factor analysis applied. The varimax, one of the orthogonal varieties, was preferred in the rotation. Kaiser Mayer Olkin (KMO) value (0.959) is at the perfect level [56] to do scale factor analysis and the Barlett test result ($\chi^2 = 9588.335$, $p < 0.05$) is at proper level to do factor analysis [50]. The factor loadings of every expression in the scale are over 0.50 and this is pretty good, according to Hair et al., [50].

Table 1. Exploratory Factor Analysis.

Factors	Items	Factor Loadings	Explained Variance Rate	Cronbach's Alfa
Local Food Registered with Geographic Indication	Tourism companies can make a difference by organizing gourmet tours to the region.	0.879	29.425	0.963
	Gastronomy tourism should be used more in the marketing of the region.	0.878		
	Bolu local cuisine is a cultural value and needs to be preserved.	0.870		
	A traditional food festival related to the Bolu local cuisine can be organized.	0.856		
	Bolu local cuisine should be identified with Turkish Culinary Culture.	0.834		
	Local cuisine has a positive effect on being visited of Bolu.	0.726		
	The geography of Bolu and the way of production affect the quality of the products.	0.686		
	The local cuisine has been influenced by other cuisines in the country.	0.664		

Table 1. Cont.

Factors	Items	Factor Loadings	Explained Variance Rate	Cronbach's Alfa
Gastronomy Tourism Development	Bolu local cuisine has increased the number of local and foreign tourists coming to Bolu.	0.835	26.571	0.956
	Bolu local cuisine has positively affected gastronomy tourism in Bolu.	0.807		
	Bolu's local cuisine is one of the most important reasons why Bolu is visited as a touristic area.	0.807		
	Bolu local cuisine has provided diversification in accommodation and transportation services in Bolu.	0.751		
	The competitiveness of gastronomy tourism, which is formed by the local cuisine of Bolu, is high.	0.746		
	Bolu local cuisine meets the expectations for gastronomic tourism in general.	0.741		
	Bolu local cuisine has enabled tourism investments to be made in the city of Bolu.	0.731		
	Bolu local cuisine has contributed to the promotion of the city of Bolu.	0.713		
Local Food Registered with Geographic Indication	The production of local products is sufficient for Turkey.	0.756	17.872	0.879
	Plenty of local products is to get the attention that it deserves in Turkey.	0.718		
	Bolu local products are easy to access.	0.694		
	The sale price of Bolu local products is affordable.	0.667		
	Plenty of local products are well-known in Turkey.	0.645		
	I think that plenty of local produce are sufficiently known in Turkey.	0.537		
	Local products are still produced by traditional production methods.	0.517		
			73.868	0.968

To determine the internal consistency of the scale, reliability test (Cronbach Alpha) was applied. Cronbach alpha reliability is one of the most commonly used measures in social and organizational sciences. Since the Cronbach alpha values of each dimension forming the scale in this survey are over 0.70, it can be said that the scale is reliable [57].

4. Result

4.1. Demographic Information of Participants

The demographic information of participants was presented in Table 2. According to the demographic information, 59.8% of the sample is women. In terms of age interval, the majority of the participants are in the age group of 18–41 with a ratio of 87.2%. Regarding education level, 76.4% of the participants have bachelor's degree and master's degree.

Table 2. Frequency Analysis Regarding Demographic Characteristics of Participants.

		n	%	Cumulative Percent
Gender	Female	234	59.8	59.8
	Male	157	40.2	100
	Total	391	100	
Age	18–25	110	28.1	28.1
	26–33	126	32.2	60.4
	34–41	105	26.9	87.2
	42–49	27	6.9	94.1
	50 and above	23	5.9	100
	Total	391	100	

Table 2. *Cont.*

		n	%	Cumulative Percent
Educational Status	Secondary School	9	2.3	2.3
	High School	41	10.5	12.8
	Vocational High School	42	10.7	23.5
	Undergraduate Education	160	40.9	64.5
	Postgraduate Education	139	35.5	100
	Total	391	100	

4.2. Results of the Measurement Model

A model was established within the scope of (H1) and (H2) in order to measure the effects of perception of local food and local product, registered with geographic indication belonging to Bolu, on the development of the Bolu gastronomy tourism. The established multivariate regression model is as follows;

$$Y' = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

The symbols in the model stand for variables. The explanation of these variables is given below;

Y' = Predicted variable

α = constant variable

X_1 = Local food registered with geographic indication

X_2 = Local product registered with geographic indication

The most important reason for including multivariate regression analysis in the research is to determine to what extent the regional foods and products have an impact on the policies and strategies to be followed for the development of gastronomic tourism. According to the regression analysis ANOVA test, presented in Table 3, at least one of the dimensions of local food and local product, which was measured, explain the development of gastronomy tourism in Bolu, significantly, with the value of $p < 0.05$.

Table 3. Multivariate regression analysis ANOVA test.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	284.765	2	142.383	314.641	0.000
	Increasing	175.579	388	0.453		
	Total	460.345	390			

Regression analysis was presented in Table 3 in order to that investigate at which level the perceptions of local food and local product, which are independent variables, explain the gastronomy tourism development, which is a dependent variable. In this analysis, when the adjusted R2 value (0.617) is examined, it shows that there is an effect of 61.7%. Additionally, there is no autocorrelation problem since DW coefficient is at the level of (2.041) [58]. In such a situation, 61.7% of a change occurring in the gastronomy tourism development stems from the perception of local food and product registered with geographic indication dimensions.

Individual significance tests, with regards to measuring the effects of the dimensions of local food and product on the development of gastronomy tourism, were presented in Table 4. According to this test, the dimension of local food registered with geographic indication with beta value of (0.347), and the dimension of local product registered with geographic indication with beta value of (0.600) influences the development of gastronomy tourism, statistically, significantly and positively. Additionally, there is a multicollinearity

between independent variables due to VIF < 10 [59]. The result obtained according to the established model is given below:

$$Y' = 0.165 + (0.347) \times \text{Local food registered with geographic indication} + (0.600) \times \text{Local Product registered with geographic indication}$$

Table 4. Multivariate regression analysis.

Model	R	R ²	Adjusted R ²	Standard Error	Durbin-Watson
1	0.787	0.619	0.617	0.67270	2.041

In this regard, a unit of increase in the dimension of local food registered with geographic indication causes a 34.7% increase in the perception levels of gastronomy tourism development. According to the Gastronomy Tourism Report, prepared by the Association of Turkish Travel Agencies (TÜRSAB) in 2014, the number of tourists exceeds 1 billion people around the world and 88.2 percent of tourists traveling use the expression of “Food is very important for destination preference.” So, it is seen that the food factor is very important in destination preferences around the world [60]. López-Guzmán and Sánchez-Canizares, [40] stated, in their study, that local foods registered with geographic indication increase the satisfaction of tourists and has an incentive feature for touristic activities because food experience has a strong relationship with overall satisfaction [11]. Local foods play an important role in destination preference [40] as tourists want to visit the source place of food [20]. Therefore, supply determinants, and marketers’ use of local foods to optimize the tourism potential is very important [10]. According to this result, H1 (Local foods registered with geographic indication influence the development of gastronomy tourism significantly and positively) hypothesis was accepted.

It can be said that a unit of increase in the dimension of local food registered with geographic indication causes a 60% increase in the perception levels of gastronomy tourism development. Gastronomy tourism is generally associated with the heritage of region and cultural resources, in other words with local products [61]. Velissariou and Mpara, [62] stated in their study that the relationship between local foods and tourism is too low. On the other hand, the writers have reached the result that local products have potential to develop gastronomy tourism. Especially cultural activities, festivals, and activities, which combine with local food and local products, can make contribution to the development of tourism and can be incentive to attract more visitors. According to this result in Table 5, H2 hypothesis (Local products registered with geographic indication influence the development of gastronomy tourism significantly and positively) was accepted.

Table 5. Multivariate regression analysis (percentage of variables).

Model	Independent Variables	Standardized Coefficient			Collinearity Statistics	
		Beta	t	p	Tolerance	VIF
1	Constant		1.423	0.155		
	Local Food Registered with Geographic Indication	0.400	9.174	0.000	0.517	1.935
	Local Product Registered with Geographic Indication	0.454	10.409	0.000	0.517	1.935

5. Discussion

5.1. Practical Implementation

The consumption habits of individuals have started to change with developing technology. Supply determinants deploy marketing activities after detecting what products the customers tend to. New tendencies also occur in tourism supply. It is thought that the gastronomy tourism is one of the most important of those.

Gastronomy tourism can be used as a tool to add value to local production and develop local identity [63]. The development of local identity is one of the necessary

conditions for local development [64]. Because not only local people, but also tourists, are interested in local products and local foods [65]. Local distinctions, such as local culture and history, socioeconomic and environmental factors, food types, and dietary preferences attract tourists to destinations [4,5]. For this reason, it is very important to register local foods and products with geographical indication.

Gastronomy tourism is activities carried out, especially, to taste local foods, and the popularity of this type of tourism is increasing day by day [15]. Contemporary tourists are in demand for local foods [66]. Therefore, local foods can trigger the choice of destination [67]. This means that regional food is also very important in tourists' pre-travel destination selection [4,68,69]. For this reason, many destinations integrate local foods into tourism products in order to increase attractiveness [70]. In other words, the registration of local foods with geographical indication is very important in the tendency of everyone to travel to that destination, especially tourists who do not have any image perception of the destination.

Apart from food, local traditions, local culture and products are also important in the development of gastronomic tourism [17,71–74]. In this study, important contributions are made to the applied field by addressing the effects of local products and foods on the development of gastronomy tourism.

Products registered with the geographical indication have an impact on the economic performance of a destination as they protect cultural heritage [75–78]. Because products registered with geographical indication can be sold at twice the price (Turkish Patent and Trademark Office, 2020). On the other hand, geographical indication plays an important role in both product and destination marketing [79]. For this reason, determining that products registered with geographical indications contribute to the development of gastronomy tourism provides information that can be used by destination marketers, planners, and strategists in the applied field. In addition, together with gastronomy tourism, the sustainability of the products marked with geographical registration is ensured.

5.2. Theoretical Implementation

In this study, it is aimed to detect the elements which make contributions to the development of gastronomy tourism. According to the results of this study, local foods registered with geographical indications have an effect of 34.7% on the development of gastronomy tourism. The local product, registered with geographical indications, explains the development of gastronomy tourism with a high rate of 60%.

When the literature is examined, there are studies related to the legal, procedural, and certification process [8,80]. However, similar studies with this study are encountered, too. In these previous studies, it is mentioned that the products are important for the development of gastronomy tourism [38]. In this direction, there are studies putting forward that local food makes contributions to gastronomy tourism development [41,81]. On the other hand, Privitera, Nedelcu, and Nicula [17] set forth in their study that local foods are not the primary motivation means for gastronomy tourism. Velissariou and Mpara [62] state that local products are influential on the development of gastronomy tourism in their study.

6. Conclusions and Recommendations

In this study, it is concluded that local foods, and products registered with geographical indications, have an effect on the development of gastronomy tourism. The pandemic was also effective in the emergence of this conclusion. With the pandemic, the supply and demand of mass tourism for marine tourism has decreased significantly. For this reason, the weak point of the research is that the participants' views on local food and products, in the tourism activities they will carry out during the pandemic, could not be determined by in-depth interview method. Negative developments in mass tourism indicate that tourists, who are a social entity and want to engage in activities, will tend to increase their orientation towards elements such as local food and products within the scope of special

interest tourism. On the other hand, developing gastronomic tourism acts as a driving force for the registration of local foods and products with geographical indication.

According to these results, it can be suggested that supply determinants use local foods and local products, registered with geographical indications, as marketing tools in their studies to develop gastronomic tourism. The other elements which may make contribution to the development of gastronomy tourism can be recommended for those who will make research on this topic. According to another suggestion, studies can be done on what scale tourism products, registered with geographic indication, affect the development of other tourism types.

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