THE EFFECTS OF LOCAL GOVERNMENTS ON TOURISM MARKETING: ANALYSIS OF TURKEY

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Abstract

Countries present their touristic destinations in a comprehensive way through their institutional websites and seek to distinguish themselves from other destinations. Today, gastronomy cannot only be regarded as an attraction factor on its own, it also comes to the fore as a complementary form of tourism and is among the most important elements to appear in such websites. In this research, the websites belonging to the Provincial Directorates of Culture and Tourism and Governorates of the 81 cities in Turkey were comparatively analyzed by means of content analysis method. The use of gastronomic elements in these websites for destination promotion was examined. The findings showed that the administrations do not use their gastronomic products and gastronomic tourism as an attraction factor and that they do not provide adequate information about this subject. Regional culinary products constitute an important factor in regional development for promoting regional branding with the right marketing.

Keywords: Websites, gastronomic tourism, gastronomic products, destination marketing, local governments

1. Introduction

Today, the tourism market has evolved with the diversification of individual needs and wishes. As a result, countries have entered into a fierce competition in touristic destination marketing. In this regard, countries have enhanced their competitive nature in their existing destinations with new strategies. They have sought to distinguish themselves from rival countries by marketing all of their touristic resources in line with this purpose. In this way, they have contributed to the development of different tourism areas. Within this period, gastronomic products have had an important place as a means of distinguishing in destination marketing (Kercher, Okumuş and Okumuş, 2008: 137).

The food culture reflecting the culture and lifestyle of societies is one of the components contributing to the gastronomic tourism. The food specific to a region constitutes an attraction factor within the scope of regional tourism activities by bringing out the characteristics of the region (Yüncü, 2010: 28). Regional food is part of the cultural heritage and contributes to the uniqueness of the visited destination (Aslan et al., 2014). It also helps the region become a more preferable and special destination. Local culinary products, crucial for reflecting the culture and attributes of regions, help the country in question become a brand by means of right marketing and advertising activities (Horng and Tsai, 2010).

There are many marketing methods for selling products and services in the branding process. E-commerce has started to rank among these marketing methods in recent years. The websites of both government and private institutions have become an important source of information for individuals. E-commerce through websites and social media provide a great deal of conveniences for consumers. They gain in more importance with each day.

Consumers now do an Internet research before buying a product or service. Based on the information they obtain, they complete the decision-making process and buy that product or service via Internet. According to the Travel Trends 2012 Report, social media increasingly affects the decisions of people on travel. The report states that 41% of travelers using Internet choose a restaurant or a hotel with the help of social media and mobile applications. For this reason, the websites of establishments, government and private institutions are important sources of information for consumers. Besides, these websites help to shape the image of the culinary culture of a country, region or area.

The purpose of this research, thus, is to determine the usage rate of regional culinary culture in destination marketing through Internet in Turkey. The research aims to identify the

usage rate of gastronomic product capacities in promoting a region by analyzing the websites of the Provincial Directorates of Culture and Tourism, local administrations and governorates.

2. Literature Review

While there is an increasing participation in tourism activities, traveling to different touristic destinations has become a need. A touristic destination can be defined as: a system including a series of elements such as attractions, accommodation, transportation, infrastructure and other services or continents, countries, states, cities and districts attracting visitors for temporary accommodation or holiday resorts built for this purpose (Guceret al., 2013).

Today, tourist destinations from all over the world compete with each other in order to promote international tourism and increase their number of tourists. For this purpose, tourist destinations make use of various promotion tools and marketing strategies (Wan, 2002).

Today, the competition exists not only between products and establishments but also between countries and destinations. When viewed from this aspect, destinations looking to gain advantage in the competition choose to determine and make use of their attributes that will help them become a brand (Ozdemir and Karaca, 2009: 114). Recently, social media (facebook, instagram, twitter etc.) and the Internet have been used as an important way of branding. Internet is rapidly developing all over the world and this development makes it an effective advertisement and a promotion tool. In parallel with the growing importance of websites in destination marketing, many countries in the world make an effort to improve their Internet services (Poel and Leunis, 1999). Accordingly, local administrations have participated more and more in the "World Wide Web" since 2000s (Guceret al., 2013).

In the Global Digital Statistics Report, it is indicated that Internet usage has surprisingly increased in 2017. The report shows that the 50% of the world population (7.476 billion) is using the Internet. Furthermore, it has been revealed that 4.917 billion people are using the Internet via their mobile devices (http://www.dijitalajanslar.com, 2017).

Tourism has taken its place among the areas in which the Internet is most commonly used. With the rapidly increasing popularity of the Internet, travel websites have become the most frequently visited online information sources for people planning their travels (Chiouet al., 2011). Looking from the viewpoint of consumers, it is seen that websites related to the tourism sector are among the areas of usage to which Internet users show the most interest.

For the tourism sector, Internet is not only an alternative communication channel but also an alternative distribution channel and is growing more and more in importance. Law and Hsu (2005) point out that two thirds of Internet users plan their travel with the help of the Internet and one third of these make a purchase afterwards.

Recent studies show that local food and culinary culture play an increasingly important role in distinguishing and promoting certain touristic regions (Horng& Tsai, 2010). Food and culinary culture have become a key element like transportation, accommodation and tourist sites fascinating tourists. Food has an important role in attracting international tourists as well as the local community (Boyne and Hall, 2004). Unique food belonging to a local culture can turn into an international brand, embodying the character of a region. Local food plays a significant role in diversifying and promoting the products of a certain tourist destination. In other words, culinary tourism will continue to be an important part of "destination marketing" as more and more people search for new gastronomic experiences (Horng and Tsong, 2010).

According to the data supplied by the World Tourism Organization (UNWTO), the share of refreshment spendings in tourism revenues is about 30%. In the report, it is stated that food is a key factor for 88.2 % of tourists when choosing a destination to travel. (https://www.tursab.org.tr, 2017). In their studies, Boyne, Williams and Hall (2002) have revealed that tourists spend approximately 40% of their budgets on food and gastronomic products during their travels. In Restaurant and Foodservice Market Research Handbook's 2004 issue, it is reported that more than 50% of restaurants earn their income from traveling tourists. In its Gastronomic Tourism Report, Association of Turkish Travel Agencies, seeking to show its potential in this area, exhibits the refreshment expenses of tourists visiting Turkey. According to the report, 41 million 415 thousand tourists visiting Turkey in 2014 spent a total of 34.3 billion dollars, 6 billion 523 million of which having been spent on refreshments. This accounts for %19 of the total spendings and corresponds to a 157.5-dollar restaurant bill per tourist (https://www.tursab.org.tr, 2017). These findings set forth that there is a direct correlation between food industry and tourism industry (Wan, 2002).

Governments understanding the important potential of social media and local culinary culture in the tourism sector and giving due importance to this subject create websites with the intent of promoting their tourism regions in an effective way. These websites help to promote their regions and market their products.

Two main issues were detected in destination marketing in Turkey. First one is that the local administrations are not aware of the market potential of their destinations and the other is that they do not understand the power of the Internet and social media as a means of destination marketing. The purpose of this research is to determine at what rate the local elements of the Turkish cuisine with a rich culinary culture were dealt with in government websites. The diversity and richness of the Turkish culinary culture stem from the fact that Turkey has been a home to different civilizations and people from different ethnic cultures throughout history and that it has different geographical and regional features as well as climates.

2.1. Turkey's Geographical Features and Historical Development

Turkey is divided into 7 regions based on geographical features. Accordingly, each region has a different climate conditions and food culture. Turkey has harbored different civilizations as it is situated on migratory and trade routes, connects Asia and Europe and it has fertile lands and climate conditions suitable for human life.

Cultural exchanges accelerated the development of civilizations in Anatolia. For example, the history of Göbeklitepe (Potbelly Hill) dates back to 11th century B.C. The Hittites, Lydians, Phrygians, Ionians and Urartians are civilizations that were established in Anatolia. After the Dorian invasion, in the 700s B.C., the Assyrians brought down the Hittites, splintered into city-states. After the Assyrians, Persians seized control. The Hittite lands entered under the Persian rule.

The Phrygians came to Anatolia during the Dorian invasion and founded a state in 800s B.C., the capital of which was Gordion (Polatlı). The Persians led to the collapse of the Phrygians, having entered under the domination of the Cimmerians, who came across the Caucasus. The Lydians arrived in Anatolia in the 1200s B.C. and their king, Gyges, founded a state in the region stretching out from Gediz to Little Maeander valley, the capital of which was Sardis (Salihli). The Lydian State, unable to withstand the Persian attacks, collapsed in 546 B.C. The Achaeans migrated from Greece to Western Anatolia because of the Dorian pressure and founded city-states around İzmir, establishing good relationships with the native population. However, these city-states could not achieve political unity. The most widely known Ionian city-states are Ephesus, Miletus, Foça and İzmir.

The Ionians, situated at the end point of the trade routes starting from Mesopotamia, established an advanced civilization in a short period of time. The Kingdom of Urartu was

founded in Eastern Anatolia by the Asian Hurrians. Its capital was Tushpa (Van). The downfall of Urartu, one of the most powerful states of the region, was caused by the Medes (http://www.estanbul.com, 2017).

In the following periods, Alexander the Great, the Roman Empire and the Byzantine Empire ruled the region. Then, Turkish States and the Ottoman Empire continued their existence in the region. Finally, the Republic of Turkey was founded in 1923. The traces of these civilizations having existed throughout history are still visible.

As stated above, the different civilizations existed in Anatolia and geographical features contributed to the richness of the country's culinary culture. The widespread use of gastronomic products, contributing to the embodiment of culinary culture, as a means of destination marketing today constituted the main purpose of planning this research. In the scanned literature, a limited number of studies analyzing the rate of promotion of a certain destination via governmental tourism websites were discovered (Yüncü, 2016; Ulucay, 2017). The number of studies in which the food variety of destinations were assessed and local products were evaluated as destination marketing tools (Aslan et al., 2014; Sahin and Unver, 2015; Giritlioglu and Avcikurt, 2010) is quite low.

For this reason, this research intends to determine the usage rate of gastronomic elements with the aim of destination promotion and marketing in the websites belonging to the government institutions -the Provincial Directorates of Culture and Tourism and Governorates- of all the cities in Turkey (81). In the research, the way in which the information related to gastronomy tourism is reflected in the official websites of the cities is revealed.

3. Method

Turkey is divided into 7 regions based on geographical features. These are; Marmara Region, Aegean Region, Mediterranean Region, Central Anatolia, Black Sea Region, Eastern Anatolia and Southeastern Anatolia. There are 81 cities in Turkey, 11 of which are in Marmara Region, 8 of which in Aegean Region, 13 of which in Central Anatolia, 14 of which in Eastern Anatolia, 9 of which in Southeastern Anatolia, 18 of which in Black Sea Region and 8 of which in Mediterranean Region. In this planned research, the usage rate of gastronomy tourism elements of the 81 cities in Turkey as a way of destination marketing was revealed.

The websites of the Provincial Directorates of Culture and Tourism and Governorates of the cities were analyzed with the help of the scale used by Horng and Tsai (2010) in their study. This scale consists of five parts; food and culinary culture, local foods and recipes, table manners, gastronomic tourism and restaurant guide. There are 6 subheadings for food and culinary culture, 5 for local food and recipes, 2 for table manners, 8 for gastronomic tourism and 2 for restaurant guide.

Due to the fact that no element exists in the websites within the scope of this research other than the areas indicated in the scale, the exact assessment form used by Horng and Tsai (2010) was used in data collection. The data was entered into the assessment form as "yes" or "no" and coded into the sheet. Then, the frequency and percent value of the data were calculated by applying descriptive statistics with the help of SPSS and the figures obtained were analyzed.

The research was conducted between 10 March 2017-10 April 2017 and was narrowed down to the information in the official websites of the cities between these dates. The findings are indicated below.

4. Findings

Today, the official websites of travel destinations are the most important sources of information when planning a holiday. Websites help to shape the culinary culture and image of a country, region or area. In Table 1, the distribution of the usage rate of the elements related to gastronomic tourism in the official websites of the cities in Turkey was given. (Table 1 is here).

The assessment of the findings obtained by analyzing the websites of the cities in terms of gastronomic tourism across Turkey is presented in Table 1. The findings show that information about local food and recipes are present in the websites of the cities. The websites, seemingly resourceful in this respect, were found to be insufficient in such areas as providing information about the origins of the food, suggestions of important restaurants specific to the region and cooking courses where information about the local food can be obtained from.

Examining Table 2, it can be seen that information about local cuisine takes the largest place in the official websites of the cities in the Black Sea Region. It was determined that traditional food is promoted in the websites of the cities in all of the regions. However, it was

discovered that the information with regard to the guides to establishments offering local food and culinary professionals promoting local cuisines is insufficient.

Information about regional food and table manners is given in Table 3. It was revealed that local food is promoted in the websites of all the cities. It was found out that the information regarding table manners, local language and dialects, which are the corner stones of food cultures, is insufficient in the websites of the cities. It is seen that the websites of Central Anatolian cities contain more information for the promotion of the local food compared to other regions. (Table 2, 3 and 4 are here).

It was revealed that the information in the websites is insufficient in all the sections apart from ethnic food and suggestions for food souvenirs. It was discovered in particular that the promotion of the privately-owned establishments as local food destinations does not exist in the websites. In fact, this type of establishments play an important role in the promotion of local cuisines.

The websites lack information on interesting and informative activities in respect of culinary culture such as gastronomic routes. Among the websites analyzed, the cities providing content about gastronomic tour suggestions are İstanbul, Ankara and Çorum. It was found out that the website containing the most comprehensive information belongs to Çorum. It was also discovered that information about cooking courses, one of the important elements in the promotion of local cuisines, is not provided in the official websites of the cities, with the exception of Bolu in the Black Sea Region. Particularly, the evaluations ofnational and international chefswith gastronomic experiences, an important criterion for choosing local food, constitute a key factor in the decisions of domestic or foreign tourists. Such evaluations are only existent in the websites of İstanbul, Kastamonu, Ankara and Gaziantep (Table 4).

5. Discussion and Conclusion

Turkey has a food culture and diversity that is spread over years. Turkish cuisine is among the five most important cuisines in the world in terms of diversity and cultural background. It was determined that the promotion of the Turkish cuisine, which has such an important cuisine diversity and a rich food culture, is rather underrated in the government websites. In addition to the direct promotion of the local food, gastronomic culture and restaurants of a country (as an indirect promotion and marketing strategy), these official websites provide both general and detailed information for active and potential gastro-tourists (Hjalager, 2004).

There is certainly a need for other tools such as a successful local cuisine marketing campaign, advertisements, gastronomic tours and the use of mass media (Boyne et al., 2003; Hjalager 2004; Kivela and Crotts, 2005; du Rand et al., 2003). However, compared to other marketing tools, websites can be updated more rapidly (Boyne and Hall, 2004; Hjalager, 2004). Official websites are regularly updated and their content is safer than that of private websites. These websites under state guarantee provide more valuable information in the eyes of Internet users. The target group of these official websites is gastro-tourists, constituting the largest subset of the total tourist population (Ignatov and Smith, 2006). For this reason, the information about the destinations where the locals wish to promote the distinguishing features of the region, and their cuisine and characteristics of all the existing food cultures (not only cuisines and recipes) is provided to tourists through these websites (Horng and Tsai, 2010). After comparing the websites of the cities in Turkey to the elements emphasized in the studies that were carried out, they were found to be rather inefficient in marketing, advertising and offering up-to-date services. The photographs of the local food and recipes are not effective in promoting local products. It is therefore argued that the websites of the Governorates and the Provincial Directorates of Culture and Tourism are rather unsuccessful in the promotion of local food specific to cities apart from big metropolis (such as Ankara, İzmir, İstanbul) and that they are not useful. The lack of visual appeal of the website contents and the difficulty in finding gastronomic elements in the websites are among the identified issues. In the researches analyzing the gastronomy and tourism websites in Turkey, similar results were obtained and the significance of the development of websites for destination marketing was underlined (Ates and Boz, 2015; Ulucay, 2017). In the research conducted by Horn and Tsai (2010), it was suggested that the interfaces of the websites of the cities are complicated and not user-friendly. Their findings bear resemblance to those of this research. It was stated that particularly the design of institutional websites has an effective power in encouraging the user to stay in the website for a long time and visit it again. It was emphasized that these websites should be designed in a way that they are helpful for users, need-oriented and visually appealing (Karmokar, Singh and Tan, 2016, 19-20).

Social media channels help to draw attention and raise awareness about a region or a product (Manap and Adzharudin, 2013; Bruyn and Lilien, 2008). In another research where the level of confidence of users in the sources of information about holidays was assessed, it was found out that individuals take mostly the advice of their friends and relatives into

consideration. They also rely on the information they obtain from other holiday makers through visual and written media and websites (Cetinsoz and Akdag, 2015). In their research oriented at the countries providing tourism services in the Mediterranean region, Chernysheva et al., (2011) revealed that the official websites of Greece, Cyprus, Spain, Portugal and Malta offer a link for social network. They stated that other countries (Turkey, Tunisia, Syria, Slovenia, Palestine, Morocco, Lebanon, Jordan, Italy, Israel, France, Egypt, Croatia, Algeria and Albania) do not make use of social media channels like Facebook to the fullest extent as a marketing tool. Similar insufficiencies were discovered in the websites of the cities in Turkey. Ways for utilizing the viral marketing effect should be searched. It is arued that gastronomic values can reach larger populations by means of different and alternative marketing techniques.

Website designs and the lack of importance attached to gastronomy tourism show that the local administrations ignore gastronomic tourism. The information about the restaurants offering local food and gastronomic products is non-existent in the websites of most of the cities (62). As stated by Sahin and Unver (2015), Turkey has rich values in terms of gastronomy tourism. The Ottoman effect is considerable, particularly in the local food. The variety differs from region to region and rich culinary products come to the fore in each local cuisine. However, Turkey cannot generate enough income from gastronomic tourism. The most important issue in this matter is related to the insufficiencies in marketing gastronomy tourism. It was realized that the promotion of the privately-owned establishments in particular is inadequate. It is suggested that the names of the institutions are not given in the official websites of the cities on the grounds of unfair competition etc.

Similarly, in the research carried out by Aksoy and Sezgi (2015), it was asserted that the local community fails to promote its own products. The lack of suggestions made by international chefs for local cuisines emphasized in the same research is among our findings.

The fact that the websites are in Turkish also creates an important problem. English is offered in language selection only in the websites of 9 cities. In his research, Yüncü (2016) underlines the fact that the only language option in such websites is mostly Turkish. It is important that the websites are designed in different languages for the solution of marketing related problems. A quality that the website of a tourism establishment should definitely possess is the multiple language selection. Otherwise, the possibility of worldwide recognition will be lowered.

The fact that the products and services provided by the local people are not mentioned in official websites might cause them to adopt a negative approach to development by means of tourism. This issue can be resolved with the help of promotive activities and incentives offered by the state. Government institutions should give due importance to gastronomy tourism for increasing economic inputs. Local and central administrations can engage in promotive and incentive activities by advertising and marketing the establishments providing local services such as restaurants through their websites. The support of famous artists and culinary professionals can be received within the scope of promotional activities by creating gastronomic tours and routes. The related government institutions should give up-to-date and exact information by ensuring the collaborative work of both gastronomy experts and advertising, marketing and informatics specialists while creating the content and visuals of the websites. Increasing multiple language options is essential to make promotional activities sustainable in the globalizing world. One of our suggestions is that gastronomic tourism is listed among the regional tourism activities mentioned under the headingof activities in the websites.

6. Restrictions and Future Researches

Within the context of this research, websites were analyzed in terms of qualities; however, the effective power of the existing elements was not taken into consideration. The future researches in this field can be deepened by developing studies aimed at the effectiveness of the existing elements.

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Tables

Table 1: The General Distribution of the Elements Related to Gastronomic Tourism in the Websites of the Provincial Directorates of Culture and Tourism and Governorates in Turkey (n=81)

Food and Culinary Culture	Yes(n)	No(n)
a. Food culture and information about local cuisine	51	30
b. Promotion of traditional food	68	13
c. Important characteristics of traditional food (key points)	52	29
e. Guide to establishments offering traditional food	19	62
e. Food and drink festivals	45	36
f. Promotion of famous culinary professionals	5	76
Local Food and Recipes		
a. Promotion of local food	70	11
b. Origins of local food	27	54
c. Food defining the region and cooking styles	52	29
e. Promotion of special spices and recipes	36	45
e. Recipes of local food	52	29
Table Manners		
a. Promotion of local table manners	12	69
b. Useful expressions belonging to the local language used in restaurants	3	78
Gastronomic Tourism		

a. Promotion of selected local restaurants	7	74
b. Promotion of local tourism attractions and important food destinations	32	49
c. Promotion of ethnic food and drinks	67	14
e. Local gastronomic tour suggestions	3	78
e. Local gastronomic tour routes	2	79
f. Information about the cooking courses and culinary schools in the region	1	80
g. Food suggestions for souvenir (coffee, Turkish delight etc.)	50	31
h. Suggestions from famous people for food and drinks	4	77
Restaurant Guide		
a. Guide to restaurants with Tourism Operation License	19	62
b. Guide to local restaurants with license	31	50

Table 2: The Regional Analysis of the Information on Turkish Food and Culinary Culture in the Websites of the Provincial Directorates of Culture and Tourism and Governorates (n=81)

	Marmara Region n=11		Aegean Region n=8		Mediterranean Region n=8		Central Anatolia n=13		Black Sea Region n=18		Eastern Anatolia n=14		Southeastern Anatolia n=9	
	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)
a. Food culture and information about local cuisine	6(54.5)	5(45.5)	6(75)	2(25)	6(75)	2(25)	10(76.9)	3(23.1)	10(55.6)	8(44.4)	7(50)	7(50)	6(66.7)	3(33.3)
b. Promotion of traditional food	9(81.8)	2(18.2)	7(87.5)	1(12.5)	8(100)	0(0)	12(92.3)	1(7.7)	14(77.8)	4(22.2)	10(71.4)	4(28.6)	8(88.9)	1(11.1)
c. Important characteristics of traditional food (key points)	6(54.5)	5(45.5)	5(62.5)	3(37.5)	6(75)	2(25)	11(84.6)	2(15.4)	10(55.6)	8(44.4)	8(57.1)	6(42.9)	6(66.7)	3(33.3)

e. Guide to establishments offering traditional food	2(18.2)	9(81.8)	1(12.5)	7(87.5)	1(12.5)	7(87.5)	3(23.1)	10(76.9)	8(44.4)	10(55.6)	0(0)	14(100)	4(44.4) 5(55.6)
e. Food and drink festivals	6(54.5)	5(45.5)	6(75)	2(25)	7(87.5)	1(12.5)	8(61.5)	5(38.5)	9(50)	9(50)	5(35.7)	9(64.3)	4(44.4) 5(55.6)
f. Promotion of famous culinary professionals	2(18.2)	9(81.8)	0(0)	8(100)	0(0)	8(100)	1(7.7)	12(92.3)	1(5.6)	17(94.4)	0(0)	14(100)	1(11.1) 8(88.9)

Table 3: The Distribution of the Information About Local Food, Recipes and Table Manners (n=81)

	Marmara Region n=11		Aegean Region n=8		Mediterranean Region n=8		Central Anatolia n=13		Black Sea Region n=18		Eastern Anatolia n=14		Southeastern Anatolia n=9	
	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)
a. Promotion of local food	9(81.8) 2(18.2)		7(87.5) 1(12.5)		8(100)	0(0)	12(92.3) 1(7.7)		15(83.3) 3(16.7)		10(71.4) 4(28.6)		9(100) 0(0)	
b. Origins of local food	4(36.4) 7(63.6)		4(50)	4(50)	5(62.5) 3(37.5)		7(53.8) 6(46.2)		5(27.8) 13(72.2)		0(0) 14(100)		2(22.2) 7(77.8)	
c. Food defining the region and cooking styles	6(54.5) 5(45.5)		5(62.5) 3(37.5)		6(75)	2(25)	11(84.6) 2(15.4)		11(61.1) 7(38.9)		7(50) 7(50)		6(66.7) 3(33.3)	
d. Promotion	4(36.4) 7(63.6)		5(62.5) 3(37.5)		5(62.5) 3(37.5)		6(46.2) 7(53.8)		10(55.6) 8(44.4)		2(14.3) 12(85.7)		4(44.4) 5(55.6)	

of special

spices and

recipes

e. Recipes of local food	6(54.5) 5(45.5)	5(62.5) 3(37.5)	6(75)	2(25)	11(84.6) 2(15.4)	11(61.1) 7(38.9)	7(50) 7(50)	6(66.7) 3(33.3)
f. Promotion of local table manners	2(18.2) 9(81.8)	0(0) 8(100)	2(25)	6(75)	2(15.4) 11(84.6)	2(11.1) 16(88.9)	2(14.3) 12(85.7)	2(22.2) 7(77.8)
g. Useful expressions belonging to the local language used in restaurants	0(0) 11(100)	0(0) 8(100)	1(12.5) 7(87.5)		0(0) 13(100)	0(0) 18(100)	0(0) 14(100)	2(22.2) 7(77.8)

Table 4: Gastronomic Tourism in Cities and the Existence of Restaurant Guides

	Marmara Region n=11		Aegean Region n=8		Mediterranean Region n=8		Central Anatolia n=13		Black Sea Region n=18		Eastern Anatolia n=14		Southeastern Anatolia n=9	
	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)	Yes(%)	No(%)
a. Promotion of selected local restaurants	2(18.2)	9(81.8)	1(12.5)	7(87.5)	0(0)	8(100)	1(7.7)	12(92.3)	2(11.1)	16(88.9)	0(0)	14(100)	1(11.1)	8(88.9)
b. Promotion of local tourism attractions and important food destinations	4(36.4)	7(63.6)	2(25)	6(75)	4(50)	4(50)	4(30.8)	9(69.2)	9(50)	9(50)	4(28.6)	10(71.4)	5(55.6)	4(44.4)
c. Promotion of ethnic food and drinks	9(81.8)	2(18.2)	7(87.5)	1(12.5)	8(100)	0(0)	12(92.3)	1(7.7)	13(72.2)	5(27.8)	10(71.4)	4(28.6)	8(88.9)	1(11.1)
e. Local	1(9.1)	10(90.9)	0(0)	8(100)	0(0)	8(100)	1(7.7)	12(92.3)	1(5.6)	17(94.4)	0(0)	14(100)	0(0)	9(100)

gastronomic

tour

suggestions

e. Local gastronomic tour routes	0(0)	11(100)	0(0)	8(100)	0(0)	8(100)	0(0)	13(100)	2(11.1) 16(88.9)		0(0)	14(100)	0(0) 9(100)
f. Information about the cooking courses and culinary schools in the region	0(0)	11(100)	0(0)	8(100)	0(0)	8(100)	0(0)	13(100)	1(5.6) 17(94.4)		0(0)	14(100)	0(0) 9(100)
g. Food suggestions for souvenir (coffee, Turkish delight etc.)	9(81.8)	2(18.2)	5(62.5)	3(37.5)	7(87.5)	1(12.5)	8(61.5)	5(38.5)	8(44.4) 10(55.6)		7(50)	7(50)	6(66.7) 3(33.3)

h. Suggestions from famous people for food and drinks	1(9.1)	10(90.6)	0(0)	8(100)	0(0)	8(100)	1(7.7)	12(92.3)	1(5.6)	17(94.4)	0(0)	14(100)	1(11.1)	8(88.9)
a. Guide to restaurants with Tourism Operation License	2(18.2)	9(81.8)	3(37.5)	5(62.5)	3(37.5)	5(62.5)	2(15.4) 11(84.6)		6(33.3) 12(66.7)		2(14.3) 12(85.7)		1(11.1)	8(88.9)
b. Guide to local restaurants with license	4(36.4)	7(63.6)	5(62.5)	3(37.5)	1(12.5)	7(87.5)	2(38.5)	8(61.5)	10(55.6) 8(44.4)		2(14.3) 12(85.7)		4(44.4)	5(55.6)