



REVIEW ARTICLE

REQUIREMENTS FOR THE PRESENCE OF CULTURAL IDENTITY TO PROTECT AND MARKETING ECO-GASTRONOMY: SAMPLE OF IN AKSARAY GÜZELYURT

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ABSTRACT

The cultural values of society has been oblivioned in the process of globalization, sustainability of cultural values began to be widely discussed lately and the protection of these values in today's societies owned and transferred to future generations has become more important than the need. Nowadays culinary culture of a society is among the most important elements referred to a combination of tourism, has begun to take an active role in promoting the country. The aim of this study; Orthodox sect's founder St. Gregeourus's hometown Güzelyurt's culinary culture and gastronomy tourism was analyzed. For this purpose, interviews were held face to face with the local administrators, officials from the Provincial Directorate of Tourism and the local people and necessary information about local culinary culture was obtained by using the interview method. The region's culinary culture can be revitalized with gastronomy tourism is transferred to future generations and take its rightful place in the promotion of the country. In this study, specific to local culinary culture, molasses, wine, bread and meat dishes were explained. This study is also important in order to promote the tourism potential of Güzelyurt District, which is a religious center, by taking advantage of its gastronomic attractiveness

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INTRODUCTION

Nowadays, as cultural values are depleting with the globalization process, the concept of sustainability has begun to be discussed extensively and the importance of preserving the cultural heritage of societies has increased. The local food and beverage culture, which is expressed as a concrete reflection of abstract cultural heritage, cannot cope with the uniformity based on the rapid consumption of globalization. According to the culinary culture of our Earth, which is separated by regions of politics, rains, religions, skin colors, in short, with many geographical features, it is divided into different regions according to cooking and eating habits. Choosing the local cuisine to visit in a locality allows the local people to be proud of their food preparation procedures and create a positive cultural impact. In this way local prescriptions become important and the gastronomic values that are about to be forgotten may gain importance (Ilhan, 1998: 27). The foods prepared for consumption include not only the products grown by the people of that region but also the cultural items which take a very long time to form and give important clues about the life of the people of the region at the same time.

Because the gastronomic items that an ethnicity or region possesses are born and continue to exist within the culture of the region. Gastronomy, which is regarded as the conversion of eating and drinking into knowledge and art, now begins to play an active role in integrating tourism and promoting the country. Increasing the income from tourism and introducing the tourism potentials that countries have is increasingly important to showcase their culinary culture and to gain a competitive advantage day by day. In this study, the local cuisine, which is directly reflected in the cultural identity of the Güzelyurt district of Aksaray, which is called as the golden gate of Cappadocia, is located in the Ihlara Valley, which is able to reflect the cultural values it possesses directly to the kitchen and maintain its importance as a religious center. In addition, it emphasized the importance of preserving the cultural values that the region has in the scope of sustainability principles and conveying them to future generations. In the study, it is listed in detail in the duties and responsibilities of local people and other stakeholders primarily for the protection of local cuisine cooked in cultural identity.

ECO-GASTRONOMY and CULTUR

Eco-Gastronomy is an action that considers the rhythm of nature, advocates diversity of species, decides to protect forgotten local foods, traditions, endangered plants and animals

as the primary goal. This movement, which promotes the local agricultural model and cares for the awareness of local communities, aims to make people learn to enjoy different tastes and recipes and at the same time to make people aware of those foods (www.yeniaktuel.com.tr). Eco-gastronomy is proceeding with certain steps towards becoming one of the most demanding alternative tourism types. The main points that characterize eco-gastronomy are as follows; To provide a sustainable approach to the environment, cultural structure of the area, not to affect people's lifestyles, to inform visitors about nature and nature conservation issues, and to contribute to the conservation efforts in the region (www.webnatural.com). There are important tasks for consumers, businesses, nature conservationists and local people to ensure that eco-gastronomy is sustainable. Culture is a word that has been used in other cultures from the Latin word "cultura" and used daily from the 12th century. The word preliminarily describes agricultural production is defined as the skills, arts, traditions and collective way of life of human communities since the 19th century (Oter and Özdoğan, 2005: 2). Cultural values are among the most important elements of a culinary culture of a society. If the travel destinations of the people participating in the tourism event constitute primarily a gastronomic experience, this tourism is defined as gastronomic tourism and it is one of the issues that has been emphasized in recent years. The notion of gastronomy, defined as the conversion of food and drink into knowledge and art, is nowadays coexisted with tourism and has begun to take an active role in promoting the country. In addition, gastronomic tourism can also be defined as tourism, which has a significant contribution to travel motivation and behavior to experience a unique food and beverage experience (Kesici, 2012: 35). In general, gastronomic tourism is described as follows (Yüncü, 2010: 29);

- A piece of local culture consumed by tourists,
- An important element in the development of regional tourism,
- As part of local agriculture and economic development,
- An important element in the marketing of competitive regions,
- Products and services consumed by tourists.

Essentially, gastronomic items are based on many themes such as cultural, social, geographical, and social nutrition (Gillespie and Cousins, 2001: 2). Because recognizing the culinary art of a society is based on the understanding of cultural values and cultural identity that society has. In addition, the cuisine that reflects the culture and identity of a region is among the cultural attractions for visitors to that region. Every region of Turkey has its own unique flavors and cultural richness and a rich accumulation of gastro-tourism. In our cultural identity, our food still retains its importance in our social life as a source of social cohesion. Just as cultures are separated from each other by their particular characteristics; Almost every cuisine in the world has its own specific characteristics. Factors such as people's lifestyle, geographical factors, cultivated products, customs and customs played an important role in the structure of prepared foods and these factors led to the birth of different culinary cultures. Over time, societies adapted, enriched and developed culinary cultures according to their own structures. Food is indispensable to any culture. Every step of human life, such as birth, marriage, death, is kneaded with food and entered into the interior. In almost all cultures, food is things that color life.

Especially in the countries where culinary cultures are rich, the functions of the foods become more important than the other countries which do not have their own culinary culture. In short, culinary culture is both a socio-cultural aspect of the nation and its culture, and it is a tool that brings nations closer together. Indeed, food is a fundamental sign of understanding different cultures. The preparation and consumption of food reflects the dominant character of social relations in any society (Gökdemir, 2009: 13).

ECO-GASTRONOMY TOURISM IN THE RISE OF SUSTAINABILITY

The concept of sustainability, which is widely used in many fields such as economy, tourism, architecture, agriculture, is defined as a participatory process that ensures the effective use of all social, cultural, scientific, natural and human resources and is based on respect for it. As a starting point; Sustainable gastronomy has emerged as a reflection of sustainable tourism. According to the definition of the World Tourism Organization, sustainable tourism, tourism, tourism, tourism, and the needs of local people are considered as an approach that adds to the present and future social, economic and environmental impacts of tourism (www.sdt.unwto.org). The essence of sustainability; to use natural resources efficiently, to reduce wastes, to recycle resources, to meet the needs of future generations and to protect the environment continuously (Koçak, 2010: 2). Sustainable gastronomic tourism, along with the tourism mobility that is developed to support and support the local people and the agricultural activities in the region, as a motivation factor for travel in sustainable gastronomic tourism mobility; It is not seen that it is made up of local, authentic, nostalgic, beneficial for human health, high nutritional value, environmentally sensitive food, prepared and consumed food and beverages. When assessed in this context, rural tourism, agro-tourism and slow tourism mobility appear to be the supporting elements of sustainable gastronomic tourism. It is possible to list the components of sustainable gastronomic tourism mobility as follows (Durlu *et al.*, 2013: 15):

- Special restaurants
- Locally produced foods
- Special food production systems
- Food festivals
- Private dining organizations
- Natural shopping centers
- Natural and historical shopping places
- Culture of local life
- Organic agriculture and organic products
- Local food production
- Traditional production

At the core of sustainability lies the preservation of resources and their transfer to future generations. Eco-gastronomy also serves the same purpose in terms of content. It is within the scope of the eco-gastronomic that the sofalars prepared with products that are not influenced by globalization, cultured with cultural identity, reflect the cultures of the region and are grown on the territory of the territory and contain no additives, are transferred to future generations and marketed to demanders through tourism. Implementation of an eco-gastronomic in a region or region may be possible if the region possesses food that has survived in the natural and cultural identities of its people.

As a result, the duties and responsibilities of the people of the region come to the forefront rather than other stakeholders when the region and the processed soil are protected by eco-gastronomy and become a cultural attraction point. When the eating and drinking behaviors of tourists visiting destinations in recent periods are researched, it is observed that interest in local products prepared with local cooking methods is increasing. The growing interest of consumers in environmentally friendly foods has led to the need to develop menus that offer local and organic products by changing the structures of food and beverage enterprises.

GÜZELYURT'S CULTURAL VALUES AND FROM PAST TO CURRENT FOOD AND BEVERAGE CULTURE

Cappadocia's gateway to the west is the undiscovered open-air museum; Karballa in the Roman period, Gelveri in the Seljuk period and Güzelyurt today. This culture and trade center, which is home to all the beauties of Cappadocia, the birthplace of the sects with the history of thousands of years, the nobility of the civilizations, the heart of Cappadocia; Mansions, churches, underground cities and the world famous Ihlara Valley and 35 km to the province of Aksaray. Ihlara Valley has 18 km long with vegetation, churches and chapels; history, nature, art and culture are all together in the world's greatest vaults. Some handicrafts that reflect the cultural texture of the region in the region and which have been going on for hundreds of years still maintain their existence today. Ziga Thermal Springs, which is located in the region, has been offering healing to visitors for centuries as part of thermal tourism. (www.aksarayculturetourism.gov.tr). The founder of the Orthodox sect Aziz Gregorios Nazions lived in these lands and started his first monastic life in Güzelyurt. The ideas he advanced later revealed the Orthodox sect (Taş and Demirag, 2014: 3). In the district and in the Monastery Valley there are churches near the church, carved from the Byzantine and Ottoman periods. There are also three underground cities and a rock mosque. Half-rock sculptures, embroidered fronts, Greek houses of 100 to 200 years old are the most beautiful examples of Cappadocian architecture. Historical monuments in the district and its immediate surroundings contain all the features of Cappadocia. The Greek and Turkish populations lived together for centuries in Güzelyurt, which hosted many civilizations until 1924. In the Great Transition in 1924, the Greeks abandoned their homes to Turks coming from the Castorian and Kozan villages of Greece. The citizens who migrated from Güzelyurt were placed in Nea Kalvari of Kavala city of Greece. This settlement area speaks completely Turkish language and every year a regular international Turkish-Greek Friendship Festival is organized (Culture Inventory, 2009: 13). As in all other societies, people who have left their places of barter due to barter has brought their cultural heritage, lifestyles, languages, customs, customs and food cultures to centuries-old locations to new settlement areas. The barter has already led to the enrichment of food cultures that have been going on for centuries. The ecological and cultural richness of Güzelyurt is reflected directly in the local cuisine. Wine grapes produced to be used in religious ceremonies until the exchange were produced by the Greek Cypriot people in the region. Today there are vineyards from the Greeks in the region and wine and pekmez from these grapes are still produced by local people and marketed in small quantities as they are learned from the Greeks. Because of the geographical features of the region, very high quality grapes are grown in arid soils and

very few of these grapes are used in wine production. Grape festivals should be organized during the grape period by educating the local people about grape growing. In this respect, it is necessary to ensure that the lacquer ware which is important in the historical texture is preserved and transferred to future generations. Vegetables and fruits obtained by the organic routes are generally dried and stored for consumption in winter. In addition, the stone mansions on the site are among the cultural architectural elements that succeeded to carry the presence of wine production, especially on the lower floor, up to daylight. One of the most important gastronomic items kneaded in the cultural identity of the region is Gelveri bread. This bread, which is made with wheat obtained from arable land suitable for cereal cultivation. It is a bakery that keeps its freshness for fifteen days without the sale of Gelveri bread which is made once a week by the district women once a week in stone ovens in the garden of Greek houses. This bread prepared with salt, yeast and flour; After all the ingredients are kneaded, they are left to ferment and then put on the frying pan with a mixture of black seed and egg mixture. There is also a tray in the district known as the "Muhaccir Patty", which goes up to its roots in Greece (Hatipoğlu *et al.*, 2012: 7).

One of the most important tastes of the course is the Gelveri pan. This unique meat meal prepared in wood fire with organic products collected from bovine animals and agricultural products obtained from the bovine animals grown by utilizing the plant richness of Morphine in the Güzelyurt Plateau gives important clues about the taste of the local people. The existence of a market where organic farming products are grown in rudimentary farms and the authentic restaurants established on the edge of the Melendiz Stream flowing in the Ihlara Valley serve local and foreign tourists visiting the region. In our cultural identity, our food still retains its importance in our social life as a source of social cohesion. The Hidrellez festivals held every year in the province with large attendances have been able to carry their existence from day to day for the most beautiful examples of this situation. The principle of advocating the diversity of species in the definition of eco-gastronomy and supporting the local agricultural model can be successfully implemented with the awareness of local people in this area in Güzelyurt province, which has a protected nature structure including Ihlara Valley. The long years of living of the Greek and Turkish peoples in the region have created a unique environment of cultural richness and tolerance. Besides the unique historical and natural beauties that region has, the local people's loyalty to the past, tolerance, humility and hospitality also increase the chance of being an important cultural tourism center.

REQUIREMENTS FOR SETTLEMENT THE ECO-GASTRONOMY TO PROTECT THE PRESENCE OF CULTURAL IDENTITY IN GÜZELYURT

The implementation of the eco-gastronomic in the Güzelyurt province may be possible by having food that lives in the natural and cultural identities of the people of the region. In addition, the important duties to consumers, businesses on the go, nature conservation and local people are important for the sustainability of eco-gastronomy in Güzelyurt, which is based on very old institutions. The lack of large shopping centers and fast food restaurants to destroy local culinary cultures plays a key role in the continuation of local culinary cultures and healthy consumption habits. In the district Güzelyurt Vocational High School affiliated to Aksaray University also

has Cooking and Tourism Hotel Management programs under the name of Hotel Catering and Hospitality Services Department. These programs should take a more active role in revitalizing local tourism by producing projects that will stimulate eco-tourism and eco-gastronomic activities in the region, or by carrying out activities in coordination with other stakeholders. The international Turkish-Greek Friendship Festival held every year in Güzelyurt is very dull due to the inadequacy of advertising and promotion campaigns required. Public administrators need to be more responsive and involved in increasing the participation to the festival by making it more effective through the national and international media channels of the Turkish-Greek Friendship Festival. Also, in order to grow the organic products grown locally in the region in the future in the same quality and flavor, T.C. Establishing a seed bank under the leadership of the Ministry of Food, Agriculture and Livestock and offering it to the service of the farmers will be a revolutionary step towards eliminating the issue of seed supply in the future. As a result, one of the most important factors in preserving the local cuisine and transferring it to future generations is the protection of the vegetation existence in the region with the support of local agriculture. It should be ensured that the groceries cultivated once a week by local women are continuously produced and sold. Restoration of stone ovens in the gardens of the Greek houses or in the interior of the houses is important in terms of cultivation and preservation of local cultures and cuisine in order to increase the number of authentic establishments where only local food is included in menus.

Local people, especially women, are trained in the fields of business administration, local culture conservation and local cuisine in the courses opened by the Public Education Centers and it is necessary to create eco-gastronomic awareness in these people. As a result, the duties and responsibilities of the people of the region come to the forefront rather than other stakeholders when the region and the processed soil are protected by eco-gastronomy and become a cultural attraction point. In order for the region to become a center of eco-gastronomic attraction by preserving its cultural identity, Güzelyurt molasses, which is made from the Rumens from the Greeks, and the marketing of the wines of the Güzelyurt and entrepreneurs are given incentives for the entrepreneurs to be involved in the production of the vineyards which are idle for hundreds of years will lead to a more efficient production of these areas and create employment within the local people.

Conclusion and Recommendation

The fact that eco-gastronomic tourism is appropriate for the natural and historical structure of the area is also an important advantage in terms of locating and maintaining eco-gastronomic culture in the region by protecting the traditions of the local people and supporting their lifestyle. Güzelyurt district is located 40 km from Aksaray province, the existence of its own culinary culture and presence of preserved nature, especially Ihlara Valley in the region, can be used to increase attractiveness in terms of rural tourism with gastronomic tourism. Taking maximum advantage of the existing tourism potential in the province will provide added value for local people and will increase the national and international awareness of local cuisine in general. When the eco-gastronomy applications in the world are examined, thanks to such alternative tourism applications; The nations have found the opportunity to promote their own culture and the local

people have earned additional profits. The living standards of the people in the regions where this activity is carried out have started to give more importance to the places where they live. Sustainable gastronomy tourism, which has cultural assets and supports local gastronomic heritage, is the biggest responsibility of the local people in reviving the culinary culture and transmitting it to future generations. The local community should be informed and supported in terms of sustainability principles and policies. In addition, the local cuisine should be transferred to the next generations through the creation of a structure that investigates the regional dishes to be formed with public support and the extraction of the inventories and prescriptions of local foods. The stone mansions remaining in ruins and idle can be restored and opened to the service of the tourists visiting the region, and by the completion of the necessary substructure work, they can attain the right position in the country tourism with attractive charms, effective advertisements and promotions. In addition, legal and institutional arrangements should be made to include environmental protection for vineyards and other biological diversity in the region. One of the most important steps to attract tourists to the region is; Local cuisine, religious tourism and natural charms on the front plan, adding to the route lists of travel agencies that bring tourists to the Cappadocia Region of Güzelyurt. In addition, by taking the support of Provincial Directorate of Tourism, it is necessary to provide more local tourists with the participation of the local people, national and international fairs or by opening booths displaying local tastes on presentation days. In this study, it was emphasized that the local culinary culture which gives important clues about the culture of a local culture and transferred to the future generations within the principles of sustainability in the cultural accumulation. In addition, the study is the source for future studies in the area of eco-tourism and eco-gastronomy. It is thought that the study of culinary cultures of the region can be introduced with a study that includes tourists in the future based on this study and considering the recommendations.

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