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DETERMINATION OF GASTRONOMIC TOURISM CHARACTERISTICS OF GAZIANTEP PROVINCE AS A UNESCO CREATIVE CITIES NETWORK

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DETERMINATION OF GASTRONOMIC TOURISM CHARACTERISTICS OF GAZIANTEP PROVINCE AS A UNESCO CREATIVE CITIES NETWORK

In this study, Gaziantep province is associated with UNESCO Creative Cities Network as a gastronomic tourism destination, and in this context is aimed to identify the main gastronomic tourism characteristics. The UNESCO Creative Cities Network is currently formed by 116 members from 54 countries covering seven creative fields: Crafts and Folk Art, Design, Film, Literature, Music, Media Arts and Gastronomy. Destinations must have certain characteristics in order to be included in the UNESCO Creative Cities Network as a gastronomic city. First, it is important to have advanced culinary and gastronomic cultures that reflect the characteristics of the region. It is also necessary to have gastronomic communities in the region that have many restaurants or chefs. Local ingredients should be used in the preparation of local food/cuisine. Moreover, local gastronomic events such as festivals, competitions, conferences should be organized in the region. Local food, farmers' markets or the local food industry must be active. Finally, the region needs to have various elements such as encouraging and promoting sustainable local products.

In this network, there are 18 gastronomic cities and one of these cities is the province of Gaziantep. For this reason, Gaziantep province was determined as a study area. The qualitative research approach was utilized in this study. Document analysis was used as data collection technique and content analysis was used as data analysis technique. The document was browsed on the internet from 5 May to 9 June 2016. These documents have been provided by searching websites using various keywords such as Gaziantep City of Gastronomy, Gaziantep Gastronomy City, Gaziantep UNESCO City, UNESCO Gaziantep Cuisine, UNESCO Gaziantep Gastronomy City and Gaziantep Local Food. In this context, 39 documents have been reviewed. According to the findings, it is seen that the gastronomic tourism characteristics of the province of Gaziantep consist of four main categories and thirteen subcategories. The main categories have emerged as gastronomic identity, gastronomic

attractions, destination competitiveness and qualified labor. The main category of gastronomic attraction includes buildings, events or activities, and organizations. There are marketing, promotion and branding categories in the main category of destination competitiveness. Finally, sub-categories of training of cooks, training of service personnel, training of restaurant managers or operators, and specialization of producers are creating the main categories of a qualified labor force.

Keywords: UNESCO, Creative Cities, Gaziantep, Gastronomy, Gastronomy Tourism Characteristics