SELCUK UNIVERSITY

42nd year

ICCHT 2017

SELCUK UNIVERSITY
FACULTY OF TURIZM

INTERNATIONAL

CONGRESS ON CULTURAL HERITAGE AND TOURISM



PROCEEDINGS

ISBN: 978-605-83262-1-7

19 - 21 May 2017
KONYA / TURKEY

www.iccht.org

Turkey

INTERNATIONAL CONGRESS ON CULTURAL HERITAGE AND TOURISM

ULUSLARARASI KÜLTÜREL MİRAS VE TURİZM KONGRESİ

ICCHT

19-21 Mayıs 2017

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ISBN: 978-605-83262-1-7

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USE OF FOODS WITH GEOGRAPHICAL INDICATION IN MENUS OF RESTAURANTS

Gökhan YILMAZ*
Selami GÜLTEKİN**

ABSTRACT

A geographical indication is a distinctive sign used to identify a product as originating in the territory of a particular country, region or locality where its quality, reputation or other characteristic is linked to its geographical origin. Products with geographical indication, give the consumer clear and exact information about the origin of the product. In Turkey there are 204 registered products with geographical indication; 144 of products are food related and 60 are out of food products. When the related body of literature is analyzed, it is seen that the degree of using local food in hotels or restaurants' menus (Kızılırmak et al., 2014; Mil and Denk, 2015; Bekar and Zağralı, 2015) or in promotional materials (Yılmaz and Özdemir, 2015; Çulha and Kalkan, 2015; Saatçi and Demirbulat, 2016) are researched. However there is no trace of researh about the degree of using food with geographical indication in menus of hotels or restaurants. In this respect, this research aims to determine the degree of inclusion of foods with geographical indication in restaurants' menus, how and how much thesee signs are used in menus. Within the context of the study, a total number of 182 first class restaurants operating in Istanbul were analyzed; 162 of which have Business Certificate and 20 have Investment Certificate of Culture and Tourism Ministry of Turkish Republic. Primarily, the restaurants were searched in the internet to determine whether they have a web-site or not. The existing web-sites were searched and finally the web-sites including menus were thoroughly investigated to reveal if foods with geographical indication used in these menus. Qualitative approach was utilised, document review and content analysis were used for data collection and analysis. Each menu accessed from websites, was used as an analysis unit for document review. Results show that some of the restaurants do not have web-sites and many of the restaurants having web-sites do not have menus accessible in their web-sites. It is seen that there are limited number of restaurants using food with geographical intication and these indications are generally used in entree, main dish, dessert and beverage sections of menus. Furthermore, some foods with geographical indication are commonly used in menus of these restaurants, such as; Erzincan Tulum Cheese, Akhisar Domat Olive Pulp, Zile Pekmez, Çubuk Pickle, Taşköprü Garlic Soy Sauce, Kars Kashar, Ezine Cheese, Giresun Tombul Nut. The main limitation of the study is that the menus are accessed through web-sites. There is some advices both for theoreticians and practitioners in the final section of this study.

Keywords: Restaurant, Menu, Geographical Indication, Food with Geographical Indication, Istanbul

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