

Evaluation of Geographical Indication Foods in the Context of Gastronomy Tourism: Analyzing the Menus of Local Restaurants in Konya*

Coğrafi İşarete Sahip Yemeklerin Gastronomi Turizmi Kapsamında Değerlendirilmesi: Konya'daki Yerel Restoranların Menülerinin İncelenmesi

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ÖZET

Coğrafi işaret, Yerel restoranlar, Gastronomi turizmi, Menü analizi, Konya

Coğrafi işaretler yerel gıda değerlerinin tüketimini teşvik eder, kültürel değerleri korur ve bölgeyi tanıtır. Bu fonksiyonlarla coğrafi işaretli yiyecekler günümüzün popüler turizm türlerinden birisi olan gastronomi turizmine katılan bireyler için önemli bir çekicilik unsuru oluştururlar. Anadolu Selçuklularının başkenti olan, Çatalhöyük gibi tarih öncesi topraklar üzerinde yer alan ve Hz. Mevlana'nın ebedi istirahatgahı olan Konya, zengin gastronomi kültürü ile Türkiye'nin coğrafi işaretli ürünleri en yüksek sayıda olan şehirlerindedir. Araştırmanın amacı, Konya'nın coğrafi işaretli yemekleri, fırın ürünleri ve tatlılarının yerel restoran menülerinde yer almalarının gastronomi turizmi perspektifinden incelenmesidir. Araştırma, Konya'da Mevlana Müzesi çevresinde faaliyet gösteren restoranların menüleri üzerinde gerçekleştirilmiştir. Araştırmada 59 yerel restorandan kriterleri sağlayan 17 yerel restoranın menüleri içerik analizi yönetimi ile incelenmiştir. Elde edilen sonuçlarda Konya'nın sahip olduğu gastronomik zenginliği restoran menülerine yansıtmadığı, yemek skalası böylesine geniş olan bir şehrin yemeklerinden menülerde en çok yer bulanların "sac arası, etli banya çorbası" olduğu tespit edilmiştir. 58 adet coğrafi işaretli yemekten 40 tanesinin ise menülerde yer almadığı tespit edilmiştir. Araştırma bulgularına göre menülerin düzenlenmesi ve coğrafi işaretli ürünlerin ilerleyen dönemlerdeki yönetim süreçleri ile ilgili önerilerde bulunulmuştur.

Keywords:

ABSTRACT

Geographical indication, Local restaurants, Gastronomy tourism, Menu analysis, Konya

Geographical indications encourage the consumption of local food values, protect cultural values, and promote the region. With these functions, geographical indication foods constitute a vital attraction factor for individuals participating in gastronomy tourism, one of today's popular types of tourism. Konya, the capital of the Anatolian Seljuks, located on prehistoric lands such as Çatalhöyük and the eternal resting place of Hz. Mevlana, is one of the cities with the most geographical indication products in Turkey with its rich gastronomic culture. The research aims to examine the inclusion of Konya's geographical indication foods, bakery products, and desserts in local restaurant menus from the perspective of gastronomy tourism. The research was conducted on the menus of restaurants operating around Mevlana Museum in Konya. The research analyzed the menus of 17 local restaurants that met the criteria of 59 local restaurants using the content analysis method. In the results obtained, it was determined that Konya could not reflect its gastronomic richness to the restaurant menus, and the most common foods in the menu of a city with such a wide food scale were "sac arası, etli banya and okra soup with meat". 40 of the 58 geographical indication foods were not included in the menus. According to the research findings, suggestions were made regarding the organization of menus and the management processes of geographical indication products in the future.

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1. INTRODUCTION

In recent years, protecting geographical indications (GI) regarding products has been a highly contentious issue in international trade negotiations (Raimondi et al., 2020: 331). The significance of local values is growing due to the rising homogeneity of goods and services, which causes these negotiations (Fernández-Ferrín et al., 2019: 2). Consequently, legal laws have been implemented to protect items associated with a particular local culture and geography. These regulations, such as GIs, aim to prevent unfair competition and safeguard against counterfeit imitations. The conversion of regional goods into tourism commodities through GIs and the resulting impacts represent a pivotal concern in destination marketing endeavors. The surge in interest and demand for locally sourced items within a region safeguards these products. The presence of gastronomic products plays a fundamental role in the competitiveness of tourist destinations and the development of tourism (López-Guzmán & Sánchez-Cañizares, 2012: 63). Furthermore, it contributes to the long-term viability of the local economy by fostering the growth of small-scale producers and craftspeople. Destination marketing activities, which include GI products, can attract tourists seeking authentic experiences and contribute to the overall cultural preservation of the region by emphasizing the distinctive traits and legacy of these items.

Türkiye's GI products, including meals, soups, pastries, and desserts are increasingly popular due to the growing desire for nature and locality. Cities aim to add brand value by protecting traditional dishes through registration, ensuring they stand out and contribute to the country's culinary heritage (Doğanlı, 2020: 527). Due to its favorable geographical location and historical significance, Türkiye possesses significant potential for GIs and a diverse portfolio. GI products involve local cuisine registration, promotion, transformation, and marketing. Local cuisine in Türkiye, safeguarded by geographical indicators, significantly contributes to the country's tourism industry. Integrating protection, production, and incorporation of these items into tourism is vital for Türkiye's economic expansion. GI is a significant factor in promoting culinary tourism. When individuals select a destination for gourmet tourism, they carefully analyze the culinary culture and variety of food available at the site. Consequently, they formulated their travel arrangements in response to this evaluation.

The transformation of gastronomy into science and art and its integration with tourism increases the value of GI products in gastronomy tourism. It enables tourists to travel to these destinations (Yeşildağ et al., 2017: 178). When the research on GIs is examined, it is seen that the use of GI in the tourism sector contributes to the increase in tourism revenues, promotion of the region, and employment in the region (Kan et al., 2012: 59). Studies researching the use of GI products within the scope of gastronomy tourism can be divided into three groups. The first group includes studies in which a single GI product is discussed (Şimşek & Güleç; 2020; Kök & Güngör, 2021; Ekinci & Gök, 2022; Çavuş & Eker, 2022; Güngör, 2022; Şengül & Çilgınoğlu, 2023); the second group includes studies in which all GI products of the city are discussed (Polat, 2017; Hazarhun & Tepeci, 2018; Kargıglioğlu et al., 2019; Yazıcıoğlu et al., 2019; Canbolat & Çakıroğlu, 2020; İflazoğlu & Yaman, 2020; Süslü et al., 2020; Akay, 2021; Baran & Karaca, 2021; Avşar & Eryılmaz, 2022; Ercan & Bayesen, 2022; Arslan, 2023; Nazıkgül & Ödemiş, 2024) and the third group consists of studies examining GI products in the whole country (Bilge et al., 2019; Denk, 2021; Baran & Karaca, 2021; Çekiç et al., 2023; Çoşkun et al., 2024).

In the literature review conducted within the scope of the study, three studies (Erik & Pekerşen, 2018; Temiz, 2019; Akgöz et al., 2024) were found that directly examined Konya's GI products from the perspective of gastronomy tourism. Erik and Pekerşen (2018) investigated the contribution of GI gastronomic items of Konya province to the development of tourism in the region. Temiz (2019), in his thesis, determined the recognition of GI products in Konya in terms of food and beverage and examined the effects of these products on Konya's gastronomy tourism. Akgöz et al. (2024) determined various gastronomy tour routes according to the distribution of Konya's GI products in the districts. In these studies, menu research and analysis were not conducted. For this reason, the study is thought to contribute to the literature and tourism sector stakeholders in Konya.

2. CONCEPTUAL FRAMEWORK

2.1. Geographical Indication

The regional product is “a product whose quality and/or fame can be attributed to its region of origin and which is marketed using the name of the region of origin” (Van Ittersum et al., 2007: 2). The concept of a GI is expressed as ‘geographical indication’ or ‘GI’ in English (Piramanayagam & Seal, 2022; Geuens et al., 2021; Ateş et al., 2022; Raimondi et al., 2020; Menapace & Moschini, 2014). The term GI is used to name works that belong to a region with a feature, recognition, or different characteristics (Maghaminia, 2019: 95). GIs are a key way to encourage local communities to resist globalization (Wilhelmina et al., 2010; Arıkan & Taşçıoğlu, 2016; Calboli, 2017). A GI protects local products or values under specific laws (Şahin, 2013: 23). GIs differentiate vital goods according to their place of origin, pinpoint the origin of consumed goods, and expose brands (Süslü et al., 2020:

136). Zhang et al. (2021) say that most of the research that has been done so far has looked at GI products in terms of their labels' function, identification, classification, certification, and protection at the macro level (Geuens et al., 2021; Lans et al., 2013; Menapace et al., 2011). Nevertheless, additional investigation is required to examine the influence of geographical indicators on local economies, cultural preservation, and consumer preferences on a smaller scale. Moreover, comprehending the difficulties and advantages producers and consumers encounter regarding geographical indicators can offer significant perspectives for policymakers and stakeholders in advancing sustainable development and nurturing local economies.

GI is crucial in establishing the connection between a product and its geographical origin, and its description should be clear and unambiguous to ensure clear and accurate identification (Lukose, 2007: 213). Special terms are used to describe the qualities and characteristics of goods, primarily based on their geographical origin, in terms of definitions and product descriptions (Duvaleix et al., 2021: 2). GIs maximize the added value level of the region/region where the products are located (Suna & Uçuk, 2018: 101). Consumers with higher regional ethnocentrism show greater interest in proximity, tradition, and ethnicity of products, leading to increased frequency and purchase intention of regional products protected by GI (Fernández-Ferrín et al., 2019: 8). GIs can be used to protect products, set standards, or mark the region where they are produced and as a very efficient marketing element (Avşar & Eryılmaz, 2022: 999). GI is crucial for preserving cultural heritage and sustainable development of regions by safeguarding products registered with GIs and transferring traditional knowledge and production methods to future generations, ensuring the preservation of ancestral practices and traditional knowledge (Doğanlı, 2020: 527).

The importance of environmental, health, and local inclination has led to legal restrictions on GIs, exclusive products based on regional standards. The Turkish Patent and Trademark Office (TPTO) registers GIs in Türkiye through name and sign of origin, with 'origin' assigned for transactions within the specified region and 'origin sign' granted for transactions within the region. (Kaya & Şahin, 2018:199). TPTO defines a GI as a sign or symbol that denotes a product's association with a specific region, territory, or nation of origin based on its unique quality, reputation, or other distinguishing features. GIs, also known as 'origin marks,' refer to products associated with a specific geographical area and possessing unique qualities, reputations, or other distinguishing characteristics. These products must be produced, processed, or undergo other relevant procedures within the designated area. The website is located at ci.turkpatent.gov.tr.

GI applications protect local products from imitations and support economic income to producers worldwide (Ertan, 2010: 157). The first legal regulation on GI emerged in 1992 at the European Union level. These regulations ensure daily registration and protection of increasing products. Most registered products gain economic value, and protection efforts have reached the World Trade Organization level (Orhan, 2010: 243). GIs are used to express a product's local or regional connection. GI registration protects a region's values. It contributes to the local economy (Dayısoylu et al., 2017: 80). GIs protect products, provide protection to producers, increase marketing opportunities, and support rural development. These protections ensure the preservation of quality in production, allowing manufacturers to act more carefully. GIs also benefit rural producers, supporting the agricultural sector in low-income countries. This helps eliminate economic disparities between developed and underdeveloped areas, promoting trust and a continuous income flow for these segments. (Çevik, 2018: 22). Since GI products are traditional and gain their recognition through local and historical values, their contribution to the local economy will increase with the protection of these products through legal and effective means (Doğan, 2015: 60).

In order to perform GI, the authenticity of the products and their origin must be determined first. Because the commercial value of the products rises with the GI certificate, the market will experience unfair competition as long as the distinguishability of the counterfeit products from the real is not under control. In order to ensure the protection of actual production, it is a must to prove the conformity of these products to the original (Doğanlı, 2020:528). GI products enhance branding and regional tourism by promoting traditional production, protecting local culture, and attracting tourists. They direct consumer preferences, affect demand, and provide an identity. GI products are referred to by destination names, protecting local heritage and cultural values. (Acar, 2018: 173). Local products protected within the scope of GI contribute to developing gastronomy tourism and protecting cultural heritage (Özdemir & Dülger Altıner, 2018). Gastronomic products registered with a GI ensure local products' sustainability and help them be passed on to future generations (Çalışkan, 2013: 41). Since GI products have a strong connection with the geographical area where they are produced, they attract tourists by arousing curiosity about the lifestyle and cultural characteristics of the people in the region where these products are produced (Şimsek & Güleç, 2020: 79-80).

2.2. Gastronomy Tourism

The 21st-century food and catering industry is transforming, focusing on creating memorable moments and unique guest experiences through innovative recipes and presentations, highlighting the importance of raw materials and input quality (Ateş & Sunar, 2021: 7). In this change process, consumers' attitudes, habits, and behaviors towards foods and their characteristics, production systems, and consumption patterns have also changed over the years (Cassago et al., 2021: 13). Gastronomy encompasses the food consumed and all elements that create a unique and enjoyable dining experience. It is crucial for country or city marketing, as food is a part of a city's culture and symbolic capital. It is not just about stomachs but also quality of life, meeting people, and sharing experiences and tastes. (Kowalczyk, 2020: 108). The impact of food service on holiday selection in contemporary tourism is undeniable, with gastronomy serving as a powerful motivator for travel. From this perspective, gastronomy actively contributes to tourists' attraction to the destination (Henderson, 2004: 69). Gastronomy also serves as an alternative revenue stream for specific areas that lack the potential to capitalize on tourism and natural resources (Şahin, 2015: 86).

Gastronomy tourism includes domestic and international trips to destinations where local meal and drinks are at the forefront (Canbolat & Çakıroğlu, 2020: 937). Local dishes are regional foods and drinks cherished by the people due to their shared history, served with appropriate cooking techniques, consumed more on special occasions, influenced by cultural events, and preferred over other meals. (Saatcı, 2019: 366). Local meal and drinks significantly contribute to the growth of tourist areas and the number of visitors, and registering and promoting GIs enhances this potential, preserves local flavors, and boosts tourism (Yazıcıoğlu et al., 2019: 582).

Globalization has led to the rise of fast food and processed foods in nutritional habits, but consumers are now reverting to local foods due to their health risks. Tourists seek escape from traditional routines and unique experiences during their holidays (Hazarhun & Tepeci, 2018: 375). In recent years, there has been a shift towards global marketing strategies and local/local marketing originalities as tourism motivations evolve. Local food and beverages play a crucial role in a destination's differentiation from competitors and the formation of national brands like Turkish, French, and Italian cuisine (Duman et al., 2019: 819).

Gastronomy tourism, encompassing products and services related to food and beverages consumed by tourists as part of local culture, plays a crucial role in regional tourism, competitive marketing, local agriculture, and economic development, with various definitions in the relevant literature (Yüncü, 2010: 32). Gastronomy tourism involves exploring the consumption, preparation, presentation, characteristics of cuisine, meal habits, and eating styles of foods in different gastronomy cultures (Öney, 2013: 171). From the tourist's point of view, the gastronomy tourism is the tourists' evaluations of the characteristics of the place where they stay, such as service quality and food attractiveness (Velissariou & Mpara, 2014: 256). Gastronomy tourism activities contribute to cultural exchange among the world's people by offering unique experiences to tourists (Bilgili et al., 2012: 117).

Gastronomy tourism, a 12-month-long type of tourism, offers businesses in the tourism sector the opportunity to enhance their diversity and promote their culture through products with GIs and tangible and intangible cultural heritage (Kargiglioğlu et al., 2019: 626). Gastronomy tourism focuses on food events, with GI products preserving local culinary cultures and production techniques. These products determine tourist marketing activities and policies, contributing to the region economically by guaranteeing product quality and increasing reputation and added value (Ceyhun Sezgin, 2016: 351). Tourists' preference for local foods is crucial for developing gastronomy tourism. However, local products and regional food culture attract tourists, provide branding, and contribute to economic development. Factors like local people's lifestyle, destination history, customs, and traditions are also essential for the growth of gastronomy tourism (Pamukcu et al., 2021: 1). Gastronomy tourists enjoy local food and beverages and experience their production, processing, and service rituals, extending their stay in the destination. As gastronomy actors, they contribute to the destination's advertising and marketing efforts (Çavuş & Eker, 2022: 306).

2.3. The Geographical Indication Foods of Konya

The food and beverage sector is expanding across large regions, boosting gastronomy tourism. GI products attract tourists through various activities, increasing tourist flow. This proliferation creates economic income for the region by promoting gastronomy-themed activities and introducing culinary richness to tourists in these regions (Coşkun et al., 2024: 210). Konya has created its own unique, rich culinary culture with its fertile lands in agriculture and animal husbandry and the combination of the nutrition culture of different civilizations in the historical process. The Seljuk and Ottoman palace cuisine ensured that Konya cuisine had unique qualities (Seçim & Akyol, 2022: 175). The region of Konya is renowned for its distinctive local values, which possess unique characteristics exclusive to the area and are identified by their names. This makes Konya an appealing location

for cultural and tourist attractions. The general characteristics of Konya cuisine are energizing and satisfying meals. Due to widespread agriculture and animal husbandry, the main ingredients of these dishes are grain and meat (Odabaşı, 2001: 18). Only dinners, desserts, and bakery items were considered locally identifiable foods in Konya due to the study's focus on the region's tourism industry. So far, 22 bakery and pastry items, including pastries and desserts, have been officially recorded in Konya province. Additionally, there are 36 registered meal options, including soups. The province of Konya has a rich tradition of locally distinctive products. Based on the ongoing applications, this province is currently one of the most affluent regions in Türkiye.

Table 1. Geographical Indication Foods of Konya

GI Food Name	Type	Registration Year	Product Group
Konya Etli Dügün Pilavı	Merchandise mark	2011	Meals and soups
Kadınhanı Tahinli Pidesi	Merchandise mark	2013	Bakery and pastry products, pastries, desserts
Konya Etlikek	Merchandise mark	2017	Bakery and pastry products, pastries, desserts
Akşehir Tandır Kebabı	Merchandise mark	2020	Meals and soups
Konya Tandırda Çebiç	Merchandise mark	2021	Meals and soups
Konya Tutmaç Çorbası	Merchandise mark	2021	Meals and soups
Konya Çöpleme	Merchandise mark	2021	Meals and soups
Konya Şalgam Gallesi	Merchandise mark	2021	Meals and soups
Konya Hassaten Lokma	Merchandise mark	2021	Meals and soups
Konya Ildız Kökü Yemeği	Merchandise mark	2021	Meals and soups
Konya Kikirdekli Kesme Çorbası	Merchandise mark	2021	Meals and soups
Konya Kuru Kabak Sarması	Merchandise mark	2021	Meals and soups
Konya Kıtırlı Mantı	Merchandise mark	2021	Meals and soups
Konya Menekşeli Pilav	Merchandise mark	2021	Meals and soups
Konya Ovmaç Çorbası	Merchandise mark	2021	Meals and soups
Konya Patlıcan Bayıldan	Merchandise mark	2021	Meals and soups
Konya Bamya Çorbası	Merchandise mark	2021	Meals and soups
Konya Bütümet / Konya Orta	Merchandise mark	2021	Meals and soups
Konya Cimcik	Merchandise mark	2021	Meals and soups
Konya Domalan Yemeği	Merchandise mark	2021	Meals and soups
Konya Etli Yaprak Sarması	Merchandise mark	2021	Meals and soups
Konya Haside Tatlısı/ Kara Helvası	Merchandise mark	2021	Bakery and pastry products, pastries, desserts
Akşehir Peynir Baklavası	Merchandise mark	2021	Bakery and pastry products, pastries, desserts
Konya Kakırdaklı Börek	Merchandise mark	2021	Bakery and pastry products, pastries, desserts
Konya Kara Erik Kavurması	Merchandise mark	2021	Bakery and pastry products, pastries, desserts
Konya Kenevir Helvası	Merchandise mark	2021	Bakery and pastry products, pastries, desserts
Konya Paluzesi / Konya Palize	Merchandise mark	2021	Bakery and pastry products, pastries, desserts
Konya Sac Arası	Merchandise mark	2021	Bakery and pastry products, pastries, desserts
Konya Vişne Tiridi	Merchandise mark	2021	Bakery and pastry products, pastries, desserts
Konya Zerdesi	Merchandise mark	2021	Bakery and pastry products, pastries, desserts
Konya İrmik Helvası	Merchandise mark	2021	Bakery and pastry products, pastries, desserts
Akşehir Hersesi	Merchandise mark	2022	Meals and soups
Konya Ekşili Kabak	Merchandise mark	2022	Meals and soups
Konya Zülbiyesi	Merchandise mark	2022	Meals and soups
Konya Çirli	Merchandise mark	2022	Meals and soups
Konya Çullama	Merchandise mark	2022	Meals and soups
Konya Patlıcan Tiridi	Merchandise mark	2022	Meals and soups
Konya Fırın Kebabı	Merchandise mark	2022	Meals and soups
Konya Calla Yemeği	Merchandise mark	2022	Meals and soups
Konya Ekmek Salması	Merchandise mark	2022	Meals and soups
Konya Badem Helvası	Merchandise mark	2022	Meals and soups
Konya Kömbesi	Merchandise mark	2022	Meals and soups
Konya Paça Yahnisi	Merchandise mark	2022	Meals and soups
Konya Tandır Çorbası	Merchandise mark	2022	Meals and soups
Konya Tarhun Çorbası	Merchandise mark	2022	Meals and soups
Konya Tiridi	Merchandise mark	2022	Meals and soups
Konya Topalağı	Merchandise mark	2022	Meals and soups
Cihanbeyli Gömeç Ekmeği	Merchandise mark	2022	Bakery and pastry products, pastries, desserts
Konya Hışmerim	Merchandise mark	2022	Bakery and pastry products, pastries, desserts
Konya Yağ Somunu	Merchandise mark	2022	Bakery and pastry products, pastries, desserts
İlgın Haşhaşlı Kömbe	Merchandise mark	2023	Bakery and pastry products, pastries, desserts
Kadınhanı Kömbesi	Merchandise mark	2023	Bakery and pastry products, pastries, desserts
Konya Bıçakarası	Merchandise mark	2023	Bakery and pastry products, pastries, desserts
Konya Sütlü Selemen	Merchandise mark	2023	Bakery and pastry products, pastries, desserts
Konya Tandır Böreği	Merchandise mark	2023	Bakery and pastry products, pastries, desserts
Konya Tandır Ekmeği	Merchandise mark	2023	Bakery and pastry products, pastries, desserts
Konya Güneyik Salatası	Merchandise mark	2023	Meals and soups
Konya Kaygana	Merchandise mark	2024	Bakery and pastry products, pastries, desserts

Source: Retrieved from www.ci.gov.tr by the authors. (10.05.2024)

Table 1 displays the name, kind, registration year, and product group of Konya's regionally designated meals, soups, bakery items, pastry products, pastries, and desserts. The table below provides descriptions of the products. Except for the Turkish language, most product names do not have equivalents in other languages; hence, they are written in their original form.

Konya Etli Dügün Pilavı: Konya Meat Wedding Pilaf is a dish prepared with meat cooked in large cauldrons for long hours and served with rice. (Bodur et al., 1996: 39).

Kadınhanı Tahinli Pidesi: Kadınhanı Tahini Pita is a kind of pita made with flour, tahini, cream, and butter, available in various forms (Ateş et al., 2022: 123).

Konya Etli Ekmek: Etli Ekmek consists of a sheet of dough topped with minced meat and vegetables (Büyük et al., 2020: 1032).

Akşehir Tandır Kebabı: Akşehir Tandır Kebab is a meal made from lamb meat and fruitwood in heated stone ovens (aksehir.bel.tr).

Konya Tandırda Çebiç: The Çebiç dish is a traditional Turkish dish made by cooking Angora goat or lamb in a tandoor fire and placing it on bulgur pilaf (Tugay et al., 2004: 248).

Konya Tutmaç Çorbasi: Konya Tutmaç Soup is a traditional soup with mutton, yogurt, and sticky dough (Secim & Aksu, 2021: 76).

Konya Çöpleme: Konya Çöpleme is a traditional meat dish made from mutton leg meat, eggplant, onion, and tomato, prepared on skewers made of wheat, vine, or wood (Halıcı, 2014: 76).

Konya Şalgam Galesi: This local dish uses mutton, turnip, onion, butter, lard, and salt (Seçim, 2019: 210).

Konya Hassaten Lokma: Konya Hassaten Lokma is made with lamb, chickpeas, chestnuts, carrots, onions, pine nuts, currants, spices, and rice (selcuklumirasi.com).

Konya Ildız Kökü Yemeği: Helianthus tuberosus is a unique dish made with yams, carrots, potatoes, onions, and tomato paste, served with garlic yogurt (Halıcı, 2014: 92).

Konya Kikirdekli Kesme Çorbasi: Konya Kikirdekli Cut Soup is a soup made by boiling wheat flour, egg, salt, water, yogurt, garlic, and butter (Seçim, 2019: 87).

Konya Kuru Kabak Sarması: Konya Dried Zucchini Wrap is made with dried zucchini, meat, bulgur, rice, onion, parsley, tomato paste, and spices (kulturportali.gov.tr).

Konya Kıtırlı Mantı: Konya Kıtırlı Mantı is a dish made from flour, eggs, water, and salt. It is cooked in a pan with boiled green lentils, yogurt, garlic, and salt (ci.turkpatent.gov.tr).

Konya Menekşeli Pilav: Konya Violet Rice is made by boiling green lentils, adding bulgur, and pouring hot butter (Seçim, 2019: 173).

Konya Ovmaç Çorbasi: Konya Ovmaç Soup is made with small dough pieces, green lentils, broth, and spices (Güldemir et al., 2018: 61).

Konya Patlıcan Bayıldan: Konya Eggplant Bayıldan is a dinner dish combining eggplants, boiled meat, and vegetables (Seçim, 2019: 185).

Konya Banyay Çorbasi: Konya Okra Soup serves as an appetizer for second-order meals after dessert and is consumed at homes and merchants' restaurants. (Secim & Aksu, 2021: 82).

Konya Bütümet / Konya Orta: Konya Bütümet, or Konya Orta, is a meat meal made by boiling sheep's forearm, hind leg, or rib and frying it (Halıcı, 2014: 48).

Konya Cımcık: Konya Cımcık is a dish made from cımcık dough, shaped and boiled with wheat flour, egg, water, and salt (ci.turkpatent.gov.tr).

Konya Domalan Yemeği: Konya Truffles Meal is a meal with butter, onion, tomato, and tomato paste added to roasted fatty mutton, followed by truffles and mushrooms (ci.turkpatent.gov.tr).

Konya Haside Tatlısı / Konya Kara Helvası: Konya Haside Tatlısı, also known as Konya Black Halva, is a dessert made by roasting wheat flour with unsalted butter and flavoring it with grape molasses (Bozdoğan, 2023: 193).

Akşehir Peynir Baklavası: Akşehir Cheese Baklava, a dessert made with unsalted fresh cheese (aksehir.bel.tr).

Konya Kakırdaklı Börek: Konya Kakırdaklı Börek is a pastry made with kakırdak, onion, tomato, green pepper, parsley, black pepper, and chili flakes (Badem, 2023a: 1495).

Konya Kara Erik Kavurması: Konya Black Plum Roasted is a dessert that combines sweet white granulated sugar and dried black plum (Seçim, 2019: 277).

Konya Kenevir Helvası: Konya Hemp Halva is a sweet halva made from roasted hemp seeds, walnuts, almonds, and pistachio kernels (Badem, 2023b: 801).

Konya Paluzesi / Konya Palize: Konya Paluzesi, a traditional dessert made from starch, water, and honey, is famous for postpartum mothers and visitors in Konya (Halıcı, 2014: 150).

Konya Sac Arası: Konya Sac Arası is a traditional dessert with a rose shape and syrup, made by adding cream between thin phyllo dough cooked between two plates (Halıcı, 2014: 141).

Konya Vişne Tiridi: Konya Vişne Tiridi, a local dessert made with cherry sherbet on bread fried in butter or ghee (Akgöz et al., 2024: 558).

Konya Zerdeşi: Konya Zerdeşi is a sweetened rice dessert with saffron flavor that is traditionally served at weddings and celebrations in Konya (Sandıkçioğlu, 2016: 10).

Konya İrmik Helvası: Konya Semolina Halva is a dessert that adds sweetened milk to semolina and pine nuts roasted in butter (Esen, 2022: 286).

Akşehir Hersesi: Akşehir Hersesi is a dish made with beef, dried sheep, goat rib meat, bone, and split, cooked in a wood fire (akşehir.bel.tr).

Konya Ekşili Kabak: Konya Sour Zucchini is made by cooking zucchini, tomatoes, chickpeas, boned mutton, and garlic with velvet leaves, basil leaves, garlic, spices, and vermicelli syrup (Tugay et al., 2004: 248).

Konya Zülbiyesi: Konya Zülbiye is a traditional stew made from cubed lamb meat, ribs, forearms, and shallots, originating from ancient times (Halıcı, 2014: 89).

Konya Çirli: Konya Çirli is a dish produced by cooking lamb ribs and lamb cubes flavored with tail oil, butter, chili powder, black pepper, and raisins with seeds (Seçim, 2019: 129).

Konya Çullama: Konya Çullama is a dish prepared by frying meatballs made of ground sheep and rice after coating them with egg and flour (Yardımcı, 2012: 85).

Konya Patlıcan Tiridi: Konya Eggplant Tirid is a meal that combines tandoori bread, garlic-based sauce, eggplant, vegetables, spices, and ground meat (ci.turkpatent.gov.tr).

Konya Fırın Kebabı: Fırın Kebab is made by mixing water and salt in a copper pot and placing it on the meat (Odabaşı, 2001: 89).

Konya Calla Yemeği: Konya Calla Dish is a dish with shredded lamb or mutton with bones, canned plum, and onion (Seçim, 2019: 126).

Konya Ekmek Salması: It is prepared with bread, diced red meat, tail fat, butter, and salt (Yardımcı, 2012: 89).

Konya Badem Helvası: Konya Almond Halva is prepared with wheat flour, white granulated sugar, almond filling, butter, and rose water (Bozagcı, 2023: 193).

Konya Kömbesi: Konya Kömbesi is a pastry made from a dough made from bread, wheat flour, water, oil, butter, yeast, salt, yogurt, and water, typically baked in the oven or fried in oil daily (ci.turkpatent.gov.tr).

Konya Paça Yahnisi: Konya Paça Stew is a meal with sheep trotters, onion, garlic, bay leaf, tomato, green pepper, tomato paste, and lemon (Seçim, 2019: 180).

Konya Tandır Çorbası: Konya Tandır Soup is a soup with chickpeas, lentils, dried beans, bulgur, water and/or broth, onion, butter, salt, and spices (Halıcı, 2014: 42).

Konya Tarhun Çorbası: Konya Tarragon Soup is prepared with yogurt, boiled red meat, tarragon leaves as spices, water, wheat flour, egg, and salt (Yardımcı, 2012: 23).

Konya Tiridi: Konya Tiridi is a dish made of lamb meat with bones, tandoori bread, purple onion, strained yogurt, garlic, tomato, green pepper, and salt (Kaya & Seçim, 2022: 161).

Konya Topalağı: Konya Topalağı is a dish prepared with fine bulgur, water, minced meat, chickpeas, butter, oil, tomato paste, egg, onion, parsley, mint, and salt (Yardımcı, 2012: 83).

Cihanbeyli Gömeç Ekmeği: Cihanbeyli Gömeç Bread is a bread produced by baking the dough prepared with wheat flour, sourdough, rock salt, and water on a standing black sheet and in a black oven (ci.turkpatent.gov.tr).

Konya Höşmerim: Hosmerim is made from salt-free cheese, sugar, flour, or semolina, and in Konya, Turkish cream is added instead of milk (Odabaşı, 2001: 98).

Konya Yağ Somunu: Yağ somunu dough, made from flour, water, salt, sugar, and yeast, is fluffy and hollow, typically served with four cheeses: Moldy, Kashar, Bolu, and Tulum (Kaya & Seçim, 2022: 173).

İlgın Haşhaşlı Kömbe: İlgın Poppy Seed Kömbesi is produced with bread wheat flour/special purpose wheat flour, water, salt, yeast, poppy seed paste, and sunflower oil (ci.turkpatent.gov.tr).

Kadınhanı Kömbesi: Kadınhanı Kömbesi is produced by spreading oil and tahini on the thin phyllo dough, sprinkling pounded poppy seeds, turning it around, giving it a rose shape, and then baking it (ci.turkpatent.gov.tr).

Konya Bıçakarası: Konya Bıçakarası is a pita prepared with thinly sliced beef, tomatoes, and peppers with two knives (Batu, 2018: 189).

Konya Sütlü Selemen: Konya Sütlü Selemen is a thick milk dessert produced by cooking the dough prepared with wheat flour, milk, eggs, and salt with white sugar and milk (Seçim, 2019: 286).

Konya Tandır Böreği: Konya Tandır Böreği is produced by filling the dough with bread, wheat flour, water, salt, and wet yeast and cooking it in tandoor (Odabaşı, 2001: 101).

Konya Tandır Ekmeği: Konya Tandır Bread is produced by baking the dough prepared with bread wheat flour, water, salt, and yeast or fresh yeast in a tandoor using oak wood (Odabaşı, 2001: 94).

Konya Güneyik Salatası: This Salad is made with chicory, egg, olive oil, lemon juice, sour cider, and salt (ci.turkpatent.gov.tr).

Konya Kaygana: Konya Kaygana is a dough made by adding bread and wheat flour to a mixture of milk, water, eggs, baking powder, and vanilla, then frying and dipping it in powdered white sugar. (Yardımcı, 2012: 161).

3. ANALYZING THE MENUS OF LOCAL RESTAURANTS IN KONYA

3.1. Methodology

The research aims to determine the inclusion of Konya foods with GIs in local restaurant menus and evaluate them from the perspective of gastronomy tourism. Content analysis was preferred for this purpose. Content analysis is a method that involves systematically analyzing many different materials, such as columns, novels, articles, audio recordings, and pictures, for a specific purpose (Cohen et al., 2017; Gürbüz & Şahin, 2017; Creswell, 2020). In the content analysis conducted within the scope of qualitative research, it is recommended to carry out data coding, finding themes, organizing codes and themes, and defining and interpreting the findings (Yıldırım & Şimşek, 2018: 243). The research population comprises tourist restaurants operating in a one-kilometer area around the Konya Mevlana Museum. By comparing information from the Google Maps and TripAdvisor applications, it was possible to ascertain that the Mevlana Museum is home to 59 different businesses with various concepts. Some criteria were determined for the research (İflazoğlu & Yaman, 2020: 1948): a) restaurants should operate around the Mevlana Museum; b) they should have a tourism business or municipality certificate issued by the Ministry of Tourism; c) they should have a concept that offers local food; and d) It should offer at least three different GI foods on its menu. The main objective of document analysis is to examine written materials containing information about the specific phenomenon or phenomena being investigated. Document analysis can serve as a standalone research approach, mainly when direct interviews and observations are not feasible (Yıldırım & Şimşek, 2018: 224). The data for the study were obtained using this framework through written document analysis, one of the qualitative research methods, and restaurant menus were accepted as data sources. The menus of 17 restaurants that met these criteria were included in the study. This research aims to determine the inclusion of Konya dishes with GIs in local restaurant menus and evaluate the findings from the perspective of gastronomy tourism. In this direction, answers to the following questions were sought:

- How many restaurants have GI foods on their menus?
- Which GI foods are included in the menus?
- Which GI foods are not included in the menus?
- How is the numerical distribution of the GI foods on the menus according to the restaurants?

3.2. Findings

The study analyzed the menus of 17 of the 59 restaurants around Konya Mevlana Museum that meet the research criteria using the content analysis method. The findings obtained within the scope of document analysis reveal the current situation regarding Konya's GI foods presented on the menus of 17 restaurant businesses. The findings are grouped as soups, meals, and desserts in the food groups expected to be included in the menus.

Table 2. Availability of Geographical Indication Konya Foods in Restaurant Menus

Analysis Codes		Restaurants																	
Category	Foods	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12	R13	R14	R15	R16	R17	Σ
Soups	Banya Soup	*	*	*	*	*	*			*		*	*	*	*	*	*	*	14
	Tandır Soup	*	*	*		*						*	*			*	*	*	9
	Tarhun Soup				*			*			*								3
	Tutmaç Soup														*				1
Meals	Etliekmek	*	*		*		*	*	*	*	*		*	*		*	*	*	13
	Bıçakarası	*	*		*		*	*	*	*	*		*			*		*	11
	Etlı Yaprak Sarma	*		*		*	*		*			*	*			*	*	*	10
	Fırın Kebabı	*	*	*		*						*	*			*	*	*	9
	Etlı Düğün Pilavı	*		*		*						*	*			*		*	7
	Tirit	*		*		*						*	*		*	*			7
	Yağ Somunu	*	*		*		*			*	*			*					7
	Ekmek Salması		*															*	2
	Patlıcan Bayıldan	*																	1
Desserts	Sac arası	*	*	*	*	*		*	*	*	*	*	*	*	*	*	*	*	15
	Höşmerim	*	*		*		*		*		*	*		*	*	*	*	*	10
	Kenevir helvası	*			*		*	*		*				*			*		7
	İrmik Helvası	*		*		*						*	*			*		*	7
	Zerde			*								*				*		*	3

As can be seen in Table 2, the top three most common GI foods in the menus of 17 restaurants around Konya Mevlana Museum, which were included in the scope of the study, were sac arası (15), balya soup (14) and etliemek (13). Following these were bıçakarası, which appeared on 11 out of 17 restaurant menus, and stuffed leaves with meat, which appeared on 10. Despite this situation, it was determined that 40 of Konya's 58 GI foods were not included in the menu of any restaurant. According to the restaurant-based analysis, R1 is the restaurant that includes GI foods in its menu the most. In the general distribution of the foods on the R1 menu, the rate of GI foods is 65%. Restaurant R1 also includes 78% of the GI foods sold in the Mevlana Museum region in its menu. Following this were the restaurants R2 and R3, which had 50% of GI foods on their menus. When it is analyzed how many of the 58 GI foods specific to Konya are included in each restaurant's menu, it is seen that the highest rate is 78% (R1), and the lowest rate is 22.22% (R14).

5. CONCLUSION

Foods that attract attention within the scope of gastronomy tourism, which are of local quality and accompanied by rituals, have been registered and registered with GIs in recent years (Cihangir et al., 2023: 124). GIs promote local food values, protect cultural values, and promote the region. They combat imitation, support local production, and protect biodiversity. They aim to create a destination brand identity and pass on traditional products. Konya has a very rich gastronomic culture, being located on lands where humanity has lived since prehistoric times such as Çatalhöyük, being the capital of the Anatolian Seljuks and the eternal home of Hz. Mevlana. As a result of this richness, Konya is one of the cities with the highest number of GI products in Turkey.

This study investigated whether the products in the soup, food, bakery, and pastry categories, which have geographical indication registration certificates, are available on the menus of restaurants around the Konya Mevlana Museum. The inclusion of foods with GI in the menus of the restaurants analyzed in the study was 28.81%. In total, there are 58 GI foods in the meals and soups, bakery and pastry products, pastries, and desserts categories, while only 18 types of GI foods are included in the menus of the restaurants. This situation shows that geographically marked products must be sufficiently included in the enterprises' menus. The distribution of GI foods in the menus identified in the research results is similar to the research investigating the inclusion of local foods in the menus (Büyükşalvarcı et al., 2016; Seçim & Esen, 2019; Ünlü & Nizamlıoğlu, 2022). The fact that restaurant owners prioritize profitability and commercial concerns in menu planning has led to the frequent use of GI foods such as etliemek, oven kebab, and okra soup, which have long been identified with Konya. According to the research findings, adding some of the 40 foods that are not included in the menus as a result of anticipating or researching tourist demands will contribute to Konya gastronomy tourism in the long term.

The research indicates that Konya, a city with numerous GI foods, has the potential to revive gastronomic tourism in the region. Marketing studies should be conducted on regional products with geographical indications to achieve this. Unique marketing strategies can be developed to increase awareness of these products at national and international levels. Restaurants should include more GI foods in their menus, and staff should receive basic training on Konya gastronomy and its products. Training should also be provided to produce these products according to registration standards. Local events should be organized to promote and sustain Konya's GI gastronomy products, highlighting their features and increasing awareness. To contribute to the development of gastronomy tourism, all dynamics in the province should work together, and this issue should be made a strict city policy. As a result, it was determined that local restaurants around Mevlana Museum, Konya's most crucial tourist region, need to include more of Konya's GI foods. In future studies, the sample can be designed to include all restaurants in Konya and GI beverages and other foods.

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