



Tourist Guides' Perceptions on Gastronomic Tourism in Turkey

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Article History

Received: 21.06.2016

Accepted: 14.02.2017

Keywords

Gastronomic Tourism

Turkish Cuisine

Tourist Guide

Abstract

Gastronomic tourism has become central part of the alternative form of tourism recently with a substantial contribution to the economy; thus, countries are competing with each other to bring out flavors and dishes that reflect their culture and identity as an alternative to sea-sun-sand holiday and plan their promotional activities with the awareness of this potential attractivity. Turkey is also in this competition with the efforts of various stakeholders. There is a tremendous increase in the number of qualified chefs studying gastronomy at state and private universities. As these improvements will inevitably lead an increase on the gastronomic routes and tours, there will also be a need for tourist guides specialized in gastronomy. The aim of this study is to find out tourist guides' perceptions on gastronomic tourism in Turkey and their current backgrounds. Survey technique is used to collect data and draw out important managerial implications.

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