



## Perceptions, Attitudes and Behaviours of Consumers Towards Traditional Foods and Gastronomy Tourism: The Case of Rize

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### Abstract

The dramatic changes experienced in several fields in recent years have been threatening traditional foods, which constitute an important part of the cultural heritage. The aim of this study is to determine the perceptions, attitudes, and behaviours of the local people towards traditional foods and gastronomy tourism and to identify the role of gastronomy tourism. A number of 384 consumers who lived in Rize and were above the age of 15 participated in the study. The participants reported that the traditional foods were inseparable parts of the history and culture, therefore, needed to be transferred to the next generation. Further, the participants highlighted the importance of using local raw materials and practicing recognized methods in the production of traditional foods. Further, the region has an important potential for gastronomy tourism, therefore, private institutions, governmental and non-governmental organizations should act cooperatively.

### Article Type

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