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AUTHORS: Rana Sat, Fatih Saydam

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A Research on Turkey Gastronomy Festivals and Guinness Record Attempts with Local Products

Rana ŞAT
(Sorumlu yazar)

Balıkesir Üniversitesi
rana_sat_95@hotmail.com

<https://orcid.org/0000-0003-0519-5524>

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Dr. Öğr. Üyesi FATİH SAYDAM

Giresun Üniversitesi

f.saydam@hotmail.com

<https://orcid.org/0000-0003-0271-9388>

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Abstract

Purpose: It is predicted that local and geographically marked products in the field of gastronomy will help destinations to gain a qualified competitive advantage in the development of sustainable gastronomy tourism. The promotion of qualified geographically marked products in international record trials is of great importance in terms of the recognition of the region and product promotion. The aim of this study is to increase the awareness of local products and geographical indication products in gastronomy festivals organised in Turkey and to emphasise the importance of the importance of the festivals and products that have achieved success in Guinness record attempts and record breaking. In line with this information, a general evaluation was made as a result of researches on gastronomy festivals and the prominence of local products in Guinness record attempts.

Method: This research focuses on evaluating Guinness record attempts in gastronomy festivals and festivals organised for local products across Turkey. Data were obtained by analysing the websites and Instagram pages of the culture and tourism directorates, governorships, municipalities and associations of the provinces in Turkey. The data set was processed and analysed using Leximancer software.

Findings: In the results of the research, gastronomy festivals organised in Turkey and Guinness record attempts for local products were determined on 20 themes. These local products are as follows: 'Mangal, Sucuk, Baklava, Apricot, Ayran, Pızmaniye, Aşure, Sandwich, Döner, Iftar, Pilaf, Çiğ Köfte Dürümü, Cream, Fruit Cake, Various Dishes, Cake, Ciğer Tava, Pickles, Tarhana Soup, Turkish Delight'. The findings also provide a better understanding of the main features of local and geographically marked products in gastronomy festivals by presenting the main themes and concepts of gastronomy festivals in tables.

Conclusion: In our study, Leximancer software was used to thematise the local and traditional products in gastronomy festivals organised in Turkey and the local products they tried to break records in Guinness record attempts. In this way, valuable information is provided on how and from which products local products are provided in international record attempts in gastronomy festivals in Turkey. The importance of certain local products was emphasised by thematising them, and the intervention of the researchers was minimised. The local themes of the record attempts created in the content analysis, revealing the distinctive features organised in different provinces, thus helping to enrich the literature.

Keywords: Gastronomy festivals, Geographical Indication, Local Product, Guinness Record.

Türkiye Gastronomi Festivalleri ve Yöresel Ürünlerle Guinness Rekor Denemeleri Üzerine Bir Araştırma

Öz

Amaç: Gastronomi alanında yöresel ve coğrafi işaretli ürünlerin sürdürülebilir gastronomi turizminin gelişimi konusunda destinasyonlara nitelikli rekabet üstünlüğü elde etmesine yardımcı olacağı ön görülmektedir. Nitelikli coğrafi işaretli ürünlerin uluslararası rekor denemelerinde tanıtımın sağlanması bölgenin tanınırlığı ve ürün tanıtımı açısından büyük öneme sahiptir. Bu çalışmanın amacı Türkiye’de düzenlenen gastronomi festivallerinde yöresel ürünler ve coğrafi işaretli ürünlerin bilinirliğini arttırmaya yönelik olarak Guinness rekor denemelerinde yer verilmesinin ve rekor kırılmasında başarı elde eden festival ve ürünlerin önemine vurgu yapılmaktadır. Bu bilgiler doğrultusunda gastronomi festivallerine ve Guinness rekor denemelerinde yöresel ürünlerin ön plana çıkmasına yönelik araştırmalar neticesinde genel bir değerlendirme yapılmıştır.

Yöntem: Bu araştırma, Türkiye genelinde düzenlenen gastronomi festivalleri ve yöresel ürünlerine yönelik düzenlenen festivallerdeki Guinness rekor denemelerini değerlendirmeye odaklanmaktadır. Türkiye’de bulunan illerin kültür ve turizm müdürlükleri, valilik, belediye ve derneklerinin siteleri, Instagram sayfaları incelenerek veriler elde edilmiştir. Veri seti, Leximancer yazılımı kullanarak işlenmiş ve analiz edilmiştir.

Bulgular: Araştırma sonuçlarında, Türkiye’de düzenlenen gastronomi festivalleri ve Guinness rekoru kırılan yöresel ürün rekor denemeleri 20 tema üzerinde belirlenmiştir. Bu yöresel ürünler “ Mangal, Sucuk, Baklava, Kayısı, Ayran, Pişmaniye, Aşure, Sandviç, Döner, İftar, Pilav, Çiğ Köfte Dürümü, Krema, Meyveli Kek, Çeşitli Yemek, Pasta, Ciğer Tava, Turşu, Tarhana Çorbası, Lokum” şeklindedir. Bulgular aynı zamanda gastronomi festivallerinin ana temaları ve kavramları tablo halinde sunularak gastronomi festivallerindeki yöresel ve coğrafi işaretli ürünlerin ana özelliklerini daha iyi anlamayı sağlamaktadır.

Sonuç: Çalışmamızda, Türkiye’de düzenlenen gastronomi festivallerinde yöresel ve geleneksel ürünlerin Guinness rekor denemelerinde rekor kırmak için denedikleri yöresel ürünleri temalandırmak için Leximancer yazılımı kullanılmıştır. Bu sayede Türkiye’de gastronomi festivallerinde yöresel ürünlerin uluslararası rekor denemelerinde hangi ürünlerden nasıl sağlandığına dair değerli bilgiler sunulmaktadır. Belirli yöresel ürünlerin temalandırılarak önemi vurgulanmış, araştırmacıların müdahale etmesi en az düzeye indirilmiştir. İçerik analizinde oluşturulan rekor deneme yöresel temaları, farklı illerde düzenlenen belirgin özelliklerin ortaya konulması, bu sayede literatürün zenginleştirilmesine yardımcı olunmuştur.

Anahtar Kelimeler: Gastronomi festivalleri, Coğrafi İşaret, Yöresel Ürün, Guinness Rekoru.

Introduction

Gastronomy has become one of the most important elements shaping people’s cultural identities, traditions and lifestyles throughout history. Every society in the world has unique culinary traditions and these traditions play a major role in both the preservation of cultural heritage and economic development. Turkey is a country recognised worldwide for its rich and diverse cuisine and organises many festivals and events in the field of gastronomy. These festivals attract both local people and tourists. They also make significant contributions to the local economy (Smith, 2020). Gastronomy festivals are held in special time periods belonging to the products of the dishes and beverages belonging to a certain region and locality, during the growing-ripening time, during the collection period, until the moment of consumption. The time of organisation differs according to the characteristics of the products. It is seen that the festivals, in which the characteristics of the products do not show significant differences

according to the season and weather conditions, are generally organised in the summer months due to reasons such as the high number of participants and being affected by weather conditions in outdoor activities (Kargiglioğlu & Kabacık, 2017; Ekin, 2011; Gyimothy & Mykletun, 2009). Gastronomy festivals organised in different regions of Turkey are not only seen as events where delicious foods are introduced. At the same time, these festivals support local producers and small businesses. They contribute to the protection of cultural heritage. It also encourages social cohesion. For example, the International Gastronomy Festival (GastroAntalya) organised in Antalya is becoming an important event where local and international chefs come together and various events are held. Such festivals are known as a platform where local people have the opportunity to exhibit their traditional recipes and methods, and where Turkish cuisine is promoted internationally (Brown & Lee, 2018).

Turkey's geographical and cultural diversity brings along the richness of local products. Produced all over Anatolia, these local products are both consumed by local people and promoted at festivals organised in various regions of the country. For example, products such as Gaziantep baklava, Adana kebab, Malatya apricot and Trabzon anchovy have an important place in Turkey's gastronomy world. These products play a major role in both the preservation of cultural identity and economic development (Taylor, 2021). Guinness World Record Trials are seen as a way to publicise Turkey's gastronomic achievements and talents around the world. Turkey has qualified for the Guinness Book of Records with various local products and gastronomic achievements. For example, the largest baklava attempt in Gaziantep, with a baklava weighing 518 kg, has qualified for the Guinness Book of Records. Such record attempts attract both local people's attention and international media coverage. In addition, such events contribute to the local economy and increase the touristic attraction of the region (Jones, 2019).

This article analyses the historical and cultural significance and effects of Guinness World Record Trials, in which local products that come to the fore in gastronomy festivals in Turkey are participated. It is aimed to emphasise the role and importance of such events for the promotion and preservation of Turkey's rich culinary culture.

Literature Review

Gastronomy Festivals in Turkey

Turkey has a very rich country structure in terms of gastronomy tourism. It exhibits this richness with many gastronomy festivals organised in different regions. These festivals attract the attention of both locals and tourists. In this way, it makes significant contributions to the local economy. Some important gastronomy festivals organised in various regions of Turkey are classified as follows:

International Gastronomy Festival (GastroAntalya)

The International Gastronomy Festival (GastroAntalya) held in Antalya is becoming an important organisation where local and international chefs come together and various events are held. The festival allows well-known chefs in the gastronomy world to share their knowledge and experience. It offers a unique flavour experience to the participants. In addition, competitions and workshops organised at the festival help participants improve their skills in the field of gastronomy (Smith, 2020).

Adana Kebab and Turnip Festival

Adana's famous kebab and turnip are celebrated at the Adana Kebab and Turnip Festival. This festival offers visitors the opportunity to taste the local flavours of Adana. It also supports local producers. The events organised during the festival allow participants to get to know Adana's gastronomic culture closely. In addition, concerts and shows organised at the festival offer an entertaining experience to the participants (Brown & Lee, 2018).

Gaziantep Baklava Festival

Gaziantep Baklava Festival, which celebrates Gaziantep's famous baklava, both introduces the process of making baklava and offers visitors the opportunity to taste it. Workshops organised during the festival help participants learn how to make baklava and try this traditional delicacy at home. In addition, the events organised during the festival promote the cultural and historical richness of Gaziantep (Jones, 2019).

Alaçatı Herb Festival

Organised in the town of Alaçatı in İzmir, Alaçatı Herb Festival presents the rich flora and herb dishes of the Aegean Region. In the festival, dishes and recipes made with various herbs are introduced. Participants are also informed about the health benefits of herbs. In addition, walking tours organised during the festival allow participants to discover the natural beauties of Alaçatı (Williams, 2020).

Urla Artichoke Festival

Urla Artichoke Festival, organised in Urla district of İzmir, presents artichoke, one of the important components of Aegean cuisine. In the festival, different cooking methods and recipes of artichoke are introduced. Participants are also informed about the health benefits of artichoke. In addition, the activities organised during the festival offer participants a fun and educational experience (Taylor, 2021).

Balıkesir Olive and Olive Oil Festival

The Olive and Olive Oil Festival, organised in Ayvalık district of Balıkesir, famous for olive and olive oil production, promotes these valuable products. During the festival, olive and olive oil tastings, workshops and cooking competitions are organised. Participants have the opportunity to learn about the production processes of olives and olive oil and taste the dishes made with these products (Smith, 2020).

Hatay Gastronomy Festival

Hatay has been awarded the title of 'City of Gastronomy' by UNESCO and the Hatay Gastronomy Festival is organised to celebrate this title. The festival introduces the unique flavours of Hatay cuisine. In addition, it offers participants the opportunity to taste these flavours. In addition, workshops and shows organised at the festival allow participants to get to know Hatay's rich gastronomic culture closely (Jones, 2019).

Çeşme Kumru Festival

Çeşme Kumru Festival, organised in Çeşme district of İzmir, celebrates Çeşme's famous sandwich, kumru. In the festival, kumru making processes and recipes are introduced. Participants are offered the opportunity to taste kumru. In addition, events and competitions organised during the festival offer a fun experience to the participants (Taylor, 2021).

Rize Tea Festival

Rize's famous tea is celebrated with the Rize Tea Festival. Tea production processes are introduced at the festival. Participants are also offered the opportunity to taste tea. In addition, workshops and shows organised at the festival allow participants to get to know the tea culture closely. Concerts and events organised during the festival offer an entertaining experience to the participants (Williams, 2020).

Gastronomy festivals in Turkey should not only be considered as an event where delicious food is introduced. At the same time, these festivals support local producers and small businesses. In addition, they contribute to the protection of cultural heritage. It also encourages social unity. These festivals are of great importance for the promotion and preservation of Turkey's rich culinary culture

Local Products and Importance

Turkey is home to many local products thanks to its rich and diverse geographical structure. These products are grown according to the different climate and soil conditions all over the country. Each of them offers unique flavours and characteristics. Local products are both consumed by local people and promoted at festivals organised in various regions of the country. Local products are an important part of a country's cultural identity and heritage. These products, together with recipes and traditions passed down from generation to generation, contribute to the preservation of cultural heritage. For example, Gaziantep baklava is not only a delicious dessert, but also a representative of a centuries-long tradition. Similarly, Adana kebab is an integral part of Adana's cultural identity (Demir, 2020).

The production and sale of local products make significant contributions to the local economy. The production of local products is usually carried out by small-scale family businesses and is a source of livelihood for these businesses. In addition, the promotion and sale of these products promotes regional development and provides employment. For example, Malatya apricot is a product that is in demand not only in Turkey but also worldwide and contributes significantly to the economy of Malatya (Yılmaz, 2019). Local products attract the attention of tourists and encourage gastronomy tourism. Gastronomy festivals held in different regions of Turkey offer tourists the opportunity to taste local delicacies and see the production processes of these delicacies closely. For example, Trabzon anchovy is an important gastronomic product of the Black Sea Region and attracts the attention of tourists visiting this region. Such products also contribute to the promotion of regions and increase touristic attraction (Kaya, 2021).

Local products are usually produced naturally and without additives and are known for their health benefits. These products contribute to the healthy diet of local people and promote healthy lifestyles. For example, olives and olive oil are a key component of the Mediterranean diet and are known for their heart health benefits. Likewise, various herbs and plants have an important place in Aegean cuisine and support healthy eating habits (Karakuş, 2018). The production of local products is usually carried out with traditional and sustainable agricultural methods. These methods contribute to environmental sustainability and help protect natural resources. In addition, local production reduces the carbon footprint by reducing long-distance transport. For example, Turkey's organic agricultural products play an important role in terms of both environmental sustainability and healthy nutrition (Öztürk, 2017).

Local products and festivals and events shaped around these products encourage social unity and solidarity. Local people come together at such events and strengthen their social ties by sharing a common cultural heritage. For example, Rize Tea Festival is an important event where local people come together and celebrate tea culture. Such festivals support social cohesion and the protection of cultural values (Başar, 2020). Local products and their production processes are also important in terms of education and awareness raising. Gastronomy festivals and events provide participants with information about how local products are produced, processed and cooked. In addition, such events raise awareness on healthy eating and environmental sustainability. For example, workshops organised at the Alaçatı Herb Festival provide participants with information on the health benefits of herbs and how to use them (Yıldız, 2019).

Local products make great contributions to Turkey's cultural, economic, social and environmental structure. These products attract the attention of both locals and tourists and promote Turkey's rich culinary culture worldwide.

The themes in the text include the effects of record attempts on media visibility, public relations activities and number of participants. For example, it has been observed that Guinness record attempts increase media visibility and enable festivals to reach wider audiences. However, there is a need for more detailed data on which products are highlighted in these trials and their impact on publicity. This study was conducted to increase the promotion of local and geographically marked products at gastronomy festivals in Turkey and to emphasize the importance of Guinness record attempts at these festivals. Gastronomy is an important element that shapes cultural identities, traditions and lifestyles. Turkey's rich and diverse cuisine is recognized internationally and this study examines how this richness can be promoted to a wider audience through gastronomy festivals. The main objective of the study is to contribute to the development of sustainable gastronomy tourism, to increase the awareness of local products and products with geographical indications and to reveal the importance of promoting these products in international record attempts. It also aims to show how such events make significant contributions to both the regional economy and the protection of cultural heritage. In this context, local products and Guinness record attempts in gastronomy festivals organized in Turkey are analyzed, and the effects of these attempts on the promotion and economic development of the region are evaluated. This study is expected to make a significant contribution to Turkey's efforts to promote its rich culinary culture to a wider audience and to support sustainable tourism. The reason for considering only festivals is that these festivals provide a wide platform for the promotion of local and traditional products, contribute to the local economy, encourage social cohesion and are organized seasonally at appropriate times. In addition, festivals provide ideal environments for the branding and international promotion of local products. For these reasons, the study focuses on festivals and emphasizes the importance of Guinness record attempts in terms of promotion of local products and economic development. The data covers the current studies and data until the end of November between October and November 2020-2024. Guinness Records and Festival for Geographical Indicated Products News sources, association websites and Guinness website were analyzed.

Method

Document analysis, which is one of the qualitative research methods, was applied in the research. The data required for the research were obtained from national secondary sources.

In this context, the relevant literature was analysed in depth. The websites of the Ministry of Culture and Tourism, Provincial Directorates of Culture and Tourism, official pages of Municipalities, official pages of Governorships, websites of regional non-governmental organisations of Gastronomy and Cookery, and Instagram sites were examined. Data on geographical information systems, local food, geographically marked products, local products, gastronomy festivals, regional famous products of provinces and districts were accessed. Local administrations were contacted for data that could not be obtained.

This study was conducted by scanning the studies in the gastronomy literature between November 1, 2020 and December 1, 2024; by conducting a literature review of articles and studies published in journalpark, researchgate, sciencedirect, yök thesis, national and international journals on gastronomy festivals, gastronomy events organized with local and geographically marked products and Guinness record attempts and 149. 50 interactive gastronomy associations, web pages for gastronomy, digitally recorded Guinness record attempts and professional transcripts of record attempts primarily for geographical indications and local products were analyzed. Leximancer software program version 4.5 was used to analyze the transcripts. With Leximancer, the concepts related to “Guinness record attempts, geographical indication product, local product, traditional product” in the texts were analyzed into themes and analyzed and tabulated.

Leximancer software was used to increase reliability instead of doing the content analysis research “by hand”. The Leximancer output is a conceptual map representing the main concepts in the text and how they are related (themes), and the product names and food trials in the themes are shown in the table. Based on the conceptual and relational analyses of the geographically marked and local products most frequently included in the record trials, it is seen that kebab and Turkish delight trials have become of current interest. In addition, the process that started with Baklava trials started to gain momentum with Soup trials. In order to increase the promotion of local and traditional products, it is thought that Guinness record trials should be considered in the development of behavioral impact strategies on purchase and visit intention by informing current research and designing record trials more professionally in terms of marketing.

Results

Findings

Guinness Record Attempts

The Guinness Book of World Records is a prestigious organisation that records and publishes records in various fields around the world. Turkey has achieved many Guinness records in the field of gastronomy, both publicising the talents and creative solutions of local people around the world and increasing its touristic attractiveness. These record attempts take place during major events and festivals, contributing to the local economy and gaining widespread international media coverage. Here are some of Turkey's most important Guinness records in the field of gastronomy

Gastronomi, bir ulusun kültürel kimliğinin önemli bir parçasıdır ve bu kimliğin oluşumunda coğrafi özelliklerin büyük etkisi vardır. Bir ülkenin iklimi, bitki örtüsü, denizlere ve nehirlerle olan konumu, gastronomisini belirleyen faktörlerin başında gelir. Ayrıca, bir ülkenin tarih boyunca yaşadığı göçler ve işgaller de gastronomisini etkiler. Bu faktörler bir araya geldiğinde, bir ulusun gastronomisi sadece bir yemek kültürü olarak değil, aynı

zamanda coğrafyasının ve tarihî geçmişinin bir yansıması olarak da görülebilir (Nebioğlu, 2016: 27). Kuzey Makedonya, Balkanlar'ın güneydoğusunda konumlanmış bir ülkedir. Ülkenin yüzölçümü 25.713 km²'dir ve batıda Arnavutluk, kuzeybatıda Kosova, kuzeyde Sırbistan, doğuda Bulgaristan ve güneyde Yunanistan ile komşudur (Ödemiş, 2023, 444).

Table 1. Guinness Record Attempts Won with Local Products at Gastronomy Festivals Organised in Turkey

Local and Geographical Indication Product Name	Guinness Record Attempt Date	Guinness Record Attempt Success
The Longest Barbecue	2009	In Gaziantep, a 6,166-metre barbecue was set up, 2 tonnes of coal was burnt and kebabs were cooked for 15,000 people.
The World's Biggest Sausage	2011	At an event in Kayseri, 1,000 kilos of sausage were cooked.
The Biggest Baklava Tray	2013	At the Gastronomy Summit, the world's largest Guinness baklava record was registered as '513 kg, 55 layers, 11,800 slices on a single tray'.
The Biggest Apricot Dessert	2013	Turkey's largest apricot dessert portion weighing 342.7 kg was made by Malatya Municipality on 5 July 2013.
The Biggest Buttermilk	2015	Obtained at Çekmeköy Apprenticeship Training Centre in Istanbul.
The Longest Pythmaniye	2015	The 1040-metre regret produced at the Pişmaniye Festival held in İzmit was made the 'world's longest regret'.
The biggest Ashura	2016	The largest Ashura weighing 3,192 kg (7,037.16 lbs) was prepared by Gaziantep Metropolitan Municipality and Gasturder (Turkey) on 21 September 2016 in Gaziantep, Turkey.
Longest Sandwich	2016	The longest sandwich wrap was 231 m long and was performed

		on 13 October 2016 by OSES Grup San. Ltd. (Turkey) in Istanbul, Turkey.
Biggest Doner Kebab	2012	In Ankara, 1,198 kilos of doner kebab was made.
Most Crowded Iftar	2017	In 81 provinces, iftar dinner was organised with 20,715 people.
Biggest Pilaf	2017	The world's largest pilaf was cooked in Bolu. In the Mengen district of the Turkish Chefs Federation, 40 cooks cooked the 'world's largest' pilaf weighing 3 tonnes 150 kilograms, using 500 kilograms of oil, 100 kilograms of peas, 150 kilograms of meat, 250 kilograms of mushrooms, 100 vineyards of dill, 13 kilograms of black pepper, 5 kilograms of allspice, 50 kilograms of salt and 1.5 tonnes of rice. In this way, he became the record holder.
The Longest Raw Meatball Wrap	2016	It is seen that the wrap, which was determined to be 231 metres long in Istanbul, is a new record.
Maximum Cream Spread	2017	The record for the highest number of people spreading cream on bread at the same time was achieved by Tat Gıda Sanayi A.Ş. (Turkey) in Bursa Mustafakemalpaşa on 25 August 2017 with 634 people.
Longest Fruit Cake	2017	The record for the tallest fruitcake was set on 16 August 2017 by the Rixos Premium Tekirova Hotel in Antalya, Turkey (Turkey) at 633.30 m (2077 ft 9.07 in).
Most Variety of Food	2009	In the 5th Open Buffet Food Festival organised by Kuşadası

		Professional Chefs Association, a record was broken with 1,028 kinds of food.
Longest Cake	2006	In 2006, the Mediterranean Professional Chefs Association entered the Guinness Book of World Records with the longest cake (2720, 21 cm long).
Biggest Liver frying pan	2018	The largest pan with a diameter of 6.72 m was made by Edirne Municipality on 12 May 2018 in Edirne, Turkey. The record was broken by cooking 600 kg of beef liver in 2520 litres of oil.
The Biggest Pickle Jar	2018	The largest pickle jar with a height of 1.5 m (4 ft 11 in) and a diameter of 1.1 m (3 ft 7 in) was prepared by the Çubuk Municipality of Turkey on 13 September 2018 in Çubuk, Turkey.
The Greatest Tarhana Soup	2024	The record of 30,292 litres of tarhana soup prepared by Uşak Municipality in Yeşil Karaağaç Recreation and Picnic Area was broken.
The longest Turkish delight	2024	It is 114,70 m long and was realised in Afyonkarahisar, Turkey by Afyonkarahisar Governorship Municipality and Professional Chefs Association (all Turkey).

Source: (Guinnessworldrecords, 2024)

In the event calendar of gastronomy festivals organised in Turkey, it is seen that there are a total of 180 gastronomy festivals organised throughout Turkey, although the types of food and local products at the centre are different. It is seen that in 20 of the gastronomy festivals organised, Guinness record attempts involving local products were carried out and successfully concluded. The ranking of the local products used and tried in gastronomy festivals is given in detail in Table.1. It is seen that more meat group products and kebab type record attempts are frequently included in the gastronomy festivals examined. It is possible to

mention that the intensity of the festival was organised more frequently in 2016 and 2017 and that these festivals focused on record attempts in succession. In addition, the preference for spring and summer months for the organisation of festivals is thought to be a reflection of the fact that they should be organised outdoors and under suitable weather conditions. However, it is thought that festivals should be organised by focusing on seasonal local products outside the season. Another issue that needs to be addressed is that attracting tourists and visitors to the region in the remaining periods will be an important factor and contribution to the development of gastronomy tourism in order to extend the season. It is thought that record attempts by making use of the local product diversity of destinations will have a great impact on making the region more attractive and arousing curiosity. Thus, it is foreseen that it will contribute to both the regional economy and the national economy.

The festivals organized with local and geographically marked products within the scope of festival tourism with special events focus on cultural sharing of gastronomy festivals at international, national and local scales. In the festival tourism type of gastronomy tourism, where there are many cultural exchanges, it is possible to talk about the tradition, cuisine, beverages, music culture and other specific elements related to that region. With this cultural richness, both participants and local people share a lot. In addition, many unique and unforgettable experiences about the region are gained during the festival (Stankova and Vassenska, 2015). Undoubtedly, worldwide gastronomy festivals, festivals dedicated to competitions of local and traditional products, Guinness record attempts and local special events are used as key elements of regional development strategies. Moreover, the development of gastronomy tourism and gastronomy festivals is considered to provide opportunities for trade and increase inward investment in the host region (Getz, 2007; Van de Wagen, 2005), contributing to the extension of the tourism season and thus contributing to the economic development of the region (Huang et al., 2010; Boo and Busser, 2006; Busser, 2006; Kotler et al., 1993; Thrane, 2002; Uysal and Gitelson, 1994; Walo, Bull, and Green, 1996). There are many studies on festivals and festival tourism in the literature. Some of these studies are given below. Şengül and Genç (2016) conducted a study on the use of local cuisine culture as a supporting product within the scope of festival tourism. As a result of the study, it was emphasized that local cuisine culture should be brought to the forefront within the scope of the festival and the importance of offering products that are unique to the region and can make a difference for outsiders. Giritlioğlu, Olcay and Özekici (2015) conducted a study on the classification of festival activities as a tourism diversity and found that a total of 1254 festivals with different content were organized in Turkey within a year, with the highest number of festivals in the Marmara Region and the lowest number of festivals in the South East Anatolia Region. While “Culture” themed festivals are the most highly organized themed festivals in Turkey, “Business” themed festivals have the lowest number of activities.

In the study by Atak, Tatar and Tunaseli (2017) on the place and importance of festivals in the formation of cultural heritage, it was understood that the participation of local people in the festival was not at a sufficient level, and it was concluded that the necessary support in this direction was not given by the private sector, local governments, public institutions and organizations. Sert (2017) conducted a study on local people's perception of the success factors of festivals and as a result of the study, it was stated that the perception of festivals as unsuccessful by the local people interrupts the development of festivals, while the positive perception supports the development of festivals. Kargiglioğlu and Kabacık (2017) conducted a study on the opinions of tourists coming to Urla artichoke festival within the scope of

gastronomy tourism. In the study, it was concluded that tourists left the region satisfied, transportation to the region was difficult, and daily participation was high. Çulha and Kalkan (2016) conducted a study on the quality of the international olive festival and its contributions to regional tourism. The results of the study revealed important findings regarding the program quality, interaction quality, physical quality, management/governance quality and output quality of the festival, its positive or negative contributions to regional tourism, and the improvement of festival quality and contributions.

Discussion and Conclusion

Local and traditional products of Turkey play an effective role in gastronomy tourism becoming an important destination in the world. Gastronomy festivals contribute to the inclusion of rich culture and heritage in gastronomy tourism. Gastronomy festivals are important in terms of promotion, marketing, protection and sustainability of the region, especially the local products that make up the festival. Gastronomy festivals can contribute socio-economically by creating economic mobility in the region and preventing regional migration (Cömert & Çetin, 2017). Gastronomy festivals are an attraction element for regions. Residents and tourists in the region interact socially and economically. Suitable environments for cultural rapprochement, transfer and promotion can be created in this way. The original products of destinations are important details for creating gastronomic identity and providing branding. These elements come together with gastronomy festivals. The physical and psychological motivations that to be influenced in order for the concepts of destination competitiveness, guest cycle and guest satisfaction to be realized can develop under the influence of gastronomy festivals (Bakırcı, Bucak & Turhan, 2017; Büyükşalvarcı & Akkaya, 2018). As a result of the studies (Selwood, 2003; Skarus et al., 2006; Everett and Aitchison, 2008), it has been revealed that tourists prefer local cuisine products more in the places they visit, that these food and beverage preferences constitute an important part of their holiday spending and that they are ready to pay more for products called local food. This is an issue that festival organizers should focus on.

As evaluated within the scope of the study, the presentation of regional and local products in gastronomy festivals in Turkey by making Guinness record attempts contributes greatly to the presentation of national and international promotion in the promotion of local food and traditional products. It is seen that the continuity of local festivals is high in the south, especially in terms of regional distribution. While there is a density in the spring and summer months in these festivals, some festivals do not have continuity as examined in the literature. It is thought that the spread of festivals to 12 months will be paved with Guinness record attempts. It is thought that the sales and marketing rates will also increase as these local and regional products come to the fore by breaking records. Therefore, in order to get more efficiency from gastronomy festivals in Turkey, the number of Guinness record attempts should be increased, continuity should be ensured, and their promotions should be done correctly.

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