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**SLOW FOOD AND FOOD TOURISM:
FOÇA EARTH MARKET CASE STUDY**

Master's Thesis

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İZMİR- 2016

DECLARATION

I hereby declare that this master's thesis titled as "Slow Food and Food Tourism: Foça Earth Market Case Study" has been written by myself in accordance with the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honour.

.../.../.....
Hamit Gökay MERİÇ

FOREWORD

First and foremost, I would like to thank my advisor, Assist. Professor Gülşah Akkuş, for her guidance and support in this research. I would also like to thank her for providing me a warm, friendly and productive work environment.

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ÖZET

Yüksek Lisans Tezi

SLOW FOOD VE YEMEK TURİZMİ:

FOÇA YERYÜZÜ PAZARI ÖRNEK OLAY ÇALIŞMASI

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Destinasyonların turistler açısından en çekici tarafları özgün kültürel elementleridir ve yemek de yerel özgün kimliğin çok önemli bir parçasıdır. Bu sebeple, yemek turizmi destinasyonların en önemli etmenlerinden biridir ve turistler de ziyaret ettikleri destinasyonların mutfak kültüründen özgün tatları denemek için her zaman hevesli olmuşlardır. Bu tez çalışmasında da, yemek turizmi ve yemek turisti kavramları detaylıca açıklanmış ve bu kavramların, destinasyon özelinde sahip oldukları önem somut sebeplerle vurgulanmıştır.

Öte yandan yakın zamanda gerçekleşen endüstri devrimi, bugünün iç içe geçmiş tipik küresel pazarlarını yaratmıştır. Aynı zamanda bu hızlı değişim, insanlara benzer zevkleri, hobileri ve lezzetleri içeren bir yaşam biçimini empoze etmiştir. Bu standardizasyon ve tekillik ulusların mutfak kültürlerini de etkilemiş ve tek tip, görece lezzetsiz ve "hızlı" yemeğin ortaya çıkmasına sebep olmuştur. Bunun sonucu olarak, farklı yerlerin mutfak kültürleri kaybolmaya başlamıştır. Bu, küreselleşen ve aynılaşan dünyanın bir yansımasıdır ve toplumların yemek kültürleri üzerinde büyük bir etki yaratmış, hatta bu kültürleri kaybolma tehlikesiyle karşı karşıya getirmiştir. Bu sorun, destinasyonların kimliklerinin çok büyük bir parçası olmalarından ötürü toplumların özgün mutfak kültürlerini korumak için bütüncül bir yaklaşımı gerektirmiştir.

Slow Food bu gelişmelere bir cevap olarak 1980'lerde doğmuş ve ülkeler üzerinde büyük bir etki yaratmıştır. İtalya'da başlayan Slow Food, bugün dünya çapında tanınan, marka değeri taşıyan bir kuruluş ve harekettir. Katı regülasyonları olan kuruluşun amacı sağlıklı yiyecek üretiminin yanı sıra, kültürel yemek mirasını da korumaktır. Bu hareketin iyi, adil ve temiz yemek gibi temel prensipleri ve derneğin kısa tarihi bu tez çalışmasında detaylıca anlatılmıştır.

Aktif bir Slow Food noktası olmak ve Slow Food'un kurallarıyla prensiplerini uygulamak, destinasyonlar açısından hatırı sayılır bir çekicilik de oluşturmaktadır. Bunun sebebi ise Slow Food'un dünyaca tanınan bir kuruluş olması ve kültürel deneyimler ve etik turizm hareketliliği sağlamasıyla yerel kültürü korumasının yanı sıra sürdürülebilir yerel üretime sağladığı destek sayesinde yeşil turistler, yemek turistleri ve hatta normal turistler için bir çekim noktası olmuştur. Bu tez çalışması, Slow Food'un bir destinasyonun yemek kültürü ve yiyecek üretimi üzerindeki etkileri kadar, o bölgede yemek turizmi anlamında yarattığı turistik çekime de değinmektedir.

Bu amaçla tezde, Slow Food'un somut uygulamalarından olan Yeryüzü Pazarları, Foça Yeryüzü Pazarı örnek çalışması üzerinden irdelenmektedir. Foça, Türkiye'de İzmir yakınlarında bulunan bir sahil ilçesidir ve önemli bir turistik destinasyondur. Bu sebeple, Foça'da bulunan Yeryüzü Pazarı, Slow Food prensiplerinin bir destinasyona olan etkisini araştırmak için mükemmel bir örnektir. Tezin amacı Yeryüzü Pazarlarının, nasıl bir çekimi etkisi yarattığını ve aynı zamanda turistik aktiviteler, sürdürülebilirlik ve ekonomik fayda arasında bir denge kurarak hem yerel üreticileri hem de yerel değerleri nasıl koruduğunu göstermektir.

Yeryüzü Pazarı hakkındaki araştırma pazar yerinde yapılandırılmış mülakatlar, yarı-yapılandırılmış mülakatlar ve gözlemler şeklinde gerçekleşmiştir. Toplanan veriler, daha sonra nitel araştırma yöntemlerinin yardımıyla değerlendirilmiş ve elde edilen sonuçlar detaylıca açıklanmıştır. Araştırma sonuçlarına göre, Foça Yeryüzü Pazarı'nda, Slow Food regülasyonlarına uyulmaktadır ve bunun sonucu olarak pazar, yerel kimliğin ve yerel ürünlerin korunmasını desteklemektedir. Aynı zamanda, Slow Food bilinen bir marka olduğu için, destinasyona imajına katkı sağlamaktadır ve yemek turizmi bağlamında destinasyon çekiciliği için önemli bir rol oynamaktadır. Araştırma sonuçlarından elde edilen bulgulara göre, Slow Food uygulamaları destinasyonların turistik gelişimine katkı sağlamaktadır fakat aynı zamanda sürdürülebilir bir üretim sağlayıp yerel ekonomiyi koruyarak, paydaşlar ve destinasyon arasında bir denge yaratmaktadır.

Anahtar Kelimeler:Yavaş Yemek, Yemek Turizmi, Yeryüzü Pazarı, Foça Yeryüzü Pazarı, Yerel

ABSTRACT

Master's Thesis

SLOW FOOD AND FOOD TOURISM: FOÇA EARTH MARKET CASE STUDY

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Destinations are most attractive for the tourists with their unique cultural elements and food is a substantial amount of the unique local identity. Therefore, food tourism has always been a very important aspect of the destination and tourists have always been eager to try unique tastes of the culinary culture in the destination they are visiting. In this thesis study, the concepts of food tourism and food tourists are explained in detail and their importance in the context of destinations is mentioned with concrete reasons.

On the other hand, the industrial revolution, which took place recently, created today's highly integrated and typical global markets. This rapid change also forced people around the world to have a typical life style with common interests, hobbies and tastes. This standardization and singularity affected nations' culinary culture and created monotype, relatively tasteless and "fast" food. As a result, the culinary cultures of different places started to dissolve. This was a reflection of the globalized and similarized world and it made an impact on the food cultures of communities, even exposing them to the danger of perishing. This problem necessitated a comprehensive movement to protect the unique food cultures of nations, as they are a significant part of the destinations' identities.

Slow Food movement was born in the 1980's as an answer to this progress and became a major influence for countries. Starting in Italy, Slow Food is a highly recognized, almost brand-like, organization and movement around the world today. It has strict regulations and the main aim of this organization is to protect the cultural food heritage besides ensuring a healthy agricultural production. The basic principles of this movement, such as good, clean and fair food, and the brief history of the organization are explained thoroughly in this thesis study.

Being an active Slow Food point and carrying out the regulations and principles of Slow Food create a certain attraction for destinations. The main reason behind this is that Slow Food is a worldwide-recognized organization and it creates an attraction point for green tourists, food tourists and ordinary tourists with its support to sustainable local production besides offering cultural experiences, providing ethical tourism mobility and protecting the local identity. This study also discusses the effects of Slow Food on the destination's food culture and food production as well as the touristic attraction it creates in the context of food tourism.

For this purpose, Earth Markets, which are solid applications of Slow Food, are investigated in this thesis and through the case study of Foça Earth Market. Foça is a seaside town in Turkey near Izmir and it is a major touristic destination. Therefore, the Earth Market in Foça is a perfect example for investigating the effects of Slow Food principles on a destination. The thesis' objective is to show how the application of Earth Markets create an attraction and at the same time protects both the local producers and the local values of the destination in order to obtain a balanced result for the touristic activities, sustainability and economic benefits.

The research about Foça Earth Market was conducted face-to-face in the market area as structured interviews, semi-structured interviews and on-site observations. The collected data were then evaluated by the help of qualitative research techniques and the results were explained thoroughly. According to the research results, Slow Food's regulations are followed in Foça Earth Market and therefore, it helps to protect the local identity and products. Also, since Slow Food is a well known brand it adds to the image of the destination and it is observed that it has an important role for destination attractiveness in the context of food tourism. It is found in the research results that the Slow Food applications contribute to touristic development of destinations but at the same time provide a sustainable production and protect the local economy creating a balance for the stakeholders and the destination.

Keywords: Slow Food, Food Tourism, Earth Market, Foça Earth Market, Local

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ABBREVIATIONS

GMO	: Genetically Modified Organisms
FAO	: Food and Agriculture Organization
FSD	: Fikir Sahibi Damaklar
NGO	: Non-Governmental Organization
IZKA	: Izmir Development Agency
TUIK	: Turkish Statistical Institute
WFTA	: World Food Tourism Association
UNWTO	: United Nations World Tourism Organization
MoEU	: Ministry of Environment and Urbanization
UNESCO	: United Nations Educational, Scientific and Cultural Organization
TAMS	: The Travel Activities and Motivation Survey
N.D.	: No Date

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INTRODUCTION

Industrial revolution and the Fordist production model caused the recent technological leap of the human race. This evolvement united the markets and created globalism. World's biggest firms and companies follow after globalism and apply strategies to create the "typical" life style, which has common interests, hobbies and tastes. According to David Cain's recent essay (2013), even 40 hours work week is a part of these strategies and creates the "purchase-happy public" to sustain the inured economic flow of the world. This standardization and singularity made the cultural diversity almost extinct; this extinction and heavy working conditions also affected nations' culinary cultures and created monotype, relatively tasteless and "fast" food. As a result, tourist destinations and local cuisines started to lose their unique characteristics and images due to globalization and the change in marketing trends.

Slow Food emerged as a movement against the global activities at the end of 1980's. A group of young Italian activists led a global act to preserve the national tastes and cuisine culture, which was later going to be called as "Slow Food Movement". It is an international non-profit organization founded by Carlo Petrini and expanded to hundreds of projects, thousands of branches (Slow Food International, n.d.a) and volunteers and millions of fans almost in 30 years after the establishment in 1986 in Italy. Nilsson refers to Slow Food as a response to "globalized homogenisation" (as cited in Lumsdon & McGrath, 2011). Besides being an organization, Slow Food is also an idea and a movement which became a way of life and concept that supports local production, cultural heritage in the context of, food and sustainable agriculture. Slow Food proposes that every people on the planet have the right to access and enjoy good food. It stands at the crossroads of ecology and gastronomy along with ethics and pleasure (Parkins & Craig, 2006, p. 124). It opposes the standardization of taste and monopolization of the food industry by the multinational food industry actors. The association specifies its vision as: "We

envision a world in which all people can access and enjoy food that is good for them, good for those who grow it and good for the planet” (Slow Food International, n.d.b) and its mission as: "to promote good, clean and fair food for all" (Slow Food Huron Valley, n.d.).

Slow Food is a favorite tool for the tourism professionals since it creates an attraction point for green tourists, food tourists and even ordinary tourists by offering a cultural experience and providing an ethical tourism mobility besides its positive reputation which increases recognition for the destination. In addition to the tourism mobility, it supports the sustainable local production leading to the protection of local identity. Therefore it creates a clean and sustainable tourism attraction point where all actors benefit from. From this perspective tourism professionals should also support Slow Food applications since these applications provide sustainability in the places where they located. Additionally as Timothy and Mykletun stated, with the endorsement of local values by Slow Food Movement, small destinations become fashionable places to visit (as cited in Jung et al., 2014).

Some examples of Slow Food activities that drive tourist attraction are Salone del Gusto, Ark of Taste, Terra Madre Day etc. Slow Food Movement, besides being a moral act, is a major influence and attraction for destinations.

According to chief executive of Slow Food UK, Catherine Gazzoli;

"Slow Food is about the universal rights that good, clean and fair food should be available for everyone. Good, because food should taste good; clean, because it should be produced in a way that fully respects the environment, human health and animal welfare; and fair, because the workers at all stages of production should be paid a fair and honest wage (as cited in Kuhn, 2009, p. 1)."

On the other hand, tourism is essential for the prosperity of many nations in terms of generating income by the consumption of goods and services by tourists and the taxes imposed on businesses in the tourism industry. It is also necessary for creating employment and economic advancement of touristic destinations. According to published statistics and annual reports of the United Nations World Tourism Organization (UNWTO), tourism industry is one of the fastest growing industries in the world. According to those statistics and reports, there is a positive trend of a steady growth in the number of tourist arrivals (Omer, 2010). Even though tourism

leads to economic growth of a destination, it also has a dangerous side that can be exploitative and damage the local life and culture. Mass tourism activities sometimes deteriorate destinations. They consume the destinations leading to hollow values and same type places with no unique features. Urban sprawl, pollution, dense traffic, exclusion of local community, cultural destruction, etc. are just a number of threats mass tourism can cause. Therefore, not all tourist destinations are able to survive, in other words be sustainable. As a response to these threats, terms like sustainability, ethical food, eco-tourism are becoming more popular day-to-day, both in daily lives of the people and also in the literature. Consequently, tourists are yearning for unique local experiences, especially in the recent years. At this point, many people, cities and countries, owing to its efforts and achievements, embrace Slow Food in sustainability and ethical tourism. It helps to sustain the local identity of a place and attracts tourists at the same time.

According to Boulding (1956) and Martineau (1958) tourist's behavior depends mostly on the destination image in the tourist's mind rather than the objective reality of the place (Baloglu and McCleary, 1999). In 1975, Hunt's research concluded that the image of a destination plays a significant role for the development of tourism in that place. Other researchers also agreed that one of the dominant elements in tourism is the image of the destination (as cited in Hosany et al., 2006). Concordantly the "Slow" brand brings a quality reputation with it. Slow Food attracts quality tourists by providing a positive image for the destination. This development, which is shaped according to the Slow Food philosophy, effects destination's appearance and environment, along with its public image (Heitmann, Robinson & Povey, 2011).

According to World Food Tourism Association (WFTA), food tourism is the pursuit and enjoyment of unique and memorable food and beverage experiences, both far and near. One of the accepted definitions of food tourism, which is proposed by Hall and Sharples, is that "food tourism is an experimental trip to a gastronomic region for recreational or entertainment purposes. It may include visits to primary or secondary producers of food, gastronomic festivals, food fairs, farmers' markets and food demonstrations, tastings of food products or any tourism activity related to food" (Hall & Sharples, 2003). In another study, it was stated as "gastronomic

tourism applies to tourists and visitors who plan their trips partially or totally in order to taste the cuisine of the place or to carry out activities related to gastronomy” (Herrera et al., 2012, p. 7). And, it was simply defined as, “an experience of food or foodways other than one’s own” by Long (2004, p. 21). Food is an important cultural element that reflects the identity of a community and food tourism alone is a major drive for tourists. If the destination has a remarkable and promoted cuisine, tourists are more eager to visit that destination. Additionally, nostalgic dishes with original recipes are also significant magnets for the food tourist. Food tourism is an experimental action that has an attractive side for the gastronomic destination because tourists look for experiences that teach them something about the local cultural lifestyle (Hall et al., 2003, pp. 25-59).

Conscious tourists in the modern world make their consumption choices considering the ethical factors and they feel more attached to a destination when they buy ethically produced foods from the region (Scarpato R., Daniele R., 2003, pp. 296-313). In this context, buying and consuming a destination’s locally and ethically produced food is an attraction factor for the tourist and this trade helps the local identity to survive as well. As a tourism strategy, tourist businesses can collaborate with ethical food associations because it is an undeniable fact that local food, local culture and identity, and ethical food are all affecting tourists’ consumption decisions. As a result, the attractiveness of the destination increases and the region becomes distinguished while the local food production becomes sustainable. A very good practical example of this is the Earth Market application of Slow Food since Slow Food is one of the well-known ethical food movements in the world.

Earth Markets arise from the Slow Food philosophy as an ethical food provider. They are a Slow Food project and a worldwide network of farmers’ markets and they adopt Slow Food philosophy on every phase of the project, from producing to selling the products. These markets are also social gathering points where local producers meet customers directly. According to Hall, reemergence of farmer’s markets by the help of Slow Food many western countries reflect a growth in ‘green’ consumerism (2006). The project was born from the necessity of bringing the consumers and the producers together. For this purpose, a market project was developed which is derived from a global study of producers’ markets around the

world. Gaps and mistakes of other markets were identified and guidelines were established to specify and outline the rules of Earth Markets. These actions created and differentiated Earth Markets from other producers' markets.

According to Eşitti and Harputluoğlu, Earth Markets are not places where only food is sold; they also provide taste education and teach people how to share the responsibility and pleasure through tasting and cooking. In Turkey there are Şile, Foça and Gökçeada Earth Markets.

Foça Earth Market is the first Earth Market in Turkey. Foça Zeytindalı Slow Food Convivium started it in 2011 as a farmers' market but then it achieved to be an Earth Market in 2012 (Foça Zeytindalı Convivium, 2014). Some of the activities of the Earth Market Foça are; seed exchange, demonstrations of traditional and local food making processes, introduction of wild and endemic herbs and medicinal plants and social activities for the producers (Hatipoğlu et al., 2014). Manavkat and Kırılı stated that Slow Food and accordingly Foça Earth Market have a certain success. There are a number of reasons behind the success of Slow Food in Foça. The resources of the region (like the people and the capital) provided full support to Slow Food. Increasing number of tourists due to the Earth Market and certain trends of searching healthy food within the country supported this success (Manavkat & Kırılı, 2013). For all these reasons, Foça Earth Market was chosen as the case study of this thesis.

By connecting the overall information, it can be concluded that Slow Food applications can be a handy tool for tourism development in many ways and they also maintain the local character and economy of the region. The aim of this study is to reveal the important role of Slow Food for destination attractiveness in the context of food tourism through the application of Earth Market in Foça.

Purpose of the Study:

This study seeks to address how local values can be sustained and revived in tourist destinations and also how tourist activities and destination attractiveness can be improved via Slow Food principles.

The argument of the thesis is that Earth Markets, as an application of Slow Food, protects the local values and sustains the destination's well-being and image

while also contributing to the attractiveness of the destination. The aim of this study is to show how the application of Earth Markets protects both the local producers and the local values of the destination in order to obtain a balanced result for the touristic activities, sustainability and economic benefits. In this context, the thesis reveals the important role of Slow Food for destination attractiveness in the context of food tourism through the application of Earth Market in Foça.

Importance of the Research:

There is a limited number of academic studies about Earth Markets and effects of Slow Food on food tourism. This thesis is one of the few studies in this framework. Additionally, the increased tourism mobility necessitates such studies due to the high pressure on tourist destinations, which is caused by increasing tourism demand.

Methodology of the Study:

This research was conducted by using qualitative data collection techniques. The methodological tools used in this research are; literature review, structured and semi-structured interviews and observations. Methodology has stimulated a pave to understand the concepts of Slow Food, food tourism and the functioning of Earth Markets.

In order to understand the theoretical concepts of Slow Food Movement, food tourism and principles of Earth Markets, a detailed usage of various sources were carried out. A comprehensive literature review including master's and PhD studies about relevant subjects is done. Academic articles that were published both in Turkey and abroad were used to enrich the thesis. The articles from Turkish and foreign daily newspapers and websites contributed considerably to the study. Especially for the theoretical part of the thesis, Turkish and foreign books about the subject were used along with the official websites of Slow Food International. Since the case study of thesis is a globally new establishment, the recent studies were limited accordingly. The sources from related conferences also made a contribution to the thesis. Libraries of Turkish universities and foreign universities were utilized. Additionally, internet was used to reach some publications and reports as well as news articles. As a result of the theoretical progress, some statements are listed about

the role and benefits of Slow Food principles in the context of food tourism in a destination.

Turkish academic literature mostly concentrates on Cittaslow as a Slow Food related organization. There are numerous master's theses and PhD dissertations about Cittaslow in different disciplines. Some of them were used within the thesis in the related section of Cittaslow. There are only two master's theses about Slow Food and both of them were used as useful sources. On the other hand, Earth Market is not the main subject of any master's thesis or PhD dissertations in Turkey so far.

Foça Earth Market was chosen as the case study of this thesis since it is the first Earth Market of Turkey and it is a well functioning Slow Food application. The market interests many stakeholders such as local residents, local authorities, producers, consumers, volunteers, etc. Diversity of the parties made it essential to make face-to-face interviews and on-site observations. Structured and semi-structured interviews were conducted through the producers and visitors of Foça Earth Market as well as some members of Slow Food Foça Zeytindalı Convivium.

Observations for the case study were done on site on various dates. The market was visited several times on different Sundays to make observations, capture images and to understand the features of the application. Few existing studies, which were specifically written about Foça Earth Market, were also used to gain insight about the background. Official documents of Earth Markets were also examined to understand the process and regulations.

This thesis study was constructed in three parts:

The first part is about the Slow Food and its applications in global and local scales. These were grouped and listed and also their purposes, scopes and objectives were outlined briefly. In this part of the study, a detailed scanning of various sources was carried out. Besides online sources, Master's and PhD theses, books and articles about the subject were examined in order to gain insight.

In the second part, the concepts of food tourism and food tourist are explained. This part focuses on the different definitions of food tourism and food tourist. Since food tourism related activities vary in nature, the definitions are also numerous. Besides the relation of tourism to food tourism, Slow Food was also

discussed in the means of tourism. Additionally, Slow Tourism is also explained briefly to underline the differences between Slow Food and Slow Tourism.

The third part focuses on Foça Earth Market as a case study. History, regulations, visitors and producers of the market were investigated thoroughly. For this aim, the results of structured and semi-structured interviews conducted on site of the market were examined and explained. Some additional sources, which were obtained from the convivia, are used to enrich the data about Foça Earth Market. The responsibilities and obligations of local authorities were also discussed. Lastly, the statements that were brought forward in the theoretical framework of the thesis, are discussed for the Foça Earth Market case.

The Conclusions and Suggestions section offers some detailed recommendations for the Foça Earth Market by using the collected data and considering different parties' responsibilities, as well.

PART 1

SLOW FOOD

This part of the thesis comprises information about Slow Food Association; its definition, organizational structure, autonomous establishments, and its development back in history both globally and locally as well as the Association's roles, responsibilities and common characteristics.

1.1 Slow Food

Slow Food is an international non-profit organization created by Carlo Petrini in 1986 in Italy after a demonstration on the intended site of a McDonald's restaurant at the Spanish Steps in Rome. It was then officially founded in Paris in 1989 (Slow Food International, n.d.c).

Contrary to the common belief, the demonstration was not a coincidental one. Actually, Carlo Petrini was a prominent and active figure in the Italian communist movement. When he was young, he was writing in a socialist newspaper named "Il Manifesto" and broadcasting radio programs. In the year 1980, he resigned from his duties in the Municipality of Bra due to some disturbance and arguments related to Irpinia earthquake. Afterwards, Petrini and his friends established a civil initiative named Arcigola which later became the base formation of Slow Food Association. Arcigola was mainly related to protecting the quality of Italian wine but after some time, their vision evolved and they began to show an interest to every aspect of quality, clean and fair food.

Petrini and his friends deemed the opening of McDonalds in Rome as a threat for the Italian cuisine and also the Italian way of life. With these thoughts they prepared a manifest against fast food because they believed that the only objectives of fast food were to make profit and destroy the traditional cuisines in pursuit of profit. The prepared manifest was published on the cover of Gamberro Rosso on 3rd of November 1987 (Petrini & Padovani, 2011, pp. 49-50).

This manifest was signed by 15 countries on 9 November 1989, two years after it was published. It is as follows (Slow Food International, n.d.d):

- *Born and nurtured under the sign of Industrialization, this century first invented the machine and then modelled its lifestyle after it. Speed became our shackles. We fell prey to the same virus: 'the fast life' that fractures our customs and assails us even in our own homes, forcing us to ingest "fast-food".*
- *Homo sapiens must regain wisdom and liberate itself from the 'velocity' that is propelling it on the road to extinction. Let us defend ourselves against the universal madness of 'the fast life' with tranquil material pleasure.*
- *Against those - or, rather, the vast majority - who confuse efficiency with frenzy, we propose the vaccine of an adequate portion of sensual gourmandise pleasures, to be taken with slow and prolonged enjoyment.*
- *Appropriately, we will start in the kitchen, with Slow Food. To escape the tediousness of "fast-food", let us rediscover the rich varieties and aromas of local cuisines.*
- *In the name of productivity, the 'fast life' has changed our lifestyle and now threatens our environment and our land (and city) scapes. Slow Food is the alternative, the avant-garde's riposte.*
- *Real culture is here to be found. First of all, we can begin by cultivating taste, rather than impoverishing it, by stimulating progress, by encouraging international exchange programs, by endorsing worthwhile projects, by advocating historical food culture and by defending old-fashioned food traditions.*
- *Slow Food assures us of a better quality lifestyle. With a snail purposely chosen as its patron and symbol, it is an idea and a way of life that needs much sure but steady support.*

The association adopted three interconnected principals which are; good, clean and fair. These three principals can be summarized as flavorsome and healthy food, which is produced with clean agricultural production that does not harm the environment and has affordable prices for consumers within fair conditions and also pays the compensation to producers. Also the association specifies their philosophy as working for a world in which all people can access and savor food that is good for them, good for the producers and good for the planet which we live on (Slow Food International, n.d.e).

Besides being an organization, Slow Food is an idea and a movement which became a way of life and a concept that supports local production, cultural heritage in the context of food and sustainable agriculture.

As time passed and the association spread all around the world, a shared wisdom was developed. This shared wisdom let the association specify and improve its objectives that can be summarized as follows (Audi, 2011);

- Forming seed banks and to preserve inherited varieties of these seeds in collaboration with local cooperatives with the aim of sustainability,
- Developing an "Ark of Taste" which is an international catalogue of endangered heritage foods for each ecoregion,
- To preserve and promote local and traditional food products with their receipts, customs and even tales,
- To promote small scale food processing,
- Organizing festivals of local cuisine within regions,
- To encourage "taste education",
- Developing educations about the risks of fast food,
- Educating citizens about the hassles of factory farms and agribusiness, risks of monoculture and the danger of using a few genomes or varieties,
- Lobbying against government funding of genetic engineering,
- Lobbying against the use of pesticides,
- Educating students and prisoners with gardening skills,
- Lobbying for the political programs to preserve family farms.

1.2 The Mission and the Vision of Slow Food

Slow Food believes that every people on the planet has the right to access and enjoy good food. It stands at the crossroads of ecology and gastronomy -which is also called eco-gastronomy (Parkins & Craig, 2006, p. 124) along with ethics and pleasure. It opposes the standardization of taste and monopolization of the food industry by the multinational food industry actors. According to Slow Food, protecting the heritage of food, tradition and culture will eventually make this pleasure possible. Slow Food believes in the strong connections between plate, planet, people and culture (Slow Food Noosa, n.d.)

The association specifies its vision as "We envision a world in which all people can access and enjoy food that is good for them, good for those who grow it and good for the planet." and its mission as "to promote good, clean and fair food for

all" (Hall, 2012, p. 23). These 3 important elements of Slow Food's mission can be summarized as (Essedra, n.d.);

Good: A food's taste should be good, its flavor and aroma should in no way alter its naturalness.

Clean: While producing the food, the environment must be respected and sustainable practices of farming, animal husbandry, processing, marketing and consumption should be taken into serious consideration. Every stage of the food production chain should protect ecosystems, biodiversity, and also the health of both the consumer and the producer.

Fair: Social justice should be created for the conditions of labor throughout the production process. It should be respectful to people and to their rights and should be capable of generating adequate rewards, to be able to achieve balanced global economies and respect for cultural diversities and traditions.

Slow Food also pays attention to co-producers, local identity and the connection between them. According to the association, understanding ourselves as co-producers rather than consumers involves us in the production phase and with this point of view, co-producers will be educated about where our food comes from, how it is produced, who produces it and the health concerns related to the product. Petrini offered a list of actions that Americans can do to strengthen their food communities but many of them as listed down can be easily applied in Turkey;

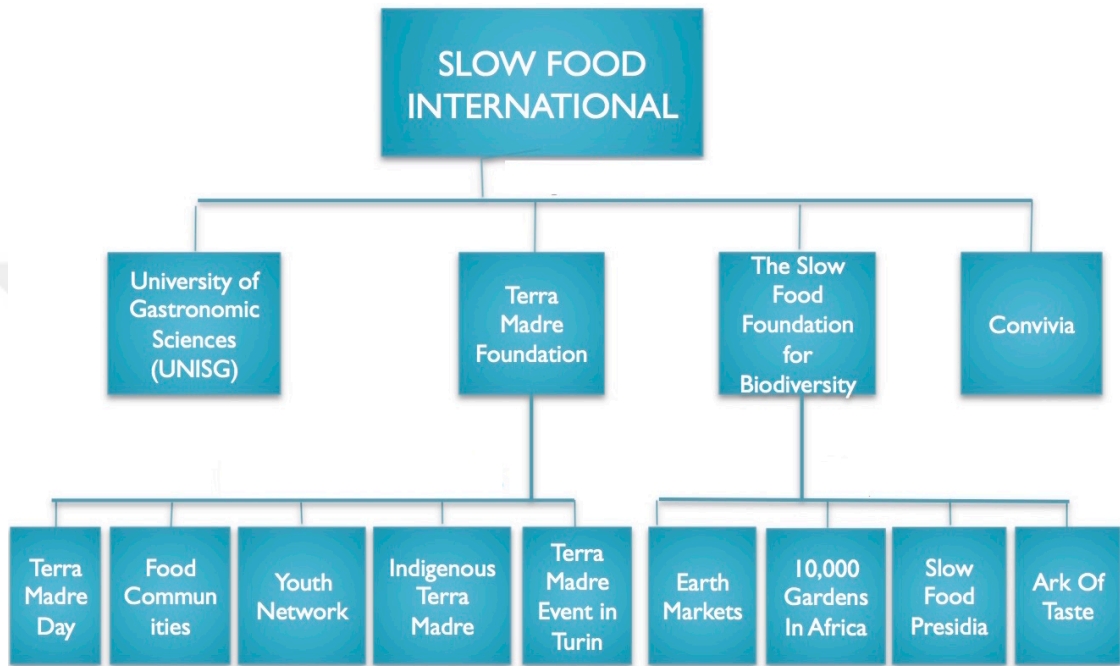
- Join a Slow Food convivium,
- Trace your food sources,
- Shop at a local farmers's market,
- Visit a farm in your area,
- Create a new food memory for a child. Let the child plant seeds or harvest greens for a meal,
- Learn your local food history. Find a food that belongs to your country or best grown in your part of the country (Schanbacher, 2010, p. 115).

Thus, Slow Food participants become eco-gastronomes who care for the environment, protect the bio-diversity and pay regards to the rights of humans and environment rather than hedonist gourmets, as Tan cited from Petrini (2012).

1.3 Slow Food Organizations in the World

Slow Food is a grassroots organization that creates and embraces different organizations and initiatives globally. Figure 1.1 aims to summarize the connections between Slow Food and its initiatives.

Figure 1.1 : Slow Food Organization



Source: (Prepared for this thesis by using www.slowfood.com)

Following passages aim to summarize these organizations;

Convivia or Convivium is the basic structural unit of Slow Food within different locales around the globe. Having local chapters helps the Association to be more effective and precise. Convivium's members are a point of contact between the Association and the related parties like local governmental bodies or universities and also producers. They coordinate some projects of Slow Food for Slow Food. They are formed by local groups of like-minded individuals and they should come together at events or gatherings at least 3 times per year. These gatherings provide great opportunities to share knowledge about the food, take education about food and taste good food (Slow Food Imifino, n.d.). Every convivium reflects the characteristics of its locale and every individual member of Slow Food is accredited as a member of a convivium of his/her locale (Slow Food International, n.d.f).

There are different membership options for both individuals and sustainers. For Turkish citizens while the single individual membership fee is €5, the single sustainer membership fee is €100 for a year. The supporters who want to be a certified member can apply to the nearest convivium via internet and get a membership card (Slow Food International, n.d.l). According to Slow Food Association, joining the international network of Slow Food is a chance to play an active role within Slow Food related activities. Working together with like-minded individuals towards common goals is significant and the membership fees help the association keep the projects running (Slow Food International, n.d.m).

Convivia have some objectives which are defined by The Slow Food International Statute, some of them are as follows (Slow Food International, n.d.g):

- To share and spread the philosophy of the Association,
- To initiate a local network of individuals who share the principles of Slow Food,
- To recruit more members to expand the Association's presence,
- To establish relationships and cooperation with public offices, gastronomic associations, civil initiatives, NGOs, producer associations and communication with media bodies to be able to contribute to the enhancement of sustainable food systems and improvement awareness about food production,
- To settle and maintain cooperative and friendly relationships with other convivia,
- To implement activities of promotion and support for the Association's international and national projects and programs.

Terra Madre Foundation was created with the support of Slow Food International, to organize and finance the international gatherings like Terra Madre in Turin and Indigenous Terra Madre in Meghalaya, India as well as to assure Terra Madre's continuity and to coordinate all the partners (Terra Madre Foundation, n.d.) It is an international network which connects small scale food producers around the world. These producers should be conscious about producing quality food in a responsible and sustainable way. The first event of Terra Madre was held in 2004 in Turin, Italy and 5.000 delegates attended from 130 countries all around the world. It is a biennial event and it has been getting more crowded since 2004. The main

purpose of these meetings is to create a meeting point to exchange ideas and information between local food communities and producers, cooks, academicians and also individuals who believe in “good, clean and fair” food (Slow Food International, n.d.h, n.d.i). Actually, Slow Food mentions Terra Madre as a "network of networks" since it is directly related to food communities, cooks and universities. (Slow Food International, n.d.j).

University of Gastronomic Sciences (UNISG) is the first gastronomic university in the world which is founded in 2004 in Cunea, Italy as an initiative of Slow Food. Some goals of the university are to establish an international research and education center related to biodiversity and food technology, protecting local and traditional cuisine, to build a bridge between gastronomy and agriculture sciences. It is open to students from all over the world both for undergraduate and master programs (UNISG, n.d.).

The Slow Food Foundation for Biodiversity was founded in 2003 in Tuscany. The foundation’s main objectives are to coordinate projects related to defending local food traditions, protecting local biodiversity and encourage small scale quality food products. Some of these projects are Presidia, Ark of Taste, 10,000 Gardens in Africa, Slow Food Chefs’ Alliance and Earth Markets (Slow Food Foundation, n.d.a).

Ark of Taste is one of the projects of the Slow Food Foundation for Biodiversity. The goals of Ark of Taste are to unearth, catalog, describe and promote foods that are threatened and in danger of extinction due to large scale distribution system, environmental damage, loss of genetic diversity and the global standardization of taste (Gibson & Lowndes, 2004, p. 10).

Slow Food Presidia is another project which is coordinated by Slow Food Foundation for Biodiversity with the aim of protecting unique regions, ecosystems and quality production at risk of extinction, recovering traditional processing methods, protect native breeds and local plants. There are 509 presidia all over the world in a range of different product categories (Slow Food Foundation, n.d.b).

Figure 1.2 : Logo of Presidia



Source: (UNISG, n.d.a)

Slow Food's approach to quality is rather complicated as a result of continuous exchange of information with local people who are cooks, producers, journalists etc. Therefore, there are many different criterias for selecting Presidia and they are all evaluated carefully. Some of them are (Peano & Sottile, 2012, p. 3);

- *Taste*; The food must have distinctive taste.
- *History, culture and place*; The food must be linked to the memory and identity of a group.
- *Small scale production*; The food must be produced in limited quantities by small farms or producers.
- *Risk of extinction*; The food must be at a real or potential risk of extinction.
- *Environmental sustainability*; Fertility of the land must be preserved with cultivation techniques and hydrographic ecosystems and use of synthetic chemicals must be avoided as much as possible.
- *Social sustainability*; The producers must take an active role with creating a food community by collaborating and deciding together on production rules, etc.

The objectives of the Presidia are also complex and multifaceted, but still can be grouped into four main areas as environmental, economic, social and cultural objectives. Its environmental objectives are defending biodiversity and working for improving the sustainability of food production. The economic objectives of the Presidia are working for increasing producer's income by developing locally driven activities and increasing employment. Social objectives of the Presidia aim to improve the social role of producers and strengthen their self-esteem. Lastly, the

Presidia's cultural objectives are to strengthen the producers' cultural identities and to promote their production areas (Peano & Sottile, 2012, p. 4).

10.000 Gardens in Africa is another project of the Slow Food Foundation. This project aims to raise awareness among young people in African schools and communities about importance of biodiversity and reaching healthy, fresh food by creating 10,000 good, clean and fair gardens. The project also included some training for future leaders that are aware of their land and culture's value (Slow Food Foundation, n.d.c).

Slow Food Chefs Alliance is a network which the chefs across the world defending food biodiversity by using products from Presidia projects and the Ark of Taste as well as local products like cheeses, vegetables and fruits. As of 2016 there are more than 690 chefs accredited to the Alliance (Slow Food Foundation, n.d.d).

Earth Markets are also a Slow Food project which is a worldwide network of farmers' markets that appreciate and practice the Slow Food philosophy. The aim of these markets is to provide quality food directly from producers with fair prices for both consumers and producers (Slow Food Foundation, n.d.e).

1.4 Organization and Development of Slow Food in Turkey

Slow Food was introduced in Turkey in 2006 during Carlo Petrini's visit to Turkey. He conducted informational meetings with 30 people who were involved in gastronomic activities in Turkey and he encouraged them to start *convivia* in their own cities. In 2007, Defne Koryürek established Fikir Sahibi Damaklar (FSD) Convivium in Istanbul which made a huge influence in Turkey about Slow Food (Morgül, 2012). Nevertheless, the recognition of Slow Food in Turkey was maintained by Seferihisar Cittaslow on a large scale.

Since Cittaslow is one of the most known Slow Food related organization in Turkey, it is also discussed briefly within the thesis. Cittaslow, which means "slow city", was established as an international network of small towns which have a population under 50.000 with the aim of addressing the "Slow Food" philosophy in their urban design and planning (Miele, 2008, p. 135).

Slow Cities were not born as a conservation movement, but, rather, as a movement that is in the wake of modernisation and globalisation, asking itself about how to transform ‘cities’ in a globalised world without making them lose their soul in that journey (Paolo Saturnini cited in Miele, 2008, p. 140). Herewith, The Association called “Cittaslow –Rete Internazionale delle città del buon vivere” which is internationally known as “Cittaslow”, was established between the Towns of Orvieto, Bra, Greve in Chianti, Positano and Slow Food Association in Orvieto on 15th October 1999 (Cittaslow International, n.d.a).

As of June, 2016 there are 225 cities in 30 countries around the globe and it is increasing constantly. With 80 cities, Italy is the most concentrated country amongst the others which is totally normal since the association’s origins are Italian (Cittaslow International, 2016). The Cittaslow movement is in a close relationship with the Slow Food movement and the aims of the two movements are corresponding and commutual (Knox & Mayer, 2009, p. 43). To achieve the status of “Slow City”, a city must have the qualifications of the cittaslow associaton as well as the guidelines of Slow Food and must work to conserve the local food culture and the local environment (Cittaslow International, n.d.b).

Figure 1.3 : Cittaslow Logo on a Wall in Seferihisar - İzmir



Source: (Taken for this thesis, 2015)

Seferihisar was announced at 28th November 2009 as the first Cittaslow of Turkey and 121st of the world. (Cittaslow International, 2009). This was also the

first step for the National Cittaslow network of Turkey since first three members of Cittaslow from the same country constitutes the national network (Cittaslow international, n.d.c). With the establishment of Seferihisar Cittaslow, The Association of Seferihisar Olive Producers and The Association of Seferihisar Tangerine Producers was established and farmers' market is still continuing since 2009 in Sığacık citadel (Seferihisar Zeytin Üreticileri Birliği, 2013; Izmir University of Economics, 2013; Doğutürk, 2010, pp. 42-55).

In addition to Seferihisar, 10 more towns were announced as Cittaslow. As of September 2016 they are (Cittaslow Türkiye, n.d.);

- Akyaka - Muğla
- Gökçeada - Çanakkale
- Perşembe - Ordu
- Vize - Kırklareli
- Taraklı - Sakarya
- Yalvaç - Isparta
- Yenipazar - Aydın
- Halfeti - Şanlıurfa
- Şavşat - Artvin
- Uzundere - Erzurum

As of 2016, there are 25 convivias, 3 Earth Markets, and 3 presidias, and following passages provide information about these organizations, projects and networks of Slow Food in Turkey (Slow Food International, n.d.k; Slow Food Foundation n.d.f).

1.4.1 Convivia in Turkey

One of the most known convivium in Turkey is Fikir Sahibi Damaklar Convivium which is located in Istanbul. The convivium is known throughout the country with its campaigns for preventing Lüfer¹, a symbol fish of Istanbul, from

¹ Slow Food uses the Turkish word "Lüfer" instead of its English equivalent "Bluefish"

extinction by lobbying through all related parties to regulate their allowed fishing sizes. They molded a huge public opinion and used different channels to raise awareness. These were visual media, printed media and even sometimes guerilla advertising methods like busting fish markets with banners and posters (Gezerlioğlu, 2013, pp. 108-110) According to Defne Koryürek, who is the leader of FSD Convivium and the responsible individual for the campaign, the migration of Lüfer from Black Sea to Marmara Sea and back again is unique and has a huge effect on Istanbul folklore, with poems, songs and literature which are talking about the fish itself as well as the fishermen and the culinary recipes of it.

Their campaign's name was "Don't let the Lüfer go extinct!". Fishing Lüfer as a juvenile, to be more exact, when it is shorter than 14 centimeters, wouldn't let them spawn and as a consequence low reproducing rates would lead to the extinction of their species. Figure 1.2 belongs one of the posters of an occasion which was held in 15th of October 2011 to create a public opinion about Lüfer.

The campaign was started in 2010 after the fishing size reinstated from 24 centimeters to 14 centimeters by the Ministry of Agriculture due to the pressure of fishing-industry lobbies. FSD Convivium and its allies, including Greenpeace Mediterranean, organized chefs, collected pledges from fish sellers and shoppers to not buy, sell or consume Lüfer fish smaller than 24 centimeters long. They also organized a huge letter-writing campaign to the Ministry of Agriculture. All of these efforts let the Ministry review its call and change the hunting size back to 20 centimeters (Hattam, 2011).

Figure 1.4 : "Don't let the Lüfer Go Extinct!" campaign poster



Source: (Hattam, 2011)

1.4.2 Slow Food Biodiversity Foundation

As mentioned previously, the Foundation's main objective is to coordinate some projects related to Slow Food. Some of these projects like 10,000 Gardens in Africa has geographical boundaries but most of them are global projects. The Foundation runs these projects through the medium of local Slow Food bodies like convivium. The projects run by the foundation in Turkey are as follows;

1.4.2.1 Presidia

As previously stated, Presidia aims to protect unique regions, ecosystems and quality production at risk of extinction, recovering traditional processing methods.

There are three products from Turkey which are approved by the Slow Food Association as presidia. These are Siyez Wheat Bulgur, Divle cave-aged cheese and the other one is Kars Boğatepe Gravyer cheese (Slow Food Foundation, n.d.f).

1.4.2.1.1 Siyez Wheat Bulgur

Siyez Wheat Bulgur is considered as the oldest type of wheat still in existence. The grain of the wheat differs from conventional varieties since it has high protein and low level of gluten. It has extraordinary characteristics as well as the bad ones; it comes with only one enclosed grain with long vegetative cycle and poor harvest. On the other hand it is able to survive harsh climates with three months of snow cover or lack of water. Because of these positive characteristics, farmers of Kastamonu - mostly İhsangazi- still continue to cultivate it (Slow Food Foundation, n.d.g).

The process of the application began with three members of Youth Food Movement Turkey who are Ayşenur Arslanoğlu, Burcu Gezeroğlu and Biriçim Özhuy. These three young women decided to make the first presidia work of Turkey and chose Siyez Wheat Bulgur since the first cultivation of the wheat was made in Anatolia and the original, unvaried seeds were still being cultivated with the same methods for thousands of years. According to Biriçim Özhuy, they made their research and finally reached Mustafa Afacan who is a farmer producing Siyez Wheat Bulgur in Kastamonu. Mustafa Afacan established a linkage between them and the related departments of the local government. They prepared the application file

together and Youth Food Movement members handed in the project to these local government departments (Arslanoğlu, Gezeroğlu, & Özhuy, 2012).

As a result, Siyez Wheat Bulgur was officially announced as the first presidia product of Turkey. The Presidium's aim is now to make the direct sale of the product possible within the Turkish legal standards.

1.4.2.1.2 Divle Cave-Aged Cheese

Divle cave-aged cheese is the second presidia of Turkey. It is made in a cave in Divle village in Karaman town of Konya. Divle village has just 300 inhabitants and almost all of them are somehow related with the process of cheese making.

The characteristics of the cheese are directly related to this cave which all cheeses of the town are aged. The mold inside the cave, its air circulation and stable temperature balance both in the summer and winter are the key elements. (Çetin, 2015) Also the milk of Akkaraman and Morkaraman sheep is another important element of the cheese. According to Slow Food Association this complex product is facing an increasingly uncertain future. Since food-safety regulations are mostly designed to suit big businesses, a cheese wrapped in animal skin and aged in a cave requires an effort to defend (Slow Food Foundation, n.d.h).

The Presidium's aim is to certify and protect the cheese's quality. To be able to do it, Slow Food is working with two producers who are already registered to draw up a production protocol for this purpose. This protocol will certify and protect the cheese's quality. At the same time, the project also wants to boost local and national sales to draw the attention to be able to find more registered producers (Slow Food Foundation, n.d.h).

1.4.2.1.3 Kars Boğatepe Gravyer Cheese

Kars Boğatepe Gravyer Cheese is the third presidia of Turkey and was announced as presidia while the thesis was in progress. As a word, Gravyer comes from Gruyère which is a worldwide known quality cheese named after the town of Gruyères in Switzerland (Gruyère cheese, n.d.).

At the end of the Russo-Turkish War of 1877-1878, Treaty of San Stefanos was signed between two countries and Kars Province was given to Russia as a war

indemnity (Kalender, 2007). Swiss businessmen encouraged the arrival of populations from distant regions to Kars border for producing cheese with high amount of Zavot cow's milk (Doğan, 2015). This is how Swiss and German communities ended up settling here, bringing with them their habits and customs as well as the art of cheesemaking and the technique for producing Gruyère. While they were coming from Europe to Caucasus they brought not only their skills, but also their herds and the vital ingredient to Gruyère, the propionibacteria which is necessary for its fermentation and as a consequence of this distinct fermentation, its characteristic holes (Slow Food Foundation, n.d.i).

Despite of the fact that there are no German-speaking communities in the Caucasus anymore, the cheesemaking traditions continue to live on in the Boğatepe highlands of the Kars province of today's Turkey. The Kars region is known throughout Turkey for the quality of its cheeses. But in these days almost all Kars Gravyer cheeses are made around the city of Kars with industrial methods rather than in the highlands with the natural and traditional cheesemaking methods. Only a very few Gravyer producers continue to make the cheese in the mountain pastures, using raw milk, respecting tradition and without using inoculations of propionic cultures. There is a distinct difference between Boğatepe Gravyer and its Swiss cousin. Boğatepe Gravyer is produced without the inoculation of bacterial cultures due to the artisanal nature of the production facilities. This means the propionibacteria transfer naturally from the environment to the cheese. There are two dairies that provides milk from Zavot cows which is necessary for the cheese. One of them is owned by the Özşahin family and the other by the Koçulu family. Koçulu family runs their dairy through a cooperative, whose members are the farmers that supply the milk (Slow Food Foundation, n.d.i).

The Presidium supports the producers still working in the mountain pastures, helping them to find the right balance between artisanal traditions and the need to follow food-safety legislation. The project also wants to promote the quality of the mountain cheeses, promoting them on the national and international market (Slow Food Foundation, n.d.i).

1.4.2.2 Ark of Taste

As described above The Ark of Taste's objectives are mostly to unearth, catalogue, describe and promote foods and even the breeds and animal husbandry that are threatened and in danger of extinct.

As of September, 2016, there are 60 products or breeds from Turkey in this situation and in need to promote to save from extinction. Some of them are Kars Goose, Tunceli Garlic, Yedikule Lettuce and Yelten Tarhana (Slow Food Foundation, n.d.j).

1.4.2.3 Earth Markets

As mentioned before Earth Market is a Slow Food project and a worldwide network of farmers' markets. They adopt Slow Food philosophy on every phase of the project, from producing to selling the products. These markets are also social gathering points where local producers meet customers directly.

The project was born from the necessity of bringing both the consumers and the producers close together. Slow Food mentions these parties as "the table" and "the field" which is a very good kind of simile. For this purpose, a market project was developed which is derived from a global study of producers' markets around the world. Gaps and mistakes were identified of other markets and guidelines were established to specify and outline the rules of Earth Markets. These actions created and differentiated Earth Markets from other producers' markets.

In accordance with this purpose, the pilot Earth Market was launched in Montevarchi Town of Italy in 2005 while the researches about other markets were continuing. In 2006, some meetings were held in Verduno Town of Italy in order to further develop the Earth Market project and also in the same year Earth Market conference was held at Terra Madre events. In 2007, the first international Earth Market was established in El Mina Town of Lebanon. This was a milestone for the Earth Markets since it was the first location of the establishment outside Italy. After this, a considerable number of earth markets were established both in Italy and other countries until today (Earth Markets, n.d.a). Finally, in 2012, the first Turkish Earth Market was established by Zeytindalı Convivium in Foça Town (Foça Municipality, 2016).

In Turkey there are three markets that are approved as an Earth Market by the Slow Food Association. These are Şile, Foça and Gökçeada Earth Markets.

1.4.2.3.1 Foça Earth Market

Foça is the first place in Turkey which has an officially approved Earth Market. Since Foça is under environmental protection by Republic of Turkey Ministry of Environment and Urbanization, its endemic herbs and plants are also protected by this way (Ministry of Environment and Urbanisation, n.d.). To promote and introduce these plants to the public, Foça Zeytindalı Convivium began inviting local gatherers and producers to display and sell their goods in town. The Market was launched by Foça Zeytindalı Convivium in April 2011 as a farmers' market but then was announced as an Earth Market in 2012. It takes place every Sunday from 08:30 to 18:30 in the market square. All producers attending to the market come from 40 kilometers of radius. The Convivium also organizes educational activities like wild herb education or seed exchange days due to legal restrictions of selling genetically unmodified seeds according to Turkish seed law. (Slow Food Foundation, n.d.k, Tohumculuk Kanunu, 2006)

The market was also chosen as the best Earth Market in 2014 in Salone del Gusto which is simply a food fair. According to the convivium there are some reasons of this achievement like (Foça Zeytindalı Convivium, 2014);

- Most of the producers are females,
- It is an easy applicable model due to its small-scale nature,
- It is promoting organic agriculture and exchanging original, unmodified seeds.

1.4.2.3.2 Gökçeada Earth Market

Gökçeada is a domesticly and internationally well-known destination. It has natural, historical, traditional and cultural attractivenesses (Yurtseven, 2006, p. 40)

Gökçeada is the place where the second Earth Market of Turkey is settled. It was started by Gökçeada Convivium with the support of Cittaslow Gökçeada and municipality of Gökçeada.

Although Gökçeada has a good soil fertility which makes it suitable for agriculture, the majority of food is imported from the mainland since it is one of the islands in Aegean Sea. From this point of view, an Earth Market was started to encourage agricultural development and the sale of local foods.

The market is held in the island's main town which is also called Gökçeada. It can be visited every day from June to September in the summers and every Saturday from October to May in winters between 08:30 to 18:30. All producers attending to the market come from 15 kilometers radius and sell their products.

The project is also supported by Cittaslow Gökçeada and funded by South Marmara Development Agency (Slow Food Foundation, n.d.l).

1.4.2.3.3 Şile Earth Market

Şile Earth Market is the third Earth Market of Turkey and was announced as an Earth Market while the thesis was in progress. It was started by Slow Food Şile - Palamut Convivium with the support of Istanbul Metropolitan Municipality, which provides the stalls, Şile Municipality, which provides free electricity, water and the cleaning services of the marketplace, Şile District, which helped with producer audits and training, the local Chamber of Commerce and Agriculture, which provides certification process of the producer and the tourism board (Slow Food Foundation, n.d.m). Actually it was already held twice a week, on Fridays and Sundays before it was announced as an Earth Market. All producers attending to the market come from 57 different villages within 40 kilometers radius and sell their products (Şatana, 2015).

1.4.2.3.4 Rules of Earth Markets

Since Earth Markets are related with different parties like producers and consumers, and with different aspects like economic and social aspects, they naturally have many different guidelines with different purposes. Some of these guidelines are related to the setting up and management process of the markets while some of them are related to governing the products at Earth Markets like vinegar, honey, olive oil, milk and even beer, liquers and chocolate.

Some of the important rules of Earth Markets about setting up and management processes are listed below and the complete rules can be found in the appendices of the thesis (Earth Markets, n.d.b);

- To create an Earth Market within a locale, the local union must be established.
- The most appropriate legal form should be selected and this local union should be constituted upon it. In other terms, the alliance should be a legal formation.
- A management committee should be established.
- Management committee has all the rights to remove any producer if they act on the contrary of the market rules.
- Earth Markets should be performed at regular intervals, which is once a month at least. It should be held at the same time and the same place every time.
- Producers are only allowed to sell the products that they have grown, produced, harvested or caught.
- Producers or a representative from their family or a staff of their farm have to attend personally to the market.
- Producers should guarantee that their products fit the good, fair and clean concept of the Slow Food.
- The products should be reflecting the common culture of this locale and the people of it.
- The products should be coming from a place no further than 40 kilometers to the Earth Market.
- The use of genetically modified organisms (GMOs) is prohibited in the production process of products, which are presented at Earth Markets.
- The prices must be transparent and meet the fairness criteria of Slow Food.
- Management committee is responsible for controlling these conditions.
- The sales activities should take place in an area that is specified by the Earth Market management committee.
- Producers should follow the packaging code that is specified by the Earth Market management committee;

- Plastic and equivalent packaging materials should not be used, if so; disposable materials should be preferred,
- Wooden frames, glass jars, paper bags and string bags should be preferred as a carrying tool,
- Producers are not allowed to use branded merchandising apparels of other companies (umbrellas, hats etc.).
- Slogans, business cards, banners etc., which are used at the stalls, should be approved by the Earth Market management committee.
- Producers should have the full responsibility of their goods.
- The Earth Market management committee warns the producers for the products with unreasonable and/or exaggerated prices.
- Producers should provide goods and pay their share for the events like food demonstrations and tasting events.
- The producers and the management should sign the agreement in the first sixth months of every year.
- Every producer may have only one stall.
- Producers can't use any other stall than the provided one by the management unless stated otherwise.
- Merchants, intermediaries and gatherers are not allowed to the market.
- In certain cases the management may let some products to be displayed and sold which are not produced in the place of the market with the purpose of advertisement and education etc.

1.4.2.3.5 Structure and Elements of Earth Markets

In this section of the thesis the elements and the stakeholders of the market and their responsibilities have been explained in detail.

There are some pre-arrangements to be able to start an Earth Market. First of all a proposal should be made to start an Earth Market. This works in two ways; to establish a market from the very beginning or to convert an existing market into an Earth Market. If the applicant is not the local convivium, the application should be made to the local convivium but if there is not a local convivium, it is necessary to

establish one. Additional to the support of the convivium, there is also need for support of the local authorities and producers.

A member of the local convivium has to monitor all the stages as the representative of Slow Food, which is the owner of the trademark and logo of the Earth Markets. The Slow Food representative is responsible of numerous things including providing necessary terms to set up an Earth Market and also to select the appropriate producers (Earth Markets, n.d.c).

Local authorities' role is crucial to create an Earth Market. The officers of local administrations must show active and positive involvement to the organization. There are some very important points like assigning the optimum location, ideally the center of the town for the market. Also providing the services like power, water services, parking and differentiated waste collection must be provided and the economic treatment should be arranged in terms of minimum tax and charges (Earth Markets, n.d.c).

Earth Market Management Committee and its responsibilities; Since Earth Markets are multi faceted formations, it concerns different parties and groups. These are the producers, local government, local convivium and sometimes the other stakeholders of that locale. These parties and groups are interconnected in the means of structure and should work together.

According to the rules of Earth Market, a management committee should be established when the appropriate conditions for the creation of an Earth Market are met. This committee must consist of representatives from each group in the union, which is established for the market itself. In other words an Earth Market Management Committee should consist of representatives from the local Slow Food convivium, if there are any, representatives from the local authorities and also any other foundations that want to join and share the responsibilities of the market (Earth Markets, n.d.c).

For example Foça Earth Market management committee consists of five people who are the representatives of the producers, Slow Food – Foça Zeytindalı Convivium, Municipal Police of Foça, NGO's and Foça Chamber of Agriculture, whereas Şile Earth Market management committee consists of different actors such as representatives of the producers, Municipal Police of Şile, NGO's, Şile

Municipality Directorate of Culture and Social Affairs and Şile District Governorship - Office of Agriculture, Food and Livestock. As seen in the examples of Foça and Şile Earth Markets, management committees may have different actors amongst the local authorities and foundations.

Obedience to the guidelines and proper applications of the regulations about producer participation are under the Earth Market Management Committee's guarantee. Therefore, Earth Market Management Committee has the authority to remove the producers who are not cooperating with the code and the rules of Earth Market. Besides that the Committee is also responsible for some routine management issues like (Earth Markets, n.d.c);

- Purchasing the market's needs,
- Allocation of the producers in the market place,
- Rotation of producers attendances in the situation of excessive participation by the producers,
- Providing the market's logistics like installing and/or removing the essential structures of the market,
- Hanging up posters, signboards and/or direction signs,
- Collecting payments from the registered producers,
- Hiring staff if needed.

Producers are the cores of the market. They must be involved in both planning and organization phases and also they should guarantee that they would always be present. Identifying and evaluating their products according to specified rules of the Earth Market guidelines is another responsibility of the producers (Earth Markets, n.d.c).

1.4.2.3.6 Earth Markets in the Context of Tourism

Since tourism has an inextricable and complex nature, Earth Markets are inevitable actors of tourism due to their tight connections to Slow Food Movement. They differ from ordinary local farmers' markets in this context. Actually, it can be connected to many different types of tourism. For example, it can be related to food tourism because, according to Hall & Sharples (2012), attending farmers' markets is

considered within the food tourism concept. It can also be related to agro-tourism since it is directly an agricultural act.

The most important attribution of the Earth Market in the tourism context is the gathering feature of it. As mentioned previously, Earth Markets are gathering points for the producers and the consumers. While shopping seems the first priority, actually it is not. All visitors are encouraged to chat for information exchange by the producers and the Slow Food member who are mostly present at the site of the market. The visitors' benefits from the expertise of the producers are in many ways. They learn about new cooking techniques, new herbs and even endemic plants of the locale. This alternative production method by local and small producers, and their quality food with a unique local cultural background attract many tourists. All these features of the Earth Markets create a mutually beneficial tourism activity within the locale.

Another advantage of the Earth Markets in the context of tourism is sustainability. The sustainability aspect of an Earth Market can be measured by three aspects; food products' quality, economic and socio-cultural satisfaction. Earth Markets act as a connecting bridge between different actors and help to achieve a result where every actor can benefit from and work together. According to UNESCO, knowing the impacts of tourism has led many people to seek more responsible tourism activities (Fien, Calder, & White, n.d.). In this case, it is natural that establishing an organization like an Earth Market, which is known as a sustainable one, creates tourism mobility.

PART 2

FOOD TOURISM

This part of the thesis comprises information about Food Tourism and its relationship with the Slow Movement. It is clear that food tourism has tight connections with slow food and almost all slow food related initiatives make a contribution in the means of tourism.

2.1 Food Tourism

People, by their very nature, travelled much throughout history and have met the needs of these travels by accommodating and eating on the road. These initial needs created the history of food and beverage businesses along with the hotel businesses. The emergence of the caravanserais in the 10th century had formed the basis for food and beverage businesses and also the hotels (Denizer, 2002, p. 2).

Nevertheless, with the changing trends, eating and drinking other than necessities became a gastronomic attraction for travelers with their interest in conventional cuisine materials, cooking techniques, local ingredients like spices, seasonings, etc. The reason behind this is that the food culture reflects the soul of societies and it comes from hundreds of years of history combined with the lifestyle, traditions, sense of taste and cultural heritage special to that place. As agreed by some authors, “Food” is a highly experimental participation for tourists and is not merely important in dealing with hunger, but is also a very significant and essential component of the travel experience (Quan & Wang, 2004; Smith & Costello, 2009).

There are slightly different definitions and also complex concepts about the term of “Food Tourism” but there is a concurrence that any activity related to local food within the tourism concept is considered as food tourism. One of the accepted definitions of food tourism, which is proposed by Hall and Sharples, is that the food tourism is an experimental trip to a gastronomic region for recreational or

entertainment purposes. It may include visits to primary or secondary producers of food, gastronomic festivals, food fairs, farmers' markets and food demonstrations, tastings of food products or any tourism activity related to food (Hall & Sharples, 2003). According to a recent essay, which is published in United Nations World Tourism Organization's (UNWTO) Global Report on Food Tourism, the authors implied the definition as "gastronomic tourism applies to tourists and visitors who plan their trips partially or totally in order to taste the cuisine of the place or to carry out activities related to gastronomy" (Herrera & Herranz, 2012). According to World Food Tourism Association (WFTA), Food Tourism is the pursuit and enjoyment of unique and memorable food and beverage experiences, both far and near. Also, as suggested by WFTA, and outlined by Soner (2013, p. 9);

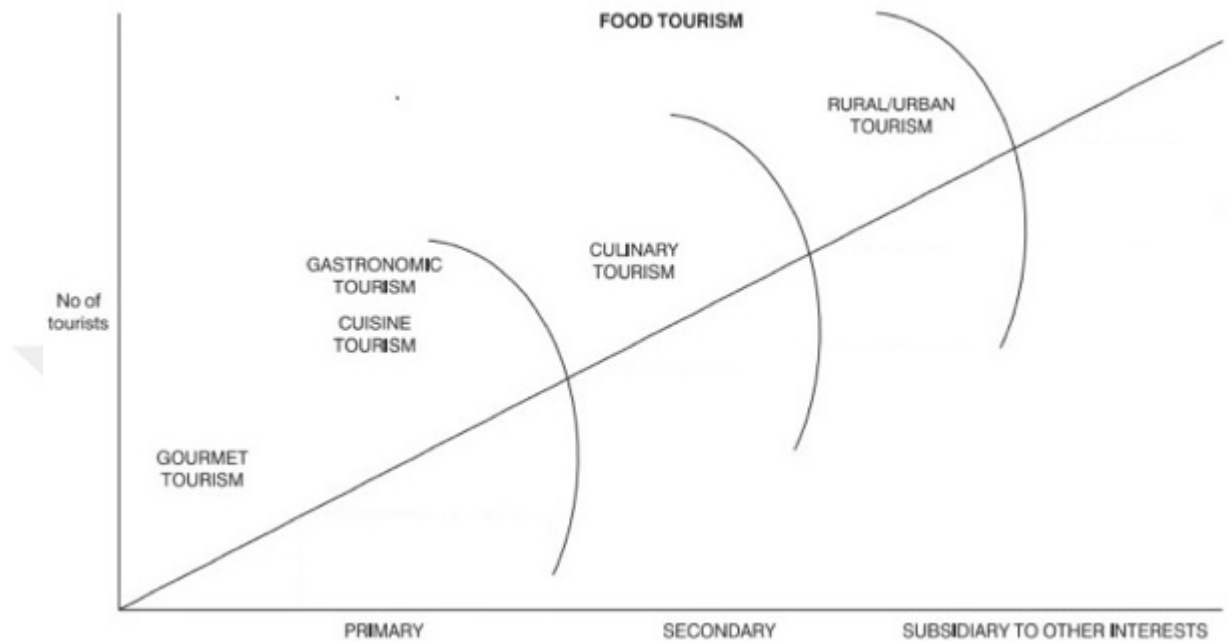
- "Food" is everywhere and for everyone;
- Every destination has unique gastronomic resources and its cultural presentation styles;
- Food, place, and tourism are interconnected, and this connection can create social, political and economic developments;
- Local gastronomic resources can be used as a marketing tool for the regions which can't benefit from "sea, sand and sun";
- Gastronomy tourism can't be limited as gourmet tourism. There must be something for everyone in the gastronomy tourism sector.

On the other hand, it was simply defined as, "*an experience of food or foodways other than one's own*" by Long (2004, p. 21).

As summarized in different sources, authors, tourism stakeholders, tourism related associations and even universities use Culinary Tourism, Gourmet Tourism and also Food and Wine Tourism terms when addressing the Food Tourism itself. However, WFTA announced that they are using only "Food Tourism" term since 2012 to prevent misleading impressions, considering the "Culinary" term technically can be used for anything related to food and drink but its perception is elitist among the majority of English-speakers that the Association had interviewed. Therefore, in order to prevent confusions, the term "Food Tourism" is used in this study.

As stated by WFTA, culinary tourism, gourmet tourism, chocolate tourism etc. are all branches of food tourism (World Food Travel Association, n.d.a). Following table also supports this claim by dividing food tourism to its branches.

Figure 2.1 : Food Tourism and Its Branches



Source: (Hall & Sharples, 2003)

According to another essay on the same report, food provides a basis for tourism experiences by (WFTA, 2015);

- Linking culture and tourism together;
- Supporting and protecting local culture;
- Developing infrastructure for food production and consumption.

Also, food experiences can trigger local development since food tourism is one of the high yield segments. It can extend the tourism season and diversify rural economies. Experiences related to food are mostly labor intensive and links many other businesses like agriculture, hostels, guest houses, restaurants etc. with any other tourism activity and they usually do not require new major investments. Food can contribute to regional attractiveness and welfare, may sustain the local environment and cultural heritage and strengthen local identities and sense of community (Richards, 2015).

Sometimes the culinary culture of a destination is considered as the main cultural element of attraction by destinations in a competitive market. Since

gastronomy and related activities can be available around the year unlike many other tourism activities, combination of food and tourism can be a useful alternative for improving the economic and social boost in weaker areas (Richards, 2002).

There are many examples that food tourism triggers local development and extend the tourism season. In the example of Gaziantep, which is one of the most known gastronomic city of Turkey; food is one of the main objectives for the tourists along with the historical and cultural sights. Since food related activities links many businesses like agriculture, hotels, and restaurants and contributes to regional attractiveness it is advised to create campaigns to promote gastronomic values of the city (Gaziantep Turizm Elçileri Derneği, 2011). According to Buiatti, it is important to generate economic development through food tourism, which ensures the survival of indigenous food and production methods in the age of globalisation (Buiatti, 2011).

All these examples emphasize two important dimensions of food tourism. Firstly, it is not restricted to any specific food-related activity; if it contains “food” within the experience, it is related to Food Tourism. Secondly, it indicates that food tourism is a memorable experience derived from welcoming the local food culture of the tourist destination; in this case as mentioned before, participating to a farmers’ market like Earth Markets or even participating in a bazaar of another country and trying the local tastes can be considered within the food tourism.

2.1.1 Places of Food Tourism

Food Tourism may happen in many locations owing to its relation to the tourist. Amongst the most known places, there are restaurants, bars, and cafes where food and beverages are the main products. Nevertheless, food tourists prefer local, unique and authentic restaurants rather than chain restaurants (Wolf, 2006, p. 33). Such that, some food blogs consider the presence of chain restaurants like Burger King and McDonald’s in Rome, where food tourism is one of the main activities, as a misfortune (Parla, 2010). However, chain restaurants, especially, the fast food ones, are in a new structuring process to regain this kind of customers (Wolf, 2006, p. 33).

As seen on the following table, which is published by Everett & Slocum, events, activities, organizations and possible locations where food tourism may take

place are clearly stated. According to the table below while food and wine festivals, cooking shows, food stores, restaurants, orchards and vineyards are considered as the places of food tourism, taking food classes and attending tasting organizations, observing chef competitions and even reading food and beverage related magazines and books considered within food tourism concept.

Table 2.1 : Events, Activities, Organizations and Possible Locations Food Tourism May Take Place

Facilities	Events	Activities	Organisations
<i>Buildings/structures</i>	<i>Consumer shows</i>	<i>Consumption</i>	
Food processing facilities	Food and drink shows	Dining at restaurants	Restaurant classifications or certification systems (e.g. Michelin, Taste of Scotland)
Wineries/breweries	Cooking equipment (kitchen shows)	Picnics utilising locally-grown products	Food/wine classification systems (organic, etc.)
Farmers' markets	Product launches	Purchasing retail food/beverages	Associations (e.g. Slow Food)
Food stores	<i>Festivals</i>	Pick your own operations	
Food-related museums	Food festivals	<i>Touring</i>	
Restaurants	Wine festivals	Wine regions	
<i>Land uses</i>	Harvest festivals	Agricultural regions	
Farms		City food districts	
Orchards		<i>Educational observation</i>	
Vineyards		Cooking schools	
Urban restaurant districts		Wine tasting/education	
<i>Routes</i>		Visiting wineries	
Wine routes		Observing chef competitions	
Food routes		Reading food, beverage Magazines and books	
Gourmet trails			

Source: (Everett & Slocum, 2013)

Breweries, distilleries and wineries also contribute to food tourism. In these places, food is sometimes available in addition to their primary product such as wine, beer or liqueurs. These places often have gift shops that promote other local foods as well (Wolf, 2006, p. 33).

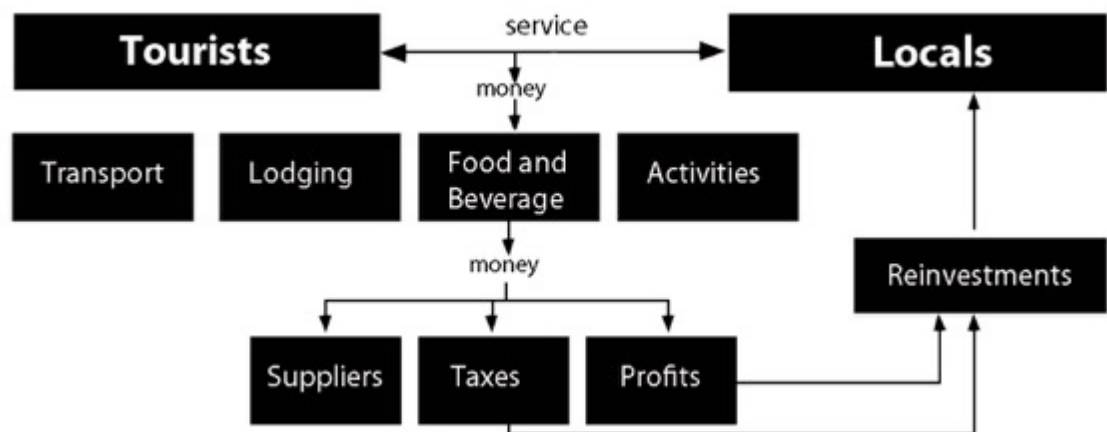
As stated before, food tourism includes visits to primary or secondary producers of food, gastronomic festivals, food fairs, farmers' markets and food demonstrations, tastings of food products or any other tourism activity related to food (Hall & Sharples, 2003). Thus Earth Markets, food festivals like International Istanbul Gastronomy Festival, International Şirehan Food and Beverage Festival of

Gaziantep (Gaziantep Şirehan Hotel, n.d., Istanbul Gastronomy Festival, 2016), International Bozcaada wine tastings (Go Bozcaada, n.d.), etc. should be all considered as places of food tourism.

2.1.2 Effects of Food Tourism

According to The Travel Activities and Motivation Survey (TAMS) which is conducted amongst US and Canadian citizens, the most popular activity in a new destination is eating something. Actually higher bills are more likely to belong to tourists rather than locals. According to this; people can go out and eat more frequently while they are on a vacation than their ordinary daily lives. (Telfer & Hashimoto, 2003).

Figure 2.2 : Role of Food and Beverage in the Tourism Industry



Source: Wolf (2006, p. 21)

Since food tourism has tight relations with different stakeholders of tourism industry itself, it has also multiple effects on those stakeholders directly or indirectly. Some of these stakeholders can be named as travel industry, local communities, governments and tourists.

2.1.2.1 The Effects of Food Tourism on Travel Industry

Since food tourism is a branch of tourism, it has huge contributions to the travel industry with expanding the number of tourists. With this expansion, too many effects come along with it. UNWTO states some of those effects like the following (World Food Travel Association, n.d.b);

- Helps hotels and restaurants to sell their rooms and tables;

- Provides more visitor arrivals;
- Provides more media coverage;
- A new competitive advantage or unique selling proposition which is unique food and drink;
- Increases community awareness about tourism;
- Increases community awareness of the area's food and drink resources.

2.1.2.2 The Effects of Food Tourism on Local Communities and Residents

Tourism has positive effects on both national and local economy simply by creating additional jobs for the residents and more tax income for the local governments. Wolf has sorted the effects of food tourism on local communities and residents of a tourist destination as following (2006, p. 25):

- Creates additional jobs,
- Provides economic welfare,
- Promotes cross-cultural awareness and understanding,
- Provides more tax revenue to government authorities,
- Helps residents to see and understand the economic impacts of tourism.

As a result, food tourism has significant economic effects in the local supply chain, which is provided mostly residents of a tourist destination. This local supply chain may have both labor and products for the needs of tourism industry.

2.1.2.3 The Effects of Food Tourism on Tourists

Food tourism affects tourists in so many ways like travelling habits, trying new routes and quality of the tourist itself. Wolf has also sorted the effects of food tourism on tourists, according to him (2006, pp. 26-27):

- Offers access to unique products which is special for the specific establishments,
- Provides higher quality due to higher standards and more competition than in non-culinary tourism operations,
- Provides exclusive product sampling and participating niche occasions.

With the recent technological leap in the context of internet and social media, one of the most photographed and shared things on internet are food related things (Windels, 2012). The tourists' this behavior also affected the others and let them also participate to the food tourism.

2.1.2.4 The Effects of Food Tourism on Governments

Since food tourism has effects on people, it is natural that it has also some effects on governments, which are created to serve people (Wolf, 2006 p. 26):

- Provides increased taxes from increased sales,
- Provides additional job opportunities,
- Provides tourism investments without new infrastructure expenses,
- Provides benefit to neighboring or en route communities from overflow businesses.

Governments have many civic responsibilities for their citizens like providing jobs, urban infrastructure such as transportation, cleaning, urban planning etc. and social issues such as security and life quality. In this context, increasing tax percentage is helping governments to provide these services.

2.1.3 Importance of Food Tourism

As mentioned above, food tourism is a multifaceted industry. It is very important for many different stakeholders of the tourism industry (Visit Nebraska, n.d.):

- Almost 100% of tourists dine out when travelling,
- Dining out is one of the top three favorite tourist activities,
- Interest in food tourism relates to all age groups,
- Culinary attractions lasts year-around,
- Food tourists are eager to participate to outdoor recreations,
- Food tourists are eager to explore,
- Culinary activities speaks to all five senses,
- Local cuisine is the #1 motivating factor in choosing a destination.

Since tourism industry is one of the large industries of the world and food tourism has the biggest share of entire tourism industry, it effects all other industries from agriculture to construction and even automotive. Because of that there are many food related initiatives of both governments and private sector to promote the local tastes. For example Gaziantep Municipality has submitted United Nations Educational, Scientific and Cultural Organization's (UNESCO) Representative List of the Intangible Cultural Heritage of Humanity, with the city's one of the most known food product, baklava (Simmons, 2015).

2.2 Food Tourists

From the definition of food tourism, we can deduct that food tourists are those who participate in food-related activities and events at the travel destination, including the consumption of local, traditional or everyday food products, dining in local, traditional or everyday places. Food tourists are eager to explore and participate to outdoor recreations and since local cuisine is the biggest motivational tool in choosing a destination and dining out is one of the top three favorite tourist activities, food tourists can be considered as crucial actors for the tourism activity.

Similar as the term food tourism, food tourist term is also mentioned in various forms. Long uses the “culinary tourist” term and adds that this kind of tourist “*seeks out the exotic, culturally distinctive, authentic, experiencing difference through the senses of smell, touch, and taste*” (Long 2004, p. 10).

Hall and Mitchell classified food tourists as (Beigi, Ramesht, & Azani, 2015):

- *Suave tourists*: who prefer to go to expensive or credible restaurants or pubs on purpose.
- *Eating / cooking tourists*; who are interested in more comprehensive cases such as culture or landscape which food and beverages are produced.
- *Food processing tourists*; who are interested in a particular cuisine of a country or region.

Food tourists travel to experience local tastes directly at the destination or buy from those places and consume at home. (Molz, 2007) This course of action

increases the income of food & beverage establishments since food tourism provides not only sales in the premises but also in advance sales.

2.2.1 Profile of Food Tourist

As Long cited from Smith, “the tourist is a temporarily leisured person who voluntarily visits a place away from home for the purpose of experiencing a change”. On the other hand food tourist anticipates a change in the foodways experience not to satisfy hunger but for the sake of experiencing that change (Long, 2004, p. 21).

Executive Director of World Food Travel Association Erik Wolf asks;

“Have you ever driven an hour or two just to try a new restaurant? Perhaps you have found yourself lost for hours in the aisles of a foreign grocery store while overseas on a business trip. Do you ever schedule your vacations/holidays around food festivals or seasonal fruits and vegetables? If so, you are probably a food tourist” (Wolf, 2006, p. 1).

Actually he summarized the motivation of food tourist with this simple question above, and the answer is clear; food tourist tolerates so many obstacles in favor of tasting new flavors.

2.2.2 Travel Motivations of Food Tourist

Fields (2002) stated that there are four basic motives, which are physical motives, cultural motives, social motives and prestige motives. On the other hand Wolf (2006) defined food tourism itself as a travel motivation and stated some motivations of food tourists as follows;

- To see the chef or owner of a well known restaurant,
- To see chefs compete,
- To eat or drink or simply attend to a special event at a new or famous restaurant or bar,
- To eat or drink or simply attend to a local's restaurant or bar,
- To participate in a food, wine or beer festival,
- To be in search for unique raw ingredients,
- To attend cooking classes.

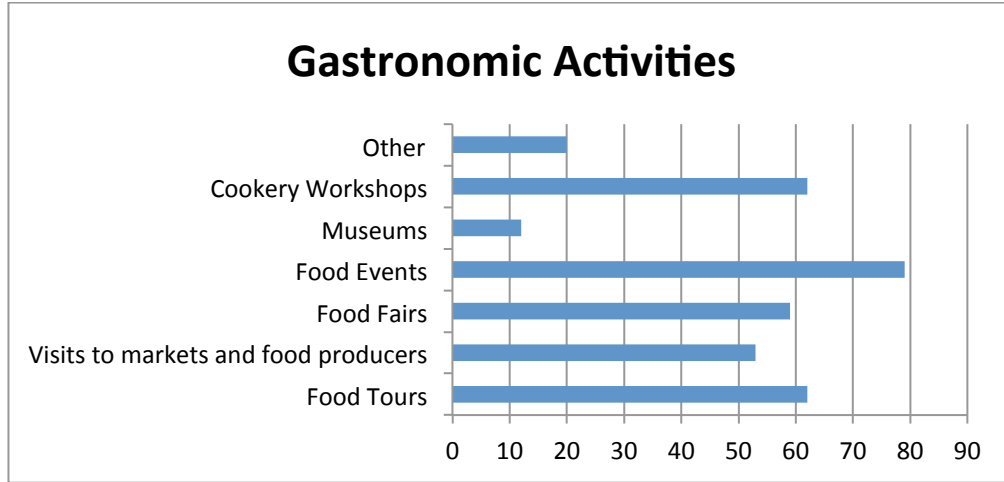
Food tourism is not limited to individuals or groups. Even chefs and other professionals who travel for the education purposes are considered as food tourist too (Wolf, 2006, p. 3).

2.3 Global and Local Food Tourism Trends

According to a survey, which was conducted amongst the UNWTO Affiliate Members, 88.2% of participants consider that gastronomy is a strategic factor in defining the brand and image of their destination. On the other hand, only 11.8% of the respondents had the opinion that gastronomy plays a minor role as a strategic element. However, only 67,6% of the participants believes that their country has its own gastronomic brand or product. But still, a substantial percentage (32,3%) of them believe that their country has not structured its own brand of gastronomy, which means, many destinations still have the chance to construct their strategies related to gastronomic tourism. Most respondents named the quality, variety and regional diversity of foods when they were asked what in promotional campaigns as the elements of the gastronomic culture of the destination should be featured. They also point to the importance of the concepts such as the Mediterranean diet, which is included on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity, healthy cooking, sustainability, and multiculturalism (UNWTO, 2012, pp. 12-13).

The most popular activities related to food tourism are gastronomic events and almost 80% of UNWTO Affiliate Members claim that they are offering these kinds of activities to their customers on the report which was conducted by UNWTO. The report shows that, for gastronomic tourism products that exist in their destination, the 79% of respondents pointed the importance of food events, this is followed by gastronomic routes, cooking classes and workshops with 62%, food fairs where local products can be found 59% and visits to markets and producers 53%. The museums mentioned as a gastronomic tourism product by 12% of the respondents and lastly food related presentations have been mentioned by 6% only (UNWTO, 2012, pp. 12-13). Figure 2.3 summarized all these elements of food tourism.

Figure 2.3 : Gastronomic Activities According to UNWTO Affiliate Members



Source: UNWTO Global Report on Food Tourism (2012, pp.12-13)

As seen on the Table 2.2, by the end of 2014, expenses related to food in the tourism expenditure of foreign tourists are 19% of the total amount. This is the biggest share of the total elements related to tourism. Foreign tourists spend \$157 of \$828 for food per visit per person. The target of the Association of Turkish Travel Agencies (TÜRSAB) is to make this figure to \$200 then \$250 per visit per person (TÜRSAB, 2015).

Table 2.2 :Expenses of Foreign Tourists for the Last Decade in Turkey

Year	Tourism Income (thousand \$)	Food Expenses (thousand \$)	Food expenses' share in the tourism income (%)
2005	20.322.111	3.690.171	18.1
2006	18.593.947	3.899.512	20.9
2007	20.042.501	4.746.747	23.6
2008	25.415.068	5.774.961	22.7
2009	25.064.481	5.975.660	23.8
2010	24.940.996	5.841.251	23.4
2011	28.115.693	6.440.577	22.9
2012	29.351.445	6.210.047	21.1
2013	32.308.991	6.583.641	20.3
2014	34.305.904	6.523.852	19

Source: (TÜRSAB, 2015)

While total tourism income of Turkey from 2004 to 2014 is \$275,5 billion, the food tourism share of this figure is almost \$59 billion. As Table 2.3 indicates, just

2014 food tourism income is over \$6.5 billion. These numbers shows us that food is one of the most important elements of the entire tourism industry.

On the other hand, Turkish citizens who traveled internationally in 2014 spent \$194 of \$685 for food per visit per person. This is almost one third of total expenditure and it is a significant share of total amount. The table below indicates the tourism outcome and the share of food expenses for the last ten years. It can be deducted from the table that the share of food tourism is in the margin of 26% and 29%.

Table 2.3: Share of Food Expenses of Turkish Citizens in International Tourism

Year	Tourism Outcome	Food Expenses (thousand \$)	Food expenses' share in the tourim outcome (%)
2005	3.394.602	879.138	26.8
2006	3.270.947	899.852	25.8
2007	4.043.283	1.114.787	27.5
2008	4.266.197	1.193.483	27.5
2009	5.090.440	1.414.981	27.9
2010	5.874.520	1.682.699	28.6
2011	5.531.486	1.556.909	28.1
2012	4.593.390	1.358.789	29.5
2013	5.253.565	1.473.817	28
2014	5.470.481	1.549.984	28.3

Source: (TÜRSAB, 2015)

It is not important whether the tourism mobility is inbound or outbound, these numbers show us that food is the key element and needs extra care. Food related strategies should be set; organizations should be established and also these organizations should be encouraged to apply geographical indication or conservation associations like Slow Food.

According to a survey, which is carried out by the Barcelona Field Studies Centre, five upscaling trends were detected about food tourism which were:

- **Trading Up**

The growing wealth of the individuals has a deep impact on consumer spending. Consumers spend a higher proportion of their financial gain on ready-to-

eat foods, gourmet products, eating out and food items, which have health or ethical benefits. The aspirational purchases have traded up when compared with functional purchases (Barcelona Fields Studies Centre, 2016). For instance Pegasus Airlines, which is the biggest low-cost airline of Turkey, run an ad campaign in 2014 and promoted Gaziantep as a food destination (Kaytmaz, 2014). Flying from a city to another just to eat kebab shows us the importance of food tourism and what it can bring to a tourist destination.

• **Demographics and Household Change**

There are some groups that provide growing markets within the food tourism. These are (Barcelona Fields Studies Centre, 2016);

- *DINKS and SINKS*; these abbreviations mean Double Income No Kids and Single Income No Kids. Both DINKS and SINKS are younger people, between 25 and 35 years, have no children and affluent.
- *Empty Nesters*; Parents with grown children. They are 45 and 55 of age, well educated and have high disposable income.
- *Boomers*; Members of the baby boom generation in the 1950s.
- *Divorcees*; Searching for new partners and subsequently will take expected partners out for dinner and maybe for romantic getaways.

• **Growth of the Multi-Cultured Consumer**

Globalization, immigration, internet and growth in international tourism let the multiculturalism become a common concept. In fact, today curry is the United Kingdom's favorite dish because of the multiculturalism's inevitable sprawl. (Barcelona Fields Studies Centre, 2016). The situation is almost the same for Turkey; once upon a time banana and kiwi were the rich man's fruits but now they are both being cultivated in Turkey's north and south regions and they can now be considered as local products. Once no one knew what was quinoa and avocado were but now one can find them in any restaurant in Istanbul.

• **The Role of the Celebrity Chef and Media**

The niche food programs, TV channels, and magazines created their food celebrities and experts. These celebrity chefs shaped the tourism products in a way, which is often named as the "*Delia effect*" after the media chef Delia Smith. Her

television program “How to Cook” which was broadcasted in 1998 resulted in an extra 1.3 million eggs being sold in Britain each day of the series (Barcelona Fields Studies Centre, 2016). There is a similar situation in Turkey too. Celebrity chefs like Arda Türkmen or gourmets like Vedat Milor and Mehmet Yaşın have a certain effect on the sales of restaurants when they mention them in their weekly columns or TV shows.

2.4 Slow Food and Tourism Relationship

Tourism mobility developed out of Slow Food can be considered as an important part of the cultural tourism market. It attracts tourists who seek unique experiences, and these experiences also contain consumption of local food and beverages. Because of this reason, several rural communities use farmers’ markets and food festivals to promote their local products and rural lifestyle, thus enhancing the image of the destination (Viassone & Grimmer, 2015).

In the 60s, Italian food culture was in the bottom of the list of international recognition of national cuisines. Through the development of organizations such as the Slow Food movement and some approaches taken towards farming and rural development, Italy has emerged as one of the best gourmet destinations in the world. Another contribution of Slow Food to the Italian tourism development was the linking of the traditional products to the places, territories or cities. Traditional products are very important elements of rural development strategies in Italy (Sweeney, 2007).

The components of Slow Movement like Salone del Gusto, UNISG, Presidia, Ark of Taste and Cittaslow also create the concept of “Slow Food Movement” which contains travel and tourism activities within.

There are many global events within the “Slow” concept. Some of them are Slow Food International, n.d.n);

- *AsiO Gusto*; Slow Food Asia Pacific Festival is a biennial celebration of the food traditions of Asia and Oceania,
- *Cheese* is an organization that is dedicated to milk in all its forms and it has been held every two years in the historic center of Bra, Italy,

- *Eurogusto* is a celebration of European food and culture, held every two years in Tours, France,
- *Indigenous Terra Madre* is a meeting of representatives of indigenous communities and food producers from around the world, held in Sweden in 2011,
- *Salone del Gusto and Terra Madre*; the global meetings of the Slow Food and the Terra Madre network held in Turin, Italy,
- *Slow Fish* is an event dedicated to sustainable and artisanal fishing held every two years in Genoa, Italy,
- *Terra Madre Day* is a celebration of local food held every year on the 10th of December. The Terra Madre network also organizes many local and regional meetings.

Some of these events can be considered simply as food fairs but they are all Slow Food oriented events. Taste Education is one of the main aspects of these projects and there are some organizations arranged in order to educate tourists, food lovers and consumers to recognize and appreciate seasonal foods, spices, and seasonings. Salone del Gusto is one of the biggest events of all those which began in 1996. It is organized every two years in Turin and it hosts farmers and producers from all over the world. These participants of the event showcase their products with workshops and courses organized by Slow Food. Also, University of Gastronomic Sciences, which is located in Pollenzo, is the first of its kind and brings together experts and promoters of food from all over the world (Viassone & Grimmer, 2015). These organizations create public awareness, educational tools for both attendees and farmers and besides that provide huge tourism mobility towards to the places where they held.

On the other hand, besides being a global event, there are also local chapters of Slow Food. In Turkey the most known Slow Food related formation is Cittaslow, which was mentioned in the previous section of the thesis, but also, Convivia, Presidia, Ark of Taste, Earth Markets and Terra Madre Day have a wide recognition amongst both Slow Food members and ordinary people who are actually candidates for being Food Tourists.

Since food is one of the biggest parts of local culture and also tourist experience, tourists are eager to attend food related activities. The concept of “Slow” provides tourists a well-known, brand-like tourism activity.

2.4.1 Slow Tourism

Slow Tourism is a tourism activity, which has evolved as an extension of slow philosophy to comprise travel and tourism activities. It consists of fewer vacations and longer stays. Tourists who are participating slow tourism mostly avoid air transport, but other forms of transport are welcomed, which are more environmentally friendly. The main aim of this choice is to make transportation, part of the tourist experience. It follows two essential principles; taking time and attachment to a particular place. Slow Tourism adopted an engagement with place, encouraging tourists to create local routes and routines and try the local lifestyle both with their food and culture.

“Slow Tourism” label is able to attract tourists and influence local tourism in two ways; first, it can have an influence on destination development; second, the brand “Slow” can bring a quality reputation with it. Thus, Slow Food and Cittaslow, which are the main elements of Slow Movement, can attract quality tourists and provide quality tourism development. This development, according to the slow philosophy, affects destination’s appearance and environment, along with its public image (Heitmann, Robinson and Povey, 2011). Since “Slow” label prove itself in so many ways, which includes economical, environmental and sustainability aspects, cities and establishments with “Slow” label shine out amongst their opponents.

Caffyn (2009) outlined some principles and elements of slow tourism;

- Slow Tourism minimizes travel distance, by this way maximizes the time available for the trip itself;
- Allows exploring the local area in depth;
- Enables contact with local people, culture, heritage, and community;
- Creates a route with less mechanization and technology;
- Because of the minimized travel distance and less mechanization, creates relatively sustainable and a modest carbon footprint;

- Eats at local restaurants, shops in local markets or directly from producers;
- Relaxing, refreshing the mind and body;
- Good for the visitors and their companions themselves (Caffyn, 2009).

Some other authors also supports Caffyn and consider the issue in favor of Slow Travel, which is actually a part of Slow Tourism (Lacková & Rogovská, 2015). For example, Gardner considers that slow travel is about deceleration rather than speeding and making conscious choices in Manifesto for Slow Travel and adds that the journey becomes a moment to relax, rather than a stressful interlude imposed between home and vacation destination. Slow travel reengineers time, transforming it into a commodity of abundance rather than scarcity (2009). So indeed, poorly planned vacations cause another 2-3 days to relax after the vacation itself (Turizm Avrupa, 2015).

According to Dickinson (2009), slow tourism consists of fewer vacations and longer stays. One of the main reasons of that is due to using other forms of transportation rather than air travel such as railways, hiking and biking, which are more environmental friendly. This also includes the transportation phase as a part of the tourist experience.

In Turkey, municipalities and tourism agencies sometimes encourage these kinds of tourism activities. For example Izmir Metropolitan Municipality started a new campaign in terms of slow tourism with the cooperation of Izmir Development Agency (IZKA), Izmir Institute of Technology, Ege University and 9 Eylül University. They together create some walking and biking routes that are based on significant historical trails of ancient cities, which are in Izmir and around. This project's name is "Peninsula Izmir" and it was launched recently (Izmir Metropolitan Municipality, 2015). Also some tourism agencies from Istanbul provide walking tours in the historic city center of Istanbul. Walking tours are simply tours which can be professional or self-guided, made by foot to a well-known or particularly interesting place of a city (Neubert, 2014, p. 14) According to Fest Travel (n.d.), walking provides chances to feel the city with all of its components; the smell, the voice, local people and the history.

2.4.2 Slow Food and Food Tourism Relationship

Nowadays, ethical food has been accepted as a significant issue worldwide. There is no single universally accepted list but organic, natural, sustainably produced, environmentally responsible, fairtrade and/or free range products are all considered as ethical food (Clarke, 2012, viii). Since Slow Food encourages sustainable and environmentally responsible production, it is considered as ethical food. In this case, Slow food, as an ethical matter, drives many tourists and it is an attraction itself, especially for the food tourist. Slow food contributes to the sustainability of the destination as well with its events that create awareness and with its regulations that assures clean, good and fair food. It also protects the local identity and character in long term, which is another important driving force for tourists. Slow food can be really beneficial for increasing the attractiveness of a destination as a strategy.

Both food tourism and ethical food are in the center of attention when it comes to tourism stage. It can't be overlooked that food tourism is a considerable part of the tourism economy and destination attractiveness. Nevertheless, food tourism is also responsible for being fair and sustainable to protect the cultural and economic values of the region. People are also becoming more aware that fair, clean and ethical food is good for both themselves and the community. The main reason behind the growing attention to fair-trade and organic products is this very awareness. Developed regions such as USA, Canada and Europe are dominating the ethical food market but in the future other countries such as India and China will also increase its share in this area (Viassone & Grimmer, 2015). This increasing interest in fair and ethical food can also be observed in the tourism destinations. Tourists are now more conscious and they prefer destinations where the cuisine is more authentic and cultural, since food reflects the culture of a community and place on a big scale. Therefore, ethical food can be used as a major driver for tourists in a destination, and at the same time benefit from it. A great example of achieving this is Slow Food and its applications.

Some advantages of Slow Food in the context of food tourism can be listed as:

- It provides a cultural experience,
- It is a well-known brand,

- It leads to sustainable tourism,
- It attracts conscious tourists,
- Other tourists also reach awareness about the local identity,
- It becomes easier to reach funds for the destination's promotion and development as the recognition increases.



PART 3

FOÇA EARTH MARKET CASE STUDY

This part of the thesis comprises detailed information, findings and comments related to Foça Earth Market as an application, in the context of Slow Food and food tourism.

3.1 Destination of Foça

Foça is a coastal town in Western Aegean, just north of Izmir City Center. The known history of the town is more than four thousand years according to the recent discoveries (Ministry of Culture and Tourism, n.d.). It is now, a town and a municipality of Izmir City amongst the 28 others.

Modern Foça's first tourism complex was Club Med, which was opened in 1967. Some other investments like hotels, motels and pensions followed this (Emekli, 1999). In the 1980's, tourism activities changed the town's dynamics, which were based on agriculture and fishery in the first place, and the town was exposed to a rapid touristic urbanization (Demircioğlu, 1997). This rapid urbanization caused some economical and social changes both for the town and the population of it. Some of these aspects were employment of women, vocational tendencies of the generation at the educational age and improvement of construction and transportation sectors (Özyiğit, 1998, p. 12). From that time to the present, Foça made a good progress and achieved a certain level amongst the other tourism destinations of Turkey. According to Gökhan Demirağ, Mayor of Foça, tourism became a lifestyle for the citizens of Foça and also the town maintained its identity through tourism. Also expectations from tourism are high for the following years since the ancient fortress in Foça is accepted for the UNESCO Intangible Cultural Heritage list (Foça Tuder, 2015). Figure 3.1 shows the location of Foça in the city of Izmir.

Figure 3.1: Location of Foça in Izmir



Source: (turkcebilgi.com)

Foça's tourism activities include various types of tourism. Since there are many blue-flagged beaches, sun-sea-sand tourism is the most important tourism type of the region. It is followed by historical tourism with the ancient history of Foça. There are many valuable places, monuments and artifacts from various eras. Some of them are; The Temple of Athena, Monumental Persian Tomb, Devil's Bath, ancient amphitheater, The Kybele Cult Area, ancient mosaics, windmills and the fortress (Özyiğit, 2003). Since the population of Izmir is around 4 million (Turkish Statistical Institute, 2014), close neighborhoods such as Foça get crowded and according to Izmir Development Agency, weekend tourism is an increasing tourism trend in Foça (IZKA, n.d.). Besides, Foça also serves to food tourism with its many fish restaurants and Earth Market. As shown in Table 3.1, there are eight tourism operation licensed establishments with a total of 721 beds according to Ministry of Tourism and also there are 48 establishments licensed by Foça municipality with a total of 2.412 beds (Foça Municipality, n.d., Izmir İl Kültür ve Turizm Müdürlüğü, 2015).

Table 3.1: Total Room and Bed Numbers of Foça

Tourism Operation Licensed Establishments			Municipality Licensed Establishments			Total		
Est. Capacity	Room Capacity	Bed Capacity	Est. Capacity	Room Capacity	Bed Capacity	Est. Capacity	Room Capacity	Bed Capacity
8	351	721	48	989	2412	56	1340	3133

Source: (The table was prepared for this thesis, 2016)

3.2 Foça Earth Market

Foça Earth Market was established as the first one in Turkey in 2012 and in the second year of the establishment it was awarded with the title of Best Earth Market of the World. This part of the thesis comprises the history and phases of the establishment of the market. It also involves the evaluation of the thoughts of the stakeholders of Foça Earth Market such as producers, Slow Food representatives, local people as well as the visitors of the market. Figure 3.2 shows that the market set up in Marseilles Square of Foça.

It is stated in the previous sections that a proposal should be made to the Slow Food Biodiversity Association to open an Earth Market but in the situation of Foça Earth Market, the suggestion came from the Association itself. As stated by Mrs. Girişmen, the leader of Foça Zeytinalı Convivium, they were advised by Slow Food International to set up an Earth Market because of the existence of herbs and plants stalls within some occasions related to Zeytinalı Convivium. She explains how they have started:

"We were trying to sell our herbs, plants and traditional foods like tarhana or çekme pasta in some occasions. Afterwards, we were sending some photos of those occasions to Slow Food headquarters as an activity report of Foça Zeytinalı Convivium. After some time, they offered us to set up an Earth Market and sent us the guidelines. Actually we refused their suggestion at first because we were afraid since the market relates too many different stakeholders but friends in the Slow Food Foundation in Italy encouraged us about the process. I'm glad that they encouraged us to start the market because now we're here as the world's best Earth Market."

Figure 3.2: Foça Earth Market - Marseilles Square



Source: (The photo was taken for this thesis, 2016)

The regulations of Earth Markets derived from Slow Food principles and then adapted to all Earth Markets including Foça Earth Market. These regulations relate all responsible actors of the market from Slow Food representatives to producers and even local government. According to Mrs. Girişmen, Foça Earth Market provides necessary regulations. The observations were also in the same way; all producers were coming from the surrounding villages, opening and closing hours were sharp and stalls were well maintained.

3.2.1 Structure and Elements of Foça Earth Market

In this section of the thesis the responsibilities of the stakeholders of the Foça Earth Market are explained in detail.

3.2.1.1 Foça Earth Market Management Committee

Foça Earth Market Management Committee consists of five people as follows:

1. Representative of Producers
2. Representative of Foça Municipal Police
3. Representative of NGO's
4. Representative of Foça Chamber of Agriculture
5. Representative of Slow Food – Foça Zeytindalı Convivium

According to Mr. Ramazan, the owner of the bee stall and the representative of producers for 2016, Foça Earth Market Management Committee's responsibilities are;

- Purchasing the market's needs,
- Allocation of the producers in the market place,
- Providing the market's logistics like installing and/or removing the essential structures of the market,
- Hanging up posters, signboards and/or direction signs,
- Collecting payments from enrolled producers.

3.2.1.2 Local Authorities and Their Responsibilities

Earth Markets are participatory formations and they bring together many different actors for a specific purpose. In the case of Foça, the situation is the same and local authorities' role is crucial because they are expected to provide the optimum location with the services like power, water services, parking and differentiated waste collection as well as beneficial economic treatment in terms of minimum tax and charges.

In this context, Foça Municipality has assigned Marseilles Square for free for the market. The location of the square is relatively central; it is just behind the Bedia Midilli Primary School, which is located on the seaside of the town. It is also very close to the main square and the bazaar of the town. A little booth was erected in the square for the storing of the stalls, also free water supply, electricity and waste collection were provided. As Mr. Ramazan stated, the municipality also granted the stalls. Additionally, Foça Municipal Police participated in the management committee with a representative. They are responsible for the execution of Foça Earth Market Regulations together with Foça District Governorship - Office of Agriculture, Food and Livestock.

Foça Chamber of Agriculture participated in the management committee with a representative as well. They also organized some training sessions specific to agriculture like seed growing, use of pesticides etc.

3.2.1.3 Producers of Foça Earth Market

All the producers in the market are coming from the surrounding villages of Foça as indicated in the regulations. Foça Earth Market was established with 22 different producers in 2012 but in 2016 this number has decreased to 15. There are many different reasons for that regression. Some producers left the market because of the intense rules of Slow Food and Earth Market. For example obligatory 12 months consecutive attendance is one of these reasons. Also many cheese producers produce their goods seasonally, which cause product shortage in certain months. Additionally, some producers think that 12 months' cumulative income is low.

According to Foça Earth Market Regulations all the producers who want to attend the market should guarantee that he/she will obey the rules of Foça Earth Market and provide a certificate (farmer registration system, business registration certificate etc.) that proves his/her products are suitable for the market. In addition to this, they must sign a six-month contract and also provide a certificate of competency from the Foça District Governorship - Office of Agriculture, Food and Livestock.

Again, according to Foça Earth Market Regulations, producers also should state the production processes, present documents about the production area/location, land registry papers or lease agreement papers for the farm, storage conditions and communication address to the management committee. Inappropriate conditions are reasons to be expelled from the market.

Only producers and/or their first-degree relatives may be present at the marketplace as a representative.

3.2.1.4 Products of Foça Earth Market

Producers mostly sell edible endemic plants as well as different types of honey, olive, olive oil and olive oil soaps. Mrs. Girişmen stated that 136 different endemic plant species can be found around Foça and 86 of them are registered in Foça's endemic plants list. Traditional Foça tarhana soup and çekme pasta² are other local products, which are being sold in the market. Çekme pasta is also in the list of Ark of

² Traditional Foça pasta widely known as Çekme Pasta in Foça.
<http://www.fondazione Slow Food.com/en/ark-of-taste-slow-food/foca-pasta/> (retrieved: 21.04.2016)

Taste of Slow Food Foundation for Biodiversity. The products are not specific to any stall and may change due to the seasons since all products are being sold in its natural time and season. On the other hand every producer may sell local souvenirs or things related to food culture with the limitation of 10% of their stalls. However cooked local food products like gözleme can be fixed only to one stall. Mrs. Girişmen states that some products like Siyez wheat and Kars Kashar cheese from other locales in Turkey may also be sold since the Slow Food Biodiversity Foundation already approves them as unique products.

All the products in the market must be fresh, seasonal and local. Additionally, they should be grown, produced, harvested or caught by the producers themselves. Since the market is a farmers' market, buying and selling is strictly prohibited unless stated otherwise. For example Mr. Ramazan sells packaged propolis with the permit of the committee. He explains it as:

"Propolis is an inseparable product of a honey stall but it requires another expertise and investment but the demand for the product is not so high. Therefore, I am buying it from a company and selling it here with the permission of the committee."

Producers should state the production processes, documents about the production area/location, land registry papers or lease agreement papers for the farm, storage conditions and communication addresses to the management committee. Inappropriate conditions may cause producers to be expelled from the market. Figure 3.3 shows some homemade products, which can be purchased from Foça Earth Market. All of the producers of Foça Earth Market follow the requirements, which are dictated by the regulations of Earth Market. Additionally products in a package should carry a tag consisting of product name, production date, expiration date, producer's phone number, ingredients, food allergy warnings if needed, quantity (number, weight etc.) and price.

Only seasonal products can be found in the market, for example tomatoes are not sold in the winter because it is actually a summer fruit. As seen in the Table 3.2, only seasonal vegetables and products are present in the market due to this reason.

Figure 3.3: Some of Homemade Products of Foça Earth Market



Source: (Foça Zeytindalı Convivium, 2015a)

Table 3.2: Products in the Foça Earth Market in Different Stalls

Stall No: 1	Merchandising of Foça Earth Market (paper bags, t-shirts etc) and some souvenir
Stall No: 2	Different types of honey and honey products like bee pollen etc.
Stall No: 3	Tangerine
Stall No: 4	Home made jams (only local ingredients), tomato paste and home made souces
Stall No: 5	Olive oil soap, herbs and edible endemic plants, some vegetables
Stall No: 6	Thyme water, herbs and edible endemic plants, some vegetables, Foça tarhana, olive oil soap
Stall No: 7	Baklava, olive, olive oil, herbs and edible endemic plants, some vegetables
Stall No: 8	Gözleme (traditional Turkish pastry), Turkish tea
Stall No: 9	Tomato paste, pate with wallnut, some vegetables, çekme pasta
Stall No: 10	Dried legumes, herbs and edible endemic plants, some vegetables,

Source: (The table was prepared for this thesis, 2016)

3.2.1.5 Events Related to Foça Earth Market

Even though Foça Earth Market is a very new establishment, it has either attended or organized different events nationally and internationally. Some of them were summarized below:

Salone del Gusto: Some of the members of the market attended to the Salone del Gusto in Italy in 2014. They went there to participate in the event in order to represent their Earth Market. They had a stall where they promoted the local products of Foça. They also received the Best Earth Market of the World Award besides a 2000 Euro prize.

According to Mrs. Girişmen the market received the prize with a detailed and multi-faceted project, which interests different actors of the community. The details of the project are;

- Some seeds were taken from Can Yücel Seed Center. This place is an establishment of Seferihisar Municipality, which is also the founder of Cittaslow Seferihisar.
- Seeds were delivered to Foça Agricultural Open Prison to be grown. As the name implies, this place is a correctional facility where inmates are rehabilitated by agricultural activities.
- The grown vegetables were taken from the facility and later planted by the primary school students under the supervision of the producers of Foça Earth Market.

Besides, almost 50% of the labor of Foça Earth Market is women while the same rate is 30% in other markets throughout Turkey (www.tuik.gov.tr, 2015).

Terra Madre Day: Terra Madre day is an international day, which celebrates local food and promotes sustainable production and consumption. The first Terra Madre Day took place in 2009 and since then Slow Food groups around the world have gathered each year on December 10th for a global celebration (McCarthy, 2014). It was celebrated in Turkey with various activities, for example, Foça Zeytindalı Convivium organized a set of occasions for the Terra Madre Day 2015 which was concerning local food producers and consumers. While Figure 3.4 provides details of

this celebration, which includes tasting events, award ceremony and some other Slow Food related activities, Figure 3.5 shows a scene from the celebration.

Figure 3.4: Foça Zeytindalı Convivium - Terra Madre Day 2015



Source: (Foça Zeytindalı Convivium, 2015b).

Figure 3.5: Terra Madre Day Celebrations - 2015



Source: (Foça Municipality, 2015)

AsiO Gusto: Some market members attended *AsiO Gusto 2015* and promoted both Turkey and local products of Foça Earth Market in Seoul, South Korea.

Atelier Kitchen: A multi-purpose kitchen was set up in March 2016 with the reward money gained from Salone del Gusto and the contributions of Foça Municipality along with the benefactors and volunteers of the market. The kitchen will be used for both workshops and food sales.

3.3 Methodology

The following section of the thesis consists of the research methods, analyses and results of the conducted research in the marketplace. At the end of the section suggestions are also provided.

3.3.1 Research Objectives

The objective of this study is to contribute to the understanding of Earth Markets, as an application of Slow Food, through descriptive analyses of structured, semi-structured interviews and on-site observations. Particular attention was given to the characteristics of Earth Markets to reveal the role of Slow Food for destination attractiveness in the context of food tourism. The study employed qualitative research methodology using descriptive analyses. Foça Earth Market was chosen amongst the applications of Slow Food in Turkey as a case study since it is a very new establishment in Turkey and it was chosen as the best Earth Market of the World in the year 2014.

This study also aims to produce comprehensive data, which will give insight about the current situation of Earth Markets as an application of Slow Food; and if they protect both the local producers and the local values of the destination while obtaining a balance between tourism activities, sustainability and economic benefits.

3.3.2 Importance of the Research

Slow Food is a favorite tool for the tourism professionals since it creates an attraction point for green tourists, food tourists and even ordinary tourists by offering a unique cultural experience and providing an ethical tourism mobility besides its well reputation which increases recognition for the destination. Additionally as

Timothy and Mykletun stated, with the endorsement of local values by Slow Food Movement, small destinations become fashionable places to visit (as cited in Jung et al, 2014). In addition to the tourism mobility, it supports the sustainable local production leading to the protection of local identity and economy. Therefore it creates a clean and sustainable tourism attraction point where all actors benefit from. The biggest capital of the tourism industry is the environment itself. Destructiveness of mass tourism necessitates such studies due to the high pressure on touristic destinations, which is caused by the increasing tourism demand.

By connecting the overall information, which has been mentioned within the thesis, it can be concluded that Slow Food applications can be a handy tool for tourism development in many ways and they also maintain the local character and economy of the region. However, there is a limited number of academic studies about the Earth Markets and the effects of Slow Food to food tourism. This thesis is one of the few studies in this framework.

3.3.3 Research Limitations

The research has the following limitations:

- The validity and reliability of the interview results are dependent upon personal and respective answers of the respondents. Especially the producers trust the establishment so their answers are respectively positive according to their point of view.
- The study was conducted mostly in winter and spring. The participation to the market was relatively low and paused at some weekends due to the severe weather conditions.
- The number of academic publishings about the topic is very limited. Research pattern for the thesis was designed specifically for this study.
- Since the Earth Markets are new establishments, most reliable sources are the official websites.

3.3.4 Research Problems

Due to the economic and social benefits, tourism sector became a great potential but it is clear that, in recent years mass tourism consumes the destinations (Gülbahar, 2009). Destructiveness of mass tourism, which can be summarized as environmental pollution due to density, improper use of resources and broad distribution to ecological environment, visual pollution due to concretisation, specie extinctions due to pollution and the deterioration of the ecological balance (Ercan, 2014, pp. 48-49). Slow Food Movement, on the other hand, was born from the necessity that was caused by this progress and became a major influence and attraction for destinations. The main reason of this is; Slow Food creates an attraction point for every kind of tourist, especially green tourists and food tourists with its support to sustainable local production. It also offers cultural experiences, provides ethical tourism mobility and protects the local identity.

In this context, the purpose of the thesis is to reveal the role of Slow Food for destination attractiveness in the context of food tourism through the application of Earth Market in Foça.

3.3.5 Research Questions

At the basis of this research study lies the fact that Slow Food has an important role for destination attractiveness in the context of food tourism. For investigating this, Foça Earth Market was chosen as a case study. The research questions selected for this research are:

- What is the Earth Market's effects on destinations?
- What is the role of Foça Earth Market in protecting the local identity of its locale?
- How are Earth Markets contributing to touristic development and at the same time sustaining the local economy?

3.3.6 Research Design

The research about Foça Earth Market was conducted as a qualitative research supported by quantitative data. Goldblatt explains the qualitative research as a naturalistic, explicative approach concerned about understanding the meanings,

which people attach to phenomena within their social worlds (Goldblatt, 2013, pp. 78-89). Since the case study of the thesis is a globally new project and related to many stakeholders, this kind of method was necessary. The information was gathered via structured and semi-structured interviews in addition to on-site observations. Bailey states that the strong features of the interview technique are flexibility, response rates, non-verbal actions, free order of the questions, getting immediate response and the uniqueness of the data source (as cited in Yıldırım & Şimşek, 2013, p. 151). Two different structured interviews were applied to the producers and the visitors of the market. "Visitor" term contains both the customers and the guests of the market considering some people in the market place may be there only to get information from the producers. Since the time of subjects was limited and the subjects were relatively high in numbers, structured interview technique provided convenience for the study. On the other hand, semi-structured interview was applied to Slow Food volunteers. Interview process gives interviewees freedom to express their views in their own terms.

Descriptive analysis technique was used to interpret the gathered information. Yıldırım and Şimşek states that (2013, pp. 256-258), in descriptive analysis technique, gathered information is summarized and interpreted according to predetermined subjects and it includes direct quotations from the interviewees in order to reflect their perspectives. Research questions of the study can be found in the previous section of this thesis and the interpretation of the gathered information within the descriptive analysis can be found on latter sections of this part.

Case Study was chosen as the qualitative research design since it is suitable for direct observation and interaction with the subjects. It also lets the researcher make in-depth descriptions of the experience about the case study. Table 3.3 summarizes the characteristics of the case study as a research design.

Table 3.3: Case Study as Research Design

Case study	
	Purpose - describe in-depth the experience of one person, family, group, community, or institution
	Method
	<ul style="list-style-type: none">• Direct observation and interaction with subject
	Analysis - synthesis of experience
	Outcomes - in-depth description of the experience

Source: (University of Missouri, n.d.)

3.3.6.1 Data Collection and Research Sampling

For this qualitative study, convenience sampling method was used. The population of the interviews was grouped as the producers of the Earth Market, the visitors of the Earth Market and the Slow Food volunteers. Accordingly, the selection of subjects among these groups for this study was based on the participants' relation to Slow Food and/or Earth Markets. To be working or worked for a Slow Food initiative, being in the marketplace as a food tourist and being an official producer of the Foça Earth Market defined as selection criterias for the participants who were interviewed for this study. Additional to those interviews, observation technique was used to support and enrich the study.

The fieldwork was conducted between the timeframe of December 2015 and April 2016. The marketplace was visited at different times and dates for conducting interviews, observing the marketplace, taking photos and attending the weekly meetings of the market.

3.3.6.2 Preparation of the Interview Questions

Interview technique is one of the most common techniques of qualitative research. The reason for this is the strength of this technique when it comes to revealing the individuals' opinions, experiences and feelings in addition to the usage of most common communication tool; speaking. There are some principles to consider when preparing the interview questions; preparing easily understandable, open ended and specific questions is crucial. On the other hand, to avoid

manipulative and multi-dimensional questions is very important. Alternative questions and probes should be prepared and all the questions should follow a logical pattern (Yıldırım & Şimşek, 2013, pp. 155-168).

In this thesis, the questions of the structured and semi-structured interviews were prepared according to these principles, they were discussed with academics and applied to a minor part of the interviewees in advance to test the reliability of them. The questions were prepared in an easily understandable form since the subjects may have different educational backgrounds. Complex questions were avoided as much as possible to be able to prevent confusions. The interviews' questions were prepared as specific, not abstract questions. This way the interviewees gave more solid and reliable explanations based on their experiences. In order to get more detailed answers from the subjects, both open-ended questions and yes/no questions were preferred. The questions in the interviews were expressed in a neutral style and the personal thoughts of the researcher were not reflected to the subjects to avoid manipulation and therefore getting sincere responses. Additionally, multi-dimensional questions were avoided and asked one question at a time. As mentioned before the subjects were from different backgrounds, therefore some alternatives to the questions were prepared. Besides, probes about technical or specific terms, such as Slow Food, Earth Market and sustainability, were added to the interview forms in order to maintain lucidity. Lastly, the order of the interviews' questions was organized in a logical pattern. The introduction to the interview was done in an entrusting manner in order to make the subject feel comfortable about answering questions. The easier questions were asked first and the questions followed a path from specific to the general. Most importantly the informational questions were asked based on the respondents' personal experiences.

3.3.6.3 Data Collection Process

Structured interviews were conducted with the producers of the market in order to gather information about their experiences and expertise as well as their general opinions about the Slow Food and the Earth Market. 12 out of 15 producers were interviewed face-to-face in the marketplace on different market days. For this aim, the market was visited on 17th and 24th of January 2016. The interviews took 30 - 35

minutes each. Their responses were grouped and used for descriptive analysis. Also some of their expressions were quoted anonymously.

Another structured interview was prepared and applied to the customers and visitors of the market for gathering information about their experiences and attitudes towards Slow Food and Earth Markets. 51 customers/visitors were interviewed face-to-face in the marketplace on 24th of January 2016, 21st of February 2016 and 27th of March 2016. In order to receive well-balanced information, different age groups and genders were interviewed. Friends and/or relatives of both Slow Food members and producers were not considered as reliable sources and they were ignored. Since the interviews were conducted mostly in winter and spring, the participants were only domestic tourists. The interviews generally took about 8 to 10 minutes but some interviews took 20 - 25 minutes because some participants were curious about the topic and eager to learn what Slow Food is. Their responses were grouped and used for descriptive analysis. Also some of their expressions were directly quoted anonymously to support the observations.

Additionally, semi-structured interviews were conducted with the Slow Food Convivium members and Slow Food volunteers. One of these members is the Foça Zeytindalı Slow Food Convivium Leader; Gül Girişmen. She was visited several times in the marketplace and she was interviewed on 6th of March 2016 in a cafe near the market. Producers' official representative, Ramazan Dağıstan, was also visited several times in the marketplace and was interviewed right at his stall on 6th of March also. Another Slow Food volunteer Mr Hasan Eser, who is involved with Slow Fish movement, was interviewed on the same day in a cafe near the market. These interviews lasted over an hour and were taped with the participants' verbal consents. The first few minutes of the interviews were used to make daily conversations with the participants without directly mentioning the research topic. The first few minutes after meeting can be crucial for establishing the relationship between the researcher and the participant, which is a necessary condition for a successful interview (Ritchie & Lewis, 2003, p. 86). All the taped information was transcribed and related parts were used within the thesis.

Convivium leader of Kars Convivium, İlhan Koçulu was also interviewed in the marketplace on 24th of January 2016. Since the interviewee's availability was

limited, the interview lasted about 15 minutes and some notes were taken instead of a voice record. Additionally, two Slow Food volunteers were interviewed at the Izmir International Gastronomic Tourism Congress that was organized by Izmir Ekonomi University on the 9th of January 2016 at Fuarizmir. Both of these interviews lasted about 10 to 15 minutes due to limitations of the interviewees' availability and notes were taken about their perspectives during the interviews. The semi-structured interviews which were recorded by a voice recorder were transcribed after a short while following each interview. All interviews were conducted in Turkish and then they were translated to English for this thesis. After each interview, a logbook containing the researcher's thoughts and comments was kept. The rationale for doing so is that, the researcher is able to reflect on his/her own subjectivity (Utku, 2014, p. 33). Table 3.4 summarizes the number of respondents of this thesis.

Table 3.4: The Number of Participants

Group Name	Number of Respondents	Place of Interview	Approx. Durations of Interviews	Form of Interview
Slow Food Volunteers	6	<ul style="list-style-type: none"> • Marketplace • Cafes in Foça • Fuarizmir 	45 min.	Face-to-face
Foça Earth Market Producers	12	Marketplace	30 min.	Face-to-face
Foça Earth Market Visitors	51	Marketplace	15 min.	Face-to-face

Source: (The table was prepared for this thesis, 2016)

As another data collection technique, observation was used to analyze the marketplace, its procedures and how it functioned. Foça Earth Market was visited several times and the weekly meetings of the Earth Market producers and Convivium members were attended solely for this purpose. These meetings are regular meetings and they are gathering for a short time before the market opens every week to take decisions about the market. One of the attended meetings was about the producers who will travel to Salone del Gusto and it took almost half an hour and another one was a regular one which took around 5 minutes discussing some issues related to marketplace. Figure 3.6 shows one of these regular meetings of the market.

Figure 3.6: Weekly Meeting of Foça Earth Market



Source: (The figure was taken for this thesis, 2015)

To observe another Slow Food initiative, the Terra Madre Day event was visited in The Historical Town Gas Factory Art Centre in Alsancak - Izmir on the 10th of January.

3.3.6.4 Validity and Reliability

For qualitative studies providing validity and the reliability of the research is a necessity. Yıldırım and Şimşek mention that there are internal and external validities. While internal validity is concerned whether the study measures or tests what is actually intended, external validity is about the generalisability of the study by another researcher to a similar environment or a situation (Yıldırım & Şimşek 2013, pp. 290- 293). This study provides internal validity by delivering:

Suitable research methods were chosen for the case study; Foça Earth Market is a very new project of Slow Food and has not been investigated thoroughly by the academics so far. It also has a multi-faceted nature which can be analyzed via

observation and interviews. Therefore a research path was designed which includes interviews and observation.

Early familiarity was developed with the participating organizations and individuals before the actual study begins; Foça Earth Market was visited two times on 13th and 20th of December 2015 to familiarize the researcher with the market before the interviews. During the first visit, only some shopping was done and in the second visit, the Convivium Leader Gül Girişmen was informed with a brief conversation about the intend of the study.

Proper sampling techniques were chosen; For the visitors of the market, convenience sampling technique was conducted and they were interviewed randomly. On the other hand, since the producers of the Foça Earth Market are in limited numbers, full count technique applied to them.

Triangulation of the data; Different methods were used such as observation, individual interviews, and literature review within the study for triangulation of the data.

On the other hand, the study provides external validity by addressing the number of interviewees involved in the fieldwork, the data collection methods that were used, the number, length and the place of the data collection sessions, the time period over which the data was collected and the language of the interviews.

When it comes to internal reliability, LeCompte and Goetze suggest a number of strategies (Yıldırım & Şimşek, 2013, p. 296). In this study two of these strategies were used. First strategy was to present the gathered data directly with a descriptive approach. In order to do this, the data which was collected via interviews, observations and documents were given without any interpretations and the interpretations were left to a latter section. The other strategy that was used to maintain the internal reliability was to confirm the data gathered by observations via interviews.

For external reliability, this study provides; a detailed explanation of research methods, the time period over which the data was collected, the number, length and the place of the data collection sessions, the number of interviewees involved in the fieldwork and data collection methods that were used. Another point is that the

researcher was aware of his prejudices and intentions. On the other hand the raw data of the interviews can be provided when necessary.

The researcher's role is another concern in qualitative researchs and also it is different in qualitative research than the quantitative research. In qualitative research, the researcher is also an instrument of the research. He/she spends time in the research area and communicates directly with the subjects; shares their experiences. He/she uses these insights in the respective study (Toptaş, 2008). In this study, the researcher was distant enough not to influence the ideas of the subjects and at the same time, was close enough not to lose the attainable data. The researcher has adopted a role that can reveal the real thoughts of the subjects.

3.3.7 Research Analyses

This section of the thesis starts with the structured interviews that were conducted with the visitors and producers of the market and followed by the semi-structured interviews, which were conducted with the Slow Food volunteers. Lastly the observations about the Foça Earth Market were shared.

3.3.7.1 Structured Interview with Visitors

The structured interviews with tourists were conducted face-to-face with 51 respondents in the market area. Since the market has only 10 stalls and takes place in a small place, the numbers of visitors were accordingly in small numbers. The interviews were conducted on 4 non-consecutive Sundays, which the market was set. Following passages are about the structured interviews that were conducted with the tourists in the marketplace.

The majority of interviewees were male with a percentage of 52%, while the female respondents held 48% of the total number of participants. Also the majority of the interviewees were between 45-65 years of age with a percentage of 49%; 18-35 year-olds were 27,5% and lastly 35-45 year-olds were 23,5% of the total number of respondents. When their educational backgrounds were analyzed, it is found that 27% were high school graduates, 57% were holding an undergraduate degree, 8% were secondary school graduates and 6% were entitled to a master or doctoral

degree. Among 51 participants, only 1 of them, in other words 2%, was a primary school graduate.

The visitors' residencies were an important concern since the residents of Foça could not be the possible subjects of the interviews. Amongst 51 participants only one of them had a primary residence in Foça and he was excluded from the results. On the other hand, over half of the respondents were excursionists and their residences were in surrounding towns like Karşıyaka, Konak and cities like Manisa and Balıkesir. Secondary houses constituted 10% of the respondents and hotel or motel customers were another 10%. Table 3.5 shows all the respondents' residencies.

Table 3.5: Residencies of the Visitors of Foça Earth Market

Karşıyaka	11
Istanbul	7
Manisa	6
Konak	4
Eskişehir	3
Bornova	3
Alsancak	3
Çiğli	2
Sakarya	1
Güzelyalı	1
Izmir	1
Adana	1
Balçova	1
Ayvalık	1
Konya	1
Foça	1
No Response	4

Source: (The table was prepared for this thesis, 2016)

The interview was constructed in a straightforward way and aimed to reveal whether the participant had any information about Slow Food and/or Earth Markets. The first question was "Do you know what is Slow Food?" This question was the decisive statement of the interview. According to the answer of this question, if the participant knows what "Slow Food" is, he/she is redirected to the next question, but if the participant didn't know about Slow Food, he/she is redirected to two different

questions regarding their future intents about Slow Food and Earth Markets. Before these two questions, brief information about Slow Food was given to the participants.

According to the findings of the research almost half of the participants know something about Slow Food with a percentage of 46. According to the professionals of Slow Food, this share is not enough but still a significant amount.

Following passages have answers of the participants who knew what Slow Food is. First question was "*Do you trust Slow Food?*" and all of the interviewees answered this question as "*Yes*". According to Mrs. Girişmen, Mr. Dağistan and the other producers of the market, this means that most of the visitors of the market believe that the products of Foça Earth Market are pure, non-GMO and clean as Slow Food demanded.

Same respondents were asked if they knew the Earth Markets are initiatives of Slow Food. This question was targeted to reveal the recognition of Earth Markets apart from Slow Food and 75% of the respondents stated that they knew the relationship between Slow Food and the Earth Markets.

Then another important question "*Have you been to places related to Slow Food and/or its initiatives?*" was asked. 67% of the respondents stated that they had been to places in Turkey associated with Slow Food such as Seferihisar and Gökçeada. Some of the respondents stated that they are aware of the fact that the places they had visited were related with Slow Food. Also 75% of the same respondents were positive about visiting some places related to Slow Food and it's initiatives in the future.

Another question "*Did you buy anything from the market?*" which aims to find out the spending pattern of the respondents, were asked and 92% of them answered that they did some shopping from the market. Some of them stated that they also ate something in the restaurants and/or also shopped around the town. One of the respondents stated the situation as following:

"We come to Foça Earth Market at least once in two weeks if there is no rain and when we come, we spend all day in Foça. We definitely visit fish restaurants after our shopping in the market."

Except one respondent, to be more exact 96% of the respondents thought that the prices of the market were reasonable. Accordingly, the producers and the representative of Slow Food also believe that the prices are low and should be higher than the other markets. One of the interviewees stated her thoughts as;

"We are shopping from Foça Earth Market since the beginning because we really trust them and appreciate their efforts. We're also willing to pay a higher amount than the other markets since we know that this one is clean and non-GMO."

Another important question *"Do you believe that the "Slow Food" applications provide a positive image to the cities where they are located?"* were answered positively by all interviewees. They stated, they believe Slow Food applications like Earth Markets, provide a positive image to the destination where they are located. One of the respondents expressed herself as;

"I'm only here because of the Earth Market. Otherwise, there are many places to go on this sunny Sunday. I paid for the gas, paid for my lunch and now shopping from the market itself. I am 100 % positive that the market provides a positive image and a tourism activity for Foça."

All respondents replied that they would recommend the market to their friends and families due to the special condition of it.

On the other hand, 53% in other words more than half of the participants do not know about Slow Food. They mostly stated that they were in the marketplace since it is a producers market but they were not aware of the connection between the market and the Slow Food. One of the interviewees stated: *"I know this market for a long time but I really don't know what an Earth Market is. I see some banners but it is obvious that I didn't pay attention."* Another interviewee also stated: *"I think this market sells organic products. We, the Cretans, love fresh vegetables and herbs. I can find some herbs only in this market."*

The respondents were briefly informed about Slow Food and the Earth Markets with the following short passage as a probe by the researcher;

"Slow Food is an international non-profit organization that is founded upon the concept of Good - Clean - Fair production. The main purpose of this philosophy is to provide a supreme quality of food while protecting it and its

history. It is also concerned to provide fair income and fair conditions for the producers while providing fair prices for the consumers at the same time."

After this short information, the interviewees were asked if they would consider visiting places with Slow Food applications and 93% of the respondents stated that they would consider visiting those places like Cittaslows or other Earth Markets, in the future.

The same respondents were also informed about the regulations and the philosophy of Earth Markets as another probe;

"Foça Earth Market and other Earth Markets are all initiatives of Slow Food. All products in these markets come from a 40 km radius of the towns where the markets are located. Only non-GMO seeds and traditional techniques are used for the breeding process. You can find these products in Foça Earth Market every Sunday in the same spot and you can directly interact with the producer without any intermediaries."

Especially, the non-GMO related features of the Earth Market and clean agriculture regulations attracted the respondents and they were 100 % positive to consider shopping more from the Foça Earth Market than the other markets. Actually these brief information passages about Slow Food and Earth Markets developed a deep curiosity among the respondents and they asked for more information about the market and Slow Food itself. Due to that reason some interviews took 25 minutes or more.

3.3.7.2 Structured Interview with Producers

Another structured interview was conducted face-to-face with the producers of the market in the marketplace. As stated before, the market had only 10 stalls so the number of producers was accordingly small. There were only 15 officially registered producers but the interviews were conducted with 12 participants in total, who were present at the market place. On the other hand, there were 10 stalls but 12 participants, which means that some stalls were being shared. Figure 3.7. shows the structured interview process with the producers of the market.

Figure 3.7: One of the Producers in Interview



Source: (The figure was taken for this thesis, 2015)

Majority of the producers were female with a percentage of 58, while the male respondents hold 42% of the total participants. Also the majority of the producers were over 45 years of age with a percentage of 83% and 31-45 year-olds constituted the rest of the total number with 17 %.

When it comes to their educational backgrounds, it was found that exactly 50% of the producers were primary school graduates, 33 % of them were holding an undergraduate degree and 16 % were high school graduates. When their professions were asked, they mostly replied as farmer/producer.

Some of the interview questions and answers of the producers of Foça Earth Market are shared in the following passages.

The first question was about the role of the Earth Markets in the promotion and marketing of local products of Foça. The answers of the producers were 100%

positive about this question. International interest in the market and their products, in addition to the involvement of the visitors made the producers think that way. One of the producers, who had attended the international events of Slow Food in person, thought that Earth Markets were a real good way to gain recognition. He also stated:

"I attended an international food fair last year (2014) with my colleagues. We cooked our traditional dishes and promoted our local tarhana. Everyone in the event was asking questions, they were really curious. We were also curious about their foods and tasted very different dishes."

Additionally, owing to the Foça Zeytindalı Convivium, many different endemic herbs of Foça, tarhana soup, çekme pasta and other local products were being promoted via gatherings like Terra Madre Day, seed bartering festivals etc. Another producer of the market stated that:

"The visitors of the market are very eager to learn and they ask a lot of questions about our endemic herbs and plants. They mostly ask about weeding out the herbs and cooking styles. They don't have to buy anything, we're happy to pass them our knowledge."

Two other questions were asked to reveal whether the producers' wealth was affected positively owing to Foça Earth Market. While one of these questions about the change about their wealth the other one was about the change of their life. They all replied these questions with positive responds. It was revealed after face-to-face interviews that the Earth Markets provides both monetary relief and psychological relief. Producers stated that they were not charged for water supply, electricity and they were not paying income tax and occupancy tax for the market's place. Since these privileges raised their profit of margin so they were positive about this question. The answers for the other question was also positive; for example, one of the female producers made her first trip abroad with Slow Food to Italy and another producer had a trip to the Greek Island Patmos. According to their own statements, they felt respected and proud. One of the producers expressed herself as: *"Last year, the Italians came to Turkey. We hosted them in our houses as our guests, served them our traditional dishes and they really loved our food, especially baklava. We were happy because we showed them our Turkish hospitality."*

Another question was asked if the number of tourists increased after the establishment of the Earth Market. There were multiple answers about this question. Exactly half of the producers were positive, 25% was neutral and the other 25% was

negative. There can be many reasons for these diverse answers. For example, the season of the interview may have affected their perception about the tourist numbers since Foça is a well-known tourist destination but tourist numbers tend to decrease drastically in the winter.

One of the most important aspects of Earth Markets is the locality. The producers of Foça Earth Market were asked some questions about their residences, the localness of their products and the effects of the Earth Market. According to answers of the producers all of them were the residents of Foça and/or from surrounding villages. Producers also stated that all the products were the town's local products as Slow Food and Earth Market regulations dictate.

Another important issue is the effects of Earth Market in terms of protecting local products and local values. The producers were asked if they believe that Earth Markets have an active role in the protection of local products and values. Some of these local products are tarhana, çekme pasta and endemic plants and herbs. As stated before, these products were promoted nationally and internationally via Slow Food events and now they are well-known products amongst the visitors of Foça Earth Market. There was a consensus that Earth Markets had an active role in protection of local values, which can be stated as cooking techniques, traditional recipes and communal-work. The Atelier Kitchen is funded by the reward money that is paid by the Slow Food Biodiversity Foundation to Foça Earth Market as an award and it is a place for these kinds of activities.

Earth Market related activities preserve cultural, natural and social diversity, according to the producers. The question was "*Do you believe that the Earth Market helps to preserve cultural, natural and social diversity in your region?*" Question was answered 100% positive.

Producers were asked some questions regarding the functioning of Slow Food and the Management Committee. One of those questions was whether the producers were trained about agricultural issues such as use of pesticides and seed growing. The producers stated that they were trained by the respective associations such as the District Governorship's Office of Agriculture, Food and Livestock or Chamber of Agriculture by the cooperation of Slow Food. Actually Earth Market is an educational tool itself for the visitors. There are numerous activities for them like

workshops, symposiums and festivals. Similar questions were also asked to the Management Committee members and the answers were coherent.

Another responsibility of Slow Food is providing inspection. There are different kinds of inspections; one of them is direct inspection that is made by the Earth Market Management Committee members. It was mostly carried out unannounced and the consequences of the inspections vary. Another kind of inspection is made directly by the Slow Food Biodiversity Foundation. These inspections resemble *mystery-shopping* visits. One of the producers stated his experience about a previous inspection by Slow Food Biodiversity Foundation as:

"Foça is a crowded place in the summer months and there are always foreign visitors. We don't know who is who, we treat everyone the same. We have learnt later that some Slow Food representatives were inspecting us in disguise. We even recieved a report from Italy about this inspection."

One of the responsibilities of the management committee is the publicity of the market. Producers asked if they think enough publicity about Foça Earth Market is being done. The responses for the related question were mostly negative. As many of the producers stated, the publicity of the market was limited to some flyers, signboards and banners just around the market itself.

Another question was *"Do you believe that Foça Earth Market has a positive effect on sustainability?"* All producers agree that Slow Food and Earth Markets had a positive effect on sustainability. One of the producers stated his thoughts about sustainability as following;

"These places; Foça, my village Ilpınar and the rest of the towns are our responsibility. They are caring about us, feeding us and in return, it is our biggest responsibility to take care of them. Thanks to Mrs. Girişmen, we learned many things from the Foundation and the Market."

According to all the producers, the prices of the products that were sold at the market were reasonable. Respective question was *"Do you believe that the prices of products that are sold at the Earth Market are reasonable?"* According to most of them, they should have sold their products with even higher prices; one of the producers expressed herself about the situation as: *"I am collecting all these herbs just before the day of the market and clean them all night long. It is a tough job for me but I have to do it. Since this market is a special one, I think we should increase*

our prices." Another producer also thought that their products' prices were reasonable: *"I am also attending the Tuesday Bazaar as a producer and the prices are almost the same. I think our prices should be more expensive since Foça Earth Market is a featured and special market."*

According to the producers, a significant effect of the Earth Market was about the employment. Half of the producers believed that the Earth Market had provided jobs and employment within the establishments around Foça including the Earth Market.

Another significant effect of the Earth Market was about the image of the town. All of the producers agreed that the market had a positive effect on Foça's image.

3.3.7.3 Semi-Structured Interviews With Slow Food Volunteers

Following passages contain information about the semi-structured interviews with some of the Foça Earth Market Committee Members and Slow Food Volunteers.

Mrs. Girişmen and Mr. Dağıstan were asked how would they describe Slow Food and Earth Market?

Mrs. Girişmen: "Slow Food is an establishment that protects our values and lifestyles by protecting Good - Fair and Clean food. As food is attached to anything about people; good, fair and clean food is good for people. Slow Food works for us and we need to support it. Earth Market is a producers' market which has some rules related to Slow Food but beyond that it is a gathering point where the local producers meet customers directly. Our priority is not trade at all, as you can see, here everyone learns different things from each other."

Mr. Dağıstan: "Slow Food is a huge organization worldwide. It protects the food which we consume three times in a day. They believe if we protect our food, everything comes with it; clean air, clean water, clean environment. Earth Market is a market where local producers sell their goods with some additional benefits which are provided by the local governments. All the goods in this market are produced, harvested or grown by the local producers and in some cases by their families. Domestic production activities within the family is not subject to any tax, and we're using this opportunity to increase our income. Additionally some arrangements were made by the Earth Market Management Committee to provide some other vital things such as the location of the market and stalls. They were all provided by local authorities to support the market."

Since Foça Earth Market is the best Earth Market of the world, the story behind this title was also asked. According to Mrs. Girişmen the market received the prize

with a detailed and multi-faceted project. This project was interconnected with different actors of the local community. Mrs. Girişmen described the process as:

"A number of non-GMO seeds were taken from Can Yücel Seed Center. As you know this place is an establishment of Seferihisar Municipality and produce non-GMO seeds as the Cittaslow regulations require. These seeds were then delivered to Foça Agricultural Open Prison to be grown. After a certain time, grown plants were taken from the facility and planted to predetermined locations by the primary school students under the supervision of the producers of Foça Earth Market. I think, the high rates of women in labor force of the market is another aspect for the prize."

The difficulties about the Earth Market was asked to Mrs. Girişmen and Mr. Dağıstan. They answered as:

Mrs. Girişmen: *"First of all, the recognition of Slow Food is very low. I told everyone about Slow Food first and then the Earth Market in order to be able to establish the market. Actually the producers were ready, they were already selling their goods in the marketplace but I had to persuade the local authorities personally. Producers got used to some erroneous implications about agriculture but there are some certain rules of the Market related to Slow Food, which were hard to implement. On the other hand selling purchased goods from a third party is strictly prohibited but in the early times of the market some producers tried this. We managed to expell them from the market but I was personally threatened."*

Mr. Dağıstan: *"The most difficult part was to persuade the producers to leave their old habits related to old-school, uncontrolled and erronous agricultural implementations such as the misusage of pesticides and plant hormones. Since we are all locals here, inspections were another issue but for now everything is on track."*

Mrs. Girişmen was asked if she thought that enough publicity about Foça Earth Market was being done? She was displeased about this situation, expressed herself as:

"We are trying to do our best but the local government should also help us about this issue. They are actually helping us in many ways but I don't understand why they are not letting us hang some signboards and banners around the town as well. There are some signboards about other initiatives around Foça, for example we asked Foça Municipality if we can use the signboard of the "Art Street" which is hung in the entrance of the alley but they didn't let us use it. What is funny about this is that "Art Street" doesn't even exist."

Mrs. Girişmen was also asked if she thought that the Earth Market brought international recognition for Foça:

"Being international is one of the advantages of Slow Food Association. Slow Food defends the local values. Additionally, promotes them in international scale with its organizations like Salone Del Gusto or Ark of Taste. We've been invited to many international events and promoted Foça in those events such as Salone del Gusto and AsiO Gusto."

The competitive advantage with other local markets in the region was also asked. According to producers' representative Mr. Dağıstan and convivium leader Mrs. Girişmen the Earth Market has provided a huge competitive advantage with other local markets in the region. Mr. Dağıstan was also attending the other weekly bazaar of the same neighborhood as a producer. He said:

"Actually the prices of Foça Earth Market is not different than the other markets' prices. The main advantage of us is that we are not paying taxes. Additionally Slow Food has a certain effect on the recognition of Foça Earth Market. Many of our customers come to the market on purpose and they know what they want. This kind of customer provides a sustainable income."

Another question was "Does Foça Earth Market provide the necessities about locality in terms of products and producers?" asked;

Mrs. Girişmen: "Sure! Anyone wants to attend the market and sell goods need to provide some papers related to their residency or location of their garden/farm. We also make some unannounced inspections to these gardens and farms."

Mr. Dağıstan: "I am one of the authorized person in charge for these inspections. We also inspected by Slow Food Int. about these inspections because their biggest goal is to provide the locality within destinations."

Educational sessions both for the producers and the visitors were asked to producers' representative Mr. Dağıstan and convivium leader Mrs. Girişmen. They stated that they take educational activities very seriously. According to Mrs. Girişmen, vocational training is the key element of the Earth Markets. They are organizing many training sessions within Foça Earth Market for teaching producers especially about the usage of visitors of Foça Earth Market.

They were also asked about their interaction with the local authorities about Foça Earth Market. Mrs. Girişmen states that the local authorities are eager to help the market. According to her, they already provided many things from an area to settle the market, to stalls and even free electricity and water supply. They are always standing by the market if they are well informed about the situation.

Visitor's profile of the market was another concern. The interviewees were asked if Foça Earth Market brought more conscious and educated tourists to the town also if the earth market has an effect on the increase of tourists. According to Mr. Ramazan Dağıstan, who is actually a beekeeper and the representative of the producers, visitor profile of the market is very high. They are curious about the food products, they know what they want and also they want to know what they eat. Their education level approves Mr. Dağıstan. He is attending the traditional weekly bazaar of the same neighborhood as a producer and he stated that there is a significant difference between the education levels of the Earth Market's customers and the local bazaar's customers in favor of the Foça Earth Market.

The interviewees were also asked if they thought that Slow Food applications has positive effects on sustainability? Mr. Eser who is a Slow Fish volunteer replied this question as:

"Slow Food is a very important tool for sustainability. In Foça case, the central Foça's residents are mostly retired officers of government or army. Therefore, there is no agriculture in the center but the surrounded villages provide the necessary products. On the other hand in Aliğa, the neighboring town of Foça, almost 30 villages' residents left their homes because of the insufficient work opportunities. I think a well maintained Slow Food Movement could protect the sustainability of Aliğa as well."

3.3.8 Research Results

In this section, a detailed review was conducted for each research question, which was already shared in the previous section.

Research Question 1: What are the Earth Market's effects on destinations?

The Earth Market provides attraction for the destinations by organizing cultural experiences, promoting local values and its brand value. It has been observed in the Foça Earth Market Case Study that the Earth Markets are increasing the attractiveness of places in the means of food tourism. The market itself, food demonstrations and tasting events which can be experienced in the Earth Markets are all instruments of food tourism. Additionally Slow Food related activities within the Earth Market like Terra Madre Day, provide cultural experiences for both residents and visitors.

These cultural experiences offer local food products and workshops about local cooking techniques. This feature was applied with the tasting events of local products of Foça. The Atelier Kitchen was another attraction point as a workshop area and it has been used by the producers of market. With the help of these events and the Earth Market itself, information about local values are passed from person to person, letting these values live and be promoted. This was observed both in Foça and Şile Earth Market. As stated before, the visitors and the producers interact with each other in the marketplace exchanging information about original cooking techniques. Thus, the destination's local values about local food are kept alive.

The results of this study indicate that, one of the effects of the Earth Market on the destination is the protection of local products. The products of Foça promoted by Foça Earth Market can be listed as Foça tarhana, çekme pasta and endemic herbs of Foça and as Additionally, 100% of the producers and 88% of the visitors of Foça Earth Market believe the positive effect of Earth Markets in the promotion of local products.

Research Question 2: What is the role of Foça Earth Market in protecting the local identity of its locale?

Foça Earth Market managed to increase the production of some local products of Foça like çekme pasta and local Foça tarhana. Owing to the certain interest to these products, producing them became a beneficial opportunity for the producers. Also the old recipes were catalogued and distributed by the market volunteers. Foça Earth Market provides different projects for Foça and its residents. For example Atelier Kitchen was opened in March 2016 while this thesis was still in progress. It is a place for both the producers and the volunteers to exchange their knowledge and interact with each other. This lets the traditions live and be passed to coming generations. Additionally these local products introduced in national and international events like Terra Madre Day which was celebrated in Izmir, Turkey, Salone del Gusto which was held in Turin, Italy and Asio Gusto which was held in Seoul, South Korea. Influence of the news about these products in social, print and visual media raised the familiarity of them.

Foça Earth Market raised awareness of both the locals of the town and the visitors of the market by the embedded education tool feature of it. Due to

observations and statements of the producers, they had to attend the trainings, which were organized by management committee and provided by the governmental bodies such as chamber of agriculture or District Governorship - Office of Agriculture, Food and Livestock. 100% of the producers stated that they had attended these kinds of educations. Therewithal, the visitors of the market were aware the education tool of the market and some visitors were in the marketplace just to learn something from the producers' experiences.

Since one of the primary purposes of every Slow Food initiative is to raise awareness about good, clean and fair production of foods, Foça Earth Market should be considered as a succesful implementation of Slow Food.

Research Question 3: How are the Earth Markets contributing to touristic development and at the same time sustaining the local economy?

Even though Foça Earth Market is not constituted for tourism purposes, it is an influence and attraction for Foça. 58% of the visitors of Foça Earth Market who know what Slow Food is, were stated that their main goal for coming to Foça was visiting Foça Earth Market. Additionally 92% of the same group of visitors shopped from the market and 83% spent money apart from the market. This pattern proves that Foça Earth Market contributes to the tourism mobility within the town.

The difference of Earth Markets from the other producers' markets is the regulations of Slow Food, which assures the sustainability of the location of the market in many ways from agriculture to tourism. Foça Earth Market and its producers follow the rules of Slow Food. After 30 years, Slow Food has now become a trusted brand and therefore it attracts tourists via its applications. According to interviews and observations in the marketplace it is revealed that the market's visitors were highly educated people, most of them knew what Slow Food was and came to the market on purpose. On the other hand, the market itself was a tourist attraction with its clean and fair products. The educational feature between the producers and guests was another attraction. The tasting events in the marketplace for tarhana soup or training activities in the Atelier Kitchen were examples for this feature of the market. The NGO campaigns, training sessions and the festivals such as exchanging rare seeds attracted environmentally and ethically conscious tourists. Foça Earth Market's producers did not have the obligation to pay certain taxes arising from their

income related to the market and they did not have to deal with the intermediaries. These benefits also increased their margin of profit. Table 3.6 aims to summarize the relation between Slow Food and the implements of those features within Foça Earth Market.

Table 3.6: The Relation of Slow Food to Foça Earth Market

Slow Food	Applications within Foça Earth Market
Attracts tourists	Tasting events, festivals
Attracts food tourists	Tasting events, festivals, workshops
Attracts ethically conscious tourists	NGO campaigns, training sessions, festivals, seed exchange festivals
Connects people	Educational events between the producers and the guests
A known and trusted brand	Visitors of the market are 50% positive
Helps to protecting the character of the destination	Protects the old recipes, cooking styles and local seeds
Sustains a fair economy	Tax privileges and lack of intermediaries
Protects the local values and identity	Popularized the local products like Çekme pasta and tarhana
Assures clean, fair and good food	Slow Food principles are applied and inspected properly
Raise awareness	Promotes sustainable, clean and fair production

Source: (The table was prepared for this thesis, 2016)

CONCLUSION AND SUGGESTIONS

Slow Food and its applications such as Earth Markets may have many advantages for the locale that they are located. The collected data reveals that Earth Markets as a Slow Food oriented event may develop and maintain an attraction point for tourists and food tourists. When the overall information about choices of modern people, destination management and tourism improvement are associated, it can be concluded that Slow Food applications can be a major tool for tourism development in the context of destinations. This study reveals the important role of Slow Food for destination desirability and local identity protection through the application of Earth Market in Foça. Earth Markets act according to Slow Food regulations and philosophy with the concept of ethical food production in rural areas and it may lead to sustainable tourism development in the area. It may also contribute to the tourism industry of the destination by building on the region's cultural heritage of gastronomy. This thesis aimed to explain the role of Slow Food as clean, fair and good food in the context of destination attractiveness and sustainability of a destination's production and cultural heritage, with a real working example of Earth Markets as a Slow Food oriented event. During the study, a number of problems were detected about the implementation of Foça Earth Market and suggestions for the detected problems were made in detail including third parties who may be working on Slow Food and/or Earth Markets such as Slow Food volunteers, students and academicians.

Observation were made in order to reveal if Slow Food provides an enhancement locally via Foça Earth Market and it was found that it supports protecting the local values and products by tracing, cataloging and making them popular again. For the Foça Earth Market case, these local values can be listed as tarhana, çekme pasta, karabaş lavender and some other endemic plants and herbs of Foça. These products were promoted nationally and internationally via Slow Food events like Salone del Gusto, Terra Madre Day etc. The producers were eager to

share their knowledge with every single visitor of the Earth Market. This behaviour of the producers encouraged the visitors, thus the know-how which producers had, spread around. Another positive aspect of Foça Earth Market is that it also increases the welfare of the producers of the market. As observed, the prices of the Earth Market are nearly the same with the other markets but the advantages of the Earth Market are the privileges provided by the local authorities. Additionally, they are not paying for the other vital things such as water supply, electricity, income taxes and occupancy tax for the market's place etc. The study also showed that the Earth Market is helping to enhance the producers' both economically and psychologically. Especially, female producers were very happy and eager to participate in the Earth Market's organizations. However, according to observations and interviews, it was concluded that Foça Earth Market's effect on employment rates was limited with the market itself.

The effects of Foça Earth Market on local tourism were also studied. As mentioned before, food tourism may include visits to primary or secondary producers of food, gastronomic festivals, food fairs, farmers' markets and food demonstrations, tastings of food products. Foça Earth Market provides many of these features; the producers of Foça Earth Market are the primary producers, it is a producers' market and sometimes they organize food demonstrations and tastings, thus it is a tool of food tourism. According to observations, it affects tourism mobility in Foça in a positive way but it can be figured that it is not a substantial amount at the time being. With the right action plan it would be a considerable tourism attraction for Foça.

The observations show that the rules of Earth Markets were applied mostly well in the market. For example, all of the producers were residents of Foça and they were selling their own products. They were educated about different agricultural applications and the Slow Food volunteers regularly inspected them. It is also concluded that most of the producers believed in the advantages of Foça Earth Market and they loved what they did in the market place, especially the ones who had travelled abroad to attend some other Slow Food organizations.

One of the most important problems related to Foça Earth Market can be named as conceptual problems. The study showed that many of the visitors were mixing up the market with organic markets, which is another agricultural project,

thus the products were considered as organic products. In addition to this, a substantial amount of the visitors did not know about the concept of Earth Market but still they are aware of the special status of it. Since the market place is very little when it is compared to common markets, the customers distinguish it from other markets. On the other hand, the loyal customers of the market knew the advantages of the earth market, such as non-GMO and pesticide free products. Other Turkish products that are approved by Slow Food Biodiversity Foundation such as Siyez wheat, Divle Obruk cheese and Kars Kashar cheese should be sold in Foça Earth Market to strengthen the market's identity. Since the public recognition of those products is so high, Foça Earth Market should use that recognition for its own sake.

Other problems can be grouped as management and marketing problems. The form of optimum organizational structure has not been resolved so far. For the time being, they were operating as a union but they were not able to accept donations or collect money such as membership fees or maintenance fees. This should be chosen immediately to be able to collect donations and membership fees. It can be discussed with the local universities' law faculties or the department of legal affairs of the participant governmental bodies. Foça Earth Market's public relations, advertisements and social media identity are not sufficient and should be developed more. The signboards and flyers about the market were only in Turkish language. However, it is a known fact that Foça is a popular destination amongst foreign tourists and to increase the attention of these tourists, English language signboards should be prepared and flyers should be published and distributed around the town. Lastly the market square did not seem much inviting and it should be decorated as a more inviting area.

Slow Food applications' success mostly depends on public support and participation and involvement of local authorities. In Foça Earth Market case study, it is revealed that both of these stakeholders' involvement were present but should be increased. Nevertheless, it has been observed that it becomes easier to reach the support of these stakeholders with a decent project like Earth Markets. Since the success of these establishments depends on the public participation and the involvement of local authorities, the solution of the problems also concerns the same parties. In this context, collaborations with the universities should be diversified to

be able to achieve these objectives. Especially local universities should be visited about the related suggestions. For example; social media channels' management can be handled by the students as an education tool or a project of the Public Relations, Advertising and/or Marketing departments, students of Cinema and Tv departments can help prepare a short documentary video of Slow Food and Foça Earth Market for educational and publicity purposes, students of Gastronomy and Culinary Arts departments of tertiary education institutions can use the market as a workshop area, which may cause recognition for the market, students of Fine Arts departments can convert the market square by their designs and innovative projects into a more welcoming space and lastly students of conservatories can play and/or sing in the market square to attract people. In addition to all of these, support of local people should be encouraged with local organizations such as kirmeses.

Additionally, there is an obvious confusion among the visitors about the terms "Slow Food" and "Cittaslow". The reason of this is the inevitable success of the public relations campaign of Seferihisar Cittaslow. "Slow Food" term is mostly confused with "Slow Eating" since "food" as a word is both a noun and a verb in Turkish language and there is no consensus among the Slow Food Convivium members about using the terms like Slow Food, Earth Market etc. in English or Turkish. While some members of Slow Food were too conservative about using them in English, some of them were using Turkish translated forms. By the way, most of the stakeholders such as the representatives of governmental bodies, the producers and academicians tended to use the Turkish translated form of those terms. Intermediaries should be trained about the limited resources and sustainability, which are Slow Food's main objectives. Especially trade associations' vocational trainings or central government's public advertisements can be used for this purpose. Table 3.8 summarizes the observed problems and the suggested solutions by the researcher.

Since Earth Markets are very new establishments, related academic studies are also in small numbers. For this reason, this thesis is one of the few studies within its subject. Therefore this study can be a useful source both for the academicians and the stakeholders of the market as well as other Slow Food initiatives.

Slow Food aims to protect the local values that are about to diminish. In order to do this, it opposes fast food and GMO products. Some of its achievements can be

counted as the campaign for protection of Lüfer in Istanbul, promoting Siyez wheat internationally and etc. Slow Food is particularly successful in Foça due to a number of reasons. Local producers and authorities support Foça Earth Market, there is an approach towards ethical and healthy food and tourist numbers are rising due to the Earth Market. It is a slow development but it is sustainable and it is supporting the local economy along with the local identity. Therefore, a balance between touristic development in the destination and the sustainability of the local economy can be provided.



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APPENDICES

APPENDIX 1: Şile Earth Market Regulations

ŞİLE YERYÜZÜ PAZARI TÜZÜĞÜ

Şile Yeryüzü Pazarı 06.02.2015 tarih ve 2015/23 no'lu Meclis kararı ile TC. Şile Kaymakamlığı (İlçe Gıda, Tarım ve Hayvancılık Müdürlüğü), TC. Şile Belediye Başkanlığı, Şile Turizm Kültür ve Tanıtma Derneği ve Ovacık Köyü Kadın Tohum Derneği işbirliği ile kurulan küçük üreticinin ürünlerini aracısız olarak satabilecekleri pazardır.

Pazar merkezinden en çok 40 km uzaklıktan gelen üreticilerin bölgede var olan ürünlerini veya geçmişte var olmuş ve unutulmak üzere olan yemek kültürünü yaşatmak korumak, katkıda bulunmak, gelecek nesillere iletmek ve sosyal ilişkiler kurarak üreticilerle tüketiciyi buluşturma amacı taşır. Belirlenen yer, zaman ve isim dışında kurulamaz.

Pazar Yönetimi: Pazar Komisyonu tarafından ilgili kurum ve kuruluşlar, yerel yönetim, sivil toplum kuruluşları ve üretici temsilcisinden oluşan *Pazar Yönetimi* kurulur.

Pazar Yönetimi 5 kişiden oluşur.

1. Üretici Temsilcisi
2. Şile Kaymakamlığı İlçe Gıda Tarım ve Hayvancılık Müdürlüğü temsilcisi
3. Şile Belediyesi Kültür ve Sosyal İşler Müdürlüğü temsilcisi
4. Şile Belediyesi Zabıta Müdürlüğü temsilcisi
5. Sivil Toplum Kuruluşları temsilcisi

Şile Yeryüzü Pazarı Kuralları

1. Protokol esasları 1. derecede Şile Yeryüzü Pazarı'nın kurallarını belirler.
2. Şile Yeryüzü Pazarı Komisyonu'nun belirlemiş olduğu belge ve uygulamaları kabul eder.
3. Pazar açılış ve kapanış saati Pazar Yönetimi tarafından üreticilere bildirilir.
4. Pazar Yönetimi'nin gösterdiği alanlar dışında satış yapılmaması gereklidir.
5. Pazar Yönetimi tarafından belirlenen ambalaj yönetmeliğine üreticiler uyar.
 - a. Pazarda ambalaj malzemesi olarak plastik ve muadili kullanılmamalıdır. Plastik kullanılacaksa tek kullanımlık olanlar tercih edilmelidir.
 - b. Pazarda taşıma ve/veya ambalaj malzemesi olarak kese kâğıdı, cam, file torba, ahşap kasa vs. kullanılmalıdır.
 - c. Kavanoz kapakları tek kullanımlık olmalı ve asla paslı, kirli olmamalıdır.
 - d. Kullanılan ambalajların üzerinde üreticilerin kendi markaları haricinde bir başka ticari markanın reklamı olmamalıdır.
6. Üreticiler Pazar yerinde reklam içerikli materyaller (şemsiye, şapka vs.) kullanmayacağını kabul eder.
7. Pazar stantlarında Pazar Yönetimi tarafından onaylanmamış olan slogan, kartvizit, pankart vs. kullanılamaz.
8. Üretici sattığı ürünlerden birinci derecede sorumludur.
9. Piyasa fiyatlarının üzerinde satış yapan üreticiler Pazar Yönetimi tarafından uyarılır.
10. Geçerli nedenleri olmadan ve mazeretlerini önceden bildirmeden Pazar yerine zamanında veya aynı dönem içerisinde toplam 3 kez katılmayan üreticilerin sözleşmeleri tek taraflı iptal edilir.
11. Yapılacak etkinliklerde, üretici ürün desteği ve katkı payı sağlayacaktır. (bal tadımı, yerel yemekler festivali, vb.)
12. Üreticilerle Komisyon sene içerisinde
 - a. Aralık - Mayıs
 - b. Haziran-Kasım

- olmak üzere 2 kez dönemsel sözleşme imzalar.
13. Her üreticiye en fazla tek stant verilecektir.
 14. Pazar Komisyonu onayı olmadan üretici kendisine tahsis edilen stant dışında başka stant kullanamaz. Pazar Komisyonu, koşullara göre stant yer değişikliğine karar verebilir.
 15. Kura sonucu alınan stantın zararından ve bakım masraflarından üretici sorumludur.
 16. Üreticiler sadece Pazar Yönetimine beyan ettikleri ürünlerin satışını yapabilirler.
 17. Tüccarlar, araçlar, toplayıcılar pazara giremez.
 18. Şile dışından gelecek özel ürünlere (eğitim, gelişim amaçlı) belirli süreler için ayrı bir statü uygulanır.

Pazar Yönetimi Yükümlülükleri

1. Pazar kurallarına karşı gelenleri saptar ve ilgili Pazar Komisyonu'na bildirir.
2. Pazarın yönetimini sağlar, rutin olmayan yönetim sorunlarını çözer.
3. Sosyo-ekonomik nedenlerden dolayı katılmayan üreticilere yardımcı olur.
4. Üreticilerin, düzene uymalarını ve tüzüklere itibar etmelerini, Üretici temsilcilerinin yönetime katılmalarını sağlar.
5. Pazara gerekli cihaz ya da eşyanın satın alınması veya kiralanmasını komisyona bildirir.
6. Pazarın düzenlenmesi, tezgâhların yerlerinin tespiti, kurulup sökülmesi, lüzumu halinde yer değişikliği, sunum posterlerin yerlerinin tespiti vb. sağlar.
7. Ürün çeşidi ve miktarını kayıt altına alır. Beyan edilen ürün çeşitlerinin dışında Komisyon'a danışmadan, bilgi vermeden pazara ürün getiren üreticilere 1 defaya mahsus ihtar verilir ve o ürün için uygunluk kararı almadan satışa çıkartılmasına izin verilmez. İhtara rağmen üretici uygunsuz ürün getirmeye devam ettiği takdirde, bu ürünlere geri iade edilmeksizin el konulur.
8. Sürekli kullanılan tezgâh vs. için depo temini sağlar.
9. Komisyon tarafından belirlenen ambalajların uygun olarak kullanılıp kullanılmadığını denetler. Uygunsuz ambalajlı ürünlere geri iade edilmeksizin el konulur.

Üreticiler: Şile Kaymakamlığı İlçe Gıda, Tarım ve Hayvancılık Müdürlüğü'nden yeterlilik alan ve Pazar Komisyonu ile 6 aylık sözleşme imzalayan üreticiler;

- Kendi ürettikleri
- Kendi yetiştirdikleri
- Kendi hasat ettikleri
- Konserve ettikleri ürünleri satabilirler.

Pazarda üreticiler kendileri veya 1. dereceden akrabaları tarafından temsil edilirler.

Üreticilerin Seçimi: Pazara katılmak isteyen (katılma amacıyla olan) üreticiler, tespit edilmiş kurallara uymayı taahhüt edecekler ve kendi ürünlerinin kurallara uyduğunu gösteren bir garanti belgesi (Çiftçi Kayıt Sistemi Belgesi, İşletme Tescil Belgesi vs.) vereceklerdir.

Üreticiler;

- Üretim usullerini
- Ürünü nerede yetiştirdiklerini belirten belge
- Çiftçi belgesi
- Tarla tapusu veya ortaklık sözleşmesi veya kiralama sözleşmesi

- İletişim adresi
- Ürünün saklanması koruma uygunluğu (uygunsuz koşullar sözleşme feshidir.)
- Ambalajlı olarak satılan ürünlerin:
 - a-ürün adı
 - b-fiyatı
 - c -üretim tarihi
 - d -son kullanma tarihi
 - e -üretici telefon numarası
 - f-içindekiler
 - g-uyarı gerektiren ürünlerde uyarı yazısı
 - h- etiketlerde kilogram-bağ-paket-adet-kutu gibi ibareler ile belirtmek zorundadırlar

Bu beyan üzerine belirli zamanlarda haberli veya haber verilmeden denetim yapılır ve uygun olmayan üretim Komisyona bildirilir.

Üreticiler yapılacak etkinliklerde komisyona yardımcı olacaktır.

Tezgâh miktarının %10 unu geçmemek koşulu ile yeme kültürüne dönük hediye satışları olabilir.

İkincil Ürün Satış Belgesi:

İkincil ürün getirme şartlarını yerine getiren üreticilere Komisyon tarafından hazırlanan "İkincil Ürün Satış Belgesi" verilecektir.

Üreticilerin bu belgeleri her etkinlikte göstermeleri gerekmektedir.

Üretici Temsilciliği: Üreticiler arasından seçilerek Pazar Yönetimi'nin asil üyesi olur. Asil üye haricinde bir de yedek üye seçilir.

Üretici Temsilcisinin Yükümlülükleri:

1. Üreticilerin sözcüsü sıfatını taşır.
2. Pazarın kurallarının uygulamasını sağlar.
3. Üreticilerin tezgâh, sehpa, şemsiye vb. kurup ve kaldırmasından ve korumasından pazarın düzen ve temizliğinden (tezgâh arkaları çöp vs.) sorumlu ve yetkilidir.

İyi-Temiz-Adil:

Satışa sunulan tüm ürünler Dünya Slow Food akımının sloganı olan İYİ-TEMİZ-ADIL tanımlanmalarına uymalıdır.

İyi: Mevsiminde taze, sağlıklı ve lezzetli gıdalar.

Temiz: Ürünlerin yetiştirme ya da üretim aşamalarında çevreye zarar vermeyen, sürdürülebilir tarım ve üretim koşullarına uygun, yerel ürünler olup kesinlikle GDO içeren ürünler değildir.

Adil: Ürünlerin fiyatları, ürünün kalitesi ve niteliğine göre belirlenmesi tüketicinin ve üreticinin haklarının korunması.

YEREL PAZAR SÖZLEŞME'SİNİN FESH EDİLMESİ

Pazar Komisyonu tarafından belirtilen kural ve kriterlere üreticiler uymak, Pazar Yönetimi de kural ve kriterleri uygulamak zorundadır.

PROTOKOL KURALLARINA UYMAYAN ÜRETİCİLERİN SÖZLEŞMELERİ "TEK TARAFLI" OLARAK FESHEDİLECEKTİR.

1. TÜZÜK'te belirtilen tüm kurallara uymamak, pazar ilişkilerini zedeleyecek tavır vb. hareketlerde bulunmak
2. Sattıkları ürünleri gıda güvenliğine, kalite ve standardına, teknik ve hijyenik şartlara aykırı olarak satışa sunmak, aynı kap ve ambalaj içine değişik kalitede veya üzerinde yazılı olan miktardan daha az mal koymak, hileli ölçü ve tartı aleti kullanmak, karışık veya standartlara aykırı mal satma eylemini gerçekleştirmek.
3. Kendi ürettiği malların dışında satış yapmak, tahsis edilen satış yerlerini devretmek veya herhangi bir şekilde kullandırmak, satış yaptığı alanı aşırı derecede kirletmek, dağınık bırakmak.

Yürürlük : Bu tüzük sözleşme ile yürürlüğe girer

Yürütme: Bu protokolün yürütülmesi Şile Yeryüzü Pazarı Komisyonu tarafından, denetimi Pazar Yönetimi ve Komisyon'un kararı doğrultusunda cezai işlemler Şile Kaymakamlığı İlçe Gıda Tarım ve Hayvancılık Müdürlüğü ile Şile Belediyesi Zabıta Müdürlüğü tarafından uygulanır.

APPENDIX 2: Foça Earth Market Regulations

Foça YERYÜZÜ PAZARI TÜZÜĞÜ

Foça Yeryüzü Pazarı ;Foça Belediyesi Zabıtası ,Slow Food Foça Zeytinalı Birliği sivil toplum birliği ile teşkil etmiştir.

Pazar merkezinden en çok 40 km uzaklıktan gelen üreticilerin bölgede var olan ürünlerini veya geçmişte var olmuş ve unutulmak üzere olan yemek kültürünü yaşatmak korumak, katkıda bulunmak, gelecek nesillere iletmek ve sosyal ilişkiler kurarak üreticilerle tüketiciyi buluşturma amacı taşır. Belirlenen yer, zaman ve isim dışında kurulamaz.

YÖNETİM KOMİTESİ:

Slow Food ve Yerel yönetim ile gerekli şartlar sağlandıktan sonra kurulan pazardan "Pazar temsilcisi"ninde bu oluşuma katılmasıyla Yönetim Komitesi kurulur. YERYÜZÜ PAZARI nın çalışmalarını organize etmekle yükümlüdür.Yönetim Komitesi üreticilerin ana esaslar ilkelere uyduğunu garanti etmek için çalışır.

Pazar Yönetimi: Pazar Komisyonu tarafından ilgili kurum ve kuruluşlar, yerel yönetim, sivil toplum kuruluşları ve üretici temsilcisinden oluşan *Pazar Yönetimi* kurulur.

Pazar Yönetimi 5 kişiden oluşur.

1. Üretici Temsilcisi
2. Foça Belediyesi Zabıta Müdürlüğü temsilcisi
3. Sivil toplum kuruluşları temsilcisi
4. Foça Ziraat Odası temsilcisi
5. Slow Food İzmir Foça Zeytinalı Birliği

Foça Yeryüzü Pazarı Kuralları

1. Protokol esasları 1. derecede FoçaYeryüzü Pazarı'nın kurallarını belirler.
2. Foça Yeryüzü Pazarı Komisyonu'nun belirlemiş olduğu belge ve uygulamaları kabul eder.
3. Pazar açılış ve kapanış saati Pazar Yönetimi tarafından üreticilere bildirilir.
4. Pazar Yönetimi'nin gösterdiği alanlar dışında satış yapılmaması gereklidir.
5. Pazar Yönetimi tarafından belirlenen ambalaj yönetmeliğine üreticiler uyar.
 - a. Pazarda ambalaj malzemesi olarak plastik ve muadili kullanılmamalıdır. Plastik kullanılacaksa tek kullanımlık olanlar tercih edilmelidir.
 - b. Pazarda taşıma ve/veya ambalaj malzemesi olarak kese kâğıdı, cam, file torba, ahşap kasa vs. kullanılmamalıdır.
 - c. Kavanoz kapakları tek kullanımlık olmalı ve asla pash, kirli olmamalıdır.
 - d. Kullanılan ambalajların üzerinde üreticilerin kendi markaları haricinde bir başka ticari markanın reklamı olmamalıdır.
6. Üreticiler Pazar yerinde reklam içerikli materyaller (şemsiye, şapka vs.) kullanmayacağını kabul eder.
7. Pazar stantlarında Pazar Yönetimi tarafından onaylanmamış olan slogan, kartvizit, pankart vs. kullanılamaz.
8. Üretici sattığı ürünlerden birinci derecede sorumludur.
9. Piyasa fiyatlarının üzerinde satış yapan üreticiler Pazar Yönetimi tarafından uyarılır.
10. Geçerli nedenleri olmadan ve mazeretlerini önceden bildirmeden Pazar yerine zamanında veya aynı dönem içerisinde toplam 3 kez katılmayan üreticilerin sözleşmeleri tek tarafı iptal edilir.

11. Yapılacak etkinliklerde, üretici ürün desteği ve katkı payı sağlayacaktır. (bal tadımı, yerel yemekler festivali, vb.)
12. Üreticilerle Komisyon sene içerisinde
 - a. Aralık - Mayıs
 - b. Haziran-Kasım olmak üzere 2 kez dönemsel sözleşme imzalar.
13. Her üreticiye en fazla tek stant verilecektir.
14. Pazar Komisyonu onayı olmadan üretici kendisine tahsis edilen stant dışında başka stant kullanamaz. Pazar Komisyonu, koşullara göre stant yer değişikliğine karar verebilir.
15. Kura sonucu alınan stantın zararından ve bakım masraflarından üretici sorumludur.
16. Üreticiler sadece Pazar Yönetimine beyan ettikleri ürünlerin satışını yapabilirler.
17. Tüccarlar, aracılar, toplayıcılar pazara giremez.
18. Foça dışından gelecek özel ürünlere (eğitim, gelişim amaçlı) belirli süreler için ayrı bir statü uygulanır.

Pazar Yönetimi Yükümlülükleri

1. Pazar kurallarına karşı gelenleri saptar ve ilgili Pazar Komisyonu'na bildirir.
2. Pazarın yönetimini sağlar, rutin olmayan yönetim sorunlarını çözer.
3. Sosyo-ekonomik nedenlerden dolayı katılamayan üreticilere yardımcı olur.
4. Üreticilerin, düzene uymalarını ve tüzüklere itibar etmelerini, Üretici temsilcilerinin yönetime katılmalarını sağlar.
5. Pazara gerekli cihaz ya da eşyanın satın alınması veya kiralanmasını komisyona bildirir.
6. Pazarın düzenlenmesi, tezgâhların yerlerinin tespiti, kurulup sökülmesi, lüzumu halinde yer değişikliği, sunum posterlerin yerlerinin tespiti vb. sağlar.
7. Ürün çeşidi ve miktarını kayıt altına alır. Beyan edilen ürün çeşitlerinin dışında Komisyon'a danışmadan, bilgi vermeden pazara ürün getiren üreticilere 1 defaya mahsus ihtar verilir ve o ürün için uygunluk kararı almadan satışa çıkartılmasına izin verilmez. İhtara rağmen üretici uygunsuz ürün getirmeye devam ettiği takdirde, bu ürünlere geri iade edilmeksizin el konulur.
8. Sürekli kullanılan tezgâh vs. için depo temini sağlar.
9. Komisyon tarafından belirlenen ambalajların uygun olarak kullanılıp kullanılmadığını denetler. Uygunsuz ambalajlı ürünlere geri iade edilmeksizin el konulur.
10. Foça Yeryüzü pazarında satılacak ürünlere fiyatların tespiti için çalışır.

Üreticiler: Foça Kaymakamlığı İlçe Gıda, Tarım ve Hayvancılık Müdürlüğü'nden yeterlilik alan ve Pazar Komisyonu ile 6 aylık sözleşme imzalayan üreticiler;

- Kendi ürettikleri
- Kendi yetiştirdikleri
- Kendi hasat ettikleri
- Konserve ettikleri ürünleri satabilirler.

Pazarda üreticiler kendileri veya 1. dereceden akrabaları tarafından temsil edilirler.

Üreticilerin Seçimi: Pazara katılmak isteyen (katılma amacıyla olan) üreticiler, tespit edilmiş kurallara uymayı taahhüt edecekler ve kendi ürünlerinin kurallara uyduğunu gösteren bir garanti belgesi (Çiftçi Kayıt Sistemi Belgesi, İşletme Tescil Belgesi vs.) vereceklerdir.

Üreticiler;

- Üretim usullerini
- Ürünü nerede yetiştirdiklerini belirten belge
- Çiftçi belgesi
- Tarla tapusu veya ortaklık sözleşmesi veya kiralama sözleşmesi
- İletişim adresi
- Ürünün saklanması koruma uygunluğu (uygunsuz koşullar sözleşme feshidir.)
- Ambalajlı olarak satılan ürünlerin:
 - a-ürün adı
 - b-fiyatı
 - c -üretim tarihi
 - d -son kullanma tarihi
 - e -üretici telefon numarası
 - f-içindekiler
 - g-uyarı gerektiren ürünlerde uyarı yazısı
 - h- etiketlerde kilogram-bağ-paket-adet-kutu gibi ibareler ile belirtmek zorundadırlar

Bu beyan üzerine belirli zamanlarda haberli veya haber verilmeden denetim yapılır ve uygun olmayan üretim Komisyona bildirilir.

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Satışa sunulan tüm ürünler Dünya Slow Food akımının sloganı olan **İYİ-TEMİZ-ADIL** tanımlanmalarına uymalıdır.

İyi: Mevsiminde taze, sağlıklı ve lezzetli gıdalar.

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Adil: Ürünlerin fiyatları, ürünün kalitesi ve niteliğine göre belirlenmesi tüketicinin ve üreticinin haklarının korunması.

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Pazar Komisyonu tarafından belirtilen kural ve kriterlere üreticiler uymak, Pazar Yönetimi de kural ve kriterleri uygulamak zorundadır.

PROTOKOL KURALLARINA UYMAYAN ÜRETİCİLERİN SÖZLEŞMELERİ "TEK TARAFLI" OLARAK FESHEDİLECEKTİR.

1. TÜZÜK'te belirtilen tüm kurallara uymamak, pazar ilişkilerini zedeleyecek tavır vb. hareketlerde bulunmak
2. Sattıkları ürünleri gıda güvenliğine, kalite ve standardına, teknik ve hijyenik şartlara aykırı olarak satışa sunmak, aynı kap ve ambalaj içine değişik kalitede veya üzerinde yazılı olan miktardan daha az mal koymak, hileli ölçü ve tartı aleti kullanmak, karışık veya standartlara aykırı mal satma eylemini gerçekleştirmek.
3. Kendi ürettiği malların dışında satış yapmak, tahsis edilen satış yerlerini devretmek veya herhangi bir şekilde kullanılmak, satış yaptığı alanı aşırı derecede kirletmek, dağınık bırakmak.

Yürürlük : Bu tüzük sözleşme ile yürürlüğe girer

Yürütme: Bu protokolün yürütülmesi Foça Yeryüzü Pazarı Komisyonu tarafından, denetimi Pazar Yönetimi ve Komisyon'un kararı doğrultusunda cezai işlemler Foça Kaymakamlığı İlçe Gıda Tarım ve Hayvancılık Müdürlüğü ile Foça Belediyesi Zabıta Müdürlüğü tarafından uygulanır.

Foça YERYÜZÜ PAZARI ÜRETİCİ PROTOKOLÜ

Foça Yeryüzü Pazarı "Üretici Uygunluk Belgesi" Formu

Bir taraftan Foça Yeryüzü Pazarı Komisyonu (Komisyon olarak anılacaktır)
Diğer taraftan(Üretici olarak anılacaktır.)
arasında yapılan protokol aşağıdaki koşulları kapsamaktadır:

Üretici Foça Yeryüzü Pazarı TŪZŪGŪNŪ okuduğunu ve aynen kabul ettiğini beyan eder.

Üretici iletişim adresi.....

Üreticinin beyan ettiği ürün

Mevsimine göre sebze	
Kurutulmuş domates, patlıcan vs	
Mevsiminde yenilebilir doğal otlar	
Mevsiminde meyve	
Kurutulmuş meyve (pestil vs.)	
Zeytin ve türevleri	
Süt, Yoğurt, tereyağı, peynir türleri	
Yumurta	
Bal	
Sirke	
Baklagiller (kuru bakliyat)	
Yerinde pişirilen yiyecekler(gözlleme vb.)	
Tarhana	
Erişte, makarna	
Konserve edilen ürünler	
Doğal kokulu otlar	
Orman Ürünleri	

İstenilen Belgeler

Çiftçi ÇKS sı veya maliye kaydı,
Ürün kaynakları, kuralları ve miktarları beyanı
Ürün yetiştirilen alan belgesi ile belirtilen

Ürün fiyatı, üretim tarihi, içindekiler, kg, adet, bağ vs belirtilen yürürlük 1 Aralık 2015-31 Mayıs 2016 tarihleri arası için geçerlidir. Yukarıda adı geçen belgeler eke konulacaktır.

İŞ BU TALEP TÜZÜK İÇERİKLERİ NEZDİNDE DEĞERLENDİRİLECEKTİR.

Pazar alanı :FOÇA

Üretici TC kimlik no, İmza

Foça Yeryüzü Pazarı Komisyonu adına

Pazarın kurallarının uygulanmasında PAZARIN niteliğine ve Tüzüğüne aykırı davranışta bulunan üreticilere uyarı; devamı halinde Foça Yeryüzü Pazarı Komisyonu olarak kontratlarının tek taraflı feshine ve bu kararın uygulanmasının ise Foça Belediyesi Zabıta Müdürlüğü yetkili kuruluşu tarafından yapılacağını Pazar Komisyonu beyan ederler.

Pazara katılmak isteyen küçük ölçekli üreticilerinin öncelik ile Foça Kaymakamlığı İlçe Gıda Tarım ve Hayvancılık Müdürlüğü'ne başvurmaları gereklidir. Belgelerini tamamladıktan ve onay aldıktan sonra Pazar kurallarına uyacaklarını taahhüt etmeleri üzerine kabul edilirler.

Yukarıda belirtilen tüm hususları taraflar peşinen kabul ve beyan ederler.

FOÇA Yeryüzü Pazarı Komisyonu

Üretici Adı

APPENDIX 3: Interview Forms

a. Foça Earth Market Visitors:

Do you know what Slow Food is?

If Yes;

1. Do you trust Slow Food?
2. Do you know that the Earth Market formation is an initiative of Slow Food.
3. Today, did you buy anything from the market?
4. Do you believe that the "Slow Food" applications provide a positive image of the cities where they located?
5. Would you recommend the market to your friends and family?
6. Have you been to places related to Slow Food and or its initiatives (Seferihisar, Gökçeada etc.)
7. Do you intend to visit some places related to SLOW Food and its initiatives in the future.
8. Do you think prices of the market are reasonable?

If No;

9. Do you consider visiting places with Slow Food applications after what you've learned from this interview?
10. Do you consider shopping more from this market after what you've learned from this interview?
11. Age, Education Level, Gender
12. Place of Residency

b. Foça Earth Market Producers:

1. Do you believe that Earth Markets have an active role in the promotion and the marketing of local products?
2. Did your welfare has increased after the establishment of the Earth Market?
3. Is the number of tourists has increased after the establishment of the Earth Market?
4. I believe that the Earth Market has provided competitive advantage with other local markets in the region.
5. Do you believe the Earth Market helps to preserve cultural, natural and social diversity in your region?

6. Were you educated about agricultural issues such as pesticides and seed growing through Earth Markets by the respective associations?
7. Do you believe that the amount of jobs and employment have increased with the establishment of the Earth Market?
8. Were you inspected by Slow Food authorities from time to time?
9. Do you believe that Earth Markets have an active role in the protection of local products and values?
10. Are all products that are sold in the Earth Market local products?
11. Were there any positive changes in your life ever since you have joined the Earth Market as a producer?
12. Do you believe that the prices of products that are sold at the Earth Market are reasonable?
13. Do you think enough publicity about Foça Earth Market is being done?
14. Are all producers in the Earth Market local residents of Foça?
15. Do you believe that Foça Earth Market has a positive effect on sustainability.
16. Do you believe Foça Earth Market has a positive effect on Foça's image?
17. Age, Education Level, Gender

c. Slow Food Volunteers

1. How would you describe Slow Food?
2. Do you think Slow Food is widely known?
3. What are the difficulties that you've faced about the Slow Food?
4. What are your personal experiences about Slow Food?

d. Foça Earth Market Committe Members:

1. How would you describe Slow Food and Earth Market?
2. What is the story of being the best Earth Market of the world?
3. What are the difficulties that you've faced about the Earth Market?
4. Do you think enough publicity about Foça Earth Market is being done?
5. Do you think the Earth Market brought international recognition for Foça?
6. Do you believe that the Earth Market has provided competitive advantage with other local markets in the region?

7. Does Foça Earth Market provide the necessities about locality in terms of products and producers?
8. Do you provide educational sessions both for the producers and the customers/visitors?
9. Could you tell about the establishment process of Foça Earth Market?
10. How was your interaction with the local authorities about Foça Earth Market? Did they offer help?
11. Did Foça Earth Market bring more conscious and educated tourists to the town? Could you tell that the earth market has an effect on the increase of tourists?



Curriculum Vitae



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E-Mail: mericgokay@gmail.com

Education:

2013-2016: İzmir Katip Çelebi University-Master Degree in Tourism Management

***Semester Abroad:** University of Castilla La Mancha, 9/2014 - 2/2015

***Semester Abroad:** University Putra Malaysia, Malaysia 3/2015 - 9/2015

2002-2007: Anatolian University-Business Management

2000-2002: Dokuz Eylül University-Tourism Management

1994-1998: Karşıyaka Anatolian Press, Publication and Advertising High School

Experience:

2013 October -Today www.kokladunyayi.com - Travel Blog - Owner

2013 February-Today Freelance Translator and Data Entry Contributor

2009 November - 2011 November: Lionbridge Technologies Inc. – Internet Assessor

2002 December - 2009 August: Cafe Kahveci-Owner

2000 October - 2002 October : Sir Winston Tea House-Barista

1998 September - 1999 September: Karşıyaka Municipality-Internship