



# DEVELOPING AND BRANDING GASTRONOMY TOURISM DESTINATIONS WITHIN OIC

**22<sup>nd</sup> Meeting of the COMCEC Tourism Working Group**

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# Agenda

**01**

**Case study of Türkiye and policy recommendations**

**02**

**Q & A**



# General Outlook

Gastronomy tourism not only enhances Turkey's visibility on the global stage but also substantially contributes to its invisible export earnings by drawing upon indigenous culinary heritage and utilizing locally sourced food and beverages







# Gastronomy Tourism, its development and characteristics

Significant Niche



70 Gastronomy  
Culinary  
Associations

Rich Culinary  
Heritage

International  
Branding Initiatives



# Barriers and challenges to gastronomy tourism in Türkiye



Efforts to breakout to the international market are still insufficient



Awareness of Türkiye's gastronomy tourism potential



Limited infrastructure and accessibility in certain regions



lack of adequate facilities for gastronomy tourists in some regions







## Success Factors of Gastronomy Tourism In Türkiye



Growing popularity  
of Turkish cuisine  
worldwide



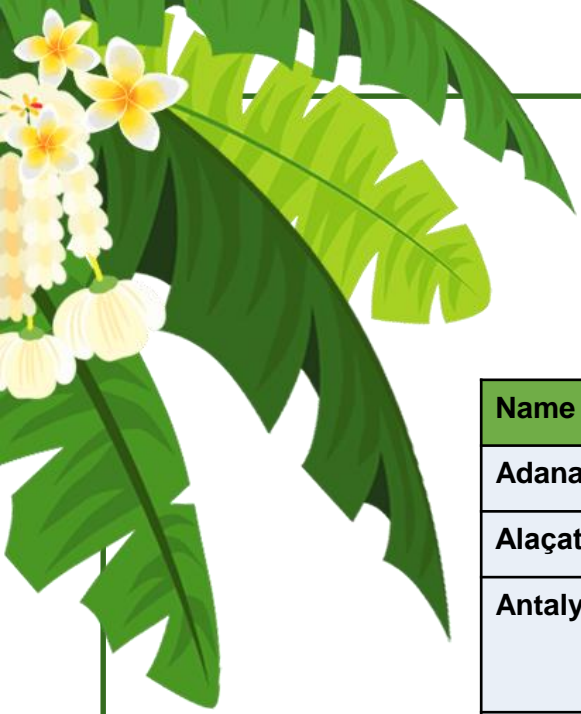
Gastronomy  
experiences are  
incorporated into  
cultural tours



Food-themed  
festivals in Türkiye

## Key gastronomy and food festivals in Türkiye

Name	City	Central theme/Highlight dish
Adana taste festival	Adana	Kebab
Alaçatı herb festival	Izmir	Local herbs and regional dishes
Antalya taste festival	Antalya	Orange and local traditional dishes
Bodrum taste festival	Bodrum	Mushroom, olive, and seafood
Bursa gastronomy festival	Bursa	Iskender Kebab and Meatball
Gaziantep gastronomy festival	Gaziantep	Lahmacun, Beyran Soup and Kebaps
International Istanbul gastronomy Festival	Istanbul	Traditional Palace cuisine
Istanbul fish festival	Istanbul	Seafood
Izmir food festival	Izmir	Izmir Dolma and Meatball
Mersin international citrus festival	Mersin	Citrus and tantuni







# Governmental strategies and tools to foster gastronomy tourism in Türkiye



Comprehensive gastronomy tourism policies

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Financial incentives and grants

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Marketing campaigns

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Training programs in culinary arts

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# Policy Recommendations for Türkiye



01

Intensifying gastrodiplomacy activities targeting major gastro tourist-sending markets.



02

Internationalization of food-themed festivals.



03

Increasing the number of restaurants featured in popular restaurants guides



04

Integrating food and culinary offerings in existing marketing communications.



05

Encouraging merging between associations in Türkiye with “gastronomy” as the core scope

# Thank you

Prof. Dr. Ziad Alrawadieh

