



Marketing and Branding Studies of Local Products within the Scope of Agricultural Tourism: A Research on TaTuTa Farms

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Extensive Summary

Agricultural tourism is one of the alternative types of tourism that provides sustainable development, does not harm resources and minimizes the use of resources and acts with the use of conservation. Agricultural tourism allows for diversification of tourism and seasonality. Agricultural tourism is one or more of the activities such as visiting small-scale and traditional food processing facilities such as vineyards, gardens, fields, barns, poultry, participating in their daily work, staying overnight at the farmhouse, strolling, having fun, shopping and sometimes training a type of tourism that covers several. Changes in the preferences of touristic consumers have reduced the interest in classical tourism types and brought about the formation of environmentally conscious and conscious tourists. The main attraction of rural tourism is to experience the local lifestyle, closer to nature, which allows people to move out of their urbanized daily lives. Although the basis of agricultural tourism is customer experiences, the answer to the questions of what the agricultural and animal products obtained as a result of the activities carried out and how they are evaluated is very important for agricultural tourism businesses. The income from local products produced will support the economic sustainability of the activities of agricultural tourism enterprises. It is an important factor that products produced by natural and traditional agricultural methods reach the consumer. With the widespread use of the Internet, the operators try to deliver the products they produce in their farms to consumers through their own websites. In addition, businesses undertake activities such as creating their own brands and directing promotional activities with social media tools. Thus, consumers can easily access local products without going to businesses. Sale and marketing of local products occupy an important place in

agricultural tourism activities. For local producers and businesses, selling products directly generates income. Commercial income obtained from local products produced in many agricultural tourism enterprises is very important in terms of the survival of that enterprise. For this reason, it is a necessity for the long-term success of these businesses to properly manage, market and sell the local products. The purpose of this study is to determine the products produced in agricultural tourism enterprises and to determine what is done in the way of marketing and branding. TaTuTa enterprises across Turkey in this context (n = 84) were included in the studies is the problem of agricultural / animal products, produce 12 agrotourism properties were determined. Local products produced in agricultural tourism farms vary greatly. This diversity is significantly affected by the flora of the geographical area where the farm operates and by the production and consumption habits of the local people living here. Local products produced in agricultural tourism farms are generally offered to the guests staying in the farm and consumed within the farm. In addition, if the amount of local products produced is high, it becomes necessary to commercially market and sell these products. Many of the products obtained as a result of agricultural and animal production are processed by traditional methods and transformed into different products. It is possible to produce many different products, especially by methods such as canning, jam, marmalade, pickles, molasses, wine making, separating the oil of plants and squeezing the juice. Local products are generally processed for long-term use or because they will have a higher added value. Agricultural tourism enterprises should try to process local products not with the logic of mass production, but by using traditional methods and in a way that provides the highest added value. Marketing local products by creating a specific brand will enable the business to acquire a customer base of its own by ensuring the continuity of sales, as well as increasing the added value of local products produced in the long term and increasing the profit margin of the business. It is seen that the products produced on a regional basis are different, marketing and branding activities are carried out, and agricultural products are marketed more than animal products. When we generally evaluate the promotion activities carried out by the farms within the scope of the study, it is seen that these activities mostly consist of contents emphasizing the production philosophy of the farms. A direct promotion study of local products produced is seldom encountered. It is observed that farms generally emphasize concepts such as permaculture, organic agriculture, and ecological agriculture. In general, very few farms within the scope of TaTuTa sell local products throughout the country, and the farms that do experience various difficulties in pricing, determining distribution channel, conducting promotion activities and creating a brand for these products. There are very few

agricultural tourism businesses that manage the entire marketing process with the correct coordination. Especially farms with the capacity to produce local products on a large scale can focus on the marketing process more professionally and deliver their products to a wider audience. Smaller agricultural tourism enterprises will be able to reach potential customers more easily by creating efficient and effective cooperative-style systems where they can market their products together. Thus, with the expansion of the market, it will be possible for potential customers to access a wide variety of high quality local products.