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THE IMPACT OF PRESIDIA PRODUCTS DURING DESTINATION MARKETING PROCESS

Serkan YİĞİT^a

Murat DOĞDUBAY^b

^aBalıkesir University, School of Tourism, Balıkesir, Türkiye (y.serkan@yahoo.com)

^bBalıkesir University, School of Tourism, Balıkesir, Türkiye (dogdubay@balikesir.edu.tr)

EXTENSIVE SUMMARY

Destinations aim to differentiation with highlighted features or products that they have. In this context destination marketing process is helping them. The aim of destination marketing is; in order to increase the recognition of the destination, the common stakeholders of the destination are trying to reach the tourists who are potential consumers in a common plan by means of marketing and communication in order to change their perception and buying behavior. This effort brings with it the use of local products in the destination marketing process to differentiate. The demands and demands of today's tourists are changing. Tourists want to see and taste local products in the destination they have chosen. Increasing Gastronomic Tourism activities also support this concept.

One of the common features of the two international organizations Slow Food and Citta Slow; to keep forgotten foods and the production techniques of these foods. For this purpose, in 1999, under the Slow Food organization, the Presidia Project has been conceived. The main purpose of this project is; complete set of projects designed to preserve native crops, plant breeds, traditional farming and fishing traditions, ecosystems, and rural geography, which are cross-species with the danger of extinction. These projects are; by supporting the producers and helping them to find a market for traditional foods, they are protected by traditional cooking methods. The Presidia project, which supports the Slow Food movement, is not only to protect products but also to promote the products, to ensure the economic and commercial future of the products, and also to protect the land from deteriorating.

There are 3 products which are included in Presidia list in Turkey. These are: Siyez Wheat Bulguru (Kastamonu), Divle Obruk Cheese (Karaman) and Boğatepe Gravyeri (Kars) have found their place on the world Presidia list.

In this study, information about the features and objectives of the Presidia Project has been given. The Presidia Project, as mentioned, not only protects the product but also protects the product manufacturer. It has contributed to the marketing of the product using the extensive restaurant and chef network that the Slow Food Organization has owned. In this way, both the presentation of the destination and the gain of the producers are provided.

Tourists interested in destination Gastronomy Tourism will be attracted as a result of destination announcements. In this way the destination may have the chance to increase tourism revenues. Increased incomes can accelerate the development process of destination.

Based on the results of the research, the following suggestions were developed:

- Turkish Chiefs have taken care to use Presidia products belonging to Turkey in competitions or events where they are participating abroad,
- In Turkey, we have fifty-nine products registered at Noah's Ark Project. The products listed in this list must be included in the Presidia Project list,
- Providing information about the trainings to local producers and the achievements of the Presidio Project,
- The involvement of the stakeholders in the destination to include Presidia products in their destination marketing processes,
- Tours can be arranged in the areas where Presidia products are present, attracting tourists',
- Destination stakeholders should encourage and support the search for lost flavors,
- The gastronomic departments of the universities should support the increase in the number of products on the Presidia Project list by conducting additional studies on local delicacies,
- In our regularly organized Slow Food events, Turkish products that are candidates for the Presidia Project should be introduced.