



Evaluation of Geographical Marked Products with in The Scope of Gastronomy: Mersin Case

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Extensive Summary

The study was carried out to evaluate the geographically marked products of Mersin province within the scope of gastronomy. For this purpose, qualitative research method was preferred in the study. In this study, secondary data was used by using document scanning method, which is one of the qualitative research methods. Accordingly, data related to geographically marked products belonging to Mersin were obtained by scanning the section related to geographical marks on the website of the Turkish Patent and Trademark Office. Access to related data was provided between 01.11.2019-22.02.2020. Therefore, geographically marked products are limited to the products included until relevant data is accessed. Descriptive analysis method was used in the analysis of the data obtained. Based on the relevant findings, there are 10 products in Mersin province that are geographically marked. *Mersin Tantunisi*, *Cezerye*, *Mut Kayısısı*, *Mut Zeytinyağı*, *Tarsus Humusu*, *Anamur Muzu*, *Tarsus Beyaz Üzüümü (Topacık)*, *Tarsus Şalgamı*, *Tarsus Sarıulak Zeytini* ve *Tarsus Yayla Bandırması*, *Silifke Çileği*, are products registered with geographical indication. Geographically marked products are detailed under their own headings. In addition to the geographically marked products, there are products (7 products) in the application phase. *Gezende Eriği*, *Mersin Kerebici*, *Meriç Yer Fıstığı*, *Erdemli Lamos Limonu*, *Lamos Limonu* ve *Bozyazı Kavutu* are products in the application stage. The common feature of these products is that they are all food products. Generally, it is seen that institutions such as Chamber of Commerce and Industry, Chamber of

Agriculture, Chamber of Tradesmen and Artisans and Municipality have applied for the registration of products.

It is thought that the products identified in the study will have an important place in the development of gastronomic tourism due to their characteristics of themselves and the region. However, when the conditions of today are analyzed, it was determined that the products identified were not adequately promoted, and the effect of the products in the direction of destination image and city branding was low. The data in the study were obtained from the official website of the Turkish Patent Institute in general. This is an indication that the relevant resources are limited. Because a second source that could get more detailed information could not be accessed. Therefore, it is thought that increasing the resources on this and similar topics will contribute to the literature, other researchers and institutions. In addition, it is thought that such studies regarding geographical indication should be done for other provinces.