



**REPUBLIC OF TURKEY
İZMİR KATİP ÇELEBİ UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM MANAGEMENT**

**THE ROLE OF LOCAL FOOD FESTIVALS IN
DESTINATION BRANDING, DENİZLİ EXAMPLE**

Doctoral Thesis

HATİCE AKTÜRK

İZMİR-2022

**REPUBLIC OF TURKEY
İZMİR KATİP CELEBİ UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM MANAGEMENT**

**THE ROLE OF LOCAL FOOD FESTIVALS IN
DESTINATION BRANDING, DENİZLİ EXAMPLE**

Doctoral Thesis

HATİCE AKTÜRK

SUPERVISOR: PROF. DR. ATILLA AKBABA

İZMİR-2022

AUTHOR’S DECLARATION

I hereby declare that this doctoral thesis as ‘The Role of Local Food Festivals in Destination Branding’, Denizli Example 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

10.01.2022

HATİCE AKTÜRK

ABSTRACT

Doctoral Thesis

Doctor of Tourism Management

THE ROLE OF LOCAL FOOD FESTIVALS IN DESTINATION BRANDING, DENİZLİ EXAMPLE

Hatice AKTÜRK

İzmir Katip Çelebi University

Graduate School of Social Sciences

Department of Tourism Management

It prefers branding to gain superiority in the increasingly competitive conditions of destinations. What is most frequently needed in this process is the local, cultural and touristic values that the destination entering the branding process will bring to the fore. In Turkey, many festivals with different themes are organized in order to keep alive and promote some traditional, local and cultural values. Local food festivals, which have an important place among these festivals, provide an economic contribution to the destination. Local food festivals are thought to attract tourists and contribute to destination branding by covering the process of harvesting, cooking and preparing the local products.

The scope of the research is to examine the role of local food festivals in the districts of Denizli in destination branding. For this purpose, firstly, the fields of studies on food festivals in the tourism literature were tried to be determined by using the "bibliometric analysis technique" in order to reveal the originality of the research. Afterwards, in-depth interviews were held with local food festivals, organizers and local stakeholders in Denizli province districts, which are among the important destinations with historical, cultural and touristic values in Turkey. With the content analysis, data were obtained about the status, characteristics and role of the destination branding of the food festivals organized by the festival organizers and local stakeholders in their districts. As a result of these analyzes, the findings regarding the role of the 5 local food festivals that have been going on for many

years in the districts of Denizli province in the destination branding have been revealed. One of the results obtained in the research is that there is no study titled food festivals or food festivals in the national area in destination branding. As a result of the findings obtained as a result of the qualitative research, it was determined that the local food festivals held in the districts of Denizli province do not have a role in destination branding. In the study, evaluations were made regarding these findings, and suggestions were presented.

Keywords: Destination, Brand, Destination Branding, Local Food Festivals, Denizli

ÖZET

Doktora Tezi

DESTİNASYON MARKALAŞMASINDA YEREL YİYECEK FESTİVALLERİNİN ROLÜ, DENİZLİ ÖRNEĞİ

Hatice AKTÜRK

İzmir Katip Çelebi Üniversitesi

Sosyal Bilimler Enstitüsü

Turizm İşletmeciliği Anabilim Dalı

Destinasyonlar artan rekabet koşulları içinde üstünlüğü sağlamak için markalaşma yoluna gitmektedirler. Bu süreçte en sık ihtiyaç duyulan şey, markalaşma sürecine giren destinasyonun ön plana çıkartacağı yerel, kültürel ve turistik değerlerdir. Türkiye’de geleneksel özellikler taşıyan ve yerel ve kültürel birtakım değerleri yaşatmak ve tanıtmak için farklı temalarda birçok festival düzenlenmektedir. Bu festivaller içinde önemli bir yere sahip olan yerel yiyecek festivalleri, destinasyona ekonomik katkı sağlamaktadır. Yerel yiyecek festivalleri, ürünlerin hasat edilmesi, pişirilmesi ve hazırlanması sürecini kapsayarak turistlerin ilgisini çekmekte ve destinasyon markalaşmasına katkı sağladığı düşünülmektedir.

Araştırma kapsamında Denizli ili ilçelerinde yer alan yerel yiyecek festivallerinin destinasyon markalaşmasındaki rolünün incelenmesi amaçlanmaktadır. Bu amaçla ilk olarak araştırmanın özgünlüğünü ortaya koymak için turizm literatüründe yer alan yiyecek festivalleri ile ilgili çalışmaların alanları “bibliometrik analiz tekniği” kullanılarak belirlenmeye çalışılmıştır. Daha sonra Türkiye’nin tarihi, kültürel ve turistik değerlere sahip önemli destinasyonları arasında yer alan Denizli ili ve ilçelerinde uzun yıllardan beri düzenlenmekte olan yerel yiyecek festivallerinin organizatörleri ve yerel paydaşlarla derinlemesine görüşmeler gerçekleştirilmiştir. İçerik analizi ile festival organizatörlerinin ve yerel paydaşların, ilçelerinde düzenledikleri yiyecek festivallerinin durumu, özellikleri ve destinasyon markalaşmasındaki rolü ile ilgili veriler elde edilmiştir.

Bu analizler sonucunda Denizli ili ilçelerinde uzun yıllardan beri devam etmekte olan 5 yerel yiyecek festivalinin destinasyon markalaşmasındaki rolüne

iliřkin bulgular ortaya konmuřtur. Arařtırmada elde edilen sonulardan biri olarak ulusal alanda yiyecek festivalleri veya destinasyon markalařmasında yiyecek festivalleri bařlıklı alıřmanın olmamasıdır. Nitel arařtırma ile elde edilen bulgular sonucunda ise Denizli ili ilelerinde dzenlenen yerel yemek festivallerinin destinasyon markalařmasında rol olmadığı saptanmıřtır. alıřmada bu bulgulara iliřkin deęerlendirmeler yapılmıř ve neriler sunulmuřtur.

Anahtar Kelimeler: Destinasyon, Marka, Destinasyon Markalařması, Yerel Yiyecek Festivalleri, Denizli

TABLE OF CONTENTS

AUTHOR’S DECLARATION.....	II
ABSTRACT	III
ÖZET.....	V
LIST OF TABLES	XI
LIST OF APPENDICES.....	XIII
INTRODUCTION.....	1

CHAPTER I

TOURISM MARKETING AND TOURISTIC PRODUCT, DESTINATION MARKETING AND BRANDING, DESTINATION BRANDING OF DENİZLİ PROVINCE

1.1. Tourism Marketing Concept.....	3
1.1.1. Marketing Mix İn Tourism.....	5
1.1.1.1. Product	5
1.2. The Concept of Touristic Product	5
1.2.1. Elements of Touristic Products	7
1.2.1.1. Attractions	7
1.2.1.2. Sources	8
1.2.1.3. Accessibility	8
1.2.1.4. Image.....	8
1.2.1.5. Price.....	9
1.1.1.2. Price.....	10
1.1.1.3. Place	11

1.1.1.4. Promotion	12
1.1.1.5. Physical Evidence	13
1.1.1.6 People	13
1.1.1.7 Process	13
1.3. Destination Concept.....	14
1.3.1. Destination Image	16
1.3.2. Factors of Destination Attractions.....	18
1.4. Brand Concept.....	19
1.4.1. Brand Equivalent.....	22
1.4.2. Brand Personality	22
1.4.3. Brand Image.....	23
1.4.4. Brand Equity	24
1.4.5. Brand Awareness.....	24
1.5. Destination Marketing.....	25
1.6. Destination Branding.....	27
1.6.1. Elements of Destination Branding	32
1.6.1.1. Public Relations and Advertising in Destination Branding	32
1.6.1.2. The Slogan in Destination Branding	32
1.6.1.3. Logo and Symbol in Destination Branding.....	34
1.6.1.4. Attitudes and Behaviors of Local People in Destination Branding	35
1.6.1.5. Internet in Destination Branding	35
1.6.1.6. Regional Cuisine in Destination Branding.....	37
1.6.1.7. Festivals in Destination Branding	37
1.6.1.8. Security in Destination Branding	38
1.7. Destination Branding of Denizli Province	39
1.7.1. Denizli Name and History	39
1.7.2. Climate and Vegetation	39
1.7.3. Population.....	40

1.7.4.Economic structure.....	40
1.7.5.Cultural Elements	41
1.7.6.The Place and Importance of Denizli in Tourism	46
1.7.7.Denizli's Destination Branding and Importance.....	51

CHAPTER II

FESTIVAL, FESTIVAL TYPES, LOCAL FOOD FESTIVALS

2.1. Festival Concept and Importance.....	53
2.2. History of the Festival.....	55
2.3. Impacts of the Festival.....	56
2.3.1.Economic Impacts	56
2.3.2.Socio-Cultural Impacts.....	57
2.3.3.Environmental Impacts	59
2.3.4.Impact on Promotion and Marketing Activities	60
2.4. Festival Types	60
2.5. Local Food Festivals	61
2.5.1.Impacts of Local Food Festivals	63
2.5.2.Local Food Festivals Held in Turkey	64
2.5.3.Food Festivals Around the World	71
2.5.4.Food Festivals Held in Denizli.....	72
2.5.4.1. Buldan-Yenicekent Tripolis Culture and Sultaniye Seedless Grape Festival.....	72
2.5.4.2. Kaledavaz Pepper Festival	76
2.5.4.3. Çivril International Apple, Agriculture and Culture Festival	77
2.5.4.4. Çal Vintage Culture and Art Festival.....	80
2.5.4.5. Serinhisar Roasted Chickpeas, Knife and Culture Festival	82

CHAPTER III

THE ROLE OF LOCAL FOOD FESTIVALS IN DESTINATION BRANDING, A RESEARCH ON THE CASE OF DENIZLI

3.1. Research.....	85
3.2. Objective and Importance of the Research	85
3.3. Scope and Limitations of the Study.....	86
3.4. Methodology of the Research.....	87
3.5. Analysis and Evaluation of Research Data.....	90
3.5.1. Bibliometric Analysis and Data Collection.....	90
3.5.2. Content Analysis and Data Collection	95
3.5.2.1. Demographic characteristics	95
3.5.2.2. Interview Findings.....	96
CONCLUSION & RECOMMEDATIONS	125
REFERENCES.....	134
APPENDICES.....	160

LIST OF TABLES

Table 1. Turkey's Attractions	19
Table 2. The Premises and Results of Brand Structure.....	21
Table 3. Examples of Slogans and Campaigns of Some Cities	33
Table 4. Tourism Slogans and Symbols for Cities with the Highest Tourist Demand.....	33
Table 5. Advantages of the Internet in Tourism Competition	36
Table 6. Number of Visitors to Laodicea and Pamukkale (2011-2019)	47
Table 7. Tourism Business Documentation Hotels.....	50
Table 8. Municipal Certified Hotels.....	51
Table 9. Food Festivals in Turkey	64
Table 10. Food Festivals in the World.....	71
Table 11. Bibliometric Analysis of Published Articles on Food Festivals	91
Table 12. Demographic Characteristics	95
Table 13. Content analysis of the answers to the numerical questions asked to the festival organizing committee	96
Table 14. Content Analysis of the Answers to the Question of "What are the Reasons for Organizing the Festival?"	98
Table 15. Content Analysis of the Responses About the Festival's Feature for Increasing the Number of Tourists Coming to the Region	100
Table 16. The Feature of the Festivals to Increase the Number of Tourists	101
Table 17. Content Analysis of the Feature That Brings the Festival to the Fore Based on Districts	102
Table 18. Content Analysis of the Feature that Brings the Festival to the Fore	104
Table 19. Do You Make Use of Social Media in the Promotion of the Festival on the Basis of Districts? Content Analysis of the Answers to the Question	106

Table 20. Content Analysis of Social Media Use in Festival Promotion	107
Table 21. Content Analysis of the Effect of the Festival on Destination Branding on the Basis of Districts	108
Table 22. The Effect of Food Festivals on Destination Branding.....	109
Table 23. Events That Will Contribute to Destination Branding.....	110
Table 24. Foods Recommended to be Branded on the Basis of Districts	116
Table 25. The Effect of Increasing Carrying Capacity on Branding	118
Table 26. What Should be Done to Increase the Contribution of Your Festival to the Region?	119

LIST OF APPENDICES

App.1. Research Questions in the Interview Form (Festival Organizers)	160
App.2. Research Questions in the Interview Form (Local Stakeholders)	161
App.3. Interviewed Participant Profile.....	162

INTRODUCTION

Tourism is one of the sectors that is developing and regenerating very quickly today. Tourism, which has for years focused on sea-sand-solar, has been experiencing shifts in recent years. With this rapid change, differentiations are also occurring in tourism products and destinations. The increase in income levels and living standards of people living in cities over time, the development of transport and communication opportunities, and the desire to move away from the crowds and noise of the city lead to different types of tourism.

In conjunction with emerging and changing tourism, destinations are increasing their appeal in exposing their different characteristics to ensure competitive advantage. Destinations present their cultural and historical values as different tourism products and seek to attract tourists. The competition formed in the market has mobilized destination marketers and enabled them to begin branding activities. Marketing the destination with its own brand is likely to yield more effective results in today's terms. By creating a unique brand that sets one destination apart from others, destination marketers aim to increase the number of tourists visiting the area.

Concept of the festival is defined by Turkish Language Association (2021) as "the most famous product of a region, or the art show of special significance, indicated by the program for its significant value, festival, period, environment, number or nature." The fact that festivals will be colored by various interesting events, such as sports, competitions, regional fairs or fairgrounds, exhibitions of local products, theatre, folklore, film, music shows, fashion shows, are held annually and become traditional will increase the national interest on the city. The city will have several economic and social benefits (Asna, 1998:130).

Local food festivals are among the most popular festivals in the tourism industry due to the desire of people to experience different flavors. Turkey is a local food and beverage rich country and hosts many food and beverage-themed festivals nationally or internationally. Food festivals provide benefits such as contributing to the marketing and branding of the destination where it is held, raising awareness of

the destination, enabling the public to socialize and generate economic income, promoting local culture and products.

Denizli is among the leading destinations in Turkey with its cultural, historical, touristic values and local products. Pamukkale, which is on the UNESCO cultural heritage list, is visited by an average of two million tourists a year. It has accommodation facilities including cure centers with international standards that can serve thermal and health tourism and domestic and foreign tourism for twelve months. In addition, activities and festivals with different themes are held in Denizli provinces and districts every year. However, Denizli cannot use this potential sufficiently. It is an important problem for the branding of Denizli destination that the visitors coming to Pamukkale continue their travels on a daily basis and the overnight stay is one day. Visitors need to offer alternative products to extend their overnight stay and contribute to destination branding. In recent years, it is known that destinations give importance to local food and events or festivals with local food in their branding efforts. In this context, bibliometric analysis technique was used to see the gap in the field and to reveal the originality of the research. With this analysis, it was tried to determine the research areas of studies on destination branding. Then, in-depth interviews were held with the organizers of 5 local food festivals and local stakeholders, which have been held in the districts of Denizli for many years, and the findings were analyzed with 'content analysis, which is one of the qualitative analysis method'. its role in destination branding has been examined. As a result of the findings, it was determined that the local food festivals held in the districts of Denizli province do not have a role in the destination branding. Finally, suggestions were presented to local governments and festival organizers to contribute to the destination branding of local food festivals.

CHAPTER I

TOURISM MARKETING AND TOURISTIC PRODUCT, DESTINATION MARKETING AND BRANDING, DESTINATION BRANDING OF DENİZLİ PROVINCE

1.1. Tourism Marketing Concept

In both the continent of America and the continent of Europe, gaining momentum increasingly in the number of people working in the service sector and the income acquired from the service sector in the 1960s and 1970s has led to the view that services and goods do not have the same characteristics and should be marketed in different ways (Kozak and Baloglu, 2011: 13). Therefore, correct market selection becomes especially an issue for marketing to yield successful and efficient results. Because marketing cannot be successful unless the market is specified precisely (Greene, 1990: 26-27), tourism marketing is one of the most open marketing to innovation, taking into account all marketing fields. In this regard, tourism establishments can enhance their diversity in marketing methods and capabilities by using commonly used infrastructures such as the internet (Choi et al., 2007: 127-128).

Tourism marketing was identified as follows at the meeting of the World Tourism Organization (WTO) held in Ottawa, Canada in 1975: "Tourism marketing is a management philosophy aimed at researching, forecasting, and selection concerning to the touristic products and about decisions to be. Taken on these issues to ensure that the tourism product attains a good place in the market, and also taking into account the characteristics of tourism demand in accordance to gain the highest profit of a tourist destination or tourism establishment (İçöz, 2001: 28).

Coltman (1989) defines tourism marketing as "a management philosophy that guides tourism establishments' work by designing the products that can capture the highest market share in the market according to the tourism demand arising in line

with the marketing research whose main purpose is to make high profit. Tourism marketing is a concept developed to gain maximum profit from a product and service belonging to a tourist region or an establishment.

The functions of tourism marketing are specified according to Seaton and Bennett (1997) as follows:

- To generate a high level of profit for the tourism establishment and local people,
- To determine new market groups,
- To diversify/accommodate the tourism product according to the market characteristics,
- To identify consumer demands by carrying out the market research,
- To ensure the development of local handicrafts,
- To create awareness in the society about tourism,
- To enhance the alternative tourism regions,
- To ensure the conservation of social mores that are tourism products,
- To promote the potential demand against the country,
- To make touristic advertisement and promotion,
- To develop marketing strategies and implement plans,
- To ensure the economic and social balance between the regions,
- To offer tourism opportunities to society in the domestic market and develop domestic tourism.

It is possible to express the scope of tourism marketing as follows according to Holloway and Plant (1988: 96):

- Tourism marketing includes preparing and presenting products to satisfy tourist needs.
- Tourism marketing includes the delivery of the tourism product through the instrumentality of some intermediary institutions in cases where the tourism product cannot be directly delivered to the tourist.
- Tourism marketing includes researching the target market's needs, presenting tourism products, and creating new needs.

1.1.1. Marketing Mix in Tourism

The concept of marketing mix used by Neil Borden in 1953 was classified as 4Ps (Product, Price, Place, Promotion) in Jerry McCarthy's book "Basic Marketing" in 1960. The "7P" alternative marketing mix model was developed by adding People, Physical Evidence, Process to the current classification in parallel with the change in marketing (Özmen et al., 2013: 99). First, it is essential to comprehend and assess the relevant product or service well to develop the correct marketing mix for a product or service and access to target markets suitable for them (Buhalis, 2000: 101).

1.1.1.1. Product

If we consider the product concept as part of tourism marketing, it is possible to state what tourism establishments have put on the market as all kinds of outputs devoted to satisfying a certain need or requirement (Kotler et al., 2009). The services and products that are offered to the consumption of tourists in tourism markets and that meet the demands and needs of these consumers, all individuals, physical objects, organizations and activities are expressed as tourism products (Kotler, 2006: 75). A product is defined as any physical presence placed on a market for acquisition, usage, or consumption to satisfy a desire or need. The products include more than tangible properties. When described extensively, the goods cover physical objects, services, people, places, establishments, ideas, or mixtures made from these departments. On the other hand, services are a kind of product arising from activities, profits, or satisfaction that are put on the market, intangible, invisible, and can not be bought as a property. Banking business, tourism, or the services of house modification can be given as an example to the concept of service (Armstrong and Kotler, 1999: 219).

1.2. The Concept of Touristic Product

The product concept is something that can meet a requirement or need and can be put into a market for possession, conspicuousness, usage, or consumption (İçöz, 2001). The concept of tourism is defined in the dictionary as "concerning to tourism" or "able to satisfy the needs of the tourists." After that, all manner of products or

services that tourists will need or may catch their attention in due course of their trip are named as "touristic." On the other hand, touristic products are current and potential goods and services that can satisfy the needs that cannot be met in residence (Rızaoğlu, 2004: 171-172).

According to Burkart and Medlik (1981: 48), who defined the touristic product in two ways as strict and broad terms, in the strict sense, everything that a tourist buys constitutes a touristic product, while in broad terms, a touristic product is a complex product and consists of everything the tourist does at the destination and all kinds of services that are possible to profit. Kotler, Bowen, and Makens (2006: 304) described the tourist product as any tourism service or combination of services and stated that a touristic product is a product supplied to the tourism market, meeting a need or a desire by using or consuming it. This product consists of physical objects, services, people, places, organizations, and ideas. Products lie at the heart of marketing activities since they represent the key profit that the consumers have. The tourism sector produces complex products consisting of experiences and services rather than physical products. It is thought that tourism is an industry that the market dreams of. A tourism product is a complex product, the components of which are usually supplied by different establishments and created by combining numerous goods and services, for instance, a lot of establishments such as airlines, tour operators, travel agencies. Accommodation establishments and food and beverage establishments cooperate in selling the overseas package holiday (Youell, 1998: 208).

According to Hacıoğlu, three key factors should be considered when a tourist product is mentioned. These key factors are listed as follows (Hacıoğlu, 2000: 41):

- Natural, cultural aesthetic assets and values of the region in which tourism activity is performed,
- Tourism establishments in the tourism region, such as hotels, restaurants, and places of entertainment,
- Transportation establishments that enable the transition from one place to another and accession to the destination are transportation establishments that allow tourists to change their location.

The characteristics of the touristic product with regards to tourism marketing can be listed as follows (Akat, 2008);

- It has the characteristics of a complex product.
- It cannot be stocked.
- The subjective assessment is more in the touristic products.
- It is mandatory that the touristic product is consumed where it is produced. Likewise, the consumer tourist must go where the goods and services are produced.
- Standardization is little or difficult.
- The touristic product should be charming, advantageable, and easy to obtain.
- There is little brand loyalty, and the concept of image is essential.
- Tourism products are in the form of craft production, and automation is very low.
- Touristic products are completed finished products.

1.2.1. Elements of Touristic Products

1.2.1.1. Attractions

Attraction is defined as natural, social, cultural, psychological, and economic factors that influence tourists to select places they want to travel (Seaton and Bennett, 1997: 120). The tourist attraction powers constitute the basic element of the trip purpose of tourists in essence. It is supposed that the tourist attraction power is formed of single units, independent regions, or parts of geography that are defined as small scale, which are accessible and have the power to get a wide range of people to travel for a certain or a short time from their homes in their leisure time (Swarbrooke, 1995: 3). Tourist attractions in a tourism region are regarded as the region's infrastructure, tourist sources, and tourism establishments as a basis. If a region rich regarding attractions cannot use its sources effectively, it is accepted less competitive compared to the other regions with less attraction but using their sources effectively. Therefore, effective use of the region's attractions has importance in the sense of competing with other regions (Hsu et al., 2004: 123).

1.2.1.2. Sources

Sources are service elements that enable tourists to benefit from the attractions in the regions with one or more attraction power, place, or event attraction. Therefore, the sources play a fundamental role in the tourist's choice as a factor not creating any attraction power on its own but complementing the attractions (Mill and Alastair, 2002). The sources can be categorized under seven headings as accommodation units, restaurants, transportation opportunities at the destination, sports activities, other opportunities, shopping centers, and other services (Middleton, 1998: 87).

1.2.1.3. Accessibility

One of the fundamental factors constituting the tourism product is the availability of infrastructure opportunities for easy access to tourism regions and tourism establishments. Difficulties will emerge in marketing tourism products despite its high attraction if it is far from tourist generating regions or there is not enough infrastructure to reach tourist products, if we explain it more precisely if there is an insufficient airline, railway, seaway, and highway connection. In other words, accessibility refers to the proximity of destinations with high potential for attractions to the target market and the opportunity of reaching them at a lower cost. Nevertheless, there is a distinct relationship between accessibility as an element of attraction for the upper and middle group and low cost as time cost is a much more significant factor for such a group (Kozak et al., 2015).

1.2.1.4. Image

One of the complementary characteristics of the touristic product is the image of the touristic product or destination in the local, national and international areas. The image is a mental conception, perception, or thought in lexical meaning and is defined as feelings related to something. Many authors define the image as an individual's prejudices, imaginations, and sensual thoughts against a particular object or place (Stabler, 1995). The concept of image is one of the significant factors that tourists and establishments are producing and selling/marketing the touristic products

carefully. The image in the mind of the consumer plays a fundamental role in the individual's choice of a certain destination or a tourism establishment over time (Kozak, 2008). The destination's image is quite significant in the travel plan of the tourists when it comes to the choice of a region or a country. It is expressed that the image of the facilities where the holiday will be experienced and the image of the service provided in the facilities are also effective and important as much as the region's image (Jafarov, 2003: 36).

1.2.1.5. Price

The price factor has become one of the most notable characteristics of today's tourist typology. The price can be the main determining factor for tourists trying to gain the maximum profit with the minimum price. A touristic product includes accommodation, transportation, and food and beverage activities. Undoubtedly, a vacation, a tour, or a trip has a certain price. Hence, the prices of all of these activities should also be satisfied. In addition, the factor of price is multivariate. Different pricing can be mentioned depending upon the region, season, the type of currency, distance, and the quality of the service provided (Middleton, 1994: 86).

The factors that affect the pricing policy of the touristic product can be summarized as follows (Tekeli, 2001: 41-42):

Interior Factors (Controllable Factors):

- The goals of the establishment such as profit, social benefit, service to social tourism,
- The costs of the touristic products,
- The pricing role in the marketing policy,
- The organization of the establishment and organizational evaluation factors,

Exterior Factors (Noncontrollable Factors):

- General economic conditions in the market,
- Legal price blockage, some interventions such as determining the prices at the maximum level,
- The analysis of the relationship between the price and demand, the elasticity of demand,

- The prices and price quotations of competitors at the national or regional level in the region where the establishments are active,
- Characteristics such as the price and value expectations of the consumer, propensity to spend, level of income, consumption pattern, fashion,
- The pricing in the diversified markets,
- Public pressure, common ethnic views

1.1.1.2. Price

The price is the only factor generating income among the marketing mix factors. Other factors represent expenditures. In addition, the price is the most elastic member of the marketing mix. The price can be altered with ease in opposition to the product specifications and the commitments of the distribution channel. Pricing and price competition are the key problems that many marketers have faced. Nevertheless, the number of establishments that underestimate the pricing is not few. Cost-oriented pricing more than adequate, failing to make price revisions in accordance with changes in market conditions, failing to properly price in accordance with different products, market segments, and buying behaviors can be counted among the common mistakes (Armstrong and Kotler, 1999: 289-290).

The main significance of correct pricing in the marketing mix is listed as follows (Ünlü, 2013: 127):

- Pricing is among the fundamental factors directly affecting the success and failure of the establishments.
- It determines the profitability of the establishments.
- It constitutes a certain perception in the consumer as it shows the product or service.
- It is a significant power factor in fierce competition environments. It is an active element in the fight against rivals.
- It is an easily measurable factor and constitutes the standard in the change activities.

1.1.1.3. Place

On the other hand, place in tourism is defined as a whole of the activities performed to attract tourists to the touristic establishments where the product is made and introduce the touristic products and services to the consumers (Hacıoğlu, 1989: 60). Therefore, it is usually deemed suitable to act in accordance with the following criteria when creating a distribution channel in the service sector (İslamoğlu et al., 2006: 221):

- Economy: Is the channel able to access the intended markets?
- Which of the channels are the lowest in terms of overall cost?
- Elasticity: Is the channel able to adapt to the changing conditions?
- Auditability: Is it possible to audit whether the service is distributed quality, effective way, and whether it meets customer satisfaction?
- What should be the number of intermediaries in the distribution channel? How should intermediaries be chosen? Should every intermediary be given a place?

The distribution channel in the tourism industry is different from the distribution channels in other industries. The most important reason is that the tourism industry depends on the service. It is possible to list other reasons for this difference herein below (Kozak, 2012: 156):

- The distribution channels reverse in the tourism industry. Tourists must come to the place in which the products are produced as consumption and production are simultaneously in the tourism industry
- Promotional works have importance.
- Demand for tourism products shows seasonal fluctuations.
- It is impossible to store the tourism products since they are abstract.
- The human factor is significant in the tourism industry as the producer and supplier of the tourism product is human.
- The tourism product cannot be isolated from the environment where it is located.
- The essence of the tourism product is transportation because there will be no tourism without transportation.

- The tourism product expires when the individual turns back to the environment in which he/she maintains his/her life. Accordingly, practices such as guarantee period after the sale of the goods and postpurchase service are not available in tourism marketing as in the marketing of finished goods.
- Tourism marketing sets forth different types of tourism according to customer behavior because it is necessary to work for an elastic and variable mass, not for a distinct and stable consumer mass.
- It gives importance to environmental values and culture.
- The quality and content of tourism products can create different products by changing from day to day, from customer to customer, from establishment to establishment.
- The tourist's satisfaction with the tourism product has a holistic feature.

1.1.1.4. Promotion

Promotion is to enhance the demand positively affecting the demands, needs, tastes, values, and buying behaviors of the market where it is active or target markets are chosen with a variety of criteria and the image of products and services (Güler, 2009: 242). According to another definition, promotion is a marketing effort to communicate messages to the target market submitted by the company to the target market and to provide changes that may profit the establishment by providing information concerning their services. There are some marketing tools used to communicate with customers and forward messages. The most commonly used marketing communication tools on this subject are brochures, organizations, festivals, radio advertisements, the internet, and public relations (Warnaby et al., 2005). The primary objective of promotional activities is to inform the current and potential markets regarding establishments themselves and the services that they serve, to remind and persuade them concerning buying these services (Karahan, 2000: 95).

1.1.1.5. Physical Evidence

Physical evidence refers to the environment where the service is provided and tangible goods facilitating the performance. It contains the whole tangible factors representing the service. Customers benefit from tangible factors to assess the quality of the provided service. Therefore, physical evidence is of vital importance. Physical evidence is a tool that managers use to show their establishments. Hence, the embodying of the service is the main requirement. The physical environment is the part of the product itself in the hotel establishments, and tangible factors such as decor, furniture, the quality of the used materials, landscape, garden arranging, etc. exert an influence as a communication factor in respect of assessing the service quality that customers will expect (Sayın and Karaman; 2020: 4751).

1.1.1.6. People

People's motives for tourism can be classified in different ways. However, evasion and tendency burst into prominence as the base motives. The evasion motives emerge as the people's vacation to get rid of the troubles and fatigue of daily life, and tendency motives reveal as the people's trips that they set out to achieve a certain goal. In addition to these two base motives, people can act with physical motives (relaxation, sun, health, sex, etc.), emotional motives (romance, adventure, spiritual satisfaction, etc.), motives for personal development (searching for information, gaining experience, discovering new things, etc.), motivation to gain status (keeping up with the times, show, etc.) and cultural motives (sightseeing and discovering new places) (Kozak, 2008: 218).

1.1.1.7. Process

Process management is a critical business activity affecting the customer's satisfaction level and ensuring that the products and services of the requested characteristics are received where and when they are expected. Therefore, the process management includes the whole business activities, although it is not the responsibility of a specific department in the establishment (Avcıkurt et al., 2009:183).

The characteristics forming the processes in the tourism sector are as follows (Ayazlar, 2004: 17):

- There is also an address for every process in the tourism sector as in every service area.
- The process comprises the relationship between a consumer and a product or service provider that will satisfy the needs and expectations of the consumer-described above. The parties must express their expectations and requests explicitly, unambivalently, and understandably to create this relationship.
- There is a transformation and some changes in the process.
- There is a consumption of the sources and an item of expenditure in transforming inputs into outputs. Therefore, the process should provide added value to the establishments.
- A process is audited by the management and the variables that it covers.
- A process can be evaluated regarding its results or outputs, and feedback analysis can be carried out.

1.3. Destination Concept

The destination concept is important as it specifies the framework, competitiveness, and power of the tourism activities is explained in the literature with concepts such as "touristic station," "touristic location," and "tourist destination." The place where the tourism dynamism occurs is named the tourism region. However, the tourism region is divided into a tourist-generating and accepting region. For this reason, the naming of the tourism region may lead to confusion. Therefore, the destination meaning "place of arrival" or "the target area" is used instead of the concept of tourism region to get rid of this confusion. In conclusion, the destination is stated as a "place of arrival" or "touristic destination" (Türkay, 2014: 1-2).

Turkish Language Association limits the destination to the definition of "destination place." The Ministry of Culture and Tourism defines the destination concept as the country, region, or place to be reached in due course of the process of tourism movements, the destination, the final destination, the place designated as the

place where people aim to go or want to reach in their travels (The Ministry of Culture and Tourism, 1999: 54). According to Buhalis (2000: 97), the destination concept is now defined as a mix of tourism products presenting consumers' integrated experiences while being called country, region, city, and area. Cooper et al. (1998) describe the destination concept as the center of the services and activities constituted to satisfy the needs of tourists. According to Leiper (1995), the destination concept refers to where people travel and choose to stay to participate in certain activities. According to Cho (2000: 144), the destination concept has been named the place where individuals want to travel apart from the places they live. According to Coltman (1989: 4), the destination concept is the region with natural attractions, natural features, and beauties providing service to tourists or overnight tourists. In addition to these, Pike (2008) describes the destination as a geographical area where touristic sources exist together, apart from a place whose boundaries are determined physically.

Murphy, Pritchard, and Smith (2000) describe the destination concept as the combination of a variety of touristic products and experiences, a geographical location or area suitable for touristic consumption, and constitutes the final destination where tourists will spend a particular time. Tosun and Jenkins (1996) describe the destination concept as a region, which is smaller than the whole country and more significant than many cities in the country, has a particular image in people's minds, has important tourist attractions, centers of interest, a variety of events such as festivals, carnivals, a good transportation network established in the region, the potential of the development, inter-regional and country-level transportation facilities connected with the internal transportation network and sufficient geographical area for the development of touristic facilities as a branded national area.

In the meantime, a region (Southeastern Region of Anatolia, etc.), a country (Spain), or a continent (Europe, America) is also a destination besides a city, a resort, or a town. Marketing the countries, regions, and continents as destinations is an activity that has developed in recent years. Destination types respond to the type of experience tourists are looking for in their trips. The travel experience they aspire to and the destination types they want to spend their holidays on differing depending

upon the psychometric (introvert) or allocentric (extrovert) personality characteristics of the tourists (Goeldner and et al., 2000: 118).

The destinations can be presented in different ways according to the basic consumer products. The tourism industry does not only use the touristic attractions, and the tourism industry is not only engaged in promotional activities for these attractions with the effect of this. But, the point that should be kept in mind is that marketing efforts shape tourist destinations. Tourism forms its product, and this forming has recurred with marketing efforts. Departments not directly related to tourism in destinations also play specific roles in this process (Pearce, 2005: 86).

1.3.1. Destination Image

People select the environmental components and their relationships in the direction of people's expectations and purposes, create in their minds and make sense of them, and thus they create an image of that environment in their minds. This image shows up due to mutual interaction and influences people's decisions. Some components are necessary for cities to create a destination image regarding this explanation of Lynch. Roads, borders, regions, focal points, and geographical signal elements from these components are a subset of a whole, and the grouping of mental images belonging to these elements constitutes the city image (Lynch, 1960).

Many divergent characteristics have been observed in destination image studies since 1970. For example, hospitality, nature/scenery/landscape, relaxation, price/value of money, climate, shopping, hotels/accommodation, cuisine, nightlife, historical places, cultural heritage, security/safety, attractions/places of interest, calm/comfort/peace, national/local parks, sights, carriage, transportation, beaches, tourist information, a variety of activities/recreation, crowded/non-crowded places, interesting, adventure, skiing/winter sports, cities/towns, entertainment, nice, sports advantages/opportunities, different and exciting can be listed as the widely used characteristics of the destination image (Kastenholz, 2002: 132).

Lawson and Baud-Bovy (1977) defined the destination image as "a description of all the information, impressions, bias and sensual thoughts that an individual has on a place or object." Kotler (1994) identified the destination image as "the distinct

consequence of the beliefs, opinions, feelings, expectations, and impressions that a person has concerning the destination." According to another definition, the destination image is the visual and mental impressions of a particular place approved by the general public opinion (Milman and Pizam, 1995).

Baloğlu and Bringberg (1997) express that the image makes the destinations different and influences tourist decisions. For this reason, first and foremost, it has crucial importance to analyze the factors that may be effective in making this decision by the (possible) tourists who have not yet selected a holiday destination and to set forth how these factors are formed in terms of the destination marketing. Their mental image generally endorses information that tourists hear before visiting a destination. In most instances, it is probably the image (ideas and thoughts) rather than actual information that decides where a tourist will travel (Tapachai and Waryszak, 2000:37). Therefore, it is possible to list the characteristic of the image as follows (Kastenholz, 2002: 121-122):

- It emerges if a person comes across an object in a social environment
- It is complicated, multidimensional, structured with great clarity and elasticity.
- It consists of stereotype, draft, and attitude elements.
- It covers objective and subjective, right and false impressions, attitudes, and experiences.
- It comprises imaginative elements.
- It is integrally distinguished
- It makes progress from its formation to stereotype stabilization.
- It is original, durable, and stable.
- It carries a symbolic meaning.
- It is of a projective function (from motivation and expectations).
- It evaluates and simplifies (it lessens signals and characteristics).
- It comprises conceptual, emotional, behavioral, social, and personal evaluation components.
- It symbolizes psychic reality.
- It is usually not conscious.

- It helps the psychological struggle with the environment through promoting its orientation, individualization, and needs satisfaction.
- It is shared by many different individuals and undertakes social functions (group identity and differentiation, social explanation).
- It influences ideas and attitudes in the social area.
- It can be conveyed and gauged.
- It pertains to the psychological aspects of the products, establishments, and services and is used as a significant marketing parameter.
- Marketing understanding and usage capacity (image design) are fundamental for victorious market communication and positioning.

The destination image is a significant factor in the selection of vacation destinations. Because of this reason, studies on the destination image have increased, especially after 1990, and these studies concentrated on the following subjects (Baloğlu and McCleary, 1999: 868):

- Temporal influences on an image change,
- Relationships between image and trip,
- The measurement of tourist destination image or factors influencing the degree of the image,
- The distance of the tourist to the destination, geographical position, and image relationship,
- The effect of previous visits on current perceptions,
- The differences between the image that a tourist perceives and the image that destinations endeavor to spread,
- Relationships between the destination image and socio-demographic profile of the tourist.

1.3.2. Elements of Destination Attractions

The characteristics of the natural surrounding in touristic destinations (climate, landscape, sea, geological formations, structure of land), artifacts made by people (architectural buildings, parks, sports centers, shopping opportunities), socio-cultural assets and events (history, folklore, art, entertainment, food culture) constitute the

core of the reasons why tourists come to the region (Pekyaman, 2008:12). In Table 1, Gearing (1974) expresses the attractiveness of Turkey as a tourism destination.

Table 1. Turkey's Attractions

Natural Factors	It consists of the general topography. Flora and fauna, proximity to lakes, rivers, sea, islands and islets, hot and mineral springs, cavern and waterfalls, amount of sunlight, warmth, winds and precipitation, discomfort indexes.
Historical factors	Life style, position and accessibility to ancient ruins, religious significance of current religious customs and practice conditions, areas where important historical events have been experienced.
Recreation and Shopping Opportunities	The opportunities of hunting, fishing industry, swimming, skiing, sailing, playing golf, horse riding. Archaeological and ethnography museums, zoos, botanical gardens, aquariums. Mineral and hot water springs, walking trail, pathway and picnic sites. Casino gambling, discos, theaters, cinemas. Souvenir and gift shops, craft workshops/shops, the opportunities of car maintenance, groceries and the possibilities for needs.
Infrastructure, Food and Shelter	Main roads and ports, water, electricity and gas, security services, health care services, communications and the opportunities of public transportation. Hotels, restaurants, holiday villages, bungalows, motels, camping facilities.

Reference: Formica, 2000:50

Page and Hall (2003:170–172) clarified the significance of the activities in attraction factors in the destination as follows:

- To gain prestige and create a positive destination city image,
- To provide recreational opportunities for local people, especially for young people,
- To create new employment areas and enhance the marketing power of the destinations,
- To increase tourism movements in the region.

1.4. Brand Concept

The word "brand" is derived etymologically from "marc" (border, boundary line) in German and "marque" (the product sign) in French. The words "brand" and "branding" describe the brand in Anglo-Saxon languages. In its historical development, the first use of the word "brand" was created by marking any product or work to show where it was built or to whom it belongs (Çiçek, 2006: 456). The brand concept has become one of the most popular terms used. However, some

consumers respond that the brand is a name or a commercial term. Others say that the brand is a product or even a commitment when asked what a brand is. Nevertheless, many people think of the brand's name, which is the most common form of presentation when using the brand's word (Knapp, 2000: 5).

Kotler and Gertner (2002) express that the brand diversifies the products from each other, commits a value to the consumer, and directs them to behaviors by finding out the consumer's beliefs and emotions. Thus, the brand expedites the consumer's information processing and learning process and provides a "shortcut and promise of value" that guides the purchase consideration given to the consumer as informed (Kotler and Gertner, 2002: 249-250). American Marketing Association defines the brand as "a name, term, sign, symbol, shape, or a combination of them describing the goods and services of a seller or selling groups and aiming to distinguish them from competitors" (Wood, 2000: 664). The brand "consists of all kinds of signs, including personal names, which can be displayed by drawing, especially words, figures, letters, numbers, etc., can be expressed similarly and can be published and reproduced as a means of printing under the condition that they enable the goods or services of an enterprise to be distinguished from those of another enterprise" in the Decree-Law No. 556 Pertaining to the Protection of Trademarks (<https://www.mevzuat.gov.tr>).

Aaker and Joachimsthaler (2000) describe a brand as a quality, function, qualification, and practical product. At the same time, a brand also consists of symbols, emotional bonds, organizational associations, and relationships. De Chernatony and Dall'Olmo Riley (1998) carried out a literature analysis concerning the definitions of the brand concept and performed a content analysis about brand definitions. They put forward twelve main themes used in the brand definitions in the consequences of this analysis. These themes can be listed as follows (De Chernatony and Dall'Olmo Riley, 1998): 1) a legal tool, 2) logo, 3) company, 4) abbreviation, 5) risk mitigant, 6) identification system, 7) image in the minds of consumers, 8) value system, 9) personality, 10) relationship, 11) adding value, 12) enhancing asset. A detailed analysis of these twelve main themes can be seen in Table 2 below.

Table 2. The Premises and Results of Brand Structure

Brand Definition	Premises	Results
A Legal Tool	Sign indicating possession. Name, logo, design. Trademark	Lawsuit alleging violations
Logo	Name, term, sign, symbol, design. Product specifications	Differentiation through identity, name and visual identification. Quality assurance
Company	An acknowledgeable company name and image. The organization's culture, people and programs define the corporate personality. CEO is the brand manager. Long-termed evaluation. Product lines benefiting from corporate personality. Consistent message transfer to corporate shareholders. Differentiation: Suggestion and relationship	Long-termed evaluation. Product lines benefiting from corporate personality. Consistent message transfer to corporate shareholders. Differentiation: Suggestion and relationship
Abbreviation	The company underlines information quality, rather than information quantity.	Brand association admitted quickly. Simplification of information processing, quick judgements
Risk Mitigant	Confidence that expectations will be satisfied	Brand as an agreement
Identification System	More than a name. A holistically structured dimension including brand personality.	Protective barriers. The core of the communication with corporate shareholders. Orientation, meaning, strategic positioning presented explicitly.
Image	Consumer-centered. The image in the minds of the consumers is the brand reality.	The input activities of the company for identity change are conducted by using feedback in relation to the image. Significance of market investigation. The brand concept is constantly managed.
Value System	The assets with regard to the consumer are reflected in the brand	The brand values are capable of satisfying the values related to the consumer.
Personality	The brand personality is described with communication established through psychological values, advertising and packaging.	Differentiation with symbolism: Humanitarian values are reflected. Beyond the function, the added value is emphasized.
Relationship	The consumer has an attitude towards the brand. The brand has also an attitude towards the consumer like a human.	Recognition and respecting personality. Improving the relationship.
Adding value	There are no functional extras. Value ensuring the satisfaction. The subjective meaning that consumers attribute to the brand finds out the purchasing. Aesthetics improved as a means of design and distribution.	Differentiation through layers of meaning. High pricing. Consumer experience. Perception of users. Belief on performance.
Enhancing asset	It changes depending upon the development stage.	

Reference: De Chernatony & Dall'Omo Riley:1998

It has been observed that the brand concept has started to occur with the same function in many different cultures. As an example of this situation, the symbols used by the Chinese for their ceramics, which can be considered one of the oldest civilizations, can be given. On the other hand, the symbols and signs that the Greeks put on their vases, the stamps that the Romans carved on their potteries, and remains that can be regarded as "brands" on many different materials found in archaeological excavations in the geography of Mesopotamia, Egypt and Turkey can be presented as sample and evidence (Briciu and Briciu, 2016: 138).

1.4.1. Brand Equivalent

Aaker (1991: 15) defines the brand equivalent as "a total of brand assets and liabilities in association with the brand name and symbol, added to or subtracted from the value provided by the product or service for a company and/or its customers." Kotler and Armstrong (1999: 246) describe the brand equivalent "as the brand equity based upon the scope of other assets, such as high brand loyalty, name consciousness, perceived quality, strong brand associations and trademarks, and channel relationships." The brand equivalent is the total of the perception type of the brand, including its relative quality of product and service, financial performance, the loyalty and satisfaction of the customer, and complete respect for the brand. All of them are related to how consumers, customers, employees, and shareholders perceive a brand, and to establish the brand equivalent of an institution is the duty of everyone from the secretary to the senior executive (Knapp; 2003: 3)

1.4.2. Brand Personality

The concept of brand personality was first analyzed in the early 1950s. Many researchers have desired to measure and comprehend the brand personality since the period mentioned above. However, the number of studies concerning brand personality remains restricted owing to the lack of a reliable, valid, and generalizable brand personality scale and the deficiencies in the conceptual framework in that period (Aaker, 1997: 348). The brand personality can be stated as "association of the personality traits about human with a brand." In this circumstance, the brand

personality can have the classic personality traits such as emotional, caring, and friendly, along with the characteristics such as gender, age, socio-economic class (Aaker, 1996: 141). A brand personality is a tool reflecting the emotions that occur in consequence of an individual's thoughts concerning the brand, as Keller (2003: 86) expressed.

Brand personality perception is closely connected with the perceptions of the consumers themselves. Therefore, studies have been conducted to discuss the relationship between brand personality and human personality (Milas and Mlacic, 2007: 620). Caprara et al. (2001: 379) indicate that consumers can transfer their personality to the brand and be influenced by the personality traits of brands.

1.4.3. Brand Image

The brand image is the perception of the brand reflected via brand associations in the minds of the consumers, according to Keller (1993: 3). Whether realistic or emotional, the brand image is a subjective and perceptual phenomenon forming with the explication of the consumer. Therefore, the perception of reality is more significant than reality itself regarding brand image (Dobni and Zinkhan, 1990: 116-117). An accumulation concerning that brand is formed in the consumer's mind due to many experiences such as appreciating the brand name, having a negative opinion concerning the brand's logo or symbol, and product review. This accumulation also comprises a basis for the brand image (Perry and Wisnom, 2004: 15-16). Doyle (2003: 398) expresses that the brand image in the customer's mind is formed with four types of sources:

- Experience: The customers have mostly used the brand in advance. They are often well informed concerning the brand's features and credibility.
- Personal: Friends, colleagues, and other people observed while using the product communicate the brand features and associations.
- Public: The brand may be seen in mass media or analyzed in consumer reports.
- Commercial: Advertisement, shelves, packaging, and sales officers are significant sources in communicating the brand features and equity to others.

1.4.4. Brand Equity

The importance of "brand" has increased with the concept of "brand value," which means "brand equity" in English, and administrators and researchers have directed their attention to this issue. The concept of "brand value" is also used instead of "brand equity" in the research regarding financial-based brand equity. But, these two concepts are interrelated and different from each other. The "brand value," one of these concepts, means the "nominal value" of the brand, in other words, "the price." In contrast, "brand equity" stands for the "perceptual value" of the brand (Yaraş, 2005: 350).

Farquhar (1990) described brand equity as the value added to a product and expressed that brand equity is an abstract concept. However, Farquhar emphasized the significance of positive brand evaluations of quality products, brand attitudes influencing the consumer's buying behavior, and continuous and consistent brand image to improve relationships with customers in the constitution of the brand equity (Farquhar, 1990: 10). According to Aaker (1996), strong brand equity contributes to re-purchase the product and creating brand loyalty. At the same time, it creates value for the consumer and builds up a desire to purchase. In addition to these, it promotes the improvement of new products and services and ensures that value is transferred to these new products and services. All of these contribute to the increase of the market performance of the establishment (Aaker, 1996: 103).

1.4.5. Brand Awareness

According to Aaker (1991: 61), brand awareness is the power of a potential purchaser to know or remember that the brand is a member of a particular product category. Rossiter and Percy (1987) describe brand awareness as the customers' power of discernment and ability to define the brand. Brand awareness plays a fundamental role in the decision-making process of the consumer owing to three reasons (Keller, 1993: 3):

- First of all, when consumers imagine the product category, it bears vital importance that the brand comes to the mind of the consumers.

- In the second place, brand awareness influences the brand's decision even though there are no other brand associations on purchasing.
- Ultimately, brand awareness influences the consumer's buying decision by affecting the form and power of brand associations within the brand image.

The measurement of brand awareness is also a topic that needs to be put emphasis as much as its significance. The awareness levels used in the measurement of the brand awareness can be grouped under the undermentioned titles according to Aaker (1991: 114-115):

- Recognition (For instance, have you ever heard of Rixos Hotels?)
- Remembering (Which chain hotels do you remember?)
- The first brand that comes to mind (Which is the first brand name you remember?)
- Brand dominance (The only brand remembered)
- Brand information (I know where the brand is located)
- Brand idea (I have an idea about the brand)

1.5. Destination Marketing

Destination marketing is essential to distinguish the destinations from each other, as many destinations globally have similar characteristics and are of partially similar attractions (Kaya, 2014: 1). For this reason, it is observed that the marketing and competitiveness of a city, like any other product on the market, is a factor attracting more attention and that needs attention in terms of the countries (Paddison, 1993:340). Wahab, Crampon identified the first description of destination marketing, and Rothfield et al., (1976: 24) as below: "It is an administrative process conducted by National Tourist Organizations and tourism establishments and carried out to form the touristic products in line with the demands of tourists to identify the current, potential and target tourist group, to determine their wishes, needs, motivations for purchasing, tastes at local, regional, national and international scale via contact them and to ensure tourist satisfaction."

Destination marketing, also called place marketing (location marketing), is defined as "the whole of marketing activities performed to indicate that an area, a

region or a place is attractive, suitable and specific to individuals or organizers" (Dacko, 2007: 389). It is possible to describe destination marketing as an effort to make a chosen region recognizable and maintain the continuity of this situation. There is no need for structures such as Pyramids, Eiffel Tower, etc., for a region to be perceived as a destination in any case. The existence of these structures can ease the marketing of the destinations. However, the fundamental factor is that the current assets can be submitted to touristic consumers in private (Kotler et al., 1999: 648). Destination Marketing is the name given to the marketing of all events and content necessary for tourists coming to visit the destination, organizations that market this destination, and local people (Kotler et al., 1997: 23).

The United Nations World Tourism Organization defined destination marketing in its report dated 2004 as "covers all activities and processes with a high spending potential, related to the constant coordination of all activities concerning the product distribution based on an effective marketing approach, related to the necessary distribution, promotion, market segmentation, price, branding, and decisions made concerning the product to bring buyers and sellers together through concentrating on gaining a competitive position in the market and satisfying the consumer demands" (Baker and Cameron, 2008: 81).

In other respects, destination marketing is not always with the destination's natural features, and even in recent years, artificial features have brought the destinations to the fore. The remarkable factors in the implementation of this new destination marketing, which is based on experience, can be listed as follows (Çelik and Gökçe, 2015: 33):

- To create a stimulus through creating new settlements and living spaces,
- To build a new region of attraction for the destination by creating alternative entertainment cultures,
- To create popular regions that will appeal to the permanent and temporary feelings of the visitors, both emotionally and pleasure-oriented,
- To categorize the visitors by providing services that will change their existing perceptions of tourism.

The destination marketers should pay attention to the following issues to gain accomplishment in destination marketing (King, 2002: 106):

- A strong brand image that can create a favorable impression on the target market should be created.
- The customer's needs should be analyzed to specify the needs, expectations of the tourists, and the factors motivating them to the destination and ensure customer satisfaction.
- One of the substantial matters for destination marketing to be successful and persistent is to hold all communications channels open, contact tourists at key locations, and be informed about the whole developments.
- The consumer experiences should be given place to the marketing activities to inform the consumer.
- The promotion activities expedite more effective communication.

1.6. Destination Branding

In recent years, destination branding has been one of the most significant tools that the destination (country, region, city, etc.) managers benefit from to differentiate their regions from their competitors and provide sustainable competitive advantage (Govers and Go, 2009: 5). Blain et al. (2005) described the most extended definition of destination branding until today from both a producer and consumer perspective as follows: "The destination branding is marketing activities promoting the form of a name, symbol, logo, wordmark or other graphics that easily identifies and distinguishes a place. It is a concept that leads to an expectation of a deathless travel experience incomparably associated with the destination. It helps to strengthen and consolidate the emotional connection between visitor and destination and finally helps the visitor reduce the research costs and perceived risk of a destination." Everything concerning that region should be gathered under a single brand while branding any destination. These factors compose hundreds of features from products and services to agriculture, sports to arts, investment to technology, and tourism education. The aim here is to completely find out the region's presence and introduce it to visitors. All features should be marketed by analyzing one by one but representing the whole. In this regard, the brand goes beyond being a commercial and becomes a "reliability of brand" (Günlü and İçöz, 2004).

In other words, there is a need to vision holder associations to create a strong destination brand. An explicit and realistic vision should be constituted for the destination brand should explicitly set forth what it can achieve in the future with this vision with the positive aspects of its cultural heritage and the contribution of its social shareholders (Hankinson, 2007).

The branding of a destination depends on many events and factors in the region. The branding makes it essential to create a name, symbol, or similar graphic that prominently distinguishes and clarifies a region. These things determine the holiday expectations of the visitors and are presented to the tourism market with a brand-specific to the destination by bringing it together. Furthermore, these attraction factors in destinations provided under an effective and reliable brand compound strengthened the emotional connections between the visitor and the destination and decreased the research cost by reducing the perceptual risk of the visitors (Olimpia, 2008). Six essential sources of motivation are identified for the destination's branding according to the case analysis of different destinations researched in the literature (Balakrishnan, 2009):

- It eliminates the economic concerns: It influences the general welfare of the companies from the financial prosperity of the local people in the destination.
- The service sector improves: It contributes to forming a developed service and service sector for customers, companies, and the region.
- There is a transit center: It contributes to the investments of transportation infrastructure and the centers of other sectors in the region. It minimizes the levels of the destination risk.
- The retail market improves. The income level generated from the shopping and the real estate expenditures that the local people and visitors spend increases.
- Being a trade center: The commercial activities improve and contribute to the destination economy. At the same time, investments concerning the transportation and logistics industries flourish.
- Tourism movements improve: It supports the tourism sector by ensuring its continuity and place in the market.

As stated previously, settlement branding has come into view with the idea that geographic units can be branded like products to boost their attractions. Its core purpose is to boost the attractions of the settlement by ensuring that people notice the branded settlement and after that associate the settlement with the covetable connotations (Rainisto and Kotler, 2007: 3). The factors to take into consideration in due course of the destination branding are as follow (Aramberri, 2007):

- A marketing communication strategy should be constituted for branding.
- A customer-driven approach should be adopted, and marketing-oriented to a small group should be performed.
- A destination should first be promoted by bringing its strengths in the perception of existing tourists into the forefront. Then, alternative aspects of the destination should also be marketed by obtaining a particular tourist audience through this perception after strengthening the market.
- The experience of a tourist experiencing a good holiday is more worthwhile than thousands of images. For this reason, tourist satisfaction should be prioritized.
- New media technologies should be benefited (internet, e-mail, etc.).
- The developments in the international area and changes in consumer trends should be pursued.
- The search engines such as Google and credit cards make people's lives much easier and are used extensively worldwide. Therefore, these innovations should be considered while constituting promotional strategies and campaigns.
- People's budget for entertainment has been increasing worldwide (especially in the USA).

Touristic destinations branding is more complicated than branding other products and services. Six articles explain this (Pike, 2005: 258-259).

- The destinations which are the most substantial items are much larger scale than other consumer and service goods. Therefore, they state that a short message that will be kept in the consumer's mind thanks to the positioning theory is necessary to reach consumers. This is constituted through the slogan covering all the assets and qualifications of the destination,

- The trade interests of different shareholder groups are heterogeneous. A wider geographic market where the products are designed in accordance with the market requirements should be targeted,
- Who decides on the brand theme and how to deem it responsible is critical. The shareholder's groups should also be consulted, and a common decision should be made while creating brands in destinations,
- Everyone should be in harmony with each other from top to bottom in brand theory and target brand implementation with the consensus with shareholders. Because failure is not even a matter of discussion,
- Brand loyalty, which is one of the cornerstones of consumer-oriented brand equity models, and revisiting of the tourists that visit the destinations can be measured, and loyalty can be identified,
- Financing is substantial for organizations because even the capitals of companies with the largest budget in the market may be insufficient against the corporate firms in the market in some cases.

It is essential to have marketing experience, know the marketing law, and have the product management experience and interesting terrific ideas, but above all, to have courage is the most important to create a successful destination brand. Satisfied towns people with a high quality of life are closely related to the development and branding of the city. City branding is not an event that can happen quickly. It is a work obtained in consequence of everlasting and laborious works. On the other hand, it should be kept in mind that a branded destination is the most significant factor in distinguishing it from competitors. Therefore, scientists specializing in this field should work jointly in the destination branding process. The departments such as urban and regional planners, geographers, psychologists, sociologists, economists, agriculturalists, architects, local administrations, etc., should pull together to be recognized and branded abroad (Buehger, 2005).

The following principles should be fulfilled to constitute a strong destination brand (Doğanlı, 2006):

- A quality product (Destination),
- Substructure and Superstructure thoughtlessness,

- Constitution of the factors of the brand identity (slogan, logo, color, music, etc.),
- The coordination of management departments (Government, Local Administrations, Associations, etc.)
- Sense of security,
- Alternative tourism diversity,
- Unspoiled habitat,
- Attitudes and behaviors of the locals,
- The quality and diversity of the transportation,
- Public relations and advertising works,
- Internet, fairs, and festivals

In addition, Baker (2007: 12) summarized the benefits of destination branding for the relevant region as follows:

- It constitutes a targeted partnership that connects the public enterprises, private sector organizations, non-profit organizations, in short, all areas of the society, concerning the image and attractions of the relevant destination. It provides respectability, awareness, loyalty, and popularity to the destination.
- It helps rectify misunderstood perceptions.
- It increases the shareholders' income, profits, and tax yields.
- It supports enhancing the attractiveness of local products.
- It helps attract and retain capable people to the employment market. It provides to increase in new business investments.
- It strengthens the local people's sense of belonging and pride in their place.
- It allows recovering fast in crises such as natural catastrophes or negative news propaganda that may occur.
- It enhances the share of the relevant destination from world sources.

1.6.1. Elements of Destination Branding

1.6.1.1. Public Relations and Advertising in Destination Branding

The branding activities should begin with public relations, and when the brand is accepted, advertising should be started. Public relations provide reliability to the brand, and advertising also encourages and strengthens this reliability. Public relations should start with small-scale media, i.e., local publications and sectorial journals. Afterward, the message should be transmitted to larger and higher circulation broadcasts, television, and radio. Finally, the advertising should be started when the brand reaches a certain level of reliability. The advertising is to be on the same topics as the articles on the media and describe the product or service (Ries, 2004: 18).

The destination marketers engage in various advertising and promotion activities to create a positive image or change the existing image. These promotional materials represent the product that the consumer will not yet experience until the actual visit takes place due to the abstract nature of the travel product. These aim to raise awareness of potential visitors, arouse interest in destinations, generate a desire to visit, and ultimately result in the visitor's travel behavior (Taşçı and Gartner, 2007: 415).

1.6.1.2. The Slogan in Destination Branding

The word "slogan" is originally an English word, and it has its equivalent in Turkish as apothegm or aphorism. The slogans convey definitive, descriptive, and persuasive information about a brand and contain rememberable messages about the product's benefit (Ateşoğlu, 2003). Traditionally, the concept described as "slogan" or "jingle" plays a unique and privileged role in brand building. They are expressions that demonstrate or dramatize the emotional and functional benefits to the consumer and potential consumer, telling them how they will feel about the brand. Furthermore, slogans vary different points from the competitor to influence potential customers from the brand and to resituate the brand. The anticipated functional and emotional benefits of the brand are accommodated in slogans. (Knapp, 2000: 104).

In Table 3, there are examples of slogans and campaigns created as a result of the marketing strategies of some cities.

Table 3. Examples of Slogans and Campaigns of Some Cities

Glasgow	An Arts Capital of Europe
Hannover	The City Of International Fairs
Scotland	Silicon Glen
Helsinki-Region	Europe's Magnetic North
Berlin	Capital of the New Europe
Chicago	Business Capital of America
Singapore	Live it up Singapore!
Budapest	A City with Thousand Faces
Amsterdam	Capital of Inspiration
Spain	Everything Under The Sun
Copenhagen	Wonderful Copenhagen
St. Petersburg	Gateway to the West/East
Hong Kong	City of Life / Asia's World City
Munich	Insurance City / Number One in Europe
Stockholm	Inspired in Stockholm

References: Rainisto; 2003: 46

Kosker et al. (2019) highlighted the tourism slogans and symbols for the ten cities with the highest tourist demand in table 4.

Table 4. Tourism Slogans and Symbols for Cities with the Highest Tourist Demand

Name of City	Tourism Slogan	Symbols
İstanbul	Two Tale of Cities	Hagia Sophia, Sultan Ahmet Mosque, 15 July Martyrs Bridge, Istanbul Walls, Galata Tower, Maiden's Tower, Tulip
Antalya	All in Antalya: (Congress Tourism Slogan) Heaven on Earth, Pearl of the Mediterranean Turkish Riviera	Fluted Minaret, Sea, Green, Orange, Sun, Palm
Muğla	Think with History, Love with Nature, Live by the sea The City of Dreams Muğla	Historic Mugla Houses, Windmills, Sea, Sun, Mausoleum at Halicarnassus Temples of Artemis, Apollo and Leto
İzmir	The Frontier City of Turkey	Izmir Clock Tower, Celsus Library, Agora, Historical Elevator, Sea, Gulf, Kordon
Ankara	None	Ataturk's Monumental Tomb (Anitkabir), Hacı Bayram Mosque, Hittite Sun Course Monument, Angora Goat, Angora Cat
Nevşehir	None	Fairy Chimneys, Hacı Bektas Veli Complex, Pottery, Balloon, Hittite Sun, The Bell Church, Underground Cities, Grapes
Aydın	The Most Beautiful Land Under The Sky	Turkish Efe, Fig, Olive, Tralleis Ancient City, Temple of Apollo, Sea

Denizli	None	Denizli Rooster, Pamukkale/Travertines, Laodikeia, Turkish Efe
Gaziantep	The Productive People of Turkey Time to Go to Gaziantep	Baklava, Pistachio, Kebab, Zeugma Mosaic Museum, Coppersmith
Hatay	Not Me, Not You! It's Us!	Kunafah, Daphne, Habibi Neccar Mosque, Saint Pierre Church, Archaeological Museum

Reference: Köşker et al. 2019: 354

1.6.1.3. Logo and Symbol in Destination Branding

The term "logo," derived from "logos" in Latin, means speech and logic. That is to say, while the logo appeals to the eye, it should express something, bear meaning, and give the right message. The word "logo" became part of the marketing world in 1937. The logos have become brand representatives with graphic design development over time (Knapp, 2003: 28-96). "Logo is a distinctive sign, signature, symbol or graphic drawing of the business name used in the business's product description and promotion activities" (Motiwala, 2005: 129). For instance, while the mosaic figures identified with Hatay appear in the logo of Hatay, which has the world's largest mosaic museum, the logo of Safranbolu, which is a touristic destination and where the endemic saffron plant with the title of the most expensive spice in the world grows, is embellished with saffron flower and Safranbolu's historic houses put under protection by United Nations Educational, Scientific and Cultural Organization (Köroğlu and Yağcı, 2018: 69).

Gökçe (2007: 127) emphasized the importance of logos in destinations as follows:

- They promote the destination image.
- They offer a label that identifies the destination.
- They differentiate it from other destinations.
- They create an image consistent with the experience that the customers expect to acquire.
- They gather all destination companies and organizations under a single symbol.
- They provide copyright enforcement.
- They support the organization's vision and strategic plan.

1.6.1.4. Attitudes and Behaviors of Local People in Destination Branding

The tourists and local people communicate directly or indirectly in restaurants, shopping malls, and parks. The encounters of the local people with tourists who come to visit their regions may develop positively or negatively. Whereas the tourists and local people can be sympathetic towards each other by mutually being acquainted with each other, knowing about their culture and traditions, and striking up a friendship, they can also develop negative attitudes and cause hostility, suspicion, and disagreement between them (Kervankıran, 2014: 136-137). Turkish people are hospitable due to their traditions, customs, and beliefs. This characteristic can be considered one of the grounds for the continuity of tourism in Turkey. The tourists come to the region for resting, working, etc., and know the region, learn its culture, and discover differences. Therefore, tourism needs to be at peace with local people (Kavacık et al, 2012: 186).

1.6.1.5. Internet in Destination Branding

There are many activities carried out concerning tourism regions on the internet. The most prominent of these activities are the websites created in the Internet environment to draw attention to cultural, historical, and tourist attractions of the tourism region, to introduce the local activities of the region, to provide information on the transportation, accommodation, food, and beverage, entertainment, etc. These websites, in some of which online booking and sales procedures are performed and whose numbers are expressed in double digits, are prepared by the tourism region local administrations. Local tourism organizations, tourism and computer companies operate in the region, voluntary agencies taking the region's promotion as their duty, people living in the region, and tourists who have visited the region before (Sarı and Kozak, 2005: 258). The internet offers a unique opportunity for institutions to become real brands. It took 30 years for radio to reach 60 million people and 15 years for television. On the other hand, the internet has achieved this in its first three years. Even the most conservative estimates confirm the opportunities offered by the internet for brand building. There is no physical seller-buyer relationship found in the conventional market on the internet. As a result, the virtual world customers get

familiar with the products and their features and realize their purchasing transactions (Knapp, 2003: 173). The interactive nature of the internet regarding consumer participation should also be considered today. It is observed that the media and the internet add new dimensions to the destination branding process. It is not easy to imagine a destination without experiencing it, but it is now possible to experience the destination virtually (Cho and Fesenmaier, 2000: 314-315). The advantages of the internet in tourism competition are explained in table 5.

Table 5. Advantages of the Internet in Tourism Competition

Advantages to Businesses	Advantages to End Consumers	Advantages to Tourism Regions
Equal access to information	Detailed knowledge acquisition	Equal access to information with all regions
Low-cost promotion and marketing		Easily obtain regional customer profile
Cheaper intra-company knowledge sharing	Reducing dependency on intermediaries for information	Opportunity to develop tailor-made products at a regional level
Developing faster collaboration strategies		Low-cost promotion of region at a global level
Faster and cost-effective communication with customers	Benefiting from tailor-made products	Intraregional and interregional fast communication opportunity
More sales with discounted sales policies		Contributing to regional businesses to develop cooperation strategies
Low-cost product differentiation	Comparing alternatives	Opportunity to convince the customer about the region by informing the customer easily and continuously
Practicing economy for promotion in fair participation and prototype production		Differentiation opportunity thanks to multimedia applications
Reducing bureaucracy through electronic money and brochures	Making an individual direct booking and purchasing	Opportunity to reach millions of potential customers via the Internet
A lot of work in a short span of time by taking advantage of the speed of computers and information networks		Virtual collaboration opportunity by establishing a virtual reservation network at the regional level
Opportunity to convince the customer by informing the customer easily and continuously		

Reference: Sarı, 2003:97.

1.6.1.6. Regional Cuisine in Destination Branding

One of the attractions that destinations have is their local cuisine culture. This is one of the highlights of the importance of the cuisine in the tourism movement in recent years (Rand et al., 2003). The food products and culinary features have become a tool to know the communities and regions more closely. This has recently started to put food at the center of the travel experience (Lopez & Martin, 2006). The cuisine culture, an element of culture and lifestyle, can be an effective factor in the differentiation of destination and thus destination branding. The cuisine of a region/country is like a window opening for a person to get to know other cultures. Therefore, it is possible that food consumption may be the center of the travel experience of a tourist (Selwood, 2003: 147). It strengthens tourism as long as the local products generate a market for tourists (Boyne et al., 2003: 134).

The foods served at the destinations, especially regional foods, carry a cultural value and express the destination's social and cultural capital (Bertela, 2011). Alonso & Liu (2011) have stated that the regional cuisines enhance the profiles of tourism destinations, create new opportunities, and present opportunities to support their development. The tourists want to learn about the indigenous cultural values, the daily life of the local people, local food culture, local clothes, traditions, customs, and handicrafts during their holidays (Hatipoğlu et al., 2013: 7).

1.6.1.7. Festivals in Destination Branding

Festivals are emerging as a growing tourism and leisure industry around the world. The festivals have substantial economic, socio-cultural, and political impacts on a destination or host community (Arcodia and Whitford, 2006: 1). The festivals are defined as activities that bring significant momentum to the tourism sector in respect to their content, importance, and fields of activity, have a very high social impact, contribute considerably to the people of the region and the region where the event will take place, and whose awareness level is increasing day by day (Getz, 2000). Today, the festivals create brand value in the regions they are held. International festivals such as Berlin Film Festival, Cannes Film Festival, Rio Carnival, and Antalya Golden Orange Film Festival play an essential role in boosting

the tourism movement on the dates when they take place every year, and they make the cities they bear their names as brands (Özkan et al., 2014: 922).

The festivals, which provide a short experience due to their nature, offer a rich and indigenous experience different from the classical holiday concept. Most festivals are seasonal. The seasonality phenomenon underlying food and beverages is often reflected in the festival's time. Accordingly, it may be difficult to market winter-specific products at food festivals organized during other seasons of the year. This situation is also valid for the exact opposite situation. Moreover, the festivals offered as a consumer product differ from other tourism-oriented products in this respect since they can only be experienced in a very short time of the year (Hall and Sharples, 2008). The development of a successful festival as a well-known brand affects how visitors perceive a region and affects the economy of the local people (Manthiou, 2014: 265).

1.6.1.8. Security in Destination Branding

The fact that the social and political conditions in destinations to be visited are at a good level, that there is no theft, mafia, and terrorist incidents, that the destination people maintain positive relations with neighboring countries and the tourists coming to the destination with their own country, have an instrumental impact on the length of stay of a tourist in that destination, revisiting that place later and creating a kind of positive image by recommending it to other people. One of the most important issues for tourists is to travel safely in the destinations, and not face any physical or psychological problems in their accommodation. As tourists generally learn about the social structure of their destinations from the internet, written-printed and visual publications, the presence of negative news about the relevant region can make a negative impression and an element of insecurity in the mind of the tourist while deciding on a holiday (İpar, 2011: 183).

1.7. Destination Branding of Denizli Province

1.7.1. Denizli Name and History

Denizli was first established in the north of Eskihisar Village, 6 km from today's city. After Turks captured Denizli, they transferred the city center to today's Kaleiçi location because of its abundant water. The name Denizli is in the form of other names in historical sources. Seljuk records and Denizli court sharia records give the name "Ladik." It is called "Tonguzlu" in Ibn Batuta's travel book. It is also recorded as "Tonguzlu" in Mesalikullebsar. Şerafettin Zeydi, who wrote the victory name of Tamerlane, mentions two names, such as "Tenguzlug" and "Tonguzlug." The word "Tengiz" means "sea" in old Turkish. "Tenguzlu" means "Denizli" with its current spelling. As a result, the words "Tonguzlu" and "Tenguzlu" changed from mouth to mouth over time and became "Denizli" (Turkey Culture Portal; 2020). It is known that people have lived in Denizli and its surroundings since prehistoric times. On the other hand, the city of Denizli was originally established as an heir to Laodicea, one of the important cities of the ancient period. Laodicea, a developed city during the Roman period, lost its vitality in the last periods of the Byzantine empire. When the Turks (Seljuks) came here at the end of the century, they encountered a devastated and scattered settlement. The Turkish population from the east began to settle in the present city of Denizli due to the devastation of Laodicea. Denizli Castle was built in the 13th century during the Seljuk period, and the development activities in the city accelerated. The city expanded to the north in the 14th century and had 12 neighborhoods and a population of 4500-5000 in the 16th century. The city, which reached 44 neighborhoods in the 17th century, consisted of 3600 households. The arrival of the railway in the 19th century contributed positively to the city's development. It is mentioned as a garden settlement abundant in historical sources. After the Turks settled in the city, many architectural works such as inns, baths, madrasas, and mosques were built (Baykara, 1994).

1.7.2. Climate and Vegetation

Although Denizli is in the Aegean region on the geographical map of Turkey, the climate of the Aegean region is not completely visible. Since it is at the gateway

from the coastal part to the interior regions, the continental climate of the interior regions is felt, albeit slightly. Therefore, there may be slight differences in temperature from the Aegean region climate. Denizli province is open to winds coming from the sea, as the mountains mostly extend perpendicular to the sea. The winters are mild and rainy (Denizli Provincial Directorate of Culture and Tourism, 2020). Existing weather conditions allow species such as alder, linden, hazelnut, chestnut, willow, fern, which are the vegetation types of the Black Sea Region, to grow and enter the mix. The local tree forests of the region, on the other hand, form vertical stratification depending on the altitude. The vertical spread, which starts with red pine, leaves its place to larch at 850 meters and reaches the alpine pine border with Taurus cedar and various juniper species. From here, meadows begin, and forest cover ends (Denizli Protected Areas Natural Tourism Master Plan, 2020-2023).

1.7.3. Population

According to the Address Based Population Registration System (ABPRS) of the Turkish Statistical Institute (TSI), the population of Denizli increased by 8.84 per thousand in 2018. While it was 1 million 27 thousand 782 people last year with an increase of 9.13 per thousand in 2019, it became 1 million 37 thousand 208 people as of December 31, 2019. 49.9 percent (517 thousand 716 people) of Denizli's population are men, and 50.1% (519 thousand 492 people) are women (<https://www.denizligazetesi.com>).

1.7.4. Economic structure

Denizli continues to make its presence felt in Turkey with its agriculture, tourism, industry, and service sectors. Denizli Organized Industrial Zone hosts many facilities with its modern and well-equipped structure. It has an important place in the production of towels and bathrobes. Nearly 65% of Denizli's exports belong to textile and apparel products. In textile and apparel exports, Denizli has come to meet 35% of the country's annual home textile exports. These products' largest share is towels and bathrobes (Denizli Chamber of Commerce, 2021). In addition, the export of bathrobes to the USA is remarkable. Turkey provides nearly 40% of the USA's

imports of bathrobes from all over the world, and 70% of this is realized by Denizli. Turkey's; largest feed factory. 1 of the 5 largest packaging materials manufacturing factories; 3 out of 7 enameled copper wire factories; 1 of the 5 largest printing dye factories; 1 of the 5 largest factories producing electrolytic copper products operates in Denizli. (<https://denib.gov.tr/tr/default.html>). 31.8% of Denizli's provincial land is agricultural land, 4.9% is meadows and pastures, and 44% is forest and heathland. The remaining 19.3% is used as non-agricultural and residential areas. Cotton, tobacco, wheat, and grapes are among the most grown products (Denizli Exporters Association, 2021).

1.7.5. Cultural Elements

Tavas Zeybek: The first game that comes to mind when 'EFE' is mentioned, 'zeybek' has always had a different meaning for this district. It is referred to as a story of resistance passed down from one language to another, from generation to generation. This folk dance, which is identified by its name, tells about the heroism of the efe in its origin. It is the story of the efes who oppose injustice, distribute what they collect from the rich to the poor, and occupy the mountains (<http://www.tavas.bel.tr/sayfa/tavas-zeybegi.html>). It was registered in the UNESCO National Intangible Cultural Heritage National Inventory under “Zeybeklik Tradition” on March 13, 2013, with the inventory number 01.0060 (Culture and Tourism Ministry, 2021).

Denizli Rooster: It is a domestic breed whose reputation overflows abroad with its color, body structure, harmonious long, and beautiful crows. As a result of the value shown by the people in this region to the long-crowing roosters, not much information has been reached about the history of the Denizli Rooster, which has survived to the present day (Ministry of Agriculture and Forestry, 2021).

Pamukkale Travertines: The word travertine comes from Tivoli, called “Tivertino” in Roman times, and where large travertine deposits are found in Italy. Travertine is a versatile rock that is formed by precipitation as a result of chemical reactions, depending on various reasons and environments. After the thermal water comes out of the spring, 320 m, it comes to the travertine head with a long channel and pours from here to the travertine layers where 60-70 m of precipitation occurs, and an

average of 240-300 m. is making its way. Calcium carbonate precipitates and causes travertine formation during the contact of the water, which has a high amount of Calcium Hydrocarbonate with the oxygen in the air, at a temperature of 35.6 °C coming out of the source. The precipitate is initially in the form of a gel. Weather conditions, heat loss, spread, and flow duration effectively form whiteness. The precipitation continues until the carbon dioxide in the thermal water comes into equilibrium with the carbon dioxide in the air (Turkey Culture Portal, 2020). The thermal water resources that make up the Pamukkale Travertines have affected a wide region, and in this context, there are 17 hot water springs with temperatures between 35-100°C (Ministry of Environment, Urbanism and Climate Change, 2020). Pamukkale Ruins has been included in the UNESCO World Heritage List as both cultural and natural heritage with 09.12.1988 and serial number 485 (Culture and Tourism Ministry, 2021).

Laodicea: The ancient city of Laodicea, located in the north and a geographically suitable location, was founded in the south of the Lykos river. In ancient sources, the city's name is mentioned as “Laodikeia on the shore of Lykos.” According to other ancient sources, the city dates back to BC. Between the years 261-263 II. Antiochus founded it, and the city was named after Antiochus' wife, Laodike. Laodicea, BC. It was one of the most important and famous cities of Anatolia in the 1st century. The great works of art in the city belong to this period. Many monumental buildings were built in the city with the contributions of the people of Laodikeia. Christianity is so important here because one of the seven famous churches of Asia Minor is located in this city. A very big earthquake in the year 60 destroyed the city (Denizli Governorate, 2020). It has been reported that the Ministry of Culture and Tourism of the General Directorate of Cultural Heritage and Museums was included in the UNESCO Tangible Cultural World Heritage Tentative List as a cultural heritage on April 15, 2013, with the letter dated 20.05.2013 and numbered 98106 (Culture and Tourism Ministry, 2021).

In Acıpayam and Çameli districts and rural areas where livestock and farming lifestyles are maintained, groups of friends gathered in the countryside or at homes to perform musically with the "three strings" cura and "pine whistle" (sipsi) are the male treasure, including **Hayri DEV** and his friends. In addition, there is a tradition

of entertainment and conversation meeting called "Yarenlik" in the region. In these meetings, original samples of our folk music are produced and performed, and a kind of social kinship relationship is established by social sharing through conversations. On 28.12.2009, “**Yarenlik Tradition**” was proposed to be included in the inventory by our Provincial Culture and Tourism Directorate, and it was registered in the UNESCO Intangible Cultural Heritage National Inventory List by our Ministry on 18.02.2014 with the inventory number 01.0006 under the title of “Traditional Conversation Meetings.” Furthermore, it has been added to the World Heritage List (Culture and Tourism Ministry, 2020).

Denizli has a cultural element of making “pine whistle - sipsi,” commonly made in Acıpayam, Beyagaç, Çameli, Kale, Tavas Districts and their villages. The sipsi is a handcrafted wind instrument made from a reed or fresh pine branch, called a pike in the region. It is thought to have emerged due to the shepherding culture. Living Human Treasure Hayri DEV and **Halime ÖZKE** contribute to conveying their knowledge about sipsi making and execution to new generations and ensuring the continuation of the tradition. On 17.06.2010, Sipsi Made was proposed in the field of "Instrument Making" to be included in the inventory by the Provincial Directorate and was registered in the UNESCO Intangible Cultural Heritage National Inventory List on 13.03.2013 with the inventory number 01.0028 under the title of "Instrument Making" (Culture and Tourism Ministry, 2020).

“**The Tradition of Passing Sheep through the Water**”, which has been a traditional competition and has been going on for eight centuries in the Asagiseyit Village of Çal district, is a ritual celebrated as a festival, inspired by a legendary love story, revealing the love of humans for animals and their integration with it. The competition, which started with the shepherds in the early hours of the morning and continued until the afternoon, continues as the herds enter the Menderes River and cross to the opposite side. The most important element in this competition is the bond of trust between the shepherd and his animals. Herds tied to their shepherd win the race, not hesitating to cross the river. It was proposed in the "Tradition of Passing Sheep through Sudan" with the letter numbered 490 on 31.01.2013 and was registered in the UNESCO Intangible Cultural Heritage National Inventory List on

18.02.2014 with the inventory number 01.0030 under the title of "Shepherd's Holidays" (Culture and Tourism Ministry, 2020).

Traditional **Keşkek** dish is made throughout the province, especially in Babadağ District, and eaten as a main dish on various days and celebrations. Cooked sheep or goat meat mixed with boiled and pounded wheat and served with butter, the keşkek meal is kept alive at wedding dinners, charity dinners, and especially in the first week of September in Babadağ District, with the Traditional Keşkek Day event. It has a distinct flavor unique to Turkish culture. It was proposed by the Provincial Directorate on 21.08.2013 to be included in the inventory of the traditional “Keşkek Meal” made in Babadağ District for centuries, and it was registered in the UNESCO Intangible Cultural Heritage National Inventory List on 18.02.2014 with the inventory number 01.0009 under the title of “Ceremonial Keşkek Tradition.” Furthermore, it has been added to the World Heritage List (Culture and Tourism Ministry, 2020).

The jug, which has been traditionally made since ancient times in Serinhisar District, is made of earthenware cups, cubes, flower pots, etc. There is a tradition of “Glassmaking and Pottery” produced products. The abundance of red soil in the region as raw material plays an important role in developing this branch of art. Earthenware glasses are still widely used because they keep the water cold. On 21.08.2013, our Provincial Directorate proposed to be included in the inventory of “Glassware, Pottery Tradition” that has been going on for years in Serinhisar District and was registered by our Ministry on the UNESCO Intangible Cultural Heritage National Inventory List on 18.02.2014 with the inventory number 01.0031, under the title of “Pottery Art” (Culture and Tourism Ministry, 2020).

Known as the "**Turkish Sword**" worldwide, Yatağans are also mentioned as an eye-catching work of art and their sharpness and durability. Although Yatağan performs the function of a sword, it differs from it in terms of form, structure, and dimensions. The head part of the hilt, which is made of bone, horn, silver, or ivory, is divided into two wide ears to the right and left. These prevent the bed from getting out of hand during the move and make its owner more advantageous against the enemy. The hilt forming a “Y” letter unites the barrel under a wide and thick metal bracelet. It is seen that the hilt is made of armored gold-plated copper and adorned with precious stones

such as coral, emerald, and ruby, as well as the hilts made entirely of silver, are adorned with precious stones (Serinhisar Municipality, 2021). A proposal was made by the Provincial Directorate on 21.08.2013 for “Yatağan” to be included in the (UNESCO) Non-Cultural Heritage List (Culture and Tourism Ministry, 2021).

The Eren Day ritual, which is unique to the Yörük-Türkmen Culture, has been performed by the local people for about seven centuries around the Kartal Lake in the region close to the summit of Çiçekbaba and Sandıraz Mountain in Beyağaç District. The Eren Day activity, which is based on the culture of Central Asian kurgan tombs and is a continuation of this culture, after going to the Kartal Lake region the day before, accommodation and tent visits in the tents set up here, a visit to the Eren Dede Tomb is made the next morning at dawn, prayers are said, wishes are made, after touring around the tomb, the ceremony ends when the sacrifice is sacrificed, cooked and eaten. It is socially important to mingle with people from different places in these activities. Eren Day has been held as a festival in Beyağaç Municipality since 1994. A proposal was made by the Provincial Directorate on 21.08.2013 for the Eren Day events and festival, which has been going on for centuries in Beyağaç District and is a continuation of Central Asian culture, to be included in the (UNESCO) Intangible Cultural Heritage List (Culture and Tourism Ministry, 2021).

‘Boğaz Havaları’ which is widely seen among millennials in Çameli District, is one of the special examples of culture. It is a way of singing the song based on different sounding techniques by pressing the fingers against the throat. Fingers are pressed against the throat, providing curtain change and movement in tune. Not every word has to be sung with a different tune, but different songs can be sung with the same tune. It is of particular importance in creating the cultural richness of our folk music. On 21.08.2013, the Provincial Directorate offered to enter the List of Boğaz havaları, (UNESCO) Intangible Cultural Heritage, which has been going on for years in Çameli District (Culture and Tourism Ministry, 2021).

Wire Crushing: Carving is one of the rare elements of the so-called "Wire Breaking" voting culture in the Tavas District, which has been going on for nearly 150 years. It is done by processing wires made of metals such as gold, silver, and copper without using any cutting tools on the natural fabric bending of the wire when

processing or processing is wire breaking. Wire breaking is a handicraft made by women, especially the wedding dress girls, who have a separate epic story taken from the life of the wire-breaking motifs they make for their dowry. On 21.08.2013, the Provincial Directorate offered to add the decades-old Tradition of Wire Breaking in Tavas District (UNESCO) to the List of Intangible Cultural Heritage (Culture and Tourism Ministry, 2021).

The traditional ceramic art was performed by **Nacip SAVCI**, who introduced himself as "The Last Hittite" because he produced pottery as in the Hittite Period, which is one of the ancient civilizations of Anatolia, which is the only representative of Denizli in our country, in Medet Village, is called Terakota. Although the history of terracotta art is not fully known, it is said to date back to the Hittites. The main thing in the terracotta is that the ceramic is thin (Tavas Governorship; 2021). On 17.06.2010, in Medet Village of Tavas District, a long-standing terakota (Glazed soil) art production was proposed by Nacip SAVCI to be included in the UNESCO Intangible Cultural Heritage List (Culture and Tourism Ministry, 2021).

Akhan Caravansary, the last artifact from the Anatolian Seljuk State, is located northeast of Denizli and along the Afyon route. Seljuk commander Kara Sungur built Akhan Caravansaray in the 13th century. It was named Akhan because white stones were used in Akhan Caravansary. Its walls are made of cut stones and are still standing. On 25.02.2000, it was placed on the UNESCO Provisional List of Concrete Cultural World Heritage Sites (Culture and Tourism Ministry, 2021).

1.7.6. The Place and Importance of Denizli in Tourism

Located in the southwest of the Anatolian Peninsula and east of the Aegean Region, Denizli has magnificent geography. In addition to the moves in the textile, trade, industrial and agricultural sectors, in recent years, it has been one of the leading destination provinces of our country in the tourism sector, especially thanks to the natural wonder Pamukkale and other cultural-tourism values (Culture and Tourism Ministry, 2021). In recent years, Denizli, which focuses on thermal tourism and health concepts, has entered a partial process of change. Especially the fact that the Pamukkale-Denizli road has been built, the preparation process that has been going on in recent years regarding the thermal regulation and the inclusion of a few

settlements connected to the province's geography with the prediction of "thermal destination" are part of this change (Denizli Governorship, 2020).

Cultural Tourism: Denizli province, which has an uninterrupted settlement starting from the Chalcolithic era, has hosted civilizations such as Hittite, Phrygia, Lydia, Ionia, Rome, Byzantine, Seljuk, and Ottoman, and has nearly 1000 registered cultural assets such as 19 ancient cities, 36 archaeological and natural sites, 482 civil architectural examples, etc. (Culture and Tourism Ministry, 2021).

Faith Tourism: St. Phillip Martyriumu in Denizli and his tomb in Hierapolis, one of the seven churches established in Anatolia, is in Laody. In addition, it has an important potential for faith tourism thanks to the ancient religious centers located in many ancient cities such as Tripolis (Buldan), Heracleia Salbace (Tavas), Attuda (Hisarköy), and Colossae. At the same time, the historical mosque in Denizli and the tombs belonging to Turkish-Islamic elders are inundated with visitors (Culture and Tourism Ministry, 2021). Table 6 shows the Number of Visitors to Laodikeia and Pamukkale.

Table 6. Number of Visitors to Laodicea and Pamukkale (2011-2019)

Years	Pamukkale	Laodicea	Total
2011	1.713.695	141.400	1.855.095
2012	1.612.723	70.958	1.683.681
2013	1.699.772	65.975	1.765.747
2014	1.875.000	54.589	1.929.589
2015	1.710.094	62.624	1.772.718
2016	980.000	34.660	1.014.660
2017	1.494.893	16.612	1.511.505
2018	2.157.703	49.947	2.207.652
2019	2.580.245	91.478	2.671.723

Reference: Denizli Chamber of Commerce, 2020

Health Tourism: Health tourism is based on existing geothermal in Denizli. The thermal water temperature in this region, which extends between Pamukkale Karahayit-Akkoy-Yenicekent-Saraykoy and has the most important and rich potential in health tourism, varies between 36 C and 240 C. Therefore, this region is vital for human health with its use of curing park and curing center. With existing and newly built facilities with international standards, the region is moving quickly and with important steps towards becoming the most important thermal treatment

center in our country and the world. Currently, 10,577 of the 18,308 beds available in our province are in this region (Culture and Tourism Ministry, 2021).

Highland Tourism: Denizli is also very rich in highland tourism (Culture and Tourism Ministry, 2021).

Main Highlands:

- Karayayla in Kale,
- Yoran Plateau in Tavas,
- Eseler Plateau in Acıpayam,
- Yatağan (Kefe) Plateau in Serinhisar,
- Süleymanlı Plateau in Buldan,
- Homa Plateau on Çivril Akdağ,
- Kuyucak Plateau on Baklan Beşparmak Mountain,
- Erikli Plateau in Honaz,
- Taşdelen Plateau in Babadağ,
- Topuklu Plateau in Beyağaç.

Among these, **Yatağan Kefe Plateau** and **Topuklu Plateau** serve domestic tourism by completing the lack of infrastructure and superstructure such as electricity, water, tents, picnic areas, toilets, showers, restaurants, markets, butchers, and various sports fields (Culture and Tourism Ministry, 2021).

The efforts to open up to foreign tourism continue. In different regions of our province, many **CAVES** have been and will be brought to tourism (Culture and Tourism Ministry, 2021).

The main ones are;

- Alacain, Aslanini and Keloglan Cave (Acıpayam),
- Teresuyu Cave (Çivril Akdağ),
- Akkale Cave (Çivril Homa),
- Merdivenli Well Cave (Çal Belevi),
- İncirpınar Cave (Babadağ İncirpınar),
- Koycukuru Cave (Tavas Kozlar),
- Luğkayası Cave (Tavas Pınarlar),
- Karabeyini Cave (South),

- Çakıroluk Cave (Tavas Kızılcabölük),
- Eskikale Caves (Kale),
- Kapuz Cave (Çameli Karagöz Kargın Mountain).

It is located on the International Çardak Airport road route, 4 km from the main tourist route. “**Kaklık Cave**,” located in Kaklık Town of Honaz District, was opened to tourism in May 2002. 'Dodurgalar Keloglan Cave,' located in Dodurgalar Town of Acıpayam district, was opened to tourism in April 2003 (Culture and Tourism Ministry, 2021).

Botanical Tourism: Honaz Mountain National Park, Beyağaç Kartal Lake-Black Pine Forest Nature Reserve, Çivril Akdağ, and Honaz- Babadağ are among the few places in Turkey in botanical tourism. Mount Honaz has been attracting the attention of botanists for 150 years. Forty-three kinds of plants (flora) that do not grow anywhere globally are grown in the “Honaz Babadağ” region. The Beyağaç Kartal Lake Memorial Forests region is rich in flora, and more than 200 plants of scientific value and 1,300 year-old monumental trees are located in this region. In addition, there are 1,058 plant species in Çivril Akdağ, 124 of which are specific to this region (Culture and Tourism Ministry, 2021).

Bird Watching Tourism (Ornithology): Bird watching tourism (ornithology) can be done around Çivril Işıklı Lake Waterfowl Protection Area, Buldan Süleymanlı Lake, Çardak Acigöl, Çaltı (Beylerli) Lake for twelve months of the year, especially in Çardak Township, Gemis Town Flamingo, Meke Wild, on the shore of Acigöl. Goose, Wild Duck, Crane, and similar 203 wild bird species breeding and reproduction area. There is also a Bird Watchtower within the borders of Gemis Town, which is near Çardak International Airport (Culture and Tourism Ministry, 2021).

Youth Tourism: Pamukkale and Karahayit, Beyagac Sandiras Mountain, Honaz Mountain, Adiguzel Dam Lake, Işıklı Lake, Greater Menderes River, Dalaman Stream Valley, and their surroundings are suitable places for camping and caravan tourism (Culture and Tourism Ministry, 2021).

Sports Tourism: Denizli is very rich in track areas (Culture and Tourism Ministry, 2021).

- Paragliding in Honaz Mountain, Çökelez Mountain, Bozdağ, Çameli Yaylacık Mountain and Pamukkale Ruins,
- Honaz Mountain National Park, Beyağaç Kartal Lake, Güney Waterfall, Cycling Tours in Çal Ağlayan Kaya Waterfall,
- Dalaman Stream, Büyük Menderes, Bekilli, and canoe-rafting in the big canyons within the boundaries of Çal district,
- Water sports in Işıklı and Gökpınar Lakes and Adıgüzel Dam,
- Mountain and nature trekking (trekking) in Honaz Mountain, Beyağaç Kartal Lake nature reserve, Karcıdağı, Babadağ, Bozdağ can be done.

Winter Tourism: Bozdag is a suitable area for skiing. The road works initiated to establish a ski center in this area, which is suitable for snowfall, have been completed, and the Bozdag Ski Center, at an altitude of 2419 meters, is located in Tavas District of Denizli Province (Culture and Tourism Ministry, 2021).

Shopping Tourism: It is possible to find products that appeal to all tastes, from ready-made clothing to shoes, from towels to hand-embroidered copper pots in the city center Kaleiçi. In addition, Babadağlılar Bazaar is a special shopping center, especially for textile products. Outside the province, on the Pamukkale-Denizli road, textile factory outlets, souvenir shops made of onyx stone, and wine cellars (Culture and Tourism Ministry, 2021).

As a result, there are many alternative tourism types in Denizli. In addition, there are hotels with Tourism Operation and Municipality Certificate to meet the accommodation needs of tourists in the city center and districts. Table 7 shows the hotels with Tourism Business Documentation Hotels and Table 8 shows the hotels with Municipality Certificate.

Table 7. Tourism Business Documentation Hotels

Place	Number	Bed Capacity
Denizli	22	2628
Pamukkale Districts	1	302
Karahayit Districts	10	3886
Districts (Honaz, Acıpayam, Tavas, Çivril, Acıpayam-Akalan Kasabası, Buldan, Beyağaç)	7	272

Reference: Culture and Tourism Ministry, 2021

Table 8. Municipal Certified Hotels

Place	Number	Bed Capacity
Denizli	18	1365
Pamukkale Districts	20	1665
Karahayit Districts	11	2267
Counties	29	1434

Reference: Culture and Tourism Ministry, 2021

1.7.7. Denizli's Destination Branding and Importance

The importance of branding in tourism is increasing day by day. In a certain tourism field, after effective promotion in target countries, the expectations of tourists should be met with strong infrastructure and quality service. Thus branding should be ensured (Sada, 2009: 36). The branding potential of cities depends on what the city's current state has to offer to the public and visitors. With a population of more than one million, Denizli is a city with high cultural and tourism potential both in and around the city. Denizli, one of the locomotive provinces of Turkey, has become a brand with textile and introduced itself to the world. It increases its competitive advantage every year, especially in the textile, marble, and thermal tourism sectors. An average of two million local and foreign tourists visits Pamukkale annually on the UNESCO cultural heritage list. It has accommodation facilities, including cure centers with international standards that can serve thermal and health tourism and domestic and foreign tourism for twelve months. On the other

hand, it reveals its differences from other cities with its natural, historical, and cultural mosaic. There are ancient cities, civil architecture, industrial heritage, traditional life culture, and arts.

In recent years, the Pamukkale region has made significant progress in thermal tourism-health tourism. Its infrastructure works have been completed largely with the support of the central government, local governments, development agencies, and non-governmental organizations. The next process will be the most important factor in increasing branding and competitiveness. Three important elements for the branding process; When we evaluate thermal health tourism in Denizli within the scope of ensuring local-global relations, cooperation-governance, and inter-sectoral synergy, it will be seen that there are important steps to be taken. Pamukkale and Hierapolis are considered important opportunities in establishing the global connection of thermal tourism potential. Pamukkale and Hierapolis will be the most important assistants of Denizli in the branding process of thermal tourism (Sada, 2016:5). Textile, tourism, travertine, agriculture, etc., in Denizli. Branding of all sectors, such as Turkey, has strategic importance in national and international competition (Denizli Municipality, 2020).

The Pamukkale-Karahayit project, a brand city in thermal health, was completed in December 2014. It aims to establish a cooperation structure between relevant institutions and organizations to accelerate the branding process of Pamukkale and Karahayit, promote more effectively and professionally, and create Pamukkale's brand city vision to develop branding strategies. Within the project's scope, website, logo and brochure design, and promotional film activities were carried out as visibility activities to promote the Pamukkale-Karahayit region and highlight its quality (Sada, 2016: 58).

CHAPTER II

FESTIVAL, FESTIVAL TYPES, LOCAL FOOD FESTIVALS

2.1. Festival Concept and Importance

Festival, the etymology of the term, goes to the Latin word *festum*, the original meaning of which is "general fun and festivity." Here, the festival is explained as a periodic celebration representing a culture or social group's worldview, traditional practices, performances, rituals, and games. Generally, it is the most complex, social, and symbolic event that persists in the universal, perhaps tradition (Green 1997: 295). The word "festival" is defined in the Turkish Dictionary of the Turkish Language Association as follows:

1. An art show of special importance, whose period, environment, number, or quality of attendees are specified by the program
2. A national or international show series or festival is organized in awards and degrees after presenting and screening plays and films in a certain art branch.
3. A show, festivity, for the most famous product of a region.
4. Irregular meeting, uproar (Turkish Language Association, 2020).

Goldblatt (1997: 7) states that while festivals are a part of individual and social identity, they strengthen the bonds between society, cultural environment, and individuals. According to Bowdin et al. (2006: 5), festivals are traditionally defined as a time of celebration, relaxation, and healing due to physical labor, soil cultivation, and activities. According to Dinmock and Tiyce (2001: 375), festivals are events with a specific theme, designed to be staged for a short time and celebrate valuable aspects of the society's way of life. According to Small et al. (2005: 66), festivals are cultural, artistic, and social activities carried out in a region at certain times to celebrate a unique value of society or commemorate an event or person. Festivals are held once or twice a year with thematic celebrations in which community participation has a significant share (Falassi, 1987: 14).

Litvin and Fetter (2006: 41) explained festivals as events that attract tourists and thus create demand for local accommodation businesses. According to Chacko

and Schaffer (1993), festivals are social events seen to express society's social norms and values. Janiske (1994: 14), special events in the form of folk-themed celebrations are called festivals. Most, if not all, communities worldwide have set aside specific times to celebrate their precious moments. For example, the transition from one season to another, or from one period of life to another; Anniversaries of historical events, the legendary day of the birth or death of a hero or god, the symbolic staging of a religious leader or the founder of the society, are called festivals (Smith, 2009: 341). In this context, the concept of the festival; Representing the culture and world view of society, directly or indirectly affecting all the individuals of the society, centered on celebration activities, consisting of ritual forms and events, generally universal, belonging to the public with their symbols that penetrate social and culture, supported by a certain group or religious and official organizations, we can define it as a day or a period consisting of the repetition of days (İmirgi; 2005: 31).

Festivals, carnivals, and social commemorations revive and develop the touristic attraction of a region, increase the number of visitors to the region, provide an economic return, improve the image of the region and increase the pride of the local people (Litvin and Fetter, 2006: 44; Ekin, 2011: 20). Festivals are celebrations that use dance, drama, comedy, film, music, various arts, handicrafts, ethnic or local cultural accumulation, religious traditions, historically important events, food and wine, religious ceremonies, and agricultural products (Ekin, 2011: 20). Festivals reflect the unique characteristics of the host society by shedding light on the values, interests, and wishes of that society. In addition, community-oriented festivals are organized by boards of local volunteers, local employees, and local governments. Community-oriented festivals further their ties with the host society (Derrett, 2000: 120).

Festivals have distinctive features that distinguish them from other entertainment events (Getz, 1991: 69). These;

- Festivals are events that are usually held once a year;
- These entertainments are open to the public;
- The purpose of the event is to promote a particular product or celebrate a topic;

- The opening and closing days of the festival are determined with definite dates;
- It may not have continuity;
- Various activities, shows, and entertainment can be included in the event;
- Events are held in a predetermined setting;

Festivals provide the motivation of a significant amount of tourists every year, accelerate tourism movements, create job opportunities for many people, increase the occupancy of accommodation establishments, positively affect many tourism-related sectors, ensure the spread of tourism movement throughout the year, and most importantly, play a role in recognition of the country in the international tourism market (Çulha, 2008: 1831).

2.2. History of the Festival

The word festival was first used and settled in the early 1200s. Festivals are the events where the food is eaten to the fullest. The environment is decorated and cleaned in the most beautiful way (Mersin Governorship, 2020). As with all artistic events, the formation of festivals is based on religious reasons. Thanks to the activities held on certain days every year before writing in primitive religions, it was ensured that society's religious beliefs were repeated and transferred to the next generation by making the traditional. The bonds between the individuals of the society, between individuals and the community, between the dead and the living, and between individuals and gods were strengthened. The transformation of these rituals into festivals dates back to the Ancient Greek Civilization. In ancient Greece, festivals were organized to commemorate Dionysus, the god of wine, and entertain the citizens, whose estates covered expenses. The integral parts of these festivals were theatre, dance, and free drinks (Atak, 2009: 37).

Many religious festivals were organized in ancient Anatolian civilizations. In the essence of Christianity; There are two main festivals, Christmas and Easter. There are also numerous small festivals in the Catholic, Eastern Orthodox, and Anglican denominations. Many Egyptian festivals are of religious origin and attract attention with their splendor. Every year big festivals were held to commemorate any special day of the Pharaoh, and especially if the Pharaoh reached the thirtieth year of

his reign, all kinds of treats were given to the people at no expense. In Islam, celebrations are not held under the name of a festival. In Islamic culture, festivals are called holidays. In the belief of Islam; Two religious celebrations are organized, namely Ramadan Feast and Eid al-Adha. These religious holidays are when people worship and serve the best (Mersin Governorship, 2020). With the influence of the Renaissance and reform movements, religious reasons began to lose their importance, and the Age of Enlightenment was entered. It can be said that the first non-religious festivals began to be organized in this era.

The first non-religious festival held in Europe was the "London Music Festival" held in England in the 18th century and was organized in the name of Heandel (Bilgili et al., 2012:118). This tradition, XIX. It continued in the 19th century with the Narwich (1824) and Leeds (1874) festivals. The fame of Beethoven and three Bach festivals held in Bonn in Germany in 1845 has reached our time. Berlin (1901), Eisenach (1907), Leipzig (1911), and Wagner used the concept of "stage festival" for their works in 1876 for the demonstrations held in Bayreuth. The festival tradition, which was settled in the Germanic and Anglo-Saxon countries before the Second World War, has gradually developed and spread in Europe since 1946 (Demir; 2019: 18).

The concept of the festival, on the other hand, started to be used in the Republican Period, in a sense to meet the festivities in the history of Turkish culture. Tourism-oriented festivals began to be organized after the 1950s. One of the most widely celebrated festivals globally is the seasonal festival. Like the celebration of spring, especially in Nevruz, festivals are also organized in many cultures due to the arrival of winter and the expected rain (Mersin Governorship, 2020r).

2.3. Impacts of the Festival

2.3.1. Economic Impacts

One of the most important purposes of hosting events and festivals is making money. In addition, events and festivals are thought to contribute significantly to tourism development for the host communities. At the same time, it will create new job opportunities to meet the increasing demand in the labor market. The economic

effects of the festivals will spread to other sectors with the multiplier effect and create a ripple effect (Wang, 2009: 17-19). The economic impact can be defined as the net change that occurs in the economy at the end of the event (Long and Perdue, 1989: 10). Especially in the last 20 years, festivals, which have gained an important place in the tourism sector, have begun to be accepted as a social event and an element of attraction (Getz and Frisby, 1990). Festivals provide economic benefits to society, such as tax revenues for governments, increased employment, job opportunities, and additional income generation for host cities. In addition, the construction of new facilities and venues that can be used for other purposes by the locals after the festival, the renewal of urban areas and infrastructure may justify the investment required for the organization of the festivals. Festivals can also help develop the tourism industry in the region by increasing visitor arrivals, lengthening stay, and spending time (Prayag et al., 2013).

Festivals may not always have positive economic functions. The negative effects of these activities are ignored because of the economic benefits. Real estate speculation can be given as an example of its economic effects. However, the increase in real estate prices, rising prices, and negative economic effects are ignored due to increased income and employment with increasing visitors. Due to the economic functions of the festivals, every local value can be seen as an income-generating commodity in the regions where such events are held. Handwork can be replaced by fabricated production. Antiquities can be unconsciously consumed for tourism purposes. Artifacts with high artistic value can be destroyed and replaced by artificial works. As the tourism sector develops in the region where the festival takes place, the desire of the region's people to obtain more economic income from this development may occur. This situation may harm the local culture and cause the value judgments of the region's people to change and the moral values replaced by material values. Such events are examined as excessive commercialization in sociology (Kozak et al., 2010: 96).

2.3.2. Socio-Cultural Impacts

While the festivals contribute to the cultural exchange between people, they also contribute to cities' development and become a brand city. Therefore, these

organizations, held for cultural, artistic, and sportive purposes, are seen as one of the most important tools modern tourism uses to create an image (Mersin Governorship, 2020). In Turkish society, festivals are dynamic environments of cultural creation, cultural practices, and cultural transmission. For this reason, it has the function of transferring and keeping the traditional culture alive. Folk entertainment also creates, adopts, protects, and shows cultural identity to foreign societies. In festivals, participants show their national or regional identity to others with the food they consume, the costumes of local culture, the folkloric dances they perform (Özdemir, 2005:340). Festivals have the power and role of creating opportunities to make people who are a part of society feel more comfortable and provide a return to local traditions by creating a sense of belonging to a certain culture and society in public life (Hertanu and Boitor, 2012: 26). Thanks to the festivals, the local area is transformed into a place cared for and attracted by external factors. The beginning of the cultural movement in the local area creates an image for the local area in the wider geography and even on a global scale. The potential social creativity of these festivals does not only enable local people to participate in organizations. It also globalizes the local space. Thus, festivals adapt and develop local identity through feedback from non-locals (Kozorog, 2011: 302). In addition, festivals create awareness. They also encourage more effective use of community resources and expertise. It provides opportunities for training and development in various skills for local people, thereby contributing to their well-being. Therefore, festivals positively affect society's quality of life by providing an opportunity to escape from daily routines and socialize with family and friends in the wider community (Pavlukovic et al., 2017: 43).

The socio-cultural effects of festivals can be listed as follows (Gürsoy et al., 2004):

- It allows many individuals from different cultures to have a common experience and interact in the same environment,
- It creates awareness among the local people,
- Local people better protect their culture and values, and a sense of loyalty develops,

- With their experience during the festival, societies increase their self-confidence, and social assistance develops,
- Allows the presentation and promotion of new and creative ideas.

2.3.3. Environmental Impacts

During the festivals, which are an important attraction factor in tourism, some environmental effects affect the local people. These environmental effects arise from the organization of the festival and its activities. Environmental impacts arise from the accommodation, transportation, eating and drinking, and participating in events held due to festivals. Festivals have both positive and negative effects on the environment (Delamere, 2009). Festivals are an excellent way to showcase the unique features of the host environment. However, the host environment may need to protect these features with great sensitivity and care (Allen et al. 2011: 66). A destination festival has unique physical properties that can be used advantageously in the marketing process. Besides these physical features, festivals can help provide a higher quality of life and urban transformation in a neighborhood with increased tourism infrastructure and the construction or redevelopment of venues (Arcodia and Whitford, 2006:9). However, the same physical properties can be environmentally fragile, and a special policy may be required to protect against adverse effects, including environmental damage, noise, and overcrowding, especially for residents (Arcodia and Whitford, 2006: 8).

In recent years, environmental impacts have been sensitively emphasized in major events with a global impact. In the events organized, attention is drawn to the issues of sustainable development and environmental awareness. An example of this is the launching of the Sydney Olympic Games as the Green Games. The Beijing 2008 Olympic Games, on the other hand, created an opportunity for China to want to reflect itself as an environmentally conscious country and to demonstrate that it follows an environmental policy towards the control of environmental pollution and the protection of water resources, as well as economic growth. China's successful implementation and demonstration of this policy throughout the Olympic process; this country has attracted great interest in a significant part of the world (Çakıcı and Yavuz, 2012: 11).

2.3.4. Impact on Promotion and Marketing Activities

Festivals are an important factor in promoting destinations and ensuring the region's tourism development (Ambrosio et al., 2011: 336). Festivals are a low-cost way for destinations to expand their product range, as well as an important opportunity to promote the local heritage, traditions, and ethnic background of that destination (Kladou, 2011: 41). Special events such as festivals and cultural/artistic/sports organizations are seen as one of the most important tools of modern tourism to create an image. Special events are used as a public relations tool to increase demand in the tourism market, attract tourists, develop an image and brand. Today, special events have begun to take precedence over natural and physical characteristics (Atak, 2009: 41). The effects of festivals on promotion and marketing activities are as follows (Allen et al., 2002);

- It allows the destination to be promoted well,
- It attracts more tourists to the destination and increases touristic demand.
- It mediates the tourists to stay longer in the region during the festival process,
- It contributes to the branding process by the integration of destinations and festivals over time,
- The tourism image of the region is reinforced.

Local festivals have played an important role in destination marketing and the development of the local economy. In addition, local festivals make important contributions such as spreading the season in the region, activating the low season, creating an image, promoting and protecting traditions (Şengül and Genç, 2016: 81).

2.4. Festival Types

Wasserman (1974) divided festival types into eighteen categories. These;

- Agricultural Festivals
- Antique Festivals
- Art Festivals
- Artwork Festivals
- Community Festivals
- Dance Festivals

- Ethnic Festivals
- Film Festivals
- Folk Festivals
- Food and Beverage Festivals
- History Festivals
- Cultural Festivals
- Maritime Festivals
- Music Festivals
- Seasonal Festivals
- Fair Festivals
- Folk Festivals
- Theater and Drama Festivals

Atak (2009: 40) has gathered festival types under seven headings, giving national and international examples:

- Local Festivals (Malatya Apricot Festival)
- Regional Festivals (Southeast Food Festival or Balkan Music Festival,

Various trade and industry fairs (International İzmir Fair), Thessaloniki Fair, etc.), special trade fairs and exhibitions (bath fair, tourism fair, jewelry fair, etc.)

National Festivals (Turkey Interuniversity Folk Dance Festival)

- International Festivals (International Istanbul Film Festival, Cannes Film Festival, Berlin Film Festival, Rio Carnival)
- Traditional-Repeating Festivals (27th Traditional Kemalpaşa Cherry Festival)
- Festivals Related to a Single Field/Theme/Art Branch (Rock 'n Coke -rock music, Mengen Turkish Food Festival, children's festivals, theater festivals)
- Multidisciplinary Festivals (Ayvalık Art Festival: painting, sculpture, cinema, literature, music, etc.)

2.5. Local Food Festivals

Since the Middle Ages, today's gastronomy and wine festivals have emerged from religious rituals or non-religious celebrations and commemorations. Examples

of these celebrations are religious festivals such as the Easter fast or the end of “Lent” called Lent; Christmas or end-of-harvest festivities may be displayed. Banquets since ancient times; a special celebration is seen as part of official ceremonies such as coronations and receptions (initiation). In addition, these festivals and festivities were used to show the wealth and food tastes of the host society in the past and to remind their place in the social hierarchy (Hammond, 1993: 216). Therefore, it is seen that the food has been identified with the celebrations from the past to the present. For example; Pumpkin pies and Easter buns made at Halloween and pine tree-shaped gingerbread cookies made at Christmas have become foods associated with celebrations and have begun to spread worldwide as a commercial symbol of festival stands (Richard, 2002: 29). Hu (2010) defines the food festival as a touristic event and as an element of attraction open to both local and outside participants, intended to celebrate local foods or food-related pride, traditions, or specialties that the host community desires to share and to promote local tourism and/or culinary products, especially for outside visitors.

Festivals can occur in two different ways. The first is the traditional festivals organized by different cultural communities to maintain their identities. The second is the festivals based on agricultural production. These festivals aim to promote the products in the national and global markets and ensure that people who have moved out of the city or village with migration return to their homeland and participate in the activities held here. Although they emerge for different purposes, one of the common features is the creation of social relations, interactions, and a certain network of solidarity. In this social situation, food organizations draw attention. For example, while the community-specific dishes are at the forefront in identity-oriented festivals, the food organization made on the products produced in agricultural festivals draws our attention (Sağır, 2012: 2686).

According to Hall et al. (2003: 49), food-related activities often strengthen local food traditions, helping regional market products, thus helping farmers in the region win. Today, there has been a significant increase in the number of food festivals, especially in recent years; Many people have begun to see festivals as their main motivation to experience the food and drink of a particular region. Tourists enjoy trying the dishes and different flavors of the regions they visit. As a result of

research conducted by the Rural Travel Industry Association; About 70% of the tourists traveling for gastronomic tourism are the local foods and recipes, wine, etc., they experience in the places they go. It was stated that they took them to their places of residence, intending to share with their family, friends, and family. This result; shows that tourists who go on holiday with the intention of gastronomy are very important for the promotion and awareness of the country, region, and region (Kesici, 2012: 36). Therefore, it has been determined that regional food festivals can play an important role in economic development and regional tourism development and add value to existing products. Moreover, food festivals promote local products and differentiate themselves from metropolitan community festivals (Lee and Arcodia, 2011: 1).

2.5.1. Impacts of Local Food Festivals

Destinations can enrich their brands using local food festivals, help stakeholders generate additional income and enhance their destinations' social and environmental values. In addition, tourists who come to food festivals show their willingness to spend more on local food experiences that increase their cultural capital than cheap food products (Kivela and Crofts, 2006). Food festivals are organized by many different businesses, local governments, and universities to provide economic, social, and cultural benefits to a region and its people. The benefits of food festivals, in general, are as follows;

- Contributing to the development of the region in the field of tourism,
- Developing the image of the destination and increasing the awareness of the region,
- Mediating the promotion of the destination,
- Revitalizing the economy by creating income and job opportunities for the local people,
- Providing the local people with the opportunity to exhibit their skills and raising awareness about protecting their culture,
- Encouraging the consumption of local products,

- Maintaining the identity of the rural community and enabling environmental sustainability by protecting traditional products (Mason and Paggiaro, 2009; Hu, 2010; Lee and Arcodia, 2011).

2.5.2. Local Food Festivals Held in Turkey

Turkey has been home to many civilizations on Anatolian lands, has a historical and cultural background, and has brought most of its deep gastronomy accumulation to the present day. It is aimed to reinforce the effect of promotion, marketing, and sustainability with the festivals held throughout the regions and regions with this rich gastronomic accumulation. Thanks to its fertile lands and strong food culture, Turkey is in an important position for gastronomy tourism with festivals that include geographically marked products approved by the relevant institutions (Tanrısever and Ekerim, 2020).

Table 9 includes 230 food festivals in Turkey, the names of the provinces and their themes:

Table 9. Food Festivals in Turkey

Province Name	Name of the Festival	Theme
Adana	Watermelon Festival	Watermelon
	Culture Art and Cherry Festival	Cherry
	Adana Kebab and Turnip Festival	Kebab- Turnip
	Flower Village Pomegranate Festival	Pomegranate
Adana	Sarmazı Olive Festival	Olive
	Karakışlakçı Honey and Strawberry Festival	Honey and Strawberry
Adıyaman	Honey Culture and Tourism Festival	Honey
Afyonkarahisar	Sivrihisar Sausage Festival	Sausage
	Bolvadin Cream and Eber Lake Festival	Cream
	Pea Festival	Pea
	Dazkırı, Carpet, Rug and Poppy Festival	Poppy
	Black Adil Cherry and Potato Festival	Cherry-Potato
	Flamingo And Egg Festival	Eggs
Aksaray	Ağaçören Walnut Festival	Walnut
Amasya	Flower Okra Culture and Art Festival	Ocher
	Amasya International Atatürk Culture and Art Festival	Apple
Ankara	Elmadağ Education, Science, Culture and Tirit Festival	Tirit
	Kutludüğün Pancake and Drink Made of	Pancake -Drink Made of

	Yoghurt and Water Festival	Yoghurt and Water
	Beypazarı Traditional Historical Houses, Handicrafts, Carrot and Casserole Festival	Carrot-Casserole
	Beypazarı Carrot Festival	Carrot
	Ayaş Traditional Mulberry, Historical Houses and Handicrafts Festival	Mulberry
	International Stick Pickle and Culture Festival	Pickle
	International Bread Festival	Bread
	International Kalecik Karası Festival	Grape
Antalya	Drink Made of Yoghurt and Water Festival	Drink Made of Yoghurt and Water
	Honey Festival	Honey
	Apple Festival	Apple
	Plum Festival	
	International Ceyhan Berries and Agriculture Festival	Watermelon-Agricultural Products
	Şehzade Korkut Festivals and Mushroom Festival	Mushroom
	Bozova a Dish of Mutton or Chicken and Coarsely Ground Wheat Feast	
	Gazipaşa Seedless Pomegranate and Tropical Fruit Festival	Pomegranate-Tropical Fruit
	İbradı Grape Festival	Grape
	Forest Grape Festival	Grape
	Üzümdere Village Grape and Fish Festival	Grape Fish
	Belen Obası Watermelon Festival	Watermelon
	Finike Festival	Orange
	Screaming Pomegranate Festival	Pomegranate
Ardahan	Cheddar Festival	Cheddar Cheese
	13th National Culture and Honey Festival	Honey
Aydın	Kuşadası Olive Festival	Olive
	Koçarlı Pine Nut Festival	Pine Nuts
	International Fig Festival	Fig
	Buharkent Fresh Fig Festival	Fig
	Germencik Culture-Art and Fig Festival	Fig
	İncirliova Fig Festival	Fig
Balıkesir	Ayvalık Olive Harvest Festival	Olive
	Edremit Olive End of Harvest Festival	Olive
	Bigadiç Meat and Milk Festival	Meat and Milk
	Susurluk Ayran and Culture Festival	Buttermilk
	Ayvalık Olive Harvest Festival	Olive
Bartın	Bartın Culture, Art, Tourism and Strawberry Festival	Strawberry
Bitlis	Walnut Festival	Walnut
Bolu	Mengen Cooks and Tourism Festival	Local Flavors
	Apple Festival	Apple

Bursa	Chestnut and Candy Chestnut Festival	Chestnut
	International Cumalıkızık Raspberry Festival	Raspberry
	Hasanağa Artichoke Festival	Artichoke
	5. Tomato Paste Oil Pepper Culture and Art Festival	Pepper
	Orhangazi Olive Festival	Olive
	International Gemlik Olive Festival	Olive
	Now is Mudanya Time (Vintage Festival-Black Fig Festival-Olive Festival)	Fig-Olive
	Gedelek Pickle Festival	Pickle
	Anchovy and Culture Festival	Anchovy
	Black Fig Festival	Fig
	International Golden Pepper Festival	Pepper
Çanakkale	Umurbey Peach Culture and Art Festival	Peach
	Eceabat Tomato Festival	Tomato
	Bozcaada Culture, Art and Vintage Festival	Grape
	Olive Liberation Festivals	Olive
	International Gelibolu Golden Sardine Culture and Art Festival	Sardines
	Apricot Festival and Circumcision Festival	Apricot
	Bozcaada Squid Festival	Squid
	Traditional Geyikli Municipality Oil Wrestling, Cultural Activities and Olive Festival	Olive
Çankırı	Commemoration of Hacı Murad-I Veli and Cherry Festival	Cherry
	Traditional Keşkek Feast	Keşkek
Çorum	Osmancık Diamond Rice Culture and Art Festival	Rice
Denizli	Tripolis Culture and Turfanda Sultaniye Seedless Grape Festival	Grape
	Serinhisar Roasted Chickpeas and Culture Festival	Roasted Chickpeas
	Traditional Kale Pepper Festival and Oil Wrestling Wrestling	Pepper
	Çal Vintage Culture and Art Festival	Grape
	Çivril International Apple-Agriculture Culture Festival	Apple
Diyarbakır	International Diyarbakır Watermelon Festival	Watermelon
Edirne	International Viticulture Festival	Grape
	International Band and Liver Festival	Liver
	İpsala Paddy (Rice) Culture and Art Festival	Rice
	Enez Hunting and Fish Festival	The Fish
Erzincan	Nature-Culture and Tulum Cheese Festival	Cheese
	Refahiye Culture and Honey Festival	Honey
	Üzümlü Municipality Culture Tourism and	Grape

	Grape Festival	
Erzurum	Traditional Highland Festivals Çağ Kebab Festival	Çağ Kebab
Gaziantep	International Pistachio Culture and Art Festival	Pistachios
	Oğuzeli Pomegranate and Culture Festival	Pomegranate
	İslahiye Grape, Pepper and Culture Festival	Grape – Pepper
Giresun	Çömlekçi Creek Hazelnut Festival	Hazelnut
	Espiye Hazelnut and Pita Festival	Hazelnut – Pita
	Camoluk Honey Festival	Honey
	Dry Bean Festival	Dried Beans
	Giresun Cherry Festival	Cherry
	Aksu Festival	Hazelnut, Honey, Cherry, Dry Beans And Local Flavors
Gümüşhane	International Rosehip-Pestil, Culture and Tourism Festival	Rosehip – Pestil
İstanbul	International İstanbul Gastronomy Festival	Food
	GurmeFest - İstanbul Open Air Gourmet Flavors Festival	Food
	Chocolatefest	Chocolate
	Chocolate Candy and Cake Festival	Chocolate- Confectionery- Cake
	İstanbul Mussel Festival	Mussel
	İstanbul Macka Chocolate Festival	Chocolate
	Beşiktaş Pizza Festival	Pizza
	Moda Raw Meatball Festival	Raw Meatballs
	İstanbul Tea Festival	Tea
	Beşiktaş Raw Meatballs Festival	Raw Meatballs
	Pizza Festival	Pizza
	Pasta Festival	Pasta
	Breakfast İstanbul	Breakfast
	İstanbul Coffee Festival	Coffee
	Göynücek Okra Festival	Okra
	Ortaköy Patty Festival	Patty
	Three Passion Books Coffee Chocolate Festival	Coffee – Chocolate
	İstanbul International Chocolate Festival	Chocolate
	Ortaköy Kumpir Festival	Kumpir
	Diet Fest	Diet Meals
	Cheese Festival	Cheese
	Silivri Yoghurt Festival	Yoghurt
Isparta	Seyyit Veli Baba Sultan Commemoration and Rice Festival	Rice
	Traditional Senirkent Culture, Art and Grape Festival	Grape
İzmir	March Nine Herb Festival	Weed
	Alaçatı Herb Festival	Herb

	Buca Municipality and Belenbaşı Village Yörük Culture Promotion and Cherry Festival	Cherry
	Bornova Cherry Festival	Cherry
	Seferihisar Ata Bread and Armola Festival	Bread –Armola Cheese
	Seferihisar Tangerine Festival	Tangerine
	Cretans and the Herb Festival	Herb
	Urla Traditional Vineyard Festival	Grape
	International Urla Artichoke Festival	Artichoke
	Urla Hohutalan Village Melon Festival	Melon
	Boyoz Festival	Boyoz
	Gastro Fest	Local Tastes
	Kitchen Konak: İzmir Flavors Festival	Local Flavors
	Karşıyaka Anchovy Festival	Anchovy
	İrmağzı Fig Harvest Culture and Tourism Festival	Fig
	Waffle Festival	Waffles
	Agricultural and Local Products Festival	Local Products
Karaman	Başyayla Cherry Festival	Cherry
	Süleymanhacı Melon Festival	Melon
Kastamonu	Vehicle Hacı Bekir Confectioners, Pastry Shops and Plateau Culture Festival	Cake
	Chestnut Honey Festival	Chestnut Honey
	Ancient Ginolu Silver Fish Festival	Silver Fish
	International Tosya Culture and Rice Festival	Rice
	Sepetçioğlu and Einkorn Bulgur Festival	Einkorn Bulgur
	International Taşköprü Culture and Garlic Festival	Garlic
Kayseri	Walnut-Gilaboru Festival	Walnut –Gilaboru
	Culture and Apricot Festival	Apricot
	International Kayseri Pastrami, Sausage and Ravioli Festival	Pastrami-Sausage-Ravioli
Kırıkkale	Culture, Grape and Melon Festival	Grape-Melon
	Sulakyurt Melon-Watermelon Festival	Melon Watermelon
Kırşehir	Kaman Walnut, Culture and Art Festival	Walnut
Kocaeli	Gölcük Municipality Green İhsaniye Apple Festival	Apple
	Karamürsel-Ereğli Fish Festival	The Fish
	Gölcük Municipality Değirmendere Hazelnut and Culture-Art Festival	Hazelnut
	Turkish Fairy Floss Festival	Turkish Fairy Floss
	Yarımca Golden Cherry Festival	Cherry
	Tuna Fish Festival	The Fish
Konya	Strawberry Festival	Strawberry
	Kayasular Körpeseyidi Commemoration and Rice Day Festival	Rice

	2. Tahini Pita Festival	Pita
	White Cherry And Ereğli Days Festival	White Cherry
	Akşehir Cherry Culture and Art Festival	Cherry
	Grape, Watermelon, Silk Carpet And Culture Festival	Grape-Watermelon
Kütahya	Traditional Gediz Tarhana Festival	Tarhana
	Tavşanlı Roasted Chickpeas And Coal Festival	Roasted Chickpeas
	7. Broad Bean Festival	Broad Beans
Malatya	Yeşilyurt Cherry-Culture and Sports Festival	Cherry
	Malatya Fair & International Culture, Art and Apricot Festival	Apricot
	Hekimhan Walnut and Culture Festival	Walnut
	Arapgır Vintage Festivals	Grape
	Akçadağ Municipality Honey, Pear Culture and Art Festival	Honey-Pear
	Doğanşehir Apple and Culture Festival	Apple
Manisa	Manisa Mesir Festival	Mesir Paste
	Vintage Festivals	Grape
	Köprübaşı Culture, Art and Strawberry Festival	Strawberry
	Cherry Festival	Cherry
	Gölmarmara Melon Watermelon Festival	Melon Watermelon
	Sarıgöl Sultani Grape Festival	Grape
	5. Akhisar Olive Harvest	Olive
Mardin	Cherry Festival	Cherry
Mersin	Göksu Town Plum And Culture Festival	Plum
	II. International Culture, Tourism and Agriculture and Apricot Festival	Apricot
	Apple-Grape and Culture Festival	Apple-Grape
	Güme Village Plateau and Honey Festival	Honey
	International Citrus Festival	Citrus
Muğla	Green Grape And Local Morel Mushroom Festival	Mushroom
	Bodrum Municipality 2nd Herb Food Festival	Herb
	Bitez Tangerine Festival	Tangerine
	Dalyan Mullet Festival	Grey Mullet
	Nif Cherry Festival	Cherry
Nevşehir	Culture Festivals and Cream Festival	Cream
	International Ürgüp Vineyard Festival	Grape
	Kapadokya Traditional Food Festival	Local Foods
	Ürgüp Aksular Cherry Feast	Cherry
Niğde	Darboğaz Cherry and Art Festival	Cherry
	Hidirellez and Potato Festival	Potato
Rize	Rize Tea and Tourism Festival	Tea

	İkizdere Anzer Honey and Plateau Festivals	Anzer Honey
Siirt	Siirt Pistachio Incentive and Honey Festival	Siirt Pistachio-Honey
Sinop	Dikmen Karakucak Wrestling and Pole Kebab Festival	Kebab
Sivas	Güneykaya Municipality Wrestling, Pastry and Külbez Festival	Patty
	Traditional Ahmet Ayık Karakucak Wrestling and Honey Festival	Honey
	Zara Honey and Culture Festival	Honey
	Traditional Culture, Art and Potato Festival	Potato
	Akıncılar Culture, Art and Melon Festival	Melon
Tekirdağ	Boza Festival	Boza
	Tekirdağ Cherry Festival	Cherry
	International Hayrabolu Sunflower Festival and Industry Fair	Sunflower
	Thrace Harvest and Ecology Festival	Grape
Tokat	Zile Cherry Festival	Cherry
	Traditional Grape and Leaf Festival	Grape and Leaf
Trabzon	Tonya Butter Culture and Art Festival	Butter
	Çayırbağı Potato, Egyptian Culture and Art Festival	Potato
	Hamsiköy and its Surrounding Village Rice Pudding Festival	Rice Pudding
	Vakfikebir Bread and Culture and Art Festival	Bread
	International Akçaabat Music and Folk Dance Festival and Traditional Hıdırnebi Plateau Festival	Meatball
Tunceli	Pulumur Traditional Honey Festival	Honey
	Cemişgezek Mulberry and Cheese Festival	Berry-Cheese
Van	Çatak Kanispi Walnut, Honey, Trout And Nature Festival	Walnut-Honey-Trout
Yozgat	Crocus Festivals	Core
	Honey and Culture Festival	Honey
Zonguldak	Boluklu Plateau and Honey Festival	Honey
	Ottoman Strawberry Culture Festival	Strawberry
	Anchovy Festival	Anchovy

Reference: Ekerim and Tanrısever, 2020:2281; Cömert and Çetin, 2017:1095

2.5.3. Food Festivals Around the World

In the table 10 below, examples of food festivals in the world, city names and themes are given:

Table 10. Food Festivals in the World

Name of the Festival	Province Name	Theme
Wildfoods Festival	Hokitika, New Zealand	Wildfoods
Annual Golden Spurtle	Cairngorms, Scotland	
The Onion Market	Bern, Switzerland	The Onion
Watercress Festival	Hampshire, England	Watercress
Salon De Chocolate	Quito, Ecuador	Chocolate
Bacon Festival	Sacramento, California	Bacon
Blue Food Festival	Bloody Bay, Tobago	Blue Food
Poutinefest	Ottawa, Canada	
Castagnades Chestnut Festival	Ardeche, France	
Dumpling Festival	Hong Kong	
National Cherry Festival	Traverse City, Michigan	Cherry
Pizzafest	Naples, Italy	Pizza
Oktoberfest	Germany	
Dumpling Festival	Hong Kong	
National Street Food Festival	Jawaharlal Nehru Stadium, New Delhi, India	
Maslenitsa Pancake Festival, Russia	St. Petersburg And Moscow	
St. Moritz Gourmet Festival	St. Moritz, Switzerland	
Melbourne Food And Wine Festival	Victoria, Australia	
New Orleans Wine & Food Experience	New Orleans, Louisiana, Usa	
Maine Lobster Festival	S Main St, Rockland, Me, Usa	
Gilroy Garlic Festival	Christmas Hill Park, Gilroy, California	Garlic
Giant Omelet Celebration	Bessieres, France	Omelet
Bugfes	North Carolina Museum Of Natural Sciences	
Olney Pancake Race	Olney, England	Pancake
Monkey Buffet Festival	Lopburi, Thailand	Monkey Buffet
Cooper's Hill Cheese Rolling	Cooper's Hill, Brockworth, Gloucester, England	Cheese
The Food Network South Beach Wine & Food Festival	Miami, Florida	Wine & Food Festival
Mtl À Table	Montreal, Canada	
Charleston Wine + Food Festival	Charleston, South Carolina	Wine & Food Festival
Mid-Autumn Festival	China	
Hawaii Food & Wine Festival	Hawai'i Island, Maui, And Oahu, Hawaii	Wine & Food Festival

Vegas Uncork'd	Las Vegas, Nevada	
Nyc Wine & Food Festival	New York City, New York	Wine & Food Festival
Pahiyas Festival	Lucban, Philippines	Pahiyas
Food And Wine Classic In Aspen	Aspen, Colorado	Wine & Food Festival
Maslenitsa Pancake Festival	Russia	Pancake
Taste Of Chicago	Chicago, Illinois	
Bite Of Seattle	Seattle, Washington	
Los Angeles Food & Wine Festival	Los Angeles, California	Wine & Food Festival
Feast Portland	Portland, Oregon	
Chinchilla Melon Festival	Chinchilla	Melon
Shediak Istakoz Festivali	Shediak-New Brunswick, Canada	
La Tomatina	Buñol, İspanya	Tomato
Herring Festivali	Hvide Sande, Danimarka	Herring
Waikiki Spam Jam Festival	Honolulu- Hawaii, Abd)	Jam
Napa Truffle Festivali	California	Truffle
Truf Festivali	Alba/İtalya	Truffle
International Oyster and Seafood Festival	Galway/İrlanda	Oysters and Seafood
Bowen Seafood Festival	Queensland	Seafood
Broome Mango Festival	Western Australia	Mango
Chinchilla Watermelon Festival	Queensland	Watermelon
Fremantle Tomato Festival	Western Australia	Tomato
Gladstone Seafood Festival	Queensland	Seafood
Goomeri Pumpkin Festival	Queensland	
Hervey Bay Seafood Festival	Queensland	Seafood
Manjimup Cherry Harmony Festival	Western Australia	Cherry
National Cherry Festival	New South Wales	Cherry
Oysterfest In Ceduna	South Australia	
Sawtell Chilli Festival	New South Wales	
Tin Can Bay Seafood Festival	Queensland	Seafood

2.5.4. Food Festivals Held in Denizli

2.5.4.1. Buldan-Yenicekent Tripolis Culture and Sultaniye Seedless Grape Festival

Buldan became a sub-district of Aydın in 1779 and a district of Aydın in 1807. In 1883, it was attached to the Denizli sanjak, and after Denizli became a province in 1923, Buldan became a district of Denizli. In addition, Buldan, which was occupied

by the Greeks in 1920 during the War of Independence, gained its independence on September 04, 1922 (Buldan Governorship, 2020). Buldan is a district worth seeing in the Aegean with its natural beauty and air and weaving and handicrafts. Buldan is surrounded by Usak in the north, Manisa and Aydın in the west, Güney District in the north and east, Denizli center in the southeast, and Saraykoy district in the south. It has been the weaving and trade center of the region with its cultural and handicraft richness in history. Weaving dates back to the 12th century. Buldan cloth, towels, bathrobes, raw cloth, Aleppo work, tablecloths, bedspreads, clothes that can be turned into curtains, and silk embroidery home textile products are produced in the region (<http://www.denizli.gov.tr/buldan>). Although Buldan is a region that stands out with its weaving, natural and historical sites such as wooden carcass and adobe masonry vineyard houses located in large lands, Sazak Mountain, Yenice Hot Springs, Chestnut Stream, Talat Tarakçı Park, Yayla Lake, Yukarı Vakıf Recreation and Tripolis Ancient City contains the charms (Dalgın et al., 2020:127).

Cultural values of Buldan district:

Süleymanlı Lake is 55 km from Denizli and 8 km from Buldan. Suleymanlı Lake, with an altitude of 1155, covers an area of 50 hectares. Süleymanlı Lake emerged with rainwater collection in a high plateau pit. No water source constantly feeds the lake. Depending on climatic conditions, water accumulation increases or decreases. The lake is an important natural resource that provides shelter for bird species such as wild ducks and storks, has some aquatic plant species including water lily, has a depth of water for swimming, and continues to function as a "Wetland Ecosystem" until today (Ministry of Agriculture and Forestry, 2020).

Tripolis: 40 km from the center of Denizli from Buldan, Yenicekent Town, and the Menderes River was established on the slope. Tripolis is one of the ancient cities with access to Central Anatolia and the Mediterranean with the valley's opening to the west and north, Çürüksu Plain, and valleys in the southeast of the Aegean. It is 30 km from its contemporary Laodikeia, established in the Çürüksu Valley in the south, and 20 km away from Hierapolis (Turkey Culture Portal, 2021).

Major Buildings of Tripolis:

Tripolis Theatre It was built in a central part of the current settlement of the ancient city. It was built in the Greek theater type, suitable for the terrain, and Roman

architectural style. The theater consists of three parts (<http://www.denizli.gov.tr/tripolis>).

Cavea It is semicircular and divided by three diazomas. Seating stages have been destroyed towards the orchestra section. Vault exits are located on the upper parts of the cavea and the sides. Seating levels are made of large marble stones. It has the capacity to accommodate approximately 8,000 people (Denizli Governorship, 2020).

Orchestra: It is completely underground with the seating levels and materials of the Cavea (Denizli Governorship, 2020).

Scene (Stage and Stage Building): The superstructure of the stage building has been demolished towards the interior and exterior parts and is in a dilapidated condition. A small part of the stage building's right and left retaining walls can be seen on the surface (Denizli Governorship, 2020).

Tripolis Bath: It is 200 m away from the Tripolis Theatre. It is located on a plain in the west. It remained outside the city wall that surrounded the city in the late period. It is possible to identify five sections from the remains on the surface of the building. There are arch traces between each section, indicating that it was passed through vaults and large niches. It is understood that the infrastructure and walls were completed with cut travertine block stones, and the arch and vaults were completed with the same material. The Hamam is an example of the typical Roman Bath tradition (Denizli Governorship, 2020).

City Building: It is approximately 200m away from the Turkish Bath. It is located in the south. The superstructure was destroyed. It is a large building with 40X65 m. in size. The foundation walls are very wide. The fortification wall adjacent to the western wall of the building continues. The building shows the Roman architectural character (Denizli Governorship, 2020).

Apse Building: It is between the City Building and the Theatre. This name was given because the inner part of the northern wall of the rectangular planned building has an apse. The upper part of the building is completely destroyed and in a dilapidated condition (Denizli Governorship, 2020).

Castle and Walls: Tripolis was surrounded by walls during the Late Roman and Byzantine Periods. The city's walls, which were built on sloping land, were

supported by bastions, watchtowers, and thick walls. The theater's wall joins the tower on the highest hill city's north. The tower is for defense and surveillance of the coming enemy danger (Denizli Governorship, 2020).

Waterways: Even though the Ancient City of Tripolis was established by the Menderes River, the necessary water to meet the city's needs is 25 km from the city. They obtained it from the source near the current Güney District, located at a distance. Due to the mountainous and rugged terrain between Kaynak and Tripolis, there are traces of watersheds, tunnels, pipes, and arches on this route (Denizli Governorship, 2020).

Necropolis: The eastern and southern slopes of the ancient Tripolis City were used as the Necropolis Area. Rock tombs are carved into the rock in the steep rocky areas of steep and sloping hills. In addition, there are tombs with a podium at the bottom and a sarcophagus at the top (Denizli Governorship, 2020).

Buldan Houses: Old Buldan houses have been taken under protection within the scope of Urban SIT, and efforts are being made to preserve their properties. While the old Buldan houses, which were unconsciously allowed to be demolished in the past years and where concrete houses were built, are superior to Safranbolu houses, they are few in number. The eaves and chimneys of the old Buldan houses are wooden and have a bay window, and the porches with bay windows have a different beauty. The necklaces that stand out on the chimneys are different. At the same time, these houses do not block each other's view. (Buldan Governorship, 2020).

The first early grown-free grape growing in Turkey and the first week of august is held every year to promote the Yenicekent, which is home to the Tripolis ancient Ancient City of Tripolis, which dates back to 5500 B.C. The festival continues for three days. Grape incentive competitions are held in the festival program, and grape agha is selected. In addition, both local and national artist concerts are held during the evening hours. The festival, ranked 24 in 2019, has not been held due to pandemics in the last two years (Turkey Culture Portal, 2021).

2.5.4.2. Kaledavaz Pepper Festival

When the first name of the district, "Tabas," is examined, it is understood that the word Taba means rock, and it got this name because it was founded on a rocky hill. On the other hand, another name of Tabae has been uttered together with the Turks as Davas or Tavas. The district was first established on the ruins of the ancient city of Tabas. This city is a fortress with two walls. Because of the castle, it is known as Kale Davaz. During the Republican period, the city started to be abandoned due to landslides from the 1950s and was moved to the present settlement 3 km to the north. Only two mosques, a hammam, a fountain, and a public fountain have survived from the city to the present day. The Old Castle was declared a "Site" by the High Council of Monuments in 1985 (Culture and Tourism Ministry, 2020).

Cultural Values of Kale District:

Cevher Paşa Mosque: Cevher Paşa Mosque located in Tabae Ruins on the Denizli-Muğla highway route has a rectangular plan, the last congregation is on the north side, and its minaret is on the northwest corner (<http://www.kale-denizli.gov.tr/cevherpasa-mosque>). Cevher Paşa Mosque, one of the wood-supported and hand-embroidered mosques built during the westernization process, was restored by the General Directorate of Foundations in 2006 and reopened for use (Culture and Tourism Ministry, 2020).

İnceğiz Canyon: It is located in İnceğiz neighborhood, 45 km from Denizli Kale district. The canyon, formed by the erosion of the streams feeding the Kemer Dam, is on the Aksu Stream. The local people know the canyon, which has a completely natural formation, is known as "Arabapıştı." It is possible to visit the canyon with boats and canoes. In addition, it is possible to see traces of caves and ancient settlements around the canyon, which has been the cradle of many civilizations in the past (Culture and Tourism Ministry, 2020).

Kale Pepper: Kale Pepper, grown in the Kale district of Denizli and has a geographical indication certificate after Turkey's Şanlıurfa and Kahramanmaraş peppers, differs with its three-veined straw yellow large flesh and slightly greenish color. Kale pepper, whose weight is 125-150 grams on average, has 250-300 grams of grains. In the chemical analysis of kale pepper, it was determined that it is very

rich, especially in potassium and vitamin C. Kale pepper, which has a different taste with its unique aroma due to the fertility of the soil in the region, is collected from the fields by the local people, threaded one by one, and hung on the balconies of the houses or in the restaurants. Various winter products are obtained from kale peppers, including sauce, tomato paste, chili pepper, ground pepper, and tarhana paprika. After the peppers are strung and hung, they dry in an average of 1-1,5 months (Kale Governorship, 2020). The increase in the areas of promotion and marketing will increase production, and the producers will earn more income. The festival ensures brand value protection and greater recognition of the Kale district (Ministry of Agriculture and Forestry, 2021).

The traditional Kaledavaz pepper Festival, organized to introduce the Kale Bali, one of the three peppers with a geographical sign document in Turkey, is held the second week of August every year. The festival continues for three days. The festival program includes best pepper incentive competitions, food and dessert competitions, local pepper tasting, wrestlers, art exhibitions, etc. In the evening, local or national artist concerts are held. The festival has not been held due to pandemics in the last two years.

2.5.4.3. Çivril International Apple, Agriculture and Culture Festival

The name of Çivril is found for the first time in the Byzantine Documents describing the Myriocephalon war. In these documents dating from the 12th century, the name Çivril is referred to as "Tribritzi" in Greek writing and "Cyybrilcimani" in Latin script. The name Çivril is a description of the Chagatai Turkish used by the Chagatai Turks who migrated to Anatolia during the Seljuk period, and it means "the place with plenty of water," "wet place" (Çivril Municipality, 2021). In the county, whose economy is based on agriculture, 80% of the population works in agricultural activities. On the other hand, some of the rural population works as workers abroad, and some are engaged in trade. The county's economy, which was based on grain, grapes, poppy, and a small amount of sugar beet before 1960, gained a dynamic and strong structure with the arrival of DSI and Toprak Water Services after 1960. In addition to all kinds of agricultural products and livestock, beet, apple growing, viticulture, vegetable growing, and aquaculture are important sources of income.

There are 38 cold storage warehouses with 54,270 tons belonging to private enterprises and municipalities in the district. A total of 356,522 decares of agricultural land can be irrigated. There are 4 Irrigation Unions in the district. In 2013, 120,000 tons of milk were produced in the district, where animal husbandry is of great importance (Strategy and Budget Department, 2020).

Cultural values of Çivril district:

Akdağ Nature Park: It is a national park located within the borders of the Çivril province of Denizli. There is beautiful wildlife going on here. It is a place worth seeing with its wild horses and deer herds. The waters coming out from here feed into Işıklı lake. In addition, Tokalı Canyon is also located in this park. Tokalı Canyon: The canyon at an altitude of 1600 m. ends in settlement of Gümüşsu (Homa) District of Çivril at an altitude of 900 m. The 1200-meter-long part of the canyon consists of rock masses reaching 200 meters in height as if cut with a knife. The Akdağ canyon, formed by the stream flowing through these rocks, whose widest part is 4 meters and the narrowest part is 1.5 meters apart, can only be crossed in 7-8 hours. Kocayayla, the largest in the region and where the transhumance culture is fully experienced, offers its visitors the privilege of watching with the naked eye from wild horses, sheep shepherds, fountains in the plateau, shepherd's houses, falcons, Black Vulture, and other living species (Çivril Municipality, 2020).

Homa Waterfall in the eastern part of Çivril, on the Çivril-Dinar road, 30 km from the town. The town at a distance was named Gümüşsu because of the good quality of the water here. It is 10 km from Gümüşsu Town. in Düzbey Village, located away from the II. The battlefield of the Crusade has a historical area called Miryakefalon. There is a waterfall flowing from a height of about 30 meters. Its water is cold and sweet (Çivril Municipality, 2020).

Çivril Bicycle Festival: It first started in 2017. It is held every year. The purpose of the festival is to show the lands where the Myryokefalon War, which has an important place in Turkish history was taken, where the Myryokefalon War was held, and to show the natural, cultural and historical values such as Işıklı Lake, Sığırtaşı, Akdağ Nature Reserve, and Beycesultan to bicycle enthusiasts (Çivril Municipality, 2020).

Paragliding: Every year in Çivril's Beydili District, sports lovers gather to perform paragliding activities (Çivril Municipality, 2020).

Juniper Tree: The circumference of the Juniper tree, located within the borders of Denizli Province, Çivril District, Karabedirler Village, is 7.35 m. The inside of the body is hollow, and the body is divided into two. It consists of 12 main branches, five main branches in the right part, and seven in the left part (Çivril Municipality, 2020).

Gökgöl: Since Gökgöl covers a narrow area, agricultural activities can be carried out on lands with an altitude of more than 820 meters, but after the regulations, the water level of Gökgöl increased, and the formerly agricultural areas were left out of agriculture due to high groundwater. The organic matter in the soil profiles of the lands around the lake has an accelerating effect on the groundwater, and when the water level in the lake decreases, the groundwater of the surrounding lands decreases quickly. When the level rises, the groundwater discharge from the fields towards the lake becomes more difficult and the groundwater flow starts from the lake towards the environment. For this reason, the water level in the lake has increased, and the reeds have decreased. A decision was taken at the Local Wetland Meeting on 9.09.2014 for the Gökgöl and Işıklı Lakes to become wetland of international importance, and a decision was sent to the General Directorate of Nature Conservation and National Parks for their registration (Çivril Municipality, 2020).

Işıklı Lake: Işıklı Lake is a freshwater lake located on the Çivril plain. The Greater Menderes river originates in Işıklı Lake. The lake constitutes an important habitat, spawning, hatching, and migration environment for waterfowl. Small bittern, peregrine heron, great egret, redbud heron, paddy goose, slub, rusthead spleen, sea eagle, sedge, red hawk, long-legged tern, prickly prairie bird is among the brooding in the region. Due to the lake's potential, it has been proposed to be declared an important Bird Area (IBA). Today, the lake is used for irrigation, fishing, and fish farming purposes. The lake is the place where the crayfish plague was first seen in Turkey in the autumn of 1986. In addition, the lake constitutes an important habitat for waterfowl. Of the species brooding in the region; Small Baladan, Pied Heron (Çivril Municipality, 2020).

Çeltikçi, Gray Goose, Angıt, Pasbaş Dalağan, Sea Eagle, Sedge Hornbill, Red Hawk, Stilt, Smiling Tern and Wild Figurine are among the most important examples. Small cormorant, great egret, clumsy, dust goose, teal, bristle duck, scoop, snipe can be given as examples among the water birds observed in the lake in winter. Small Cormorant (max. 140), Clumsy Goose (max. 3100), Gray Goose (max.920), Muddy (max. 1080) living in the lake can be given as examples. In addition, the Sea Eagle, Bearded Vulture, Gökçe Delice, Great Forest Eagle (max. 16), Shah Eagle, Whiskers, Ulu Doğan are the predators that overwinter in the region. There are also wild bears and deer coming from Akdoğan to drink water (Çivril Municipality, 2020).

The International Apple Agriculture and Culture Festival, traditionally held by the municipality since 1995 in the Çivril District of Denizli, is held the last week of August every year. The festival is held every year for the last week of August. The festival continues for three days. The festival, which started with a cortege March on the first day, continues with the concert during the evening hours. On the festival's second day, the Çivril Agriculture Workshop was held in the county agricultural room conference room. On the third day of the festival, the 30 August Victory Day, the lighthouse procession took place, and the concert was performed. In addition, the panel on the Battle of Miryokefalon was held as part of the festival. On the festival's last day, the slowest cycling competition, the sunflower eating contest, the best apple, and peach breeding contest, the best apple pie contest, and the miss apple competitions were held.

2.5.4.4. Çal Vintage Culture and Art Festival

The ancient name of Çal was Mosyna. It was called by this name until the Turks came to the region. The Turks gave the name Çal to the region, which started to be known as Çal Region. The name Çal, which means high place or plateau in the Chagatai dialect, was given due to the natural location of the district. The word "play" also means stony ground, bare hill, calcareous soil. For many years, Çal has been used as the region's name, not a settlement. The name of the settlement where Çal is today is Demirciköy. It is stated that it took this name because a significant part of the people who settled in the region made a living from blacksmithing. Later,

the general name of the region, Çal, became the name of the central district. Similar examples are found in place names in Anatolia (Çal Municipality, 2021).

A large part of the population of the district is engaged in agriculture. The main agricultural products are grapes, apples, vegetables, grains, anise, poppy, thyme, sunflower, and fodder. There are seven cold storages in the district where table grapes are stored. Their total annual capacity is 5 200 tons. A significant part of the stored table grapes is packaged and exported. The total annual export amount is 2 million dollars. There are nine wine production factories in the district. The annual export amount of Confurt Fruit Concentrate Factory operating in Akkent Town is 8 million dollars and employs 100 people (Culture and Tourism Ministry, 2020).

Cultural Heritage

Mahmutgazi Tomb: Mahmut Gazi, one of the assistants of Hüsametdin Bey, one of the Seljuk Commanders; He fought in the region as a border lord and lived on this border until his death. Mahmut Gazi Tomb is in the Mahmutgazi District, which it gives its name. The tomb has a square plan. The transition to the dome that covers this place was provided with pendentives, and its walls were built using very thick rubble bricks and spolia materials. There is a large sarcophagus in the east-west direction inside the building. The building is illuminated by the windows on the north and west walls, south of the entrance door. It is estimated that the tomb, which has no inscription, was built in the 14th or 15th centuries (Çal Governorate, 2020).

Çal Gazi Paşa Elementary School: The school started in 1924 and was completed in 1928 and opened to education. The school, drawn by Mimar Kemalettin Bey, was constructed in Neoclassical style. The school has eight classrooms and three administrative rooms, a wooden and paper structure. In 1999, after the transfer of Gazi Primary School to another location, the building started to be used as a Teachers' House and Public Education Center (Çal Governorate, 2020).

Çal Apollon Lermonos Temple: The Çal district is located on a hill that overtakes the Temple Menderes valley within the Bahadinlar neighborhood borders and 4 km to the village. It's a distance. The ceramics on the hill are considered an altar for the Mother Goddess Kybele of the Frig period. There is a temple written by the slaves of Apollon Lermenos (son of Zeus, God of the prophets and Fine Arts), written by the altar, ten courtyards, and altar dedicated to Apollon. For the last two years, all the

pieces found in work carried out by the Governor's office have been placed on wooden tones. The translations of the writings and the region's history will be very important data (Çal Governorate, 2020).

Kayıpazarı Mosque Minaret It is located in Denizli Province, Çal District, Sapcılar Neighbourhood, Minarenin, property of Minarenin in the market six locations, belongs to the General Directorate of foundations and 174 of the deed parcel. Since an immovable cultural presence needs to be preserved in the Ka market mosque minaret, İzmir II has been registered by decision No. 05.11.1997 and No. 7178 of the Protection Board for Cultural Natural Assets. In 2005, the brick-braided body of the Denizli Governorate was originally rebuilt after it was removed to the shoe due to a large cross-section of the body where the collar on the base was located (Çal Governorate, 2020).

Sakızcılar (Crying Rock) Falls: The falls in the Sakızcılar Neighborhood exhibit a unique beauty. The waterfall, also known as the crying Rock, is 30 m. it's coming out of height (Turkey Culture Portal, 2020).

The Çal Vintage Culture and Art Festival, organized by the Turkish Patent and Brand Institution in Çal District of Denizli to promote the Çal land grape, a geographically marked product, is held every year in the first week of September. The festival is held for three days. The festival's first day is the day of the cortege March, followed by a molasses boiling event by protocol members. On the second day of the festival, many activities such as grape chewing, grapes spurting, and molasses boiled are organized, 3 of the festival. And on the last day, there are grape contests and awards. During the three days of the festival, many local or national artist concerts were held.

2.5.4.5. Serinhisar Roasted Chickpeas, Knife and Culture Festival

Serinhisar and its surroundings were founded by the Avsaris, a tribe of the Oğuzlar. Ibn passed through the Elm plains in the second half of the XIII. He said ss that the Turks here are "three" Turks. In the Karaagaç plain, a region of the Turkish carvings of the Oğuzs of Bozok, occupied by the Turkish carvings, Ibn Batuta, who passed in 1332, writes that there are many trees here and called the Elm plain. First,

the town called "Kepez" then "Yerlikaya" was called "Kızılhisar" because of the recent ruins of 1302-1310. Following Malazgirt, the Turkmen communities who came to Western Anatolia under the leadership of Horasan erasers settled in these regions called "three," becoming real architects of the Turkishness and Islamization of the region. In the time of Sultan Süleyman, the statutory state was connected to Konya and Burdur as a starboard, and it continued for a long time. In 1671-1672, Evliya Celebi Traveller, who came to Denizli and passed the Elm plains, talks about the Elm plains. The high geography and altitude have prevented the city from becoming an accident center under day's conditions. According to the Ottoman Nizamus dated 1870, the Kızılhisar Acıpayam was connected to Kazaligi in 1871. According to the administrative amendment in 1910, Denizli became an independent contractor and was provincial in 1923 by the declaration of the republic. The Red Crescent district died with the law dated 19.06.1987 and numbered 3392, and its name was changed to Serinhisar (Serinhisar Municipality, 2021).

Broom, roasted chickpeas shop, lumber shop, olive shop, tobacco in the district center, tourism is being carried out. In addition, people in the village of Yatağan are individually involved in stabbing, carpet, tobacco. In the center of the Serinhisar district, the economic structure is led by tobacco, shipping, marketing, and carpet weaving. Ancient sites, mounds, turds, battlefields, ancient graves, Castle, sur and city ruins: greek headquarters in the village as a school, and the house of Salim Erhan, which is used as a home today as a residence, Kebir Mosque used as a dungeon, Seljuk Hamami, village ruins in Erenler's position, Efe tombs on the tree road, Kurtuluş Savings in Bilese, Taşpınar Hoyer, Roman graves, ruins of Caber castle, freckles, and cabar village rations, in the position of the upper links (Culture And Tourism Ministry, 2020).

Craftsmanship examples: Clay and wool-specific hair, sculpture, and ornamental scrap are made. Although wooden spoon carving has been done, samples have been reduced due to today's conditions (Serinhisar Municipality, 2021).

Known all over the world as the "**Turkish Sword**," the Yatağans speak of their name as a bold work of art, as well as its sharpness and robustness. The bedding acts as the sword but differs in form, structure, and dimensions. The head of the handle made of bone, horn, silver, or ivory is split left and right in the form of two large

ears. They prevent the bed from being disposed of during the move, making the owner more advantageous to the enemy. The handle, which makes up a “Y”, is joined with the swath under the enamel and thick metal collar. It is made of gold-chubby copper with armored armor and covered with precious stones such as coral, emerald, and ruby, and it is seen that all the cabins made of silver are decorated with precious stones (Serinhisar Governorate, 2021). Approximately 80% of the total roasted chickpeas produced in Turkey is produced in Denizli (Serinhisar and Tavas) and is sent to other regions, especially in Çorum. The only stock exchange in Turkey where the roasted chickpeas are produced is the Denizli Trade Exchange. In 2015, 33.330 tons of roasted chickpeas were produced (South Aegean Development Agency, 2020). More than 50% of Turkish roasted chickpeas exports are made from Denizli, and 6.654 tons of roasted chickpeas were exported in 2014 with the Food, Agriculture, Livestock Provincial Directorate Plant Health Certificate (South Aegean Development Agency, 2020). Thirty thirty types of roasted chickpeas are produced in Serinhisar, covering 70 percent of the country's roasted chickpeas market. There are 200 tons of roasted chickpeas in the winter and up to 120 tons of roasted chickpeas exports abroad in the summer. There are around 300 roasted chickpeas factories in Serinhisar and around 400 other districts. (Serinhisar Municipality, 2020).

The Serinhisar Roasted Chickpeas and the Bickery Festival are held in the Serinhisar district of Denizli province of Serinhisar, which has been going on since 2001 to promote roasted chickpeas and local yatagan knives, which have been geographically marked. The festival continues for three days. The festival's first day begins with opening speeches and a cortege March and concerts. Other days of the festival continue with various events and concerts.

CHAPTER III

THE ROLE OF LOCAL FOOD FESTIVALS IN DESTINATION BRANDING, A RESEARCH ON THE CASE OF DENIZLI

3.1. Research

The research consists of two parts. First of all, the bibliometric analysis technique, one of the "quantitative research methods," was applied to determine food festivals in tourism. In the second part, interviews with the festival organizers and local stakeholders were conducted using the face-to-face interview technique, one of the qualitative research methods, and interpreted with content analysis. Finally, in the third part of the study, the purpose, importance, method, limitations, findings, and evaluation of these findings are given.

3.2. Objective and Importance of the Research

Branding of destinations positively affects the image of the region they are located in. Therefore, branding is seen as an important competitive tool has brought different marketing approaches to the tourism sector. Marketing a country as a single destination and a single touristic product is abandoned, and touristic promotion and marketing are carried out by highlighting the touristic product identities of various regions of the countries.

Recently, an increase has been observed in regional, national and international food and beverage festivals. These festivals make important contributions to the development of a destination and attract the attention of visitors and the entertainment and cultural understanding of the local people. For this reason, food and beverage festivals are becoming increasingly important in tourism destinations (Cohen and Avieli, 2004). Studies have found that festivals with gastronomic elements have an important role in destination branding (Selwood, 2003; Haven et al., 2006; Fox, 2007; Guzman and Canizares, 2011). In addition, many countries in the world attract tens of thousands of tourists every year thanks to their local and

national festivals. In this way, media attention is drawn to the destination, and strong images are created to help the destination branding. Festivals provide economic benefits and promote the destination internationally, thanks to tourists from different countries.

Denizli is located in the southwest of the Anatolian Peninsula and the east of the Aegean Region. Denizli is an important touristic destination with historical, natural, and cultural features. Pamukkale, which has been included in the World Heritage List by UNESCO, with its travertines reminiscent of cotton fields with the healing offered by nature and thermal springs; thermal tourism with its healing waters; cultural tourism with its many cultural and natural assets; congress tourism with four seasons congresses and meetings; sports tourism with trekking, rafting, parachute tracks; eco-tourism with its caves, streams, plateaus, and mountains; and ornithology tourism with a large number of bird species can be done. In addition, botanical tourism with endemic plants that do not grow anywhere else in the world; shopping tourism as it is a city of industry, commerce, agriculture, and university can be done. Furthermore, it is a city that can attract tourists every month of the year with its religious centers such as Hierapolis, Laodicea, Colossae, and alternative tourism types such as faith tourism (Denizli Governorate, 2020). In addition, activities and festivals with different themes are held every year in Denizli provinces and districts. In recent years, it has been known that destinations give importance to local foods and events or festivals with local food in their branding efforts. However, when the tourism literature is examined, it is seen that most of the studies on Denizli are related to Pamukkale, and there is no study about destination branding or food festivals. Although many local food festivals are organized in Denizli provinces and districts, the absence of studies on the subject in the literature makes Denizli attractive to be chosen as a model city.

3.3. Scope and Limitations of the Study

The research universe consists of 5 food festivals that have been going on for many years. These are;

- Kaledavaz Pepper Festival,

- Buldan-Yenicekent Tripolis Culture and Turfanda Sultaniye Seedless Grape Festival,
- Çal Vineyard Culture and Art Festival,
- Çivril International Apple Agriculture and Culture Festival,
- Serinhisar Roasted Chickpeas, Knife and Culture Festival.

However, the Coronavirus, which spread from Wuhan to all the provinces of the People's Republic of China and from there to other countries in the world, affected the whole world disrupted social life, and brought some necessary changes and transformations in all areas. The necessity of maintaining social distance and the closure of people by entering the isolation process has caused many events to be canceled or moved to digital platforms. One of these events is local food festivals. Due to the ongoing Covid 19 Pandemic, the inability to hold festivals and the absence of festival participants limited the research to Festival organizers and local stakeholders. Within the scope of the research, Kaledavaz Pepper Festival Organizers, Serinhisar Chickpea, Knife and Culture Festival Organizers, Çal Bağ Culture and Art Festival Organizers, Çivril International Apple Agriculture and Culture Festival, Buldan-Yenicekent Tripolis Culture and Turfanda Sultaniye Seedless Grape Festival Organizers and local stakeholders. Face-to-face interviews were conducted with 46 people.

In the research, it was aimed to reach primary data. Therefore, to eliminate the doubt and indecision about participation, the researcher guaranteed that the interviews would not be disclosed with whom and the audio recordings would be used only for research, and the identities of the participants were never disclosed.

3.4. Methodology of the Research

Two different analysis techniques were used in the study. The first of the analyzes is bibliometric analysis, one of the quantitative research techniques. To determine the use of studies on food festivals in the field of tourism, the bibliometric analysis technique, which is one of the "quantitative research methods," was applied. Bibliometry is both a scientific method used to analyze the internal dynamics of science and a technique for evaluating the performance of research institutions and

researchers (Feller, 2005:20-21). The concept of bibliometry, which is defined as applying mathematical and statistical methods to books and other communication media, was first used by Alan Pritchard (Pritchard, 1969:348). Studies on bibliometric analysis ensure that both the researched subject and the developments in the science that covers the subject are revealed. In addition, however, bibliometric studies play an active role in determining the problems or deficiencies in the subject and related fields of science (Yılmaz, 2017).

In addition to bibliometric analysis, one of the qualitative research methods, content analysis technique, was used. The reason for applying qualitative research is that there are no quantitative scales on the subject, and it is thought that face-to-face interviews with experts will reveal more objective results. Denzin and Lincoln (2011:6) defined qualitative research as follows: 'Qualitative research includes an interpretative and naturalistic approach to the world. This means that qualitative researchers study events in their natural settings, trying to make sense of or interpret phenomena in terms of the meanings people bring to them. Qualitative research includes the studied uses and collection of various empirical materials. These are case study, personal experience, introspection, biography, interview, artifacts and observational, historical, interactive, and visual texts along with cultural texts and productions. In qualitative research designed in line with its purpose and questions, data is collected, analyzed, and interpreted according to the determined techniques. Researchers often collect, analyze and interpret data simultaneously. Besides relying on existing theories during these steps, he creates and interprets new concepts and theories (Neuman, 2016a:22). Qualitative researchers generally think about the theoretical-philosophical paradigm in an in-depth, inquiring, and more flexible plane while adopting a perspective rather than focusing on a specific question (Neuman, 2016a: 22). In qualitative research, there are no strict rules about sample size. The sample size depends on the information obtained, the purpose, how the data will be used, how to ensure reliability, available time, and other resources. The important thing in selecting the sample is not the numbers but the richness and depth of the information (Patton, 2005: 244).

The "face-to-face interview technique," one of the qualitative research methods, is used in the research, and interview questions are directed to people

directly related to the subject. Furthermore, interview participants were chosen within the rules of the "purposive sampling method." In this method, a sample from which the necessary information can be obtained is determined according to the researcher's judgment and purposefully (Mertens, 2005:72). In other words, thanks to this method, people who could have the most certain information that the researcher was trying to find were included in the sample.

In forming the interview questions, Kalkstein-Silkes's (2007) doctoral thesis of "Food and food-related festivals in rural destination branding"; Indiana, Lim's (2016) doctoral thesis of "The Contribution of Festivals to City Branding"; Süer and Çoban (2018) The Role of the Festival Tourism in The Destination Branding: A Study On Alaçati Herb Festival; Lee and Acrodia's (2011) study of "The Role of Regional Food Festivals for Destination Branding were used."

The research was carried out in July and August of 2021, and the interviews were carried out between 25 minutes and 45 minutes. Thanks to the prepared interview guideline, the same general questions were asked to the participants to ensure consistency between the interviews. This situation does not prevent the researcher from making necessary additions, deletions, or corrections to the questions during the interview. For example, while some participants expressed their opinions with one answer to two questions, in some interviews, the questions were asked in a different order to help the flow. Within the interview scope, the festival organizers were interviewed in their office buildings, and with the local people in cafes deemed appropriate. Before the interview, permission was requested from the participants to record the interviews. Most interviews flowed similarly, but new questions arose based on the interviewee's answers or characteristics of their job position. This flexibility is one of the most important advantages of face-to-face and semi-structured interviews. (Jordan and Gibson, 2004)

In this research, content analysis was applied to analyze the data (Yıldırım and Şimşek, 2011: 227). In content analysis, it is aimed to reach the codes explaining the collected data and the themes containing these codes. For this purpose, research data obtained through interviews, observations, or documents are analyzed in four stages. These stages are listed as follows (Huberman and Miles, 2002: 148);

- Coding of the data,

- Finding the themes,
- Arrangement of the codes and the themes,
- Identifying and interpreting the findings

In qualitative research, when the content analysis is started after the data collection phase, attention should first be paid to the validity and reliability of the research. The reliability of content analysis largely depends on the coding process (Ghiglione, 1978 as cited in Bilgin, 2006:16).

Reliability, which depends on the coding process, is more related to the reliability of encoders and coding categories. Coder reliability requires that different coders encode the same text in the same way or that the same coders encode the same text in the same way at different times. The reliability of the categories, on the other hand, is related to the clarity of these categories (Bilgin, 2006:16). On the other hand, validity is whether the data measure what is intended to be measured (Cited from Carmines and Zeller, 1979:17, Günlü et al., 2009:219). To measure the validity and reliability of this research, five independent academicians were selected; they were asked to create the codes with the data obtained from the comment texts and rank them under the themes; the percentages they created were compared with the percentages of codes and themes created by the researcher, and the differences were reflected in the findings by reaching consensus. Researchers and independent academics took the 'content validity as a base for validity (Bilgin, 2000:13).

3.5. Analysis and Evaluation of Research Data

3.5.1. Bibliometric Analysis and Data Collection

In national or international databases, the area where local food festivals are used in the field of tourism has been determined. In table 11 below, usage areas of local food festivals in tourism literature are determined.

Table 11. Bibliometric Analysis of Published Articles on Food Festivals

Publication Author	Publication Name	Year	Journal Name
Lewis, G. H	Celebrating asparagus: Community and the rationally constructed food festival.	1997	The Journal of American Culture
Bo, Z.	To See the Influences on Customs Established by the Resultant of Official Force and Folk Force from the Rise and Decline of the Cold Food Festival	2004	Qilu Journal
Lilleheim, H., Mykletun, R. J., Quain, W. J., & Engstom, C	South Beach Wine and Food Festival- Why Participate?	2005	Hospitality Review
Çela, A., Knowles-Lankford, J., & Lankford, S.	Local Food Festivals in Northeast Iowa Communities: A Visitor and Economic Impact Study.	2007	Managing Leisure
Sabanpan-Yu, H.	Cebuano food festivals: A matter of taste.	2007	Philippine quarterly of culture and society,
Li-li, Z. H. A. O.	Problems with Food Festival Cultural Management in Hotel and its Strategies.	2008	Economic & Trade Update.
Park, K. S., Reisinger, Y., & Kang, H. J.	Visitors' Motivation for Attending the South Beach Wine and Food Festival, Miami Beach, Florida.	2008	Journal of Travel & Tourism Marketing,
Kim, J. Y., & Lee, H. J.	Market Segmentation and Satisfaction according to the Motives of Food Festival Attendants-Focusing on the Case of Seoul Food Festival	2008	Culinary science and hospitality research
Lee, H. W.	A Plan to Promote Province Food Festival by Culture Tourism Resources	2008	The International Society of Tourism Industry
Kim, J. Y., & Ahn, K. M.	The Relations Among Service Quality, Satisfaction, and Behavioral Intention: The Case of Seoul Food Festival.	2009	Journal of Foodservice Management Society of Korea
Einarsen, K., & Mykletun, R. J.	Exploring the Success of the Gladmatfestival (The Stavanger Food Festival)	2009	Scandinavian Journal of Hospitality and Tourism
Jin, Y. J.	A Structural Analysis on Composite Factors, Visitors' Evaluation and Intent of Revisits in a Food Festival-The Case of The 15th Namdo Food Festival in South Korea.	2009	Culinary science and hospitality research,
M. Axelsen, T. Swan	Designing Festival Experiences to Influence Visitor Perceptions: The Case of a Wine and Food Festival	2010	Journal of Travel Research
Y. Kim, B. Suh, A. Eves	The Relationships Between Food-Related Personality Traits, Satisfaction, and Loyalty Among Visitors Attending Food Events and Festivals	2010	International Journal of Hospitality Management
Axelsen, M., Swan, T.	Designing Festival Experiences to Influence Visitor Perceptions: The Case of a Wine and Food Festival	2010	Journal of Travel Research

W. Chang	A Taste of Tourism: Visitors' Motivations to Attend a Food Festival	2011	Event Management
I. Lee, C Arcodia	The Role of Regional Food Festivals for Destination Branding	2011	International Journal of Tourism Research
Bo, Z.	Diffusion and Transformation of Cold Food Festival Before Tang Dynasty- Discussion From Perspective of Emigration	2012	Journal of Wenzhou University, Social Sciences
J. Horng, C. Su, S. So	Segmenting Food Festival Visitors: Applying the Theory of Planned Behavior and Lifestyle	2013	Journal of Convention & Event Tourism
Y. Wan, S. Chan	Factors That Affect the Levels of Tourists' Satisfaction and Loyalty Towards Food Festivals: A Case Study of Macau	2013	International Journal of Tourism Research
S. M. Gagić, Dragan V. Tešanović, An Elija Č. I. Džigurski, T. D. Pivac, A. E. Jovičić ²	Motives and Attitudes of Food and Drink Festival Visitors: A Case Study of Serbia	2013	Journal of Food, Agriculture & Environment
E Sohn, J. Yuan	Who are the Culinary Tourists? An Observation at a Food and Wine Festival	2013	International Journal of Culture, Tourism and Hospitality Research
Mohi, Z.	A Study of Food Festival Loyalty.	2013	Journal of Tourism, Hospitality & Culinary Arts
Alonso, A. D., Bressan, A.	Stakeholders' Perspectives on the Evolution and Benefits of a Traditional Wine Festival: The Case of the Grape Festival ("Festa Dell'uva") in Impruneta, Italy	2013	Journal of Convention & Event Tourism
J. Wong, H. G. Wu, C. C. Cheng	An Empirical Analysis of Synthesizing The Effects of Festival Quality, Emotion, Festival Image and Festival Satisfaction on Festival Loyalty: A Case Study of Macau Food Festival	2014	International Journal of Tourism Research
K. Organ, N. K. Lewis, A. Palmer, J. Probert	Festivals as Agents for Behaviour Change: A Study of Food Festival Engagement and Subsequent Food Choices	2014	Tourism Management
H. Wu, J. Wong, C. Cheng	An Empirical Study of Behavioral Intentions in the Food Festival: The Case of Macau	2014	Asia Pacific Journal of Tourism Research
Y. Kim, J. Duncan, B. Chung	Involvement, Satisfaction, Perceived Value, and Revisit Intention: A Case Study of a Food Festival	2014	Journal of Culinary Science & Technology
K. H. Lee, A. C. Alexander, D. Y. Kim	A Study of Geographical Distance Groups on Length of Visitors' Stay at Local Food Festival Destinations	2014	Journal of Vacation Marketing
Blichfeldt, B. S., Halkier, H.	Mussels, Tourism and Community Development: A Case Study of Place Branding Through Food Festivals in	2014	European Planning Studies,

	Rural North Jutland		
Lee, K. H., Alexander, A. C., & Kim, D. Y.	A Study of Geographical Distance Groups on Length of Visitors' Stay at Local Food Festival Destinations	2014	Journal of Vacation Marketing
L. T. Williams, J. Germov, S. Fulle, M. Freij	A Taste of Ethical Consumption at a Slow Food Festival	2015	Appetite
T. Jung, E. M. Ineson, M. Kim, M. Yap	Influence of Festival Attribute Qualities on Slow Food Tourists' Experience, Satisfaction Level and Revisit Intention: The Case of the Mold Food and Drink Festival	2015	Journal of Vacation Marketing
S.Markovic, J. Dorcic, M. Krnetić	Visitor Satisfaction and Loyalty Measurement of a Local Food Festival: Application of Festperf Scale	2015	Tourism in Southern and Eastern Europe
Morgan, M. J.	Food Festivals, Food Marketing and the Re-Invention of a Rural Community	2015	The Journal of New Business Ideas & Trends
Kim, S.	Understanding the Historical and Geographical Contexts of Food Festival Tourism Development: The Case of the Tatebayashi Noodle Grand Prix in Japan.	2015	Tourism Planning & Development,
G. Chatzinakos	Exploring Potentials for Culinary Tourism Through a Food Festival: The Case of Thessaloniki Food Festival	2016	Transnational Marketing Journal
H. Wu, C. Ai	A Study of Festival Switching Intentions, Festival Satisfaction, Festival Image, Festival Affective Impacts, and Festival Quality	2016	Tourism and Hospitality Research
Kim, Y. H	To Find Equilibrium of Food Festival Tourism: An Application of Factor Analysis and Analytical Hierarchy Process (Faahp)	2016	Event Management
Meretse, A. R., Mykletun, R. J., Einarsen, K.	Participants' Benefits from Visiting a Food Festival–The Case of the Stavanger Food Festival (Gladmatfestivalen)	2016	Scandinavian Journal of Hospitality and Tourism
W Lee, Hk Sung, E Suh, J Zhao	The Effects of Festival Attendees' Experiential Values and Satisfaction on Re-Visit Intention to the Destination: The Case of a Food and Wine Festival	2017	International Journal of Contemporary Hospitality Management
Choo, H., Park, D. B	Festival Quality Evaluation Between Local and Nonlocal Visitors for Agriculture Food Festivals.	2017	Event Management
Vajirakachorn, T., Chongwatpol, J.	Application of Business Intelligence in the Tourism Industry: A Case Study of a Local Food Festival in Thailand.	2017	Tourism Management Perspectives
A Sandybayev	The Impact of Street and Food Festivals in Gastronomic Tourism Through Visitor's Emotions and Satisfaction. A Case of Abu Dhabi Food Festival	2018	International Journal of Research in Tourism and Hospitality
M. Bok, Ne. Park	The Effect of Behavior Attitude and Subjective Norms on Behavior Intention	2019	Journal of the Korea Society of Computer

	in Food Festival		And Information
S Marković, S Mitrović, A Racz	Who are the Wine and Food Festival Visitors? An Exploratory Study	2019	Ekonomski Pregled
O. Culha	The Effect of Food Festival Quality on Place Attachment and Destination Recommendation Intention Through Festival Experience and Festival Satisfaction: The Case of the Didim International Olive Festival	2020	Journal of Convention & Event Tourism
E. Beckman, F. Shu, T. Pan	The Application of Enduring Involvement Theory in the Development of a Success Model for a Craft Beer and Food Festival	2020	International Journal of Event and Festival Management
Ramaprasad, B. S., Mallya, J., Sanil, M., Patwardhan, V.	The Relationship Between Food Neophobia, Domain-Specific Innovativeness, and Food Festival Revisit Intentions: A Structural Equation Modeling Approach	2020	British Food Journal
Blešić, I., Pivac, T., Knežević, M. N., Besermenji, S., Veselinović, J	Measuring Festival Quality. Case Study of Ethno Food Festival Dužijanca	2020	Agroekonomika (Serbia)
Yang, F. X., Wong, I. A., Tan, X. S., Wu, D. C. W.	The Role of Food Festivals in Branding Culinary Destinations.	2020	Tourism Management Perspectives
D Janiszewska, L Ossowska	Food Festival Exhibitors' Business Motivation	2021	Sustainability
Pai, C. K., Lee, T., Kang, S.	Examining The Role of Service Quality, Perceived Values, and Trust in Macau Food Festival.	2021	International Journal of Environmental Research and Public Health

According to the results of the analysis, there was no study on local food festivals before 1994. Between 1994 and 2005, 3 (5.77%) articles were published. Between 2007 and 2010, 12 (23.08%) articles were published. It is seen that 37 (71.15%) articles were published between 2011-2020. The most articles about food festivals were published in 2014.

According to the results of the analysis, 2 (4%) articles were published in e Culinary Science and Hospitality Research, 2 (4%) articles in Scandinavian Journal of Hospitality and Tourism, and 2 (4%) articles in Tourism Management Perspectives. 3 (6%) articles in the journal Event Management, 3 (6%) articles in the International Journal of Tourism Research, 3 (6%) articles in the Journal of Convention & Event Tourism, 3 (6%) articles in the Journal of Tourism Management and 3 (6%) articles were published in the Journal of Vacation Marketing. 29 (58%) articles were published in other journals.

It is seen that the topics of the 50 food festivals articles, which were bibliometrically analyzed, are on festival quality, festival loyalty, festival satisfaction, festival, motivation, visitors' experiences, expectations and motivations. Among the 50 articles analyzed, only one worked on the topic of destination branding. In addition, it is noteworthy that there is no Turkish publication among the analyzed articles and that only one person from Turkey has an article named food festivals.

3.5.2. Content Analysis and Data Collection

3.5.2.1. Demographic characteristics.

The demographic characteristics of the participants in the study are as seen in Table 12. Accordingly, four demographic questions were asked to the interviewees regarding gender, age, occupation, and educational status.

Table 12. Demographic Characteristics

Age (y)	F (n)	%
20-30	4	8,70
31-40	10	21,74
41-50	16	34,78
51-60	14	30,43
61-70	2	4,35
Total	46	100
Gender		
Female	4	8,70
Male	42	91,30
Total	46	100
Educational Status		
Primary School	9	19,57
High School	11	23,91
Associate Degree Program	2	4,35
Bachelor Degree	16	34,78
Master Degree	7	15,22
Master Or Doctoral Degree	1	2,17
Total	46	100
Job		
Festival Organizer	20	21,74
Academician	3	3,26
Special	8	8,70
Public	4	4,35
Farmer	5	5,43
Former Festival Organizer	6	6,52
Toplam	46	100

When the demographic findings were examined, it was determined that the age range of the participants was between 20 and 70 y. The age group in which the participants are concentrated is 41-50. According to gender, male participants have a higher participation rate of 91.30% than women, and according to education level, the highest participation rate is the undergraduates with the rate of 34.78%. According to the profession, it was determined that 21.74 % of the participants were festival organizers.

3.5.2.2. Interview Findings

In line with the purpose of the study, the findings obtained from the analysis of the answers given by the participants to the interview questions were examined. The district names, main themes, sub-themes and codes obtained from the content analysis, frequency and ratio are shown in table 13.

Table 13. Content Analysis of the Answers to the Numerical Questions Asked to the Festival Organizing Committee

Festival Committee Name	Festival Organization Year	Festival Budget (Turkish Liras)	Number of Festival Participants (Every Year)	Carrying Capacity of the Festival
Kale District Festival Committee	25	250000-300000	3000	8000
	25	250000-300000	4000	10000
	25	250000	5000-10000	150000
	25	250000-300000	5000-8000	300000-400000
Serinhisar District Festival Committee	14	250000	10000-15000	15000
	17	250000	1500-2000	10000
	15	200000	10000	10000-15000
	20	200000	10000-20000	15000-20000
	20	250000	15000-20000	25000-30000
Çivril District Festival Committee	23	500000	20000	30000
	24	300000-500000	20000	20000
	25	300000-500000	10000-15000	20000
	27	-	10000	10000
Buldan District	25	250000-	20000	50000

Festival Committee		300000		
	25	-	20000	50000
	25	150000-200000	10000	10000
	25	350000	5000	50000
Çal District Festival Committee	24	200000-300000	20000-30000	-
	24	200000-300000	30000	40000
	24	-	30000	40000

The organizers of Kale pepper festival have answered of 25 years, the organizers of Serinhisar roasted chickpeas festival have answered of 14-20 years, Çivril apple festival organizers have answered of 23-27 years, Buldan Yenicekent grape festival organizers have answered of 25 years, and finally, the organizers of the Çal grape festival have given the answer of 24 years to the question of how many years the festival has been held, since the festivals were not held for two years due to pandemic. According to the information received during the interview, the budget of the festivals changes every year according to the event and the invited artist. According to this, the district with the highest budget is Çivril. The average numbers of people attending the festivals are as follows;

- Between 3000-10000 in Kale district, 10000-20000 in Serinhisar and Çivril districts,
- Between 5000-20000 in Buldan district,
- Between 20000-30000 in Çal district.

According to the information obtained from the interviews with the participants, the festival's last day is the most crowded day. The reason for this is explained as follows. "The first two days of the festival are mostly attended by local artists, and on the last day, they organize more famous national or international artist concerts.

The carrying capacity of the festival was reported to be as 8000-40000 people in Kale district, 10000-30000 people in Serinhisar district, 10000-30000 people in Çivril district, 10000-50000 people in Buldan district, and Çal district 40000 people in Çal district.

Table 14. Content Analysis of the Answers to the Question of "What are the Reasons for Organizing the Festival?"

Theme	Main Themes	Sub-Themes and Codes	F	%
Reason for Organizing the Festival	The reason for organizing the festival is promotion	Main product introduction	29	31,18
		Presentation of the district	15	16,13
		Local product promotion	7	7,53
		Introduction of historical-cultural values	9	9,68
	The reason why the festival is organized is entertainment and events.	Public entertainment	7	7,53
		Socialization of the eople	7	7,53
	The reason for organizing the festival is to provide economic input to the region.	Local product marketing	5	5,38
		The development of the craftsmen	5	5,38
		Development of the district	4	4,30
		Producer's development	3	3,23
	The reason for organizing the festival is tourism.	Culture tourism	2	2,15

In Table 14, content analysis of the answers to the question of what are the reasons for organizing a festival is given. When the face-to-face interviews were analyzed with content analysis, it was found that the reason for organizing the festival was a promotion with a rate of 64.52%. Therefore, the comments made by participants 4 and participant 13, who were interviewed, and stated that the reason for organizing the festival was a promotion, are given below.

***P4:** Kale pepper is a registered pepper with geographical indication. Our main goal is to promote it..... Because Kale pepper has a unique feature. It is aimed to introduce the features of the pepper that is grown only in Kale district and in a certain geographical part of Kale. We organize it to increase the market value and to reach more people.*

***P13:** First of all, introducing the district, roasted chickpeas, and the pocket knife....*

In addition to the economic contributions of the festivals to the regions, some personal benefits can also arise as a result of the pleasure, entertainment, stress relief, and meeting different people as a result of the participation of the local people

in the festival (Chen, 2011; Lee, Arcodia, & Lee, 2012). Furthermore, festivals, especially regional festivals, are organized to stimulate the economic situation of local people as an important source of income by increasing employment and increasing the sales of regional products (Kim et al., 2008). After the highest promotion rate was the reason for the festival's organization, the two closest rates were entertainment and events with 18.26% and economic input with 15.06%. The comments of participant 9 and participant 8 regarding the code obtained are given below.

***P9:** Festivals are generally entertaining activities organized depending on the local characteristics of the region and aimed at socializing the society and promoting the place. We can also see it as a kind of self-promotion platform, which all the people in that region are excitedly and fondly preparing for.*

The comments made by participants 22 and 38, who stated that the reason for organizing the festival was tourism with a rate of 2.15%, are given below.

***P22:** It is aimed to support our tradesmen, agriculture, and farmers in Çivril to promote Çivril and support tourist.*

***P38:** To promote the development of Rural Tourism by promoting the region. Increasing the income of the local people.*

Table 15. Content Analysis of the Responses About the Festival's Feature for Increasing the Number of Tourists Coming to the Region;

Districts	Theme	Main Themes	Sub-Themes and Codes	F	%
Serinhisar	Tourist Boosting Feature	The number of tourists increases	Increasing the number of tourists.	4	75
		The number of tourists does not increase	Does not increase the number of tourists	1	25
		Depends on the announcement	Increases if announced	0	0
Kale		The number of tourists increases	Increasing the number of tourists	4	100
		The number of tourists does not increase	Does not increase the number of tourists	0	0
		Depends on the announcement	Increases if announced	0	0
Çivril		The number of tourists increases	Increasing the number of tourists.	3	75
		The number of tourists does not increase	Does not increase the number of tourists	0	0
		Depends on the announcement	Increases if announced	1	25
Çal		The number of tourists increases	Increasing the number of tourists	3	100
		The number of tourists does not increase	Does not increase the number of tourists	0	0
		Depends on the announcement	Increases if announced	0	0
Buldan		The number of tourists increases	Increasing the number of tourists.	4	100
		The number of tourists does not increase	Does not increase the number of tourists	0	0
		Depends on the announcement	Increases if announced	0	0

In Table 15, Content Analysis of the Responses Regarding the Feature of the Festival to Increase the Number of Tourists Visiting the Region is given. According to the information obtained from the interviews with the festival organizers, it was found that the festivals held in Kale, Çal, and Buldan districts increased the number

of tourists by 100%, while the festivals held in Serinhisar and Çivril districts increased the number of tourists by 75%. While it was found that it does not increase the number of tourists by 25% in Serinhisar district, it has been found that the increase or decrease in the number of tourists by 25% from Çivril district depends on the announcement. Lee et al., 2004; Kim et al., 2007, Rivera et al., 2008; Kim et al., 2010, stated that the festivals contributed to the increase in tourism revenues due to the positive effect on tourist mobility by providing an intense tourist influx to the regions where they are held.

Table 16. The Feature of the Festivals to Increase the Number of Tourists

Theme	Main Themes	Sub-Themes and Codes	F	%
Tourist Boosting Feature	The number of tourists increases	Increasing the number of tourists	18	80
	The number of tourists does not increase	Does not increase the number of tourists	1	10
	Depends on the announcement	Increases if announced	1	10

Table 16 shows the features of the festivals to increase the number of tourists. The finding which that 80% of festival organizers participating in the interviews stated that the number of tourists increased, 10% of them stated that the number of tourists did not increase, and 10% of them stated that the number of tourists depended on the announcement is indicated in the table above. The regions where the festivals are held cause an intense tourist flow during the activities of the festivals, thus increasing the number of tourists. Therefore, the average expenditure of tourists participating in festival tourism is higher than that of tourists participating in other tourism types (Çela et al., 2007: 183).

In the light of the data obtained from the interviews, the evaluations regarding the highest rate were given by participant 4, participant 22 and participant 32.

***P4:** Of course, it increases. If we say it in terms of domestic and foreign tourists, what comes to mind when we say tourism, are sea, sand, and sun, but now it is possible to make tourism in areas that we call rural tourism, being intertwined with nature, or gastronomy tourism. Of course, we think these festivals will increase the number of tourists coming to the region.*

P22: I think it will increase because I think it will increase the number of tourists because they are international festivals and there are participants not only from Çivril and Denizli but also from Turkey and abroad.

P32: Yes, it increases. In addition to grapes, there is also the Tripolis ancient excavation area.

Table 17. Content Analysis of the Feature That Brings the Festival to the Fore Based on Districts;

Districts	Theme	Main theme	Sub-Themes and Codes	F	%
Serinhisar	Feature Highlighting The Festival	Main Product	<ul style="list-style-type: none">Roasted Chickpeas	3	20
		With Food And Drinks	<ul style="list-style-type: none">Fast-FoodLocal Dishes	5	33.33
		With Concerts	<ul style="list-style-type: none">Popular Artists	4	26.67
		Fairground	<ul style="list-style-type: none">ClothingJewelryHousehold AppliancesAgricultural Equipment	3	20
		Activities		0	0
		Cultural Values	<ul style="list-style-type: none">Historical BuildingsTuistic Buildings	0	0
				15	100
Total					
Kale		Main Product	<ul style="list-style-type: none">Pepper	4	40
		With food and drinks	<ul style="list-style-type: none">Fast-FoodLocal Dishes	4	40
		With concerts	<ul style="list-style-type: none">Popular Artists	2	20
		Fairground	<ul style="list-style-type: none">ClothingJewelryHousehold AppliancesAgricultural Equipment	0	0
		Activities		0	0
		Cultural Values	<ul style="list-style-type: none">Historical BuildingsTuistic Buildings	0	0
			10	100	
Total					
Çivril	Main Product	<ul style="list-style-type: none">Apple	2	16.67	
	With food and drinks	<ul style="list-style-type: none">Fast-FoodLocal Dishes	3	25	
	With Concerts	<ul style="list-style-type: none">Popular Artists	3	25	
	Fairground	<ul style="list-style-type: none">ClothingJewelryHousehold Appliances	3	25	

			<ul style="list-style-type: none"> • Agricultural Equipment 		
		Activities		0	0
		Cultural Values	<ul style="list-style-type: none"> • Historical Buildings • Tuistic Buildings 	1	8.33
Total				12	100
Çal		Main Product	<ul style="list-style-type: none"> • Grapes 	3	33.33
		With food and drinks	<ul style="list-style-type: none"> • Fast food • Local Dishes 	2	22.22
		With Concerts	<ul style="list-style-type: none"> • Popular Artists 	3	33.33
		Fairground	<ul style="list-style-type: none"> • Clothing • Jewelry • Household Appliances • Agricultural Equipment 	0	0
		Activities			0
		Cultural Values	<ul style="list-style-type: none"> • Historical Buildings • Tuistic Buildings 	1	11.11
Total				9	100
Buldan		Main Product	<ul style="list-style-type: none"> • Grapes 	3	25
		With Food and Drinks	<ul style="list-style-type: none"> • Fast Food • Local Dishes 	2	16.67
		With Concerts	<ul style="list-style-type: none"> • Popular Artists 	5	41.67
		Fairground	<ul style="list-style-type: none"> • Clothing • Jewelry • Household Appliances • Agricultural Equipment 	2	16.67
		Activities		0	0
		Cultural Values	<ul style="list-style-type: none"> • Historical Buildings • Tuistic Buildings 	0	0
Total				12	100

In Table 17 shows the content analysis of the feature highlighting the festival by district. As a result of the interviews about the feature that brings the Festival to the fore based on districts, some participants stated that there are not one but several features.

According to the interviews made in Serinhisar district, 33.33% of the participants found that the feature that makes the festival stand out is food and

beverages, while the second-highest rate is the concert theme with 26.67%. On the other hand, it is seen that the main product theme does not stand out by 20%.

As a result of the interviews conducted in Kale district, it was found that the main product and food and beverage themes had the same rate of 40.00%, while the concert theme was 20.00%.

As a result of the interviews made in Çivril district, it was found that the highest rate, with 25.00%, was the theme of concerts, fairs, and food and beverage. However, the fact that the main product theme is 16.67% shows that the festival does not come to the fore with apples.

As a result of the interviews conducted in Çal district, it was found that the festival stood out with the main products and concerts at a rate of 33% and with food and beverages at a rate of 22%. On the other hand, the lowest rate was the theme of cultural values with 11.11%.

Finally, as a result of the interviews conducted in Buldan district, it is noteworthy that the highest rate was the concert theme with 41.67%. This rate is followed by the main product theme with 25.00%. Finally, it is seen that the theme of food-beverage and fairs is equal with 16.67%.

Table 18. Content Analysis of the Feature that Brings the Festival to the Fore

Theme	Main Themes	Sub-Themes and Codes	F	%
Feature Highlighting The Festival	Main Product	<ul style="list-style-type: none"> • Pepper • Grapes • Apple • Roasted Chickpeas 	15	25.86
	With Food and Drinks	<ul style="list-style-type: none"> • Fast Food • Local Dishes 	16	27.59
	With Concerts	<ul style="list-style-type: none"> • Popular Artists 	17	29.31
	Fairground	<ul style="list-style-type: none"> • Clothing • Jewelry • Household Appliances • Agricultural Equipment 	8	13.79
	Cultural Values	<ul style="list-style-type: none"> • Historical Buildings • Tuistic Buildings 	2	3.45

Table 18 shows the content analysis of the feature highlighting the festival. It was found that the highest rate of the five local food festivals held in Denizli was the

theme of the concert with 29.31%, followed by the food and drinks theme with 27.59%, the main product theme with 25.86%, the fairground theme with 13.79%, and the cultural values with a rate of 3.45%. Thanks to the food and beverage festivals, visitors have information about the food and beverages offered at the festivals, and they also observe the methods such as growing, producing, and even cooking the products at the festivals (Mason and Paggiaro, 2012). However, perceiving food festivals as recreation, festivity, and music production can distract these events from their real purpose (Büyüksalvarcı and Akkaya, 2018).

The participants' comments about the codes obtained from the interviews are given below.

***P3:** It usually comes to the fore with concerts and artists. Quality artist means gathering people here. The person who comes here also buys pepper on his way. These are integrated things. Our goal is to bring a quality artist, attract everyone here, and then market the pepper.*

***P7:** I think it's coming out. Ready-made fast foods are sold. Kale pepper tatar, stuffed peppers are made. Pepper arrays are also on display. These products do not grow outside Kale. That's why these products stand out.*

***P12:** It stands out with roasted chickpeas. You open its stands. Manufacturers display their products. Some producers offer treats as a tasting.*

***P16:** It comes to the fore with fairs. We can say that it stands out with its shopping and entertainment part. It does not stand out much with chickpeas.*

***P42:** It stands out about grapes, but like every district festival, concerts and events are organized for the people of the district. The only festival that the non-producer people see is the festival, but since I know the background, there are good events related to promotion and marketing. Good contacts are being made with the outsider.*

Table 19. Do You Make Use of Social Media in the Promotion of the Festival on the Basis of Districts? Content Analysis of the Answers to the Question;

Districts	Theme	Sub-Themes and Codes	F	%
Serinhisar	Use of Social Media in Festival Promotion	Yes we are using	5	100
		Not enough	0	0
		Positive	5	100
		Negative	0	0
Total			5	100
Kale		Yes we are using	3	75
		Not enough	1	25
		Positive	3	75
		Negative	0	0
Total			4	100
Çivril		Yes we are using	4	100
		Not enough	0	0
		Positive	4	100
		Negative	0	0
Total			4	100
Çal		Yes we are using	5	100
		Not enough	0	0
		Positive	5	100
		Negative	0	0
Total			5	100
Buldan		Yes we are using	4	100
		Not enough	0	0
		Positive	4	100
		Negative	0	0
Total			4	100

Table 19 do you make use of social media in the promotion of the festival on the basis of districts? content analysis of the answers to the question is shown. As a result of the interviews with the festival organizers, when asked about the use of social media in the festival's promotion, it was found that Serinhisar, Çivril, Çal, and Buldan districts benefited from social media at a rate of 100%. Furthermore, it had a positive effect at the rate of 100%, while the participants in Kale county benefited from social media at a rate of 75.00%, and it was found that it was not enough at a rate of 25% and had a positive effect at a rate of 75.00%.

Table 20. Content Analysis of Social Media Use in Festival Promotion

Themes	Sub-Themes and Codes	F	%
Use of Social Media in Festival Promotion	Yes we are using	19	95
	Not enough	1	5
	Positive	20	100
	Negative	0	0

Table 20 shows the Content Analysis of Social Media Use in Festival Promotion. When we asked the question of "Do you use social media to promote the festival?" to the festival's organizers, 95% answered yes, and it had a positive effect, while 5% stated that the effect of the social media was not enough.

P2: I think it is not enough. We have a shortcoming here. I think it would be better to advertise on social media better. However, it is possible to make a contract and advertise with artists, theater actors, and social media phenomena known throughout the country.

P10: Of course, we do it as an announcement on social media. We make announcements as personal or with the help of municipal. It has all kinds of positive effects and has no negative effects.

P20: We try to use social media actively. We get support from the people of our district and the young people in this regard. We have a page on all social media platforms, and we hear a lot about its positive benefits

Table 21. Content Analysis of the Effect of the Festival on Destination Branding on the Basis of Districts

Districts	Themes	SubThemes and Codes	F	%
Serinhisar	Impact on Destination Branding	It Has an Effect on Destination Branding	4	40
		No Effect on Destination Branding	6	60
Total			10	100
Kale	Impact on Destination Branding	It Has an Effect on Destination Branding	6	60
		No Effect on Destination Branding	4	40
Total			10	100
Çivril	Impact on Destination Branding	It Has an Effect on Destination Branding	4	44,44
		No Effect on Destination Branding	5	55,56
Total			9	100
Çal	Impact on Destination Branding	It Has an Effect on Destination Branding	3	37,50
		No Effect on Destination Branding	5	62,50
Total			8	100
Buldan	Impact on Destination Branding	Has an Effect on Destination Branding	4	40
		No Effect on Destination Branding	6	60
Total			10	100

Table 21 shows the content analysis of the effect of the festival on the destination branding by districts. Recently, an increase has been observed in regional, national and international food and beverage festivals. These festivals make important contributions to the development of a destination and attract the attention of visitors and the entertainment and cultural understanding of the local people. For this reason, food and beverage festivals are becoming increasingly important in tourism destinations (Cohen and Avieli, 2004).

To the question of the effect of festivals on destination branding, participants of Serinhisar and Buldan 40 % of the participants thought like that, while 60.00% defined that it has no effect. On the other hand, it was found that the participants of the Kale district think that it has an effect with the rate of 60% and think that it has

no effect with the rate of 40%. As a result of the interview held in Çivril district, 55.56% of the participants think it does not affect destination branding, while 44.44% found it affects destination branding. Finally, it was found that 62.50% of the participants think it has no effect on destination branding in Çal district, while 37.50% think it has an effect. As a result, it was found that only the participants of Kale district think that Kale pepper festival affects the Destination branding.

Table 22. The Effect of Food Festivals on Destination Branding

Theme	Sub-Themes and Codes	F	%
Impact on Destination Branding	Has an Effect on Destination Branding	21	45,65
	No effect on destination branding	25	54,35

Table 22 shows the effect of food festivals on destination branding. Branding is possible with the effective use of the destination's resources and good promotion. Therefore, destinations use food and beverage to differentiate themselves (Kercher et al., 2008: 137). Therefore, these festivals significantly contribute to the promotion of the destinations, the building of a positive image, the enhancement of the image and recognition of the destinations, and the marketing of the destinations. (Lee and Arcodia, 2011; Chalip and Costa, 2005; Şengül and Genç, 2016). However, 54.35% of the people who participated in the research stated that the festival did not affect destination branding, while 45.65 thought it had an effect. To better understand the subject, the participants' comments are given below.

***P2:** Of course, it has an effect. Denizli is in such a beautiful location that Buldan is famous for its grapes, Kale is famous for its pepper, Incegiz is famous for its olive oil, and Sarayköy is famous for its geothermal. Denizli is a very rich city in terms of tourism....*

***P16:** It has the potential to be effective but not currently effective. It has a name, a sign, an image, but I cannot say that it is very effective. 70-80% of the roasted chickpeas produced in Turkey is produced in Denizli*

***P24:** We have not yet become a brand within ourselves. How can we become a brand in Denizli? Go out on the streets in Çivril, see whomever you meet, which*

artist is coming is the first question to be asked when you say festival. If a popular artist is coming, Çivril festival is number 10. People see festivals as pillars of artists they cannot go or see. We are also faulty here.

Table 23. Events That Will Contribute to Destination Branding

Theme	Main Themes	Sub-Themes And Codes	F	%
Events That Will Contribute To Destination Branding	Various Competitions	Local Food Contests	1	0.91
		Poetry Competitions	1	0.91
		Call-And-Response Duet	1	0.91
		National- International Folk Dance Competitions	1	0.91
		Denizli Rooster	2	1.82
	Sporting Events	Grease Wrestling	1	0.91
		Horse Race	1	0.91
		Archery	2	1.82
		Sports Competitions	2	1.82
		Safari	1	0.91
	Main Product Related Events	Innovative Food Related to the Main Product	3	2.73
		Interview-Symposium-Conference About the Main Product	4	3.64
		Importance of the Main Product in Terms of Health	2	1.82
		Wine Tastings	2	1.82
		Vintage Activity	2	1.82
		Use of Local Products	9	8,18
	Promotion And Advertisement	Media Promotion	13	11.82
		Promotion and Advertising Video	8	7.27
		International Fairs	3	2.73
		Local and Foreign Concerts	2	1.82
		Famous Artist Participation	1	0.91
		The Arrival Of Well-Known People in The Food and Beverage Field	3	2.73
	Scientific Events	Historical-Cultural Symposiums	1	0.91
	Artistic Events	Artistic Events	4	3.64
	Collaborations/Professional Support	Sister Municipality	2	1.82
		State and NGO Support	8	7.27
		University Collaboration	2	1.82
		Public Awareness	2	1.82
		Participation of Agricultural Equipment Companies	2	1.82
		Professional Organization	4	3.64
		Inviting People Who do this Work in the	2	1.82

		National or International Arena To the Festival		
		Sustainability	1	0.91
	Tourist Activities	Increasing the Accommodation Areas	2	1.82
		Visiting the Touristic Places of the Region	7	6.36
		Historical Values	3	2.73
		Cultural Values	4	3.64
	Events Specific To People Aged 0-18	Events Specific to People Aged 0-18	1	0.91

Table 23 shows the activities that will contribute to destination branding. As a result of the interviews, the theme with the highest rate is promotion and advertisement. In the interviews with the participants, it was found that promoting rather than doing events would contribute more to the destination branding of the festival. The evaluations of participant 33 and participant 13 regarding this subject are given below.

***P33:** If I were the head of the festival committee, I would try to bring the national press here. I think it will be recognized by itself after the national press arrives here.*

***P13:** It would be better if the programs were broadcast live on national channels. The important thing is that it takes place on national channels before the event. All kinds of activities are rewarded, whether small or large.*

As a result of the interviews, the activities that need to be done to contribute to the destination branding were gathered under nine main themes. First, participants emphasized that various competitions should be held at a rate of 5.46%. In line with the rate obtained, the evaluation of participant 15 was included.

***P15:** Due to my profession, if two ashik come, I will gladly go, but 90 percent of Serinhisar will not go. I am working on compiling local, regional words. That's when it occurred to me. I think a poetry competition on roasted chickpeas can be organized. Everyone can write something. Accordingly, it can be a competition style. A prize can be given. If there are good poems, they can be announced through the press.*

In addition, enlivening the festivals and festivities with different and interesting events such as sports competitions, regional fairs, theater, folk dances, movies, and concerts will be beneficial to attract the attention of the people of the region. Organizing festivals and festivities every year, thus making such events a tradition, will increase the national interest in the city. Undoubtedly, the increase in the national interest in festivals and festivities will provide many economic and social benefits to the city (Asna, 1998: 130). It was found that 6.37% of the participants think that sportive events should be organized to contribute to destination branding. Participant 21 assessment explains this issue better.

P21: There have been jereed shows in the festival for years. There are jereed clubs in Uşak, they come and play an exhibition match here. In this way, we need to enrich it to attract larger audiences here. For example, an archery competition can be held. A horse race can be organized, and wrestling can be involved.

Organizing festivals and festivities is a tiring, problematic job and requires the hustle and bustle. For this reason, it is difficult to be regulated by a single institution. It would be beneficial to organize festivals and festivities jointly with certain organizations or individuals. It will be beneficial to provide the assistance and support of banks, tradesmen organizations, chambers of commerce, unions, and associations, especially in product promotion or product consumption festivals held in provinces and districts (Kazancı, 2010: 367). As a result of the findings, the second-highest theme with 20.92% is cooperation and professional support. The evaluation of participant 45 provides a better understanding of the subject.

P45: Festivals commission can be formed for Denizli. They can be experts from different fields from each district, our educators, and people who know the region. A tourism commission and a festival commission can be established. This should be done professionally, highlighting better works than by making a plan and organization in the best way. It should have a media leg. There should be work that needs to be done in national relations. That is, it is necessary to act jointly. I believe

it is necessary to act with a common mind to reach different segments and target groups. A competition is held for the grapes produced by the farmers. Products are on display. Products related to grapes are tried to be highlighted. Molasses is boiled and served to visitors.

Another theme with a rate of 14.55% is touristic activities. There are historical, cultural, and touristic values in all districts where the festival is held. During the interviews with the participants, it is thought that organizing touristic activities for the people who come to the festival will contribute to branding. The evaluations of participant 22 and participant 4 clarify this issue further.

P22: *The things that are unique to the region should be exhibited. When the Çivril district of Denizli is mentioned, apples should come to mind, so a festival should be held only about apples and agriculture. A tourist trip can be made during the day. This excursion can be done via bus. Çivril's touristic and historical places can be introduced.*

P4: *We are doing everything right now. We are holding a photography exhibition about the ancient city of Tabae. We are holding a painting exhibition about the İnceğiz canyon. Of course, we can contribute to branding not only with a painting or photography exhibition but also by organizing a tour in the form of a tour in the old castle or a visit to the İnceğiz canyon region for those who participate in the festival.*

In the empirical study conducted by Bilgili et al. (2012: 121), it was found that the factor that has the highest impact on the marketing of festivals is the quality of music, entertainment, and artistic activities, as well as activities aimed at keeping the traditional culture alive. As a result of the interviews, it was found that 20.01% of the participants think that doing activities related to the main product would contribute to the destination branding. The evaluations of participant 30 and participant 16 clarify this issue.

P30: *They can attend a vintage event. Molasses can be made in one corner. Trips to Tripolis can be arranged.*

P16: *Equipment showing the production stages of roasted chickpeas should be exhibited in the festival area. The production stages of the roasted chickpeas can be shown. Apart from that, one of the food engineering or gastronomy department academicians from Pamukkale University or other universities can be invited to the festival, and informative speeches about roasted chickpeas' benefits, content, and usage areas. Since roasted chickpeas does not contain gluten, it can be explained that it has a potential for celiac patients. The potential to be used as a vegan snack can be explained to both the public and the producers there, or because roasted chickpeas are produced from chickpeas, which are also legumes. What else can be produced from roasted chickpeas can be explained to women. For example, a roasted chickpeas recipe competition may be held in the coming years. No cookies were other than legumes. It is the only snack that includes protein. A booth could have been a roasted chickpeas kitchen. So some produce handmade shoes. Or some produce old-fashioned bellows efe boots. There is a knife shop in Yatağan. One or more people who do old-fashioned processes such as forging a knife or placing a knife handle may exhibit them.*

20.92% of the participants think that cooperation and professional support will contribute more to branding than organizing destination branding events. The evaluation of participant 39 is given below.

P39: *While I was a TV programmer, I asked this question to very good municipalities. I asked how many sister municipalities you have. Kuşadası municipality has 28 sister municipalities. Buharkent has two sister municipalities. Çal does not have a sister municipality. Being a sister municipality now gives you serious participants in national or international form. You can participate in the activities of the sister municipality or organize a trip with your delegation to get to know the culture of the place. They join you. Think about the medium where every*

photo they take will be spread. This will cause something completely different. Of course, we don't have the sister municipality understanding yet. If this can be improved, something international can happen. The sister municipality may also be from Serbia. Maybe Azerbaijan. It could be Georgia or one of the European countries. It does not matter. But you have to start from somewhere. If the grape and type of Çal grape are very famous, and if molasses, wine, must, etc., produced from the grape are desired to be promoted, the city can become a sister municipality with a district in France that has introduced itself with grape production. It will be a different advantage. A delegation can be sent to the grape festival held in France and ask what they are doing. First of all, it does not have to be a European country. It can be a sister municipality with İzmir or grown grapes in Siirt. Several competitions are organized, and exhibitions are set up. This allows the viewer to get closer to the festival. Very important tourism areas of the region can be visited by visitors. This can be a plateau, mosque, tomb, or historic building from a mythological age.

Among the themes obtained, it is seen that the two lowest rates belong to artistic activities with the rate of 3.64% and scientific activities with the rate of 0.91%. The view of participant 40 is given below.

P40: *Festivals were emptied as artistic and regional conferences. Local artists were featured in the festivals. We have painters. We have artists. They had exhibitions. Conferences were held on local products and viticulture. Now they are emptied. If our location were beachside, we would have a chance to expand internationally. And it gets more promotion with the people of the beach. For example, the grape festival starts in İzmir and then comes to us. Unless something different is presented, the names and promotions of local products, except raisins and fresh grapes, which are in the bottling phase, are banned at festivals. To be international, they must be promoted, tasted, and created a market. The festival is like vintage concerts. When famous artists are featured, all the money goes to them. Instead, I think it would be better if local artists were included and the money allocated for them was spent on promoting products, and more product promotion*

sections were opened. For the fair, it should be done so that local tradespeople can benefit rather than sellers coming from outside.

Table 24. Foods Recommended to be Branded on the Basis of Districts

Theme	Districts	Sub-Themes And Codes	F	%
Foods Recommended to be Branded on the Basis of Districts	Kale	Olive (Zeytin)	4	14,29
		Olive Oil (Zeytin Yağı)	5	17,86
		Noodle (Erişte)	4	14,28
		Melon (Kavun)	2	7,14
		Paprika Paste (Kırmızı Biber Salçası)	1	3,57
		Baklava (Baklava)	3	10,71
		Stuffed Dried Eggplant and Pepper (Kuru Dolma)	2	10,71
		Damat Paçası	1	3,57
		Keşkek	1	3,57
		Pita Bread (Pide)	1	3,57
		Dried Tomatoes (kuru Domates)	1	3,57
		Apple (Elma)	1	3,57
		Deep-Fried Meat (Kavurma)	1	3,57
	Serinhisar	Tarhana	3	60
		Tuzlama	1	20
		Water (Su)	1	20
	Çivril	Jujube (Hünnap)	2	6,67
		Cherry (Kiraz)	1	3,33
		Peach (Şeftali)	8	26,67
		Stuffed Fish (Balık Dolması)	3	10
		Fish Stew (Balık Yahnisi)	1	3,33
		Haşhaş Sürtnesi	1	3,33
		Sunflower (Ayçekirdeği)	6	20
		Corn (Mısır)	1	3,33
		Susam Sürtnesi	1	3,33
		Cornelian (Kızılcık)	1	3,33
		Kaymaklı Baklava	1	3,33
		Cevizli Katmer	1	3,33
		Hamursuz	1	3,33
	Buldan	Pomegranate (Nar)	7	29,17
		Aubergine (Patlıcan)	2	8,33
		Chestnut (Kestane)	2	8,33
		Beans (Yayla Fasulyesi)	2	8,33
		Strawberry (Çilek)	3	12,50
		Thyme (Kekik)	1	4,17

		Grape Leaf (Üzüm Yapağı)	1	4,17
		Apple (Elma)	1	4,17
		Chery (Kiraz)	1	4,17
	Çal	Pekmez	3	13,04
		Okra (Bamya)	5	21,74
		Sunflower Seed (Ayçekirdeği)	5	21,74
		Thyme (Kekik)	7	30,43
		Lavender (Lavanta)	2	8,70
		Aniseed (Anason)	1	4,35

Table 24 shows the recommended foods to be branded by districts. As a result of the interviews, food and beverages that will contribute to branding other than the main product based on districts are given in the table above. The highest number of products exists in the Kale district, and the least in Serinhisar district. Comments of participants 1,7,15,22,25,32 and 42 are given below.

P1: *We have olive oil - we have melon - pepper paste can be packaged and sold. It could be Kale Baklava.*

P7: *Of course there is. Kale-specific stuffed eggplant, keshkek, kale baklava, chickpeas with meat, Suura (groom's trotter).*

P15: *Not available as food. Tuzlama is unknown in many places. It may be. It could be tarhana.*

P22: *Peach-poppy rub- sesame rub- sunflower and seed-corn*

P25: *Baklava with cream, flaky walnut pastry, stuffed meal, no dough. It ranks first in the Aegean region in apple production in terms of quantity. It is in the few places in Turkey in seed production. There is a significant amount of peach and apricot, but these exist in quantity. For example, we cannot say Niğde apricot. It is called Bekilli flaky pastry, but the Çivril flaky pastry is not mentioned.*

P32: Pomegranate-apple of paradise

P42: Grape molasses-wine-okra- thyme-almond-walnut

Table 25. The Effect of Increasing Carrying Capacity on Branding

Theme	Main Theme	Sub-Themes and Codes	F	%
The Effect of Increasing Carrying Capacity on Branding	Does not have a negative effect on branding	<ul style="list-style-type: none">• Sufficient Space Available• Adequate Preparation Available	17	85
	It Creates Negative Effects on Branding	<ul style="list-style-type: none">• Parking Problem• Traffic Problem	3	15

Table 25 shows the effect of increasing the carrying capacity on branding. As a result of the interviews, 85.00% of the festival organizers think that the increase in the carrying capacity of the festival does not harm branding, while 15.00% of the participants think that it has a negative effect. Therefore, the evaluations of participants 1,20 and 31 related to this will clarify the subject.

P1: It does not occur. Since our area is very large, it does not cause any problems.

P20: Yes, there is a problem because our square is narrow. There are problems in traffic-parking, stands of tradespeople, shopping in the shops of local tradespeople. It is necessary to move the festival area away from the city center.

P31: There is only an accommodation problem. There are no resting places. There are no cafes and social facilities. Those who come have to come and go for one day. It would be different if there were accommodation places. When the festival is on Saturday and, Sunday people will come and stay there and get more involved with the community.

Table 26. What Should Be Done to Increase the Contribution of Your Festival to the Region?

Theme	Main Theme	Sub-Themes and Codes	F	%
	I have no suggestions	I have no suggestions	3	3,49
	Promotion and Marketing	Effective use of media	10	11,63
		Local Product Promotion and Marketing	4	4,65
		Participation in international fairs	4	4,65
		TV program display	2	2,33
		Preparing international promotional images	3	3,49
		Invite popular contacts	4	4,65
		Concerts are stronger	2	2,33
	TOTAL			37,22
	Scientific Events	Making an international panel	1	3,49
		To explain the importance for health	2	2,33
	TOTAL			5,82
	Gastronomic Events	local food competitions	1	1,16
		Participation of gourmets should be ensured	2	2,33
		Conferences and conversations should be held with well-known people in the field of gastronomy.	2	2,33
		Making a seminar about the main product	2	2,33
	TOTAL			8,15
	Supports/collaboration	Professional organization team	5	5,81
		Public Awareness	3	3,49
		Free transportation	1	1,16
		University collaboration	2	2,33
		support of government	2	2,33
		sister municipality	1	1,16
		Overseas support	2	2,33
		Increasing the budget	3	3,49
		Contribution of NGOs and other unions	3	3,49
		Festivals should be uninterrupted	1	1,16
	TOTAL			26,75
	Touristic Values	tourist trips	3	3,49
		Bringing cultural values to the fore	1	1,16
		Increasing accommodation facilities	1	1,16
	TOTAL			5,81
	Local elements are at the forefront	Everything that happens in the festival is local	6	%6,98
		Keeping traditions alive	1	%1,16
		The main product should be in the foreground	4	%4,65

	TOTAL			%12,79
	Increasing events	Filling the festival with events	5	%5,81
	TOTAL			%5,81

Table 26 What should be done to increase the contribution of your festival to the region? Content analysis of the answers to the question is shown. As a result of the interviews, the suggestions presented to increase the (social, cultural, and economic) contribution to the region were gathered under seven themes. As a result of the findings, the highest rate was promotion and marketing themes, with a rate of 37.22%. A large part of the participants emphasized that it would be better to promote them before the event in festival. The comments of participants 37 and 9 are given below to understand the obtained finding better.

***P37:** More promotion should be done. Grape and Tripolis should come to the fore. Grape sales should be provided for the local people. Because they always sell wholesale. If they sell retail, they will also have additional income. • It should be promoted a lot on social media.*

***P9:** Bringing pepper, which is the main source of the festival, to national agricultural fairs and promoting it, as it is close to the touristic areas in terms of location, the development with interesting and introductory visuals can be provided for the tourists passing by our region, providing both the other characteristics of the region (historical texture, friendly people, etc.) culturally to them. To increase the recognition of the festival, it will be useful to prepare festival-related visuals for international organizations, to invite well-known and famous people to the festival and to explain them on various platforms, and to increase the recognition with the preparation of the promotions by the experts about this festival and increasing the participation.*

As a result of the findings, another theme with a high rate is Support and Collaboration, with 26.75%. The participants emphasized that it is important to have a professional organization team, university collaborations, government support,

sister municipality support, and foreign support to increase the festival's contribution to the region. The comments of participant 31 and participant 39 are given below.

***P31:** Here, the biggest task falls to the CSOs and agricultural chambers. If they give more support to the festival, it will develop more.*

***P39:** While I was a TV programmer, I asked this question to very good municipalities. I asked how many sister municipalities you have. Kuşadası municipality has 28 sister municipalities. Buharkent has two sister municipalities. Çal does not have a sister municipality. Being a sister municipality now gives you serious participants in national or international form. You can participate in the activities of the sister municipality or organize a trip with your delegation to get to know the culture of the place. They join you. Think about the medium where every photo they take will be spread. This will cause something completely different. Of course, we don't have the sister municipality understanding yet. If this can be improved, something international can happen. The sister municipality may also be from Serbia. Maybe Azerbaijan. It could be Georgia, or one of the European countries. It does not matter. But you have to start from somewhere. If the grape and type of Çal grape are very famous, and if molasses, wine, must, etc., produced from the grape are desired to be promoted, the city can become a sister municipality with a district in France that has introduced itself with grape production. It will be a different advantage. A delegation can be sent to the grape festival held in France and ask what they are doing. First of all, it does not have to be a European country. It can be a sister municipality with Izmir or grown in Siirt. Several competitions are organized, and exhibitions are set up. This allows the viewer to get closer to the festival. Very important tourism areas of the region can be visited by visitors. This can be a plateau, mosque, tomb, or historic building from a mythological age.*

Another theme with the highest rate is that local items are at the forefront with a rate of 12.79%. Participants argue that everything included in the festival should be

local. Thus, it is thought that the festival will contribute more to the local people or tradespeople. Furthermore, the food and beverages offered within the festival's scope are made from local products will raise awareness. To better understand the obtained finding, the comments of participant 16 are included.

P16: First of all, there can be the essence of the festival. For example, a rule applies in Italy. Tourism companies rule that 40 percent of the products cooked in restaurants are spread in different villages, mountains, and towns in that region. A certain amount of rules should be applied in the festival. All products must be local. It must have been specially produced for the festival and must have been produced here. Products that no longer have potential should be brought to light again for the festival. If they are separated from other commercial elements such as spinning yarn, knitting socks, making knives, making jugs, if they come together, they will have a greater impact on the promotion of the district and the branding of the festival. It is the same for you and me. In what environment do we take pictures, or do we want to be taken? We'll post that photo on social media. The resolution quality of the photograph must be high, and the products that appear in the background must have a certain quality in the images of the people so that we can shoot there and post the photo there on social media. I think the festival's potential in the district increases with the efforts towards this, but it does not use that potential. It is necessary to prepare brochures, social media pages, etc., in multiple languages.

Other themes obtained were; gastronomic activities with a rate of 8.15%, scientific activities with a rate of 5.82%, touristic values with a rate of 5.81%, and increasing the activities with a rate of 5.81%. As can be understood from the findings, it has been found that to increase the contribution of the festival to the region, first of all, it is important that the promotion and marketing are very good, then the support and cooperation are provided, the local products are at the forefront, and finally, the activities held within the scope of the festival. The comments of Participant 7, Participant 14, Participant 24, and Participant 39 will shed light on the findings obtained.

P7: Maybe gourmets who are prominent in gastronomy in Turkey can be invited to the festival. It will be better to come and be featured in the qualified national press in terms of promotion. Conferences can be held with prominent people in gastronomy in terms of industry and taste. These people can participate in the events. Conversations can be held with those people. Such events can increase the interest here.

P14: There is a need for a conference on the health benefits of roasted chickpeas. We brought a professor, but there were ten people. We canceled it. We said, let's host you. We didn't let him talk. We thought about the doctors who can explain the benefits of roasted chickpeas. They can be Canan Karatay or other doctors. It would be beneficial to hold conferences with such people within the festival. I still agree. National media is essential. Pool media is a must.

P24: There are foreigners in this world. The most important pillar of making people say that there are also black people in this world is festivals. If we bring that type of people to the festivals and fuse them with music and culture, those who go later will be cultural ambassadors. Therefore, our festival will have international recognition. There are these agencies, but they work professionally and ask for money. When you give money, it advertises from its own country. Or, that work is translated into the language of that country and broadcast on those channels. These can be done. You came here to the festival. You want to take a concrete festival gift from the festival to your children. It could be something related to the apple. It could be something related to the blue house. It could be a model. It could be a magnet. If people take them and stick them in the fridge or put them on the buffet, it is also known in Adana, and it is also known in Izmir. Imagine that a museum was built about Beycesultan in Çivril. In the international conjuncture, there is an advantage as follows. The tourists are not only curious about the product in that museum. That mound where the items in that museum came from defined the place's culture, soil,

flowers, insects, and food. There is a museum to be built next to Beycesultan, and there are many original works in that museum. If these artifacts are turned into small promotional materials, tourists will receive a souvenir of the festival if the tourists come to the festival.

P39: *I would open tourism centers in the region and organize events to make trips there. If people return with a full activity, ten people attend the event next year, where three people go before. This creates the market for the producer people in the countryside. It should be created by local people rather than the sellers there. For example, one piece of dried cheese and one tomato were grown in that region. If it were me, we would make it an organization where the products of the region are promoted, the products of the region are put and sold.*

CONCLUSION & RECOMMEDATIONS

In recent years, local food has become a priority for people's destination preferences. In efforts to differentiate, the Destinations highlight events related to local food. However, the number of festivals related to local food has increased. For example, when destinations host local food festivals, tourists and residents have the opportunity to meet people from different cultural backgrounds. Local food festivals are expected to attract a large number of local and foreign tourists and have an economic impact on the region, not only benefit food producers and local businesses, but also contribute to the region's branding. However, background research does not provide specific details on the destination branding of regional food festivals and the effects of food produced in the region on the image. This is a matter to be addressed, because determining the role of regional food festivals and the key characteristics of festivals for destination branding can may help improve regional development and promotion, which is a high priority in many parts of the world. (Boyne and Hall, 2004)

Denizli, Pamukkale, ancient cities, geothermal waters, and geographically marked products are among Turkey's leading tourist destinations. Many events and festivals are held on different themes each year in the Denizli province, which moves toward becoming a brand city in health tourism and thermal tourism. Many festivals related to local food were held in Denizli districts, but Denizli was chosen as a case area due to a lack of relevant work. Although there is a lot of work on festivals in the literature, there have been few studies on local food festivals. In fact, it is notable that there is no work on the situation, effects, and role of local food festivals in destination branding in Turkey. Therefore, the role of local food festivals in the destination branding in Denizli districts has been addressed.

In this study, quantitative and qualitative research methods were used in order to ensure the diversity of research methods and to compare the findings. According to the results of bibliometric analysis, which is one of the quantitative research methods, it is seen that the publications about the food festival increased between 2010 and 2020. In addition, when the articles published in the field of tourism are

analyzed, the fact that there is only one article about destination branding reveals the importance of the present study. However, today, the number of local food and festivals made with local foods is increasing day by day. It is important to use food festivals, which play an important role in people's destination preferences, effectively in destination branding. However, as a result of the analysis, it is seen that the researchers do not attach importance to food festivals and do not work towards their use in destination branding.

Within the scope of the research, in-depth interviews were conducted with 46 people. In the study, demographic findings were examined and it was determined that the participants were between the ages of 20-70. It is seen that the age group in which the participants are concentrated is 41-50 years old. According to gender, it is seen that male participants are denser than female participants with a rate of 91.30%. It was determined that the highest rate of participants according to education level was university graduate with 34.78%. 21.74% of the participants are festival organizers.

It has been found that the reason for the organization of the festivals is 64.52% of promotion. According to Cela et al. (2007) stated in their study that food festivals play an important role in the promotion and display of food. Festival directors and stakeholders stated that the festivals are organized to have fun, rest and participate in various activities, as they are held in rural areas. Everett and Aitchison (2007) state that food festivals contribute to the promotion of local food and identity in communities.

The meetings with festival organizers have been held for more than 10 years, the festival budget is between 200000-500000 and at least 5000 people participated in the festivals, and the capacity to carry is high. However, this finding does not support the finding that McCartney (2005) and Jago and Arc (2003) results show significant effects on destination branding of festivals that have been going on for more than 10 years.

According to the interviews with the festival organizers, it was determined that the festivals in Kale, Çal, and Buldan districts increased the number of tourists by 100%, and the festivals in Serinhisar and Çivril districts increased the number of

tourists by 75%. It has been determined that the festival held in the Serinhisar district did not increase the number of tourists by 25%. Kale district attracts the attention of tourists because it is located on the route of Muğla road and there are pepper series and exhibitions in the workplaces on the road. According to the information received during the interviews, it was determined that those who came to Muğla preferred the time of the festival and brought pepper to their families or friends on the way. People participating in the festival held in the town of ÇAL participate in various local activities such as vintage or molasses making. The main theme of the festival held in Buldan's Yenicekent District is that it is the first grape grown in Turkey and the presence of the ancient city of Tripolis in this district increases the number of tourists. It is seen that the apple festival held in Çivril district increased the number of tourists with the events and historical features in the region.

According to the interviews held in Serinhisar district, it was determined that food and beverage was the feature that made the festival stand out with a rate of 33.33%. It is seen that the main product theme does not stand out by 20%.

As a result of the interviews conducted in Kale district, it was found that the main product and food and beverage themes had the same rate of 40.00%, while the concert theme was 20.00%.

As a result of the interviews made in Çivril district, it was found that the highest rate, with 25.00%, was the theme of concerts, fairs, and food and beverage. The fact that the main product theme is 16.67% shows that the festival does not come to the fore with apples.

As a result of the interviews held in Çal district, it was determined that the festival stood out with the main products and concerts at a rate of 33%, and with food and beverages at a rate of 22%.

Finally, as a result of the interviews conducted in Buldan district, it is noteworthy that the highest rate was the concert theme with 41.67%. This rate is followed by the main product theme with 25.00%. It is seen that the theme of food-beverage and fairs is equal with 16.67%.

It was found that the highest rate of the five local food festivals held in Denizli was the concerts theme with 29.31%, followed by the food and drinks theme with 27.59%, the main product theme with 25.86%, the fairground theme with 13.79%, and the cultural values with a rate of 3.45%.

Although the theme of the festivals is local food, it is notable that it stands out with concerts. Food festivals aim to live the traditions and traditions of the region, be recognized by other communities and pass them on to other generations. On the other hand, the perception of gastronomy festivals as recreation, Festival and music production can take these activities away from their true purpose (Büyüksalvarci & Akkaya, 2018).

As a result of the interviews with festival organizers, the question about social media use in the festival's presentation was found that Serinhisar, Çivril, Çal and Buldan districts benefited 100% of social media and had a 100% positive impact, while 75.00% of the participants in Castle County benefited from social media, 25% found that it was not enough and had a positive impact of 75.00%. However, the festival demonstrations are shown on the official sites of the municipality or that people share via their social media accounts. It is notable that the districts participating in the investigation cannot have an official website or social media address for the festival. In his study on film festivals, Unwin and others (2007: 232) argued that the establishment of a well-designed website and e-mail system for the festival, the introduction of participants' profiles in a general context, and even the establishment of a chat room over the internet would have an effect on the decision making of the attendees. In addition, advertisements in the web environment were more effective than printed brochures.

The responses of the participants to the effect of the festival on destination branding were evaluated by the districts. In this case, it was determined that 40% of the participants in the Serinhisar district had an effect on destination branding, while 60.00% had no effect. It has been determined that the food festival in the Serinhisar district does not contribute to the promotion of roasted chickpeas. The festival held in the district, which meets 80% of Turkey's roasted chickpeas needs, is seen as an entertaining event rather than promoting roasted chickpeas. It is seen that only one or

two stands are roasted chickpeas within the scope of the festival, the roasted chickpeas producers do not support the festival, and the producers do not contribute to the festival area and Denizli. It has been determined that the festival did not attract attention because the roasted chickpeas are not a product produced in a certain period of the year and you can always buy the roasted chickpeas from the Serinhisar road. It also supports that the absence of local eating and drinking, cultural or touristic areas in the district is not effective in branding. It has been determined that the participants of Buldan district have an effect on the destination branding by 40%, but not by 60.00%. It was determined that the festival held in Yenicekent District of Buldan district was crowded only during concert hours. The fact that the Ancient City of Tripolis is located in the Yenicekent District and that grapes were grown here during the first tour of Turkey seems not enough to brand the festival.

It has been found that the participants in the castle district have 60% impact and 40% have no impact. Kale district is on the Muğla road route, which is a little luckier than other districts. Because the pepper mascot on the way is stated to have pepper sequences in restaurants on the roadside, and a geographical marking product, and that there are various contests on pepper during the festival, and local pepper dishes are served, and there are various activities that have the effect on branding of festivals. In Çivril district, 55.56% of respondents thought they had no impact on destination branding, while 44.44% found to have an impact. The Çivril district is the furthest district to Denizli. It has many historical and cultural values. In recent years, the heat lake has become an important location in the district. It is one of Turkey's key points in apple production. In recent years, the county has also played a major role in peach production and organizes an international apple festival every year. Although there is a festival program and events, it has been found that branding is not effective. Finally, the 37.50% destination branding has no effect in Çal County has been achieved, while 62.50% have been found to have an impact. Every year, the festival is held in the name of the grape with geographical markings they call ÇAL land. There are many wine factories in the district. The festival was emptied in terms of artistic and cultural activity and the forbidden taste of wine from calorie grapes was found to have no effect on branding. According to Wargenau and Che (2006), a

destination for wine tourism can be developed and introduced as a wine tourism destination. This idea explains the finding better.

While 54.35% of the people participating in the research state that local food festivals have no effect on the destination branding of Denizli, '45.65' think that they have an effect. This study supports the finding of Lee and Acrodia (2011) and Kalkstein-Silkes (2007) that their studies do not affect the destination branding of local food festivals.

In terms of contribution to the destination branding, it was found that promotion and advertising should be made rather than the event. The second-high rate is expected to contribute to the destination branding of festivals in the event of co-operation and professional support. Local food festivals are mostly organized in rural areas, so it has been found that no professional work has been done. It is seen that municipalities do not have much support for the festivals organized and are trying to be organized with the municipal budget. Mayfield and Crompton (1995: 21) support the finding of the result that older organizers, who are less professional in their work, are less marketing oriented than new generation organizers. It is therefore believed that festival organizations should be carried out with the idea of university cooperation and youth. Participants emphasized that a variety of competitions should be held at 5.46%. It was found that participants should organize 6.37% sporty activity to contribute to the destination branding. The two lowest themes are 3.64%, with artistic activities and 0.91% and scientific activities. The researchers have said that festivals are far from events and artistic activities. The presence of activities that may attract people from different segments is defined by the districts of food or beverages that will contribute to branding outside the Main product. The most product is located in Castle district and the least product is in Serinhisar district. A destination rich in local products with sea.

As a result of the interviews, festival organizers believe that 85.00% of the festival's carrying capacity has no adverse effect on branding, while 15.00% of the participants think it has a negative impact. Participants emphasized that the areas where festivals are held are large and that there is no difficulty in carrying capacity because adequate preparation has been made. They stated that the festival in Çivril

County alone was held in the district square because it was not a specific festival area. The participants stated that there was a parking problem in the district square and stated that a solution should be made.

Food or beverages to contribute to branding outside the main product are specified in the cities. The most product is located in Castle district and the least product is in Serinhisar district. A destination rich in local product baines with sea.

As a result of the interviews, the suggestions presented to increase the (social, cultural, and economic) contribution of the festival to the region were gathered under seven themes. As a result of the findings, the highest rate was promotion and marketing theme, with the rate of 37.22%. A large part of the participants emphasized that it would be better to make a promotion before the event in the festival. As a result of the findings, another theme with a high rate is Support and Collaboration, with a rate of 26.75%. The participants emphasized that it is important for the participants to have a professional organization team, university collaborations, government support, sister municipality support, and foreign support to increase the festival's contribution to the region. Another theme with the highest rate is that local items are at the forefront with a rate of 12.79%. Participants argue that everything included in the festival should be local. Thus, it is thought that the festival will contribute more to the local people or tradespeople. Furthermore, the fact that the food and beverages offered within the festival's scope are made from local products will raise awareness. Other themes obtained were; gastronomic activities with a rate of 8.15%, scientific activities with a rate of 5.82%, touristic values with a rate of 5.81%, and increasing the activities with a rate of 5.81%. As can be understood from the findings, it has been found that to increase the contribution of the festival to the region, first of all, it is important that the promotion and marketing are very good, then the support and cooperation are provided, the local products are at the forefront, and finally, the activities held within the scope of the festival.

As a result, according to the results of the content analysis, the findings of local food festivals in Denizli districts have been found to have no role in the destination branding.

To increase the impact of festivals on destination branding, the recommendations to festival organizers and local governments are as follows:

- The reason for organizing the festivals in Denizli districts is that 3 of the main products are geographically marked, but this feature should be given more importance within the scope of the festival.
- Since the reasons for the organization of the festivals are promotion and advertising, social media accounts and websites belonging to the festivals should be created and used actively for 12 months.
- An agreement with the national press can be made and broadcast in the news or live.
- Free transportation can be provided for people or university students who live in Denizli or its districts but cannot attend the festival.
- It can be ensured that the posters hung in various places can be designed more simply and in accordance with the festival theme.
- Promotion can be made by participating in international fairs
- The fact that the food or drinks offered within the scope of the festival are made and sold by the local people will contribute more to the local economy. In addition, local dishes or beverages may be included in restaurants or restaurants on a district basis.
- Festivals with the same theme in Turkey or abroad can be visited and different information or observations can be obtained. People can be invited from these festivals and information can be shared.
- Since the festivals are local food festivals, national or internationally known gourmets, chefs or social media phenomena can be brought in to promote the festivals.
- Festival organizations can be given to professional teams.
- While organizing the festival, support can be obtained from the younger generation, non-governmental organizations and universities.
- If an agreement is reached with local or foreign tour operators coming to Pamukkale travertines and ancient cities, the festivals can be promoted internationally, the concept of daily tours can be extended to a few days.

- Due to the fact that the festivals are organized in rural areas, activities that will attract the attention of those under the age of 18 can be held.
- Within the scope of the festivals, various innovation product competitions or local food competitions can be held in addition to the best product grower competitions.
- Festivals can be filled with artistic, cultural or historical events.
- Scientific meetings or workshops can be organized on the products that are the theme of the festivals.
- Local people's interest in the festival can be increased and their ownership of the festival can be ensured.
- Most of the districts where the festival is held have historical, cultural or touristic values. Free excursions can be arranged for the participants of the festival.
- In the festival area, areas where various foods related to the main product can be created.
- Souvenirs or magnets sold in the festival area can be made with the main product figure.
- Hotel quotas can be increased in order to avoid accommodation problems in districts.
- Areas can be created in the festival area where people can spend time.

Research Recommendations,

- The first suggestion of the thesis for future research is that a similar work can be done in the festivals of a different province.
- Another suggestion is to conduct a quantitative research on Festival visitors.
- Studies on local food festivals need to be increased.
- It can be suggested that Denizli should be examined by destination marketing and what can be done in this direction.
- A study can be conducted on the promotion and marketing of touristic products in Denizli's districts.

REFERENCES

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, New York: The Free Press.
- Aaker, D. A. (1996). *Building Strong Brands*. Bath, Bath Press
- Aaker, D. A. and Erich J. (2000). *Brand Leadership*, New York, The Free Press.
- Aaker, D. A. and Joachimsthaler, E. (2000). The Brand Relationship Spectrum: The Key to the Brand Architecture Challenge. *California management review*, 42(4), 8-23.
- Aaker, J. (1997). Dimensions of Brand Personality. Published by American Marketing Association, *Journal of Marketing Research*. 34(3), 347-356.
- Akat, Ö. (2008). *Turizm İşletmeciliği (Dördüncü B)*. Bursa: Ekin Basım Yayın.
- Aksoy, E. (2008). *Ülkelerin ve Coğrafi Bölgelerin Markalaşması*. Uzmanlık Tezi, Türk Patent Enstitüsü.
- Allen, J., O'toole, W., Harris, R. and McDonnell I. (2002). *Festival and Special Event Management (Wiley Australia Tourism) (3rd Edition)*, John Wiley & Sons, Sydney.
- Alonso, A. D. and Liu, Y. (2011). The Potential for Marrying Local Gastronomy and Wine: The Case of the 'Fortunate Islands', *International Journal of Hospitality Management*, 30, 974–981.
- Alonso, A. D. and Bressan, A. (2013, October). Stakeholders' perspectives on the Evolution and Benefits of a Traditional Wine Festival: The case of the Grape Festival ("Festa dell'Uva") in Impruneta, Italy. In *Journal of Convention & Event Tourism* (Vol. 14, No. 4, pp. 309-330). Taylor & Francis Group.
- Ambrósio, V., Manuel, L. and Faria, T. (2011). Events and Destination Management—Car Launch in Lisbon. *International Journal of Management Cases*, 13(4), 331-337.
- Aramberi, J. (2007). *Tourism and Development Marketing, Innovation&Tourism International Seminar: Tourism Branding the Key for Destination Development*, 26-28 Eylül, Palma De Mallorca.
- Arcodia, C. and Whitford, M. (2006). Festival Attendance and the Development of Social Capital. *Journal of Convention & Event Tourism*, 8(2), 1-18.

- Armstrong, G. and Kotler, P. (1999). Marketing Introduction. New Jersey: Prentice-Hall Inc.
- Asna, A. (1998). Public Relations Temel Bilgiler. İstanbul: Der Yayınevi.
- Atak, O. (2009). Türk Turizminin Tanıtımında Festivallerin Yeri ve Önemi: Antalya Örneği, İstanbul Üniversitesi Sosyal Bilimler Enstitüsü Turizm İşletmeciliği Anabilim Dalı Yüksek Lisans Tezi, Yüksek Lisans Tezi, İstanbul.
- Ateşoğlu, İ. (2003). Marka İnşasında Slogan. Süleyman Demirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, 8(1), 259-264.
- Avcıkurt, C., Demirkol, Ş. ve Zengin, B. (2009). Turizm İşletmelerinin Pazarlanmasında 7P ve 7C, Değişim Yayınları, İstanbul.
- Avraham, E. (2004). “Media Strategies for Improving an Unfavorable City Image”. Cities. 21(6): 471-479.
- Axelsen, M. and Swan, T. (2010). Designing Festival Experiences to Influence Visitor Perceptions: The Case of a Wine and Food Festival. Journal of Travel Research, 49(4), 436-450.
- Ayazlar, G. (2004). Otel İşletmeleri Ön Büro Bölümü Yönetiminde Süreç Yaklaşımının Süreç İyileştirmede Kullanılması Üzerine Bir Uygulama Çalışması (Basılmamış Yüksek Lisans Tezi). Eskişehir: Anadolu Üniversitesi Sosyal Bilimler Enstitüsü.
- Baker, B. (2007). Destination Branding for Small Cities - The Essentials for Successful Place Branding. Oregon: Creative Leap Books.
- Baker, M.J. and Cameron, E. (2008). Critical Success Factors in Destination Marketing. Journal Tourism and Hospitality Research, 8 (2) 79-97.
- Balakrishnan, M. S. (2009) “Strategic Branding of Destinations”, European Journal of Marketing, 43(5/6): 611–629.
- Baloğlu, Ş and McCleary, K. W. (1999). “A Model of Destination Image Formation”, Annals of Tourism Research, 26(4), P. 870.
- Baloğlu, Ş. and Bringberg, D. (1997). Affective Image of Tourism Destinations. Journal of Travel Research, 35(4): 11–15.
- Baykara, T. (1994). Denizli. İslâm Ansiklopedisi, 155-159.

- Beckman, E., Shu, F. and Pan, T. (2020). The Application of Enduring Involvement Theory in the Development of a Success Model for a Craft Beer and Food Festival. *International Journal of Event and Festival Management*.
- Bertella, G. (2011). Knowledge in Food Tourism: The Case of Lofoten and Maremma Toscana, *Current Issues in Tourism*, 14 (4): 355-371.
- Bilgili, B., Yağmur, Ö. and Yazarkan, H. (2012). Turistik Ürün Olarak Festivallerin Etkinlik ve Verimliliği Üzerine Bir Araştırma (Erzurum-Oltu Kırdağ Festivali Örneği). *International Journal of Social and Economic Sciences*, 2(2), 117-124.
- Bilgin, N. (2006). “Sosyal Bilimlerde İçerik Analizi Teknikler ve Örnek Çalışmalar”. Ankara: Siyasal Kitabevi.
- Blain, C., Levy, S. E. and Ritchie, J. B. (2005). Destination Branding: Insights and Practices from Destination Management Organizations. *Journal of Travel Research*, 43(4), 328-338.
- Blešić, I., Pivac, T., Knežević, M. N., Besermenji, S. and Veselinović, J. (2020). Measuring Festival Quality. Case Study of Ethno Food Festival Dužijanica. *Agroekonomika (Serbia)*, 49(88), 59-72.
- Bo, Z. (2004). To See the Influences on Customs Established by the Resultant of Official Force and Folk Force from the Rise and Decline of the Cold Food Festival [J]. *Qilu Journal*, 2.
- Bo, Z. (2012). Diffusion and Transformation of Cold Food Festival before Tang Dynasty, Discussion from Perspective of Emigration. *Journal of Wenzhou University (Social Sciences)*, 06.
- Bok, M. J. and Park, N. E. (2019). The Effect of Behavior Attitude and Subjective Norms on Behavior Intention in Food Festival. *Journal of the Korea Society of Computer and Information*, 24(4), 177-183.
- Bowdin, G., Allen, J., Harris, R., McDonnell, I. and O'Toole, W. (2012). *Events Management*. Routledge.
- Boyne, S., Hall, D. and Williams, F. (2003) “Policy, Support and Promotion for Food-Related initiatives: A Marketing Approach to Regional Development”. *Journal of Travel and Tourism Marketing*, Volume:14, Number:1, 131– 154.

- Briciu, V. A. and Briciu, A. (2016). "A Brief History of Brands and the Evolution of Place Branding", Bulletin of the Transilvania University of Brasov Series Vii: Social Sciences, S.9 (58)-2, Ss.137-142.
- Buchegger, O. (2005). Tourismus Management Club Newsletter Vom 15., <http://Tuepps.Deistadtmarketing-Vortrag.Html>, Eriřim Tarihi: 12.02.2020
- Buhalis, D. (2000). Marketing the Competitive Destination of the Future. Tourism Management, 21 (1): 97-116.
- Burkart, A. J. and Medlik, S. (1981). Tourism: Past, Present and Future, Heinmann, London.
- Büyüķşalvarcı, A. and Akkaya, R. A. A. (2018). The Evaluation of Gastronomy Festivals as Events Tourism.
- Çakıcı, C. and Yavuz, G. (2013). Akdeniz Oyunları Bağlamında Spor Etkinlikleri ve Olası Etkileri, 1. Doęu Akdeniz Turizm Sempozyumu, 13-28.
- Caprara, G. V., Barbaranelli, C. and Guido, G. (2001). Brand Personality: How to Make the Metaphor Fit? Journal of Economic Psychology, 22, 377-395.
- Hsu, C. H., Wolfe, K. and Kang, S. K. (2004). Image assessment for a destination with limited comparative advantages. Tourism Management, 25(1), 121-126.
- Çela A., Lankford-Knowles, J. and Lankford, S. (2007). Local Food Festivals in Northeast Iowa Communities: A Visitor and Economic İmpact Study. Managing Leisure, 12(2-3), ss: 171-186
- Çelik, S. and Gökçe, F. (2015). Destinasyon Pazarlamasında Deneyimsel Pazarlama Uygulamalarının Kullanımına İliřkin Kavramsal Bir Çalışma. Elektronik Mesleki Geliřim ve Arařtırma Dergisi, (3), 29-37.
- Chacko, H. and Schaffer, J. (1993). The Evolution of Festival: Creole Christmas in New Orleans, Tourism Management, 14/6, 471-479.
- Chalip, L. and Costa, C. (2005). "Sport Event Tourism and the Destination Brand: Towards a General Theory", Sport in Society 8/2, 218–237.
- Chang, W. (2011). A Taste of Tourism: Visitors' Motivations to Attend a Food Festival. Event Management, 15(2), 151-161.

- Chatzinakos, G. (2016). Exploring Potentials for Culinary Tourism Through a Food Festival: The Case of Thessaloniki Food Festival. *Transnational Marketing Journal (TMJ)*, 4(2), 110-125.
- Chen, S. C. (2011). Residents Perceptions of the Impact of Major Annual Tourism Events in Macao: Cluster Analysis. *Journal of Convention & Event Tourism*, 12 (2), 106-128.
- Cho, B. H. (2000). Destination, in *Encyclopaedia of Tourism* J. Jafari, (Ed). London: Routledgeand New York.
- Cho, Y. and Fesenmaier, D. R. (2000). A Conceptual Framework for Evaluating the Effects of a Virtual Tour. In *Proceedings of the International Conference on Information and Communication Technologies in Tourism*, 314-323.
- Choi, S., Xinran Y. L. and Alastair M. M. (2007). "Destination Image Representation on the Web: Content Analysis of Macau Travel Related Websites", *Tourism Management*, 28(1), Pp.118-129.
- Choo, H. and Park, D. B. (2017). Festival Quality Evaluation Between Local and Nonlocal Visitors for Agriculture Food Festivals. *Event Management*, 21(6), 653-664.
- Çiçek, S. (2006). Buldan Tekstil Firmalarının Marka Kavramına Yaklaşımlarının Değerlendirilmesi. *Denizli: s. 455-467*.
- Cohen, E. and Avieli, N. (2004). "Food in Tourism: Attraction and Impediment", *Annals of Tourism Research*, 31/4, 755-778
- Coltman, M. M. (1989). *Tourism Marketing*, Van Nostrand Reinhold, New York.
- Cömert, M. ve Çetin, K. (2017). Gastronomi Temalı Yerel Festivaller Üzerine Bir Değerlendirme. *Journal of International Social Research*, 10(54).
- Cooper, C., Fletcher, J., Gilbert, D. and Wanhill S. (1998). "The Tourism Destination". Rebecca Shepherd (Ed.). *Tourism Principles and Practice* (Ss. 97-121). England: Prentice Hall.
- Çulha, O. (2008). Kültür Turizmi Kapsamında Destekleyici Turistik Ürün Olarak Deve Güreşi Festivalleri Üzerine Bir Alan Çalışması, *Yaşar Üniversitesi Dergisi*, 3(12), 1827-1852.

- Çulha, O. (2020). The Effect of Food Festival Quality on Place Attachment and Destination Recommendation Intention Through Festival Experience and Festival Satisfaction: The Case of the Didim International Olive Festival. In *Journal of Convention & Event Tourism* (Vol. 21, No. 5, pp. 387-416).
- Dacko, G. S. (2008). *The Advanced Dictionary of Marketing Putting Theory to Use*, Oxford University Press: UK
- Dalgın, T. ve Yemenoğlu, E. (2020). Buldan İlçesi'nin Kırsal Turizm Potansiyelinin Belirlenmesine Yönelik Nitel Bir Araştırma. A Qualitative Research for The Determination of the Rural Tourism Potential of Buldan District. *Turak Turizm ve Araştırma Dergisi*, 9(2), 121-143
- De Chernatony, L. and Francesca D. R. (1998). "Defining A 'Brand': Beyond the Literature with Experts' Interpretations". *Journal of Marketing Management* 14 (5): 417-443.
- Delamere, T. A. (1999). "Development of a Scale to Measure Local Resident Perceptions of the Social Impacts of Community Festivals", Ninth Canadian Congress on Leisure Research, Wolfville.
- Derrett, R. (2000). Can Festivals Brand Community Cultural Development and Cultural Tourism Simultaneously? *Events Beyond*, 120-129.
- Dimmock K. and Tiye M. (2001). *Festivals and Events: Celebrating Special Interest Tourism, Special Interest Tourism*, (Ed: N. Douglas Ve R. Derrett), John Wiley and Sons, Milton, Queensland Australia.
- Dobni, D. and Zinkhan, G.M. (1990). In *Search of Brand Image: Foundation Analysis*, *Advances in Consumer Research* Volume 17, Association for Consumer Research, Pp: 110:119
- Doğanlı, B. (2006). *Turizmde Destinasyon Markalaşması ve Antalya Örneği*, Yayınlanmış Doktora Tezi, Süleyman Demirel Üniversitesi, Sosyal Bilimler Enstitüsü, Isparta:71-72.
- Doyle, P. (2003). *Değer Temelli Pazarlama*, Çev: Gülfidan Barış, İstanbul: Mediacat Kitapları.

- Einarsen, K. and Mykletun, R. J. (2009). Exploring the Success of the Gladmatfestival (the Stavanger Food Festival). *Scandinavian Journal of Hospitality and Tourism*, 9(2-3), 225-248.
- Ekerim, F. ve Tanrisever, C. (2020). Türkiye Gastronomi Festivalleri ve Haritalandırılması (Gastronomy Festivals and Their. *Journal of Tourism and Gastronomy Studies*, 8(3), 2277-2297.
- Ekin, Y. (2011) Etkinlik Turizmi Kapsamında Festivaller ve Antalya Altın Portakal Film Festivali'nin Yerel Halk Üzerindeki Sosyal Etkileri Konulu Bir Araştırma, (Yayımlanmamış Doktora Tezi), Akdeniz Üniversitesi Sosyal Bilimler Enstitüsü, Antalya.
- Falassi A. (1987). *Time Out of Time: Essays on the Festival*, University of New Mexico Press, New Mexico.
- Farquhar, P. H. (1989). "Managing Brand Equity", *Journal of Marketing Research*, 2, 24-33.
- Feller, I. (2005). Understanding and Assessing: Bibliometrics as a Method of Measuring Interdisciplinarity. *Measurement*, 3(1), 20-23.
- Felsenstein, D. and Fleischer, A. (2003). Local Festivals and Tourism Promotion: The Role of Public Assistance and Visitor Expenditure. *Journal of Travel Research*, 41(4):385-392.
- Formica, S. (2000). *Destination Attractiveness as a Function of Supply and Demand Interaction*. (Doctor of Philosophy). Virginia Polytechnic Institute and State University, Department of Hospitality and Tourism Management, Blacksburg, Virginia.
- Fox, R. (2007). Reinventing the Gastronomic Identity of Croatian Tourist Destinations, *International Journal of Hospitality Management*, 26, 546-559.
- Gagić, S., Tešanović, D., Ivkov-Džigurski, A., Pivac, T. and Jovičić, A. (2013). Motives and Attitudes of Food and Drink Festival Visitors: A Case Study of Serbia. *Journal of Food, Agriculture & Environment*, 11(1), 1055-1059.
- Gearing, C.E., Swart, W. and Var, T. (1974). Establishing A Measure of Touristic Attractiveness. *Journal of Travel Research*. 12, 1-8.

- Getz Donald, (1991). Festivals, Special Events and Tourism, Van Nostrand Reinhold, New York.
- Getz, D. (2000). Developing A Research Agenda for the Event Management Field, Events Beyond 2000: Setting the Agenda. Proceedings of Conference on Event Evaluation, Research and Education, Sydney.
- Getz, D. and Frisby, W. (1990). A Study of the Role of Municipalities in Developing Festivals and Special Events in Ontario, Occasional Paper No. 16. Waterloo: University of Waterloo, Department of Recreation and Leisure Studies, 38-44. S
- Goeldner, C. R., Ritchie J. R. and McIntosh, R. (2000). Tourism; Principles, Practices, Philosophies. New York: John Wiley & Sons.
- Goldblatt, J. J. (1997). Special Events: Best Practice in Modern Event Management, Van Nostrand Reinhold, New York.
- Gönenç G. E. (2009). Konaklama İşletmelerinde Tutundurma Faaliyetleri ve Trakya'daki Oteller Üzerine bir Araştırma, Marmara Üniversitesi, İktisadi ve İdari Bilimler Fakültesi Dergisi, 27(2): 233-261.
- Govers, R. and Go, F. (2009). Place Branding: Glocal, Virtual and Physical Identities, Constructed, İmagined and Experienced. Palgrave Macmillan.
- Govers, R., Go, F. M. and Kumar, K. (2007). Promoting Tourism Destination Image. Journal of Travel Research, 46(1), 15-23.
- Green, T. A. (1997). Folklore an Encyclopedia of Beliefs, Customs, Tales, Music and Art. Volume I.
- Greene, M. (1990). Marketing Hotels and Restaurants in to 90's. Heinemann Professional Publishing, Halley Court.
- Güler, E. (2009). Konaklama İşletmelerinde Tutundurma Faaliyetleri ve Trakya'daki Oteller Üzerine Bir Araştırma. Marmara Üniversitesi İktisadi ve İdari Bilimler Dergisi, 27(2), 233-261.
- Günlü, E. ve İçöz, O. (2004), Turizmde Bölgesel Marka İmajı Yaratılması ve Turizm İstasyonları için Markanın Önemi, (Turizm İlkeler ve Yönetim). Ankara: Turhan Kitapevi.

- Günlü, E., Pınar, İ. and Yağcı, K. (2009). "Preserving Cultural Heritage and Possible Impacts on Regional Development: Case of İzmir". *International Journal of Emerging and Transition Economies*, 2(2), 213-229.
- Gürsoy, D., Kim, K. and Uysal, M. (2004). Perceived Impacts of Festivals and Special Events by Organizers: An Extension and Validation, *Tourism Management*, C: 25, No: 2, Ss. 171-181.
- Guzman, L.T. and Canizares, S. S. (2011). Gastronomy Tourism and Destination Differentiation: A Case Study in Spain. *Review of Economics & Finance*, 29, 63-72.
- Hacıoğlu, N. (1989). *Turizm Pazarlaması*, Bursa: Uludağ Üniversitesi Basımevi
- Hacıoğlu, N. (2000). *Turizm Pazarlaması*, Vipaş A.Ş. Bursa.
- Hall, C. M. and Sharples, L. (2008). *Food and Wine Festivals and Events Around the World: Development, Management and Markets*. Routledge.
- Hall, C. M., Sharples, L. and Mitchell, R. (2003). Consuming Places: The Role of Food, Wine and Tourism in Regional Development. *Food Tourism Around the World: Development, Management and Markets* (Ss. 25-59). Editörler Michael Hall, Liz Sharples, Ritchard Mitchell, Niki Macionis and Brook Cambourne. New York: Routledge.
- Hammond, P. W. (1993). *Food and Feast in Medieval England*. Phoenix Mill: Sutton Publishing.
- Hankinson, G. (2007). The Management of Destination Brands: Five Guiding Principles Based on Recent Developments in Corporate Branding Theory, *Journal of Brand Management*, 14(3), 240-254.
- Hatipoğlu, A. Zengin, B. Batmaz, O. ve Şengül, S. (2013). Yöresel Yemeklerin, Kırsal Turizm İşletmeleri Menülerinde Kullanım Düzeyleri: Gelveri Örneği. *Uluslararası Sosyal ve Ekonomik Bilimler Dergisi*, 3 (1), 06-11.
- Haven-Tang, C. and Jones, E. (2006). Using Local Food and Drink to Differentiate Tourism Destinations through a Sense of Place, *Journal of Culinary Science & Technology*, 4 /4, 69-86
- Hertanu, A. and Boitor, A. B. (2012). S.T.E.P. Analysis on Event Tourism", *Bulletin of the Transilvania* 25–31.
- Holloway, J. C. and Plant, R. V. (1988). *Marketing for Tourism*. London. Pitman.

- Horng, J. S., Su, C. S. and So, S. I. A. (2013, July). Segmenting Food Festival Visitors: Applying the Theory of Planned Behavior and Lifestyle. In Journal of Convention & Event Tourism (Vol. 14, No. 3, pp. 193-216). Taylor & Francis Group.
- Hu, Y. (2010). An Exploration of the Relationships Between Festival Expenditures, Motivations, and Food Involvement Among Food Festival Visitors, University of Waterloo,
- İçöz, O. (2001). Turizm İşletmelerinde Pazarlama, İlkeler ve Uygulamalar, Turhan Kitabevi, Ankara, 2. Basım.
- İmirgi, A. (2005). Festival Kavramı Üzerine Düşünceler, Milli Folklor, 65: 29-36.
- İpar M. (2011). Turizmde Destinasyon Markalaşması ve İstanbul Üzerine Bir Uygulama, Balıkesir Üniversitesi, Sosyal Bilimler Enstitüsü, Yayınlanmamış Yüksek Lisans Tezi, Balıkesir.
- İslamoğlu, A. H., Candan, B. ve Hacıfendioğlu, Ş. (2006). Diğerleri. Hizmet Pazarlaması, Beta Basım Yayın Dağıtım AŞ, İstanbul.
- Jafarov I. (2003). Azerbaycan'ın Turizm Potansiyelinin Değerlendirilmesi ve Turistik Ürünün Politikası, Deü Sosyal Bilimler Enstitüsü, Turizm İşletmeciliği Anabilim Dalı, Yüksek Lisans Tez Çalışması, İzmir.
- Jago, L., Veal, A. J., Allen, J. and Harris, R. (2000). Events Beyond 2000: Setting The Agenda: Proceedings of Conference on Event Evaluation, Research and Education, Sydney, July 2000. Australian Centre for Event Management.
- Janiske R. (1994). Some Macro-Scale Growth Trends in America's Community Festival Industry, Festival Management and Event Tourism: An International Journal, Vol.2,12-25
- Janiszewska, D. and Ossowska, L. (2021). Food Festival Exhibitors' Business Motivation. Sustainability, 13(9), 4920.
- Jin, Y. J. (2009). A structural analysis on composite factors, visitors' evaluation and intent of revisits in a food festival-The case of the 15th Namdo food festival in south Korea. Culinary science and hospitality research, 15(2), 188-204.

- Jordan, F. and Gibson, H. (2004). Let Your Data Do the Talking: Researching the Solo Travel Experiences of British and American Women. In *Qualitative Research in Tourism* (pp. 233-253). Routledge.
- Jung, T., Ineson, E. M., Kim, M. and Yap, M. H. (2015). Influence of Festival Attribute Qualities on Slow Food Tourists' Experience, Satisfaction Level and Revisit Intention: The Case of the Mold Food and Drink Festival. *Journal of Vacation Marketing*, 21(3), 277-288.
- Kalkstein-Silkes, C. A. (2007). Food and food related festivals in rural destination branding. Purdue University.
- Karahan, K. (2000). Hizmet Pazarlaması, İstanbul: Beta Basım Yayım Dağıtım A.Ş.
- Karim, S.A. ve Chi, C.G. 2010. Culinary Tourism as a Destination Attraction: An Empirical Examination of Destinations' Food Image, *Journal of Hospitality Marketing and Management*, 19,531–555.
- Kastenholz, E. (2002). The Role and Marketing Implications of Destination Images on Tourist Behavior: The Case of North Portugal. *Universitaded De Aveiro*.
- Kavacık, M. Zafer, S. ve İnal M. (2012). Turizmde Destinasyon Markalaması: Alanya Örneği. *Erciyes Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, (39), 169-192.
- Kaya, F. (2014). Destinasyon Markalaşması Sürecinde Doğu Karadeniz Bölgesi'nin Doğal ve Kültürel Kaynaklar Açısından Değerlendirilmesi Tamamlanmış Yüksek Lisans Tezi. İstanbul: İstanbul Üniversitesi Sosyal Bilimler Enstitüsü.
- Kazancı M. (2010). "Devlet Yönetim Bilimi Kamu Yönetimi Bürokrasi Yerel Yönetimler Prof. Dr. Kurthan Fişek için Yönetim Üzerine" (ss.201- 224). İpek Özkal Sayan (Ed.). Ankara: Ankara Üniversitesi Basımevi.
- Keller, K. L. (1993). Conceptualising, Measuring and Managing Customer Based Brand Equity. *Journal of Marketing*, 57, 1-22.
- Keller, K. L. (2003). Understanding Brands, Branding and Brand Equity. *Interactive Marketing*, 5(1), 7-20.
- Kercher, M., Okumuş, F. ve Okumuş, B. (2008). "Food Tourism as A Viable Market Segment: It's All How You Cook the Numbers". *Journal of Travel and Tourism Marketing*, Volume: 25, Number: 2, 137-146.

- Kervankiran, I. (2014). Beypazari/Ankara Örneğinde Turizmin Ekonomik, Toplumsal ve Çevresel Etkilerine Yerel Halkın Yaklaşımı. Süleyman Demirel Üniversitesi Fen Edebiyat Fakültesi Sosyal Bilimler Dergisi, 31, 133-153.
- Kesici, M. (2012). Kırsal Turizme Olan Talepte Yöresel Yiyecek ve İçecek Kültürünün Rolü. Karamanoğlu Mehmetbey Üniversitesi Sosyal ve Ekonomik Araştırmalar Dergisi, 2012(2), 33-37.
- Kim, J. Y. and Ahn, K. M. (2009). The relations among service quality, satisfaction, and behavioral intention: The case of Seoul Food Festival. Journal of Foodservice Management Society of Korea, 12(1), 315-336.
- Kim, J. Y. and Lee, H. J. (2008). Market Segmentation and Satisfaction according to the Motives of Food Festival Attendants-Focusing on the Case of Seoul Food Festival. Culinary science and hospitality research, 14(4), 469-483.
- Kim, S. (2015). Understanding the historical and geographical contexts of food festival tourism development: The case of the Tatebayashi Noodle Grand Prix in Japan. Tourism Planning & Development, 12(4), 433-446.
- Kim, Y. G., Suh, B. W. and Eves, A. (2010). The Relationships between Food-Related Personality Traits, Satisfaction, and Loyalty Among Visitors Attending Food Events and Festivals. International Journal of Hospitality Management, 29(2), 216-226.
- Kim, Y. H. (2016). To Find Equilibrium of Food Festival Tourism: An Application of Factor Analysis and Analytical Hierarchy Process (FAAHP). Event Management, 20(2), 135-146.
- Kim, Y. H., Duncan, J. And Chung, B. W. (2015). Involvement, Satisfaction, Perceived Value, and Revisit İntention: A Case Study of a Food Festival. Journal of Culinary Science & Technology, 13(2), 133-158.
- Kim, Y., Kim, S. and Agrusa, J. (2008). An Investigation into the Procedures Involved in Creating the Hampyeong Butterfly Festival as an Ecotourism Resource, Successful Factors, And Evaluation. Asia Pacific Journal of Tourism Research, 13(4):357-377.
- King, J. (2002). Destination Marketing Organisations: Connecting the Experience Rather Than Promoting the Place, Journal of Vacation Marketing, Sayı 8, No. 2.

- Kivela, J. and Crofts, J. (2006). Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination, *Journal of Hospitality & Tourism Research*, C: 30, Ss. 354-377.
- Kladou, S. (2011). *Kültür Festivalleri: Genel Bir Bakı*, (Der.: Serhan Ada), İstanbul'un Festivalleri, İstanbul: İstanbul Bilgi Üniversitesi Yayınları.
- Knapp, D. E. (2003). *Marka Akli*, Çev. Azra Tuna Akartuna, İstanbul, Mediacat Yayınları.
- Knapp, D. E. (2003). *Marka Akli Çev.: A. T. Akartuna*, İstanbul: MediaCat
- Knapp, D.E. (2000). "Marka Akli", Mediacat Kitapları, Ankara
- Köroğlu, A. and Yağcı, P. (2018). Türkiye'deki Şehirleri Simgeleyen Logoların Doğal ve Kültürel Miras Unsurları Açısından Çözümlemesi. *Turizm Akademik Dergisi*, 5(1), 63-85.
- Köşker, H., Albuz, N. and Ercan, F. (2019). Türkiye'de Turistik Talebin En Fazla Olduğu 10 Kentin Marka Kimlikleri Üzerine Bir Değerlendirme. *Gaziantep University Journal of Social Sciences*, 18(1). Sayfa 354.
- Kotler, P. (1994) *Marketing Management: Analysis, Planning, Implementation and Control* (8th Ed.). Paramus, Nj: Prentice Hall International.
- Kotler, P. (1997). *Marketing Management*, Prentice Hall, New Jersey.
- Kotler, P. (2006). *Soru ve Cevaplarla Günümüzde Pazarlamanın Temelleri*, Optimist Yayınları, İstanbul.
- Kotler, P. and et all. (2012). *Marketing Management: European Edition*. Pearson Education.
- Kotler, P. and Gertner, D. (2002). Country as Brand Product and Beyond: A Place Marketing and Brand Management Perspective. *The Journal of Brand Management*, 9(4), 249-261.
- Kotler, P. Armstrong, G., Saunders, J. and Wong, V. (1999). *Principles of Marketing*, Pearson Prentice Hall, New Jersey.
- Kotler, P. Bowen, J. and Makens, J. (2006). *Marketing for Hospitality and Tourism*, Pearsin Int. Ed., Usa.
- Kozak, M. (2014). *Bilimsel Araştırma: Tasarım, Yazım ve Yayımların Teknikleri*, Ankara: Detay Yayıncılık.

- Kozak, M. and Baloğlu, Ş. (2011). *Managing and Marketing Tourist Destinations: Strategies to Gain a Competitive Edge*, Routledge, United Kingdom.
- Kozak, N. (2008). *Turizm Pazarlaması*. Detay Yayıncılık.
- Kozak, N. (2012). *Turizm pazarlaması*. Ankara: Detay Yayıncılık.
- Kozak, N., Akoğlu Kozak, M. and Kozak, M. (2015) *Genel Turizm*. Ankara: Detay Yayıncılık.
- Kozak, N., Kozak, M. and Kozak, M. (2010). *Genel Turizm, İlkeler ve Kavramlar* (9. Baskı) Ankara. Detay Yayıncılık.
- Kozorog, M. (2011). Festival Tourism and Production of Locality in A Small Slovenian Town. *Journal of Tourism and Cultural Change*, 298-319.
- Kültür ve Turizm Bakanlığı (1999). *Turizm Terimler Sözlüğü*, Ankara: Başbakanlık Basımevi.
- Lawson, F. and Baud-Bovy, M. (1977). *Tourism and Recreational Development*. London: Architectural Press.
- Lee, H. W. (2008). A plan to promote province food festival by culture tourism resources. *The International Society of Tourism Industry*, 1(1), 151-172.
- Lee, I. and Arcodia, C. (2011). The Role of Regional Food Festivals for Destination Branding. *International Journal of Tourism Research*, 13, 355-367.
- Lee, K. H., Alexander, A. C. and Kim, D. Y. (2014). A Study of Geographical Distance Groups on Length of Visitors' Stay at Local Food Festival Destinations. *Journal of Vacation Marketing*, 20(2), 125-136.
- Lee, W., Sung, H., Suh, E. and Zhao, J. (2017). The Effects of Festival Attendees' Experiential Values and Satisfaction on Re-Visit İntention to the Destination: The Case of a Food and Wine Festival. *International Journal of Contemporary Hospitality Management*.
- Leiper, N. (1995). *Tourism Management*. Melbourne: Rmit Press.
- Lewis, G. H. (1997). Celebrating Asparagus: Community and the Rationally Constructed Food Festival. *The Journal of American Culture*, 20(4), 73-78.
- Li-li, Z. H. A. O. (2008). Problems with Food Festival Cultural Management in Hotel and its Strategies. *Economic & Trade Update*.

- Lilleheim, H., Mykletum, R. J., Quain, W. J. and Engstom, C. (2005). South Beach Wine and Food Festival-Why Participate? *Hospitality Review*, 23(2), 2.
- Lim, H. (2016). The Contribution of Festivals to City Branding (Doctoral dissertation, University of Westminster).
- Litvin, S. W. and Fetter, E. (2006). Can A Festival be too Successful? A Review of Spoleto, Usa, *International Journal of Contemporary Hospitality Management*, 18 (1), S. 41 – 49.
- Long, P.T. and Perdue, R. (1989). The Economic Impact of Rural Festivals and Special Events: Assessing the Spatial Distribution of Expenses, *Journal of Travel Research*, 28(1), 7-11.
- Lopez, X. A. A. and Martin, B. G. (2006). Tourism and Quality Agrofood Products: An Opportunity for the Spanish Countryside. *Tijdschrift Voor Economische En Sociale Geografie*, 97(2), 166-177.
- Lynch, K. (1960). *The Image of the City*. Mit.
- Manthiou, A., Kang, J. and Schrier, T. (2014). A Visitor-Based Brand Equity Perspective: The Case of a Public Festival, *Tourism Review*, 69(4), 264-283.
- Markovic, S., Dorcic, J. and Krnetić, M. (2015, May). Visitor Satisfaction and Loyalty Measurement of a Local Food Festival: Application of Festperf scale. In 3rd International Scientific Conference Tourism in Southern and Eastern Europe.
- Marković, S., Mitrović, S. and Racz, A. (2019). Who Are the Wine and Food Festival Visitors? An Exploratory Study. *Ekonomski pregled*, 70(2), 209-235.
- Mason, M. C. and Paggiaro, A. (2009). Celebrating Local Products: The Role of Food Events. *Journal of Foodservice Business Research*, 12(4), 364-383.
- Meretse, A. R., Mykletun, R. J. and Einarsen, K. (2016). Participants' Benefits from Visiting a Food Festival—the Case of the Stavanger Food Festival (Gladmatfestivalen). *Scandinavian Journal of Hospitality and Tourism*, 16(2), 208-224.
- Mertens, D. M. (2005). *Research and Evaluation in Education and-Psychology: Integrating Diversity with Quantitative, Qualitative, and Mixed Methods* (pp.2 & 88-189). Thousand Oaks, London, Sage press
- Middleton, V. (1988). *Marketing in Travel Tourism*, Butterford-Heinemann, London.

- Middleton, V. (1994). *Marketing in Travel and Tourism*. Oxford, England: Butterworth Heinemann
- Milas, G. and Mlačić. B. (2007). Brand Personality and Human Personality: Findings from Ratings of Familiar Croatian Brands. *Journal of Business Research*, 60, 620-626.
- Miles, M. B. ve Huberman, M. (1994). *Qualitative Data Analysis: A Expanded Sourcebook*. Thousand Oaks, CA: Sage.
- Mill, R. C. and Alastair M. M. (2002). *The Tourism System*, Kandall Hunt Publishing Company, 4th Edition.
- Milman, A. and Pizam, A. (1995). The Role of Awareness and Familiarity with a Destination: The Central Florida Case. *Journal of Travel Research*, 33(3): 21–27.
- Mohi, Z. (2013). A Study of Food Festival Loyalty. *Journal of Tourism, Hospitality & Culinary Arts (JTHCA)*, 5(2), 30-43.
- Morgan, M. J. (2015). Food Festivals, Food Marketing and the Re-Invention of a Rural Community. *The Journal of New Business Ideas & Trends*, 13(2), 57.
- Motiwala, A. (2005) *The Dictionary of Marketing*, Rajkot India
- Murphy, P., Pritchard, M. and Smith, B. (2000). The Destination Product and Its Impact on Traveler Perceptions. *Tourism Management*, 21, 985-1007
- Neuman, W. L. (2016). *Understanding research*. Pearson.
- Olimpia, B. (2008). Variables of the Image of Tourist Destination, Pp. 559-565,
- Organ, K., Koenig-Lewis, N., Palmer, A. and Probert, J. (2015). Festivals as Agents for Behaviour Change: A Study of Food Festival Engagement and Subsequent Food Choices. *Tourism Management*, 48, 84-99.
- Özdemir, G. (2007). *Destinasyon Yönetimi ve Pazarlama Temelleri; İzmir için Bir Destinasyon Model Önerisi*, Doktora Tezi, Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü, İzmir.
- Özdemir, N. (2005). *Türk Eğlence Kültürü*, Ankara, Akçağ Yayinlari
- Özkan, E., Curkan, S. C. ve Sarak, E. C. (2014). Alaçatı Ot Festivalinin Yerel Halk Üzerine Etkilerinin Değerlendirilmesi, 9th International Conference: New Perspectives in Tourism and Hospitality, 25-27 September, Burhaniye, Balikesir.

- Özmen, M., Üzkurt, C., Özdemir, Ş., Altunişik, R. ve Torlak, Ö. (2013). Pazarlama İlkeleri. Eskişehir: Anadolu Üniversitesi Açık Öğretim Yayını.
- Paddison, R. (1993). City Marketing, Image Reconstruction and Urban Regeneration”, Urban Studies, Vol:30, No:2, Pp:339-350.
- Page, S. J. and Hall, M. (2003). Managing Urban Tourism: Themes in Tourism. London: Pearson Education Limited.
- Pai, C. K., Lee, T. and Kang, S. (2021). Examining the Role of Service Quality, Perceived Values, and Trust in Macau Food Festival. International Journal of Environmental Research and Public Health, 18(17), 9214.
- Kim, J. Y. and Lee, H. J. (2008). Market Segmentation and Satisfaction according to the Motives of Food Festival Attendants-Focusing on the Case of Seoul Food Festival. Culinary science and hospitality research, 14(4), 469-483. Journal of Travel & Tourism Marketing, 25(2), 161-181.
- Patton, M. Q. (2005). Qualitative Research. New York: John Wiley & Sons, Ltd.
- Pavlukovic, V., Armenski, T. and Alcantara-Pilar, J. M. (2017). Social Impacts of Music Festivals: Does Culture Impact Locals' Attitude Toward Events in Serbia and Hungary? Tourism Management, 42-53.
- Payini, V., Ramaprasad, B. S., Mallya, J., Sanil, M. and Patwardhan, V. (2019). The relationship between food neophobia, domain-specific innovativeness, and food festival revisit intentions: a structural equation modeling approach. British Food Journal.
- Pearce, W. B. (2005). The Coordinated Management of Meaning (CMM). In W. B. Gudykunst (Ed.), Theorizing about Intercultural Communication (pp. 35-54). Thousand Oaks, CA: Sage.
- Pekyaman, A (2008). Turistik Satınalma Davranışında Destinasyon İmajının Rolü: Afyonkarahisar Bölgesinde Bir Araştırma, Yayınlanmamış Doktora Tezi, Afyon Kocatepe Üniversitesi Sosyal Bilimler Enstitüsü, Afyon.
- Perry, A. ve Wisnom, D. (2004). Markanın DNA'si Eşsiz ve Dayanıklı Markalar Yaratmanın Kuralları, Çev: Zeynep Yılmaz, İstanbul: Mediacat Kitapları.
- Perry, A. ve Wisnom, D. (2004). Markanın DNA'sı Eşsiz ve Dayanıklı Markalar Yaratmanın Kuralları, Çev: Zeynep Yılmaz, İstanbul: MediaCat Kitapları.

- Pike, S. (2005). Tourism Destination Branding Complexity. *Journal of Product and Brand Management*, 14(4), 258-259.
- Pike, S. (2008). Destination Branding-Analysing Brand Equity for Queensland's Coral Coast. *CAUTHE 2008: Tourism and Hospitality Research, Training and Practice: Where the 'Bloody Hell' are We?* 653-669.
- Prayag, G., Hosany, S., Nunkoo, R. and Alders, T. (2013). London Residents' Support for the 2012 Olympic Games: The Mediating Effect of Overall Attitude. *Tourism Management*, 36, 629-640.
- Pritchard, A. (1969). Statistical Bibliography or Bibliometrics. *Journal of Documentation*, 25(4): 348-349.
- Rainisto S. P. (2003). Success Factors of Place Marketing: A Study of Place Marketing Practices in Northern Europe and the United States, Helsinki University of Technology.
- Rainisto, S. and Kotler, P. (2007). Success Factors of Place Branding: A Study of Place Marketing Practices. Study Report. <http://www.sci.fi/~rainisto/successfactorsmodel.pdf>. (Date of Access: 03.05.2020)
- Rand, G.E., Heath, E. and Alberts, N. (2003). The Role of Local and Regional Food.
- Richards, G. (2002). Gastronomy: An Essential Ingredient in Tourism Production and Consumption? *Tourism and Gastronomy* (Ss. 3-20). Editörler Anne-Mette Hjalager and Greg Richards. London: Routledge.
- Ries, A. (2004). Marketing Türkiye, (Burçin Tahran Tanlasa Haberi), Istanbul.
- Rivera M. A., Hara T. and Kock G. (2008). Economic Impact of Cultural Events: The Case of Zora Festival. *Journal of Heritage Tourism*, 3(2), ss: 121-137.
- Rızaoğlu, B. (2004). Turizm Pazarlama. Ankara: Detay Yayıncılık.
- Rossiter J. R., Percy, L. and Donovan R. J. (1991). A Better Advertising Planning Grid, *Journal of Advertising Research*, October/November 1991: 11-21.
- Sabanpan-Yu, H. (2007). Cebuano food festivals: A Matter of Taste. *Philippine Quarterly of Culture and Society*, 35(4), 384-392.
- Sağır, A. (2012). Bir Yemek Sosyolojisi Denemesi Örneği Olarak Tokat Mutfağı. *International Periodical for the Languages, Literature and History of Turkish or Turkic*, 7(4), 2675-2695.

- Sandybayev, A. (2018). The Impact of Street and Food Festivals in Gastronomic Tourism Through Visitor's Emotions and Satisfaction. A Case of Abu Dhabi Food Festival. *International Journal of Research in Tourism and Hospitality*, 4(1), 27-32.
- Sarı, Y. (2003) Bölgesel Düzeyde Hazırlanan Web Sitelerinin Turizm Talebi Üzerine Etkisinin Araştırılması: Muğla Bölgesinde Bir Uygulama, (Basılmamış Doktora Tezi), Muğla Üniversitesi Sosyal Bilimler Enstitüsü
- Sarı, Y. and Kozak, M. (2005). Turizm Pazarlamasına İnternetin Etkisi: Destinasyon Web Siteleri için Bir Model Önerisi. *Akdeniz İİBF Dergisi*, 9, 248-271.
- Sarı, Y. ve Kozak M. (2004). Yabancı Turistlerin İnternet'i Kullanma Eğilimleri: Uluslar Bazında Bir Karşılaştırma, *Anatolia: Turizm Araştırmaları Dergisi*, 15(2): 169-183.
- Sayın, K. and Karaman, A. (2020). Küçük Otel İşletmelerinde, Yöneticilerin Pazarlama Karmasına Yönelik Tutumları: Bir Uygulama. *Opus Uluslararası Toplum Araştırmaları Dergisi*, 16(32), 4743-4765.
- Seaton, A. V. and Bennett, M. M. (1996). *Marketing Tourism Product: Concept, Issues, Cases*. London: International Thomson Business Press.
- Selwood, J. (2003). The Lure of Food: Food as an Attraction in Destination Marketing in Manitoba, Canada, Michael Hall (Ed), *Food Tourism Around the World: Management of Development and Markets*, Oxford: Elseiver.
- Çoban, M. ve Süer, S. (2018). Destinasyon Markalaşmasında Festival Turizminin Rolü: Alaçatı Ot Festivali Üzerine Bir Araştırma. *International Journal of Contemporary Tourism Research*, 2(1), 58-67.
- Şengül, S. ve Genç, K. (2016). Festival Turizmi Kapsamında Yöresel Mutfak Kültürünün Destekleyici Ürün Olarak Kullanılması: Mudurnu İpekyolu Kültür Sanat ve Turizm Festivali Örneği. *Pamukkale Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 23, 79-89.
- Small, K., Edwards, D. and Sheridan, L. (2005). A Flexible Framework for Evaluating the Socio Cultural Impacts of a Small Festival. *International Journal of Event Management Research*. 1(1), Ss: 66-77.
- Smith, R. J. (2009). Festival ve Kutlamalar, (Çev.: Sibel Keskin), *Halkbiliminde Kuramlar ve Yaklaşımlar 3*, S.: 341-350, Ankara: Geleneksel Yayıncılık.

- Sohn, E. and Yuan, J. J. (2013). Who are the Culinary Tourists? An Observation at a Food and Wine Festival. *International Journal of Culture, Tourism and Hospitality Research*.
- Stabler, M. J. (1995). *The Image of Destination Regions: Theoretical and Empirical Aspects, Marketing in the Tourism Industry*, Edit by: Brian Goodall, Ashworth, Routledge, New York.
- Swarbrooke J. (1995). *The Development & Management of Visitor Attraction*. Oxford: Butterworth Heinemann, 85-92.
- Tapachai, N. and Waryszak, R. (2000). An Examination of the Role of Beneficial Image in Tourist Destination Selection, *Journal of Travel Research*, 39 (1), Pp. 37-44.
- Taşçı A. D. and Gartner, W. C. (2007). Destination Image and Its Functional Relationships. *Journal of Travel Research*, 45(4), 413-425.
- Tekeli, H. (2001). *Turizm Pazarlaması ve Planlaması*, Ankara: Detay Yayıncılık.
- Tosun, C. and Jenkins, C.L. (1996). Regional Planning Approaches to Tourism Development: In Case of Turkey, *Tourism Management*, Vol:17/7.
- Türkay, O. (2014). *Destinasyon Yönetimi*, Detay Yayıncılık, Ankara.
- Ünlü, S. (2013). *İş Yaşamında Motivasyon Kuramları, İş Yaşamında Motivasyon*, Edit: Y. Tuna, Eskişehir: Anadolu Üniversitesi Açıköğretim Fakültesi Yayını.
- Vajirakachorn, T. and Chongwatpol, J. (2017). Application of Business Intelligence in the Tourism Industry: A Case Study of a Local Food Festival in Thailand. *Tourism Management Perspectives*, 23, 75-86.
- Wahab, S., Crampon, L. J. and Rothfield, L. M. (1976). *Tourism Marketing*. London: Tourism International Press.
- Wan, Y. K. P. and Chan, S. H. J. (2013). Factors That Effect the Levels of Tourists' Satisfaction and Loyalty Towards Food Festivals: A Case Study of Macau. *International Journal of Tourism Research*, 15(3), 226-240.
- Wang, Y. (2009). *The Impact of Festivals and Events on City Image: A Case Analysis of Ningbo International Fashion Festival. Unpublished thesis. Erasmus University, Rotterdam.*

- Warnaby, G., Bennison, D. and Davies, B. (2005). Marketing Town Centers: Retailing and Town Centre Management, Local Economy, Vol: 20, No: 2, 183–204.
- Wasserman P. (1974). Festivals Sourcebook: A Reference Guide to Fairs, Festivals, and Celebrations. Gale Research Co., Detroit.
- Williams, L. T., Germov, J., Fuller, S. and Freij, M. (2015). A Taste of Ethical Consumption at a Slow Food Festival. *Appetite*, 91, 321-328.
- Wong, J., Wu, H. C. and Cheng, C. C. (2015). An Empirical Analysis of Synthesizing the Effects of Festival Quality, Emotion, Festival Image and Festival Satisfaction on Festival Loyalty: A Case Study of Macau Food Festival. *International Journal of Tourism Research*, 17(6), 521-536.
- Wood, L. (2000). Brands and Brand Equity: Definition and Management, *Management Decision*, Vol. 38, No. 9: 662-669.
- Wu, H. C. and Ai, C. H. (2016). A Study of Festival Switching Intentions, Festival Satisfaction, Festival Image, Festival Affective Impacts, and Festival Guality. *Tourism and Hospitality Research*, 16(4), 359-384.
- Wu, H. C., Wong, J. W. C. and Cheng, C. C. (2014). An Empirical Study of Behavioral Intentions in the Food Festival: The Case of Macau. *Asia Pacific Journal of Tourism Research*, 19(11), 1278-1305.
- Yang, F. X., Wong, I. A., Tan, X. S. and Wu, D. C. W. (2020). The Role of Food Festivals in Branding Culinary Destinations. *Tourism Management Perspectives*, 34, 100671.
- Yaraş, E. (2005). Tüketicilerin Pazarlama Karması Kararları ve Marka Değeri Algılamalarına Göre Kümeler Halinde İncelenmesi. *Atatürk Üniversitesi İktisadi ve İdari Bilimler Dergisi*, 19(2), 349-372.
- Yıldırım, A. ve Şimşek, H. (2008). Sosyal Bilimlerde Nitel Araştırma Yöntemleri. Ankara: Seçkin Yayıncılık.
- Yılmaz, G. (2017b). Restoranlarda Bahşiş ile İlgili Yayınlanan Makalelerin Bibliyometrik Analizi. *Seyahat ve Otel İşletmeciliği Dergisi*, 14 (2), 65-79.
- Youell, R. (1998). *Tourism an Introduction*. New York: Addison Wesley Longman Limited.

Other References

Buldan District Governorate: <http://www.buldan.gov.tr/buldan-evleri2> (Date of Access: 09.04.2020)

Buldan District Governorate: <http://www.buldan.gov.tr/cografya2> (Date of Access: 09.04.2020)

Çal Municipality: <http://www.cal.bel.tr/Tarihi.html> (Date of Access: 05.04.2020)

Çal District Governorate: <http://www.cal.gov.tr/kayi-pazari-cami-minaresi> (Date of Access: 03.05.2020)

Çal District Governorate: <http://www.cal.gov.tr/cal-apollon-lermonos-tapinagi> (Date of Access: 10.03.2020)

Çal District Governorate: <http://www.cal.gov.tr/cal-mahmutgazi-turbesi> (Date of Access: 12.03.2020)

Çal District Governorate: <http://www.cal.gov.tr/gazi-pasa-ilk-mektebi> (Date of Access: 13.03.2020)

Ministry of Environment, Urbanization and Climate Change: <https://tvk.csb.gov.tr/pamukkale-i-398> (Date of Access: 13.03.2020)

Çivril Municipality: <https://www.civril.bel.tr/3/240/civril/history/> (Date of Access: 01.03.2020)

Çivril Municipality
: <https://www.civril.bel.tr/3/606/775/607/civril/onemliyerler/dogalalanlar/gumussu-selalesi/#.YbRCab1BzIU> (Date of Access: 28.03.2020)

Çivril Municipality: <https://www.civril.bel.tr/3/606/775/628/civril/importantplaces/dogalalanlar/kocayayla/#.YNHS2GgzaUk> (Date of Access: 06.04.2020)

Çivril Municipality
: <https://www.civril.bel.tr/3/606/775/778/civril/onemliyerler/dogalalanlar/akdag/#.YbRCQL1BzIU> (Date of Access: 02.01.2020)

Çivril Municipality: <https://www.civril.bel.tr/3/606/775/786/civril/onemliyerler/dogalalanlar/doga-sporlari-bisiklet-ve-doga-yuruyus-yollari/#.YbRCq71BzIU> (Date of Access: 02.01.2020)

Çivril Municipality: <https://www.civril.bel.tr/3/606/775/787/civril/onemli-yerler/dogalalanlar/yamac-parasutu-beydilli-mh/#.YbRCzb1BzIU> (Date of Access: 02.01.2020)

Çivril Municipality: <https://www.civril.bel.tr/3/606/775/788/civril/onemli-yerler/dogalalanlar/anit-ardinc/#.YbRDSr1BzIU> (Date of Access: 02.01.2020)

Çivril Municipality: <https://www.civril.bel.tr/3/606/775/790/civril/onemli-yerler/dogalalanlar/gokgol-gokgol-mahallesi/#.YbRDdb1BzIU> (Date of Access: 02.01.2020)

Denizli Municipality: https://www2.denizli.bel.tr/userfiles/file/denizli_rapor.pdf

Denizli Exporters Association: <https://denib.gov.tr/tr/default.html> (Date of Access: 10.02.2020)

Denizli Provincial Directorate of Culture and Tourism: <https://denizli.ktb.gov.tr/TR-211744/laodikeia.html> (Date of Access: 12.01.2020)

Denizli Master plan:

<https://bolge5.tarimorman.gov.tr/Documents/Denizli%20MASTER%20PLAN%202020-2023.pdf> (Date of Access: 03.01.2020)

Denizli Population: <https://www.denizligazetesi.com/guncel/denizli-ve-ilcelerin-nufusu-belli-oldu-h87144.html> (Date of Access: 12.05.2020)

Denizli Chamber of Commerce: <https://www.dto.org.tr/wp-content/uploads/2021/09/EYD-2021.pdf> (Date of Access: 21.02.2020)

Denizli Chamber of Commerce:

https://www.dto.org.tr/wpcontent/uploads/2020/08/Ekonomik_Rapor_2020.pdf (Date of Access: 23.03.2020)

Denizli Governorate: <http://www.denizli.gov.tr/buldan> (Date of Access: 24.01.2020)

Denizli Governorate: <http://www.denizli.gov.tr/cografi-konum> (Date of Access: 18.02.2020)

Denizli Governorate: <http://www.denizli.gov.tr/tripolis> (Date of Access: 19.04.2020)

Denizli Governorate: <http://www.denizli.gov.tr/turizm-sektoru> (Date of Access: 26.03.2020)

Denizli Governorate: <http://www.kale-denizli.gov.tr/kale-biberi> (Date of Access: 02.04.2020)

South Aegean Development Agency: https://geka.gov.tr/uploads/pages_v/denizli-leblebisinin-pazarlama-potansiyeli-ve-gelisme-alanlari-2015.pdf (Date of Access: 05.02.2020)

Culture and Tourism Ministry:

https://denizli.ktb.gov.tr/Eklenti/63054,.pdf?0&_tag1=F1F909D1D7E06B469A40FA938B94DFC249EC26F3 (Date of Access: 16.01.2020)

Culture and Tourism Ministry:

https://denizli.ktb.gov.tr/Eklenti/68133,denizliturimpotansiyeliguncelpdf.pdf?0&_tag1=2CEAA3BF455DFA6698E7CE2EBEA8A5859F3E622E (Date of Access: 13.02.2020)

Culture and Tourism Ministry:

https://denizli.ktb.gov.tr/Eklenti/63054,unescodunyamiraslistesindezenizlipdf.pdf?0&_tag1=F1F909D1D7E06B469A40FA938B94DFC249EC26F3 (24.06.2020)

Kültür ve Turizm Bakanlığı: <https://denizli.ktb.gov.tr/TR-250541/belediye-belgeli-oteller.html> (Date of Access: 17.03.2020)

Culture and Tourism Ministry: <https://denizli.ktb.gov.tr/TR-250538/turizm-isletme-belgeli-oteller.html> (Date of Access: 19.02.2020)

Culture and Tourism Ministry:

<https://denizli.ktb.gov.tr/Eklenti/63054,unescodunyamiraslistesindezenizlipdf.pdf?0> (Date of Access: 21.03.2020)

Culture and Tourism Ministry: <https://denizli.ktb.gov.tr/EN-251440/canyons.html> (Date of Access: 22.04.2020)

Culture and Tourism Ministry: <https://denizli.ktb.gov.tr/TR-250689/cal.html> (Date of Access: 23.04.2020)

Culture and Tourism Ministry: <https://denizli.ktb.gov.tr/TR-250794/kale.html> (Date of Access: 25.04.2020)

Culture and Tourism Ministry: <https://denizli.ktb.gov.tr/TR-250795/serinhisar.html> (Date of Access: 25.04.2020)

Culture and Tourism Ministry: <https://denizli.ktb.gov.tr/TR-211792/kultur-turizmi.html> (Date of Access: 25.04.2020)

Mersin Governorship: <http://www.mersin.gov.tr/festivaller>(Date of Access:12.03.2020)

Serinhisar Municipality: <https://www.serinhisar.bel.tr/serinhisar/dogal-guzellikler/> (Date of Access: 15.04.2020)

Serinhisar Municipality: <https://www.serinhisar.bel.tr/serinhisar/tarihce/> (Date of Access: 25.04.2020)

Serinhisar District Governorate: <http://www.serinhisar.gov.tr/yatagan-palasi> (Date of Access: 25.04.2020)

Strategy and Budget Department: http://www.sp.gov.tr/tr/stratejik-plan/s/1682/Civil+Belediyesi+_Denizli_+2020-2024 (Date of Access:19.04.2020)

Ministry of Agriculture and Forestry: <https://bolge5.tarimorman.gov.tr/Link/3/Korunan-Alanlarimiz> (Date of Access: 25.04.2020)

Ministry of Agriculture and Forestry: <https://denizli.tarimorman.gov.tr/haber/718/yirmibesinci-kale-biberi-festivali-yapildi> (Date of Access: 01.04.2020)

Tavas Municipality: <http://www.tavas.bel.tr/sayfa/tavas-zeybegi.html> (Date of Access: 01.04.2020)

TBMM:<https://www.mevzuat.gov.tr/mevzuat?mevzuatno=556&mevzuattur=4&mevzuattertip=5> (Date of Access: 01.05.2020)

Turkish Language Association: <https://sozluk.gov.tr/> (Date of Access: 01.05.2020)

Turkey Culture Portal: <https://www.kulturportali.gov.tr/turkiye/denizli/genelbilgiler> (Date of Access: 01.05.2020)

Turkish Language Association: <https://sozluk.gov.tr/> (Date of Access: 01.05.2020)

Turkey Culture Portal:<https://www.kulturportali.gov.tr/turkiye/denizli/gezilecekyer/pamukkale-termal-sulari> (Date of Access: 02.06.2020)

Turkey Culture Portal:<https://www.kulturportali.gov.tr/turkiye/denizli/gezilecekyer/tripolis-antik-kenti> (Date of Access: 02.06.2020)

Turkey

Culture

Portal:<https://www.kulturportali.gov.tr/turkiye/denizli/gezilecekyer/tripolis-antik-kenti> (Date of Access: 02.06.2020)

Turkey

Culture

Portal:<https://www.kulturportali.gov.tr/turkiye/denizli/gezilecekyer/cevherpasa-camii> (Date of Access: 02.06.2020)

Turkey

Culture

Portal:<https://www.kulturportali.gov.tr/turkiye/denizli/gezilecekyer/sakizcilar-asma-alti-aglayan-kaya-selalesi> (Date of Access: 02.06.2020)

Ministry of Agriculture and Forestry:
https://denizli.tarimorman.gov.tr/menu/36/denizlihorozu&_tag1=f1f909d1d7e06b469a40fa938b94dfc249ec26f3 (Date of Access: 02.06.2020)

APPENDICES

App.1. Research Questions in the Interview Form (Festival Organizers)

1. Demographic Characteristics:
 - Age:
 - Gender:
 - Profession:
 - Educational Status:
2. How many years has the festival been held?
3. What is the annual average budget of your festival?
4. How many local and foreign people attend your festival?
5. What is the carrying capacity of your festival?
6. What do you think is the reasons for organizing your festival?
7. Do you think your festival will increase the number of tourists coming to the region?
8. Does your festival stand out with food and drinks?
9. Do you use social media to promote the festival and promote local products?
If your answer is yes, do you see the effect (positive-negative) of your work in this sense? If your answer is no, can you explain why?
10. How do you evaluate the impact of your festival on destination branding?
11. What kinds of events are and should be included in the festivals in terms of contributing to the destination branding?
12. What are the (other) foods and beverages that you think will contribute to branding in your region?
13. Are there any situations that will negatively affect branding due to the increase in the carrying capacity of the festival? What can be done?
14. What other suggestions can you make to increase the contribution of your festival to the region (social-cultural-economic)?

App.2. Research Questions in the Interview Form (Local Stakeholders)

1. Demographic Characteristics:
 - Age:
 - Gender:
 - Profession:
 - Educational Status:
2. How many years has the festival been held?
3. What do you think is the reasons for organizing your festival?
4. Does your festival stand out with food and drinks?
5. Destination Branding:
6. How do you evaluate the impact of your festival on destination branding?
7. What kinds of events are and should be included in the festivals in terms of contributing to the destination branding?
8. What are the (other) foods and beverages that you think will contribute to branding in your region?
9. What other suggestions can you make to increase the contribution of your festival to the branding of the region (social-cultural-economic)?

App.3. Interviewed Participant Profile

Number of Persons	Age	Gender	Profession	Educational Status
1.	31	Male	IT Officers (Festival Organizer)	High School
2.	25	Male	Registrar (Festival Organizer)	Undergraduate
3.	35	Male	Press and Public Relations Officer (Festival Organizer)	High School
4.	42	Male	Mayors (Festival Organizer)	Master's Degree
5.	57	Male	Pepper Producers	Primary School
6.	69	Male	Agricultural Products Production and Marketing	Primary School
7.	45	Male	Instructors	Ph.D
8.	42	Kadın	Lecturers	Master's Degree
9.	36	Male	Officer	Undergraduate
10.	48	Male	Nuts Machinery Manufacturing (Festival Organizer)	Primary School
11.	35	Male	Nuts Manufacturing and Marketing (Festival Organizer)	Undergraduate
12.	60	Male	Managers (Festival Organizer)	High School
13.	58	Male	Mayors (Festival Organizer)	Undergraduate
14.	40	Male	Craftsmen (Former Festival Organizer)	Primary School
15.	51	Male	Teachers	Undergraduate
16.	45	Male	Researchers	Undergraduate
17.	59	Male	Manager	Primary School
18.	38	Male	Chickpea Production and Marketing	Primary School
19.	57	Male	Chickpea Producer	High School
20.	48	Male	Cultural and Social Affairs Manager (Festival Organizer)	Undergraduate
21.	45	Male	Mayors (Festival Organizer)	Undergraduate
22.	39	Male	Cultural Affairs Administrative Officer (Festival Organizer)	Master's Degree
23.	40	Male	Officer (Festival Organizer)	Primary School
24.	59	Male	Teacher	Undergraduate
25.	46	Male	Journalist	Undergraduate
26.	51	Male	Farmer	Primary School
27.	28	Male	Instructors	Master's Degree
28.	46	Female	Officer	Undergraduate
29.	56	Male	Mayor (Festival Organizer)	Undergraduate
30.	52	Female	Press and Public Relations Officer (Festival	High School

			Organizer)	
31.	53	Male	Officer (Festival Organizer)	High School
32.	41	Male	Officer (Festival Organizer)	Associate Degree
33.	33	Male	Officer (Festival Organizer)	Undergraduate
34.	45	Male	Chamber of Commerce Secretary General	Undergraduate
35.	42	Male	Textile	Associate Degree
36.	33	Male	Farmer	High School
37.	27	Male	Officers	Master's Degree
38.	58	Female	Entrepreneurs	Master's Degree
39.	53	Male	TV Programmer	Undergraduate
40.	61	Male	Retired (Former Festival Organizer)	High School
41.	50	Male	Chamber of Agriculture (Former Festival Organizer)	High School
42.	30	Male	Advertiser	Undergraduate
43.	50	Male	Farmers	Primary School
44.	42	Female	Officer (Festival Organizer)	High School
45.	45	Male	Officer (Festival Organizer)	Master's Degree
46.	57	Male	Deputy Mayor (Festival Organizer)	High School