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EVALUATION OF OSMANİYE PROVINCE GASTRONOMY TOURISM POTENTIAL BY SWOT ANALYSIS

Abstract

The research is aimed to reveal the opportunities, advantages, weaknesses and threats of the province that may be valid for gastronomy tourism in order to reveal the right strategies in gastronomy tourism in Osmaniye. In line with this aim, the research was carried out with a sample of individuals and institutions that have a connection with gastronomy tourism in Osmaniye and / or can make an idea for the aim of the research in the province. The data were obtained as a result of responding open-ended questions with some of the participants face-to-face and some via e-mail (difficult to reach all individuals and institutions due to Covid-19 measures). In this context, the data were collected from the participants between January 25 and March 8, 2021 using the convenience sampling technique, and a total of 30 participants were reached. The findings obtained from the participants were subjected to content analysis based on coding and the findings were evaluated. As a result of the research, the most stated expression as the strongest aspect of the province by the participants is its proximity to other gastronomy routes such as Gaziantep, Hatay and Adana. On the other hand, the lack of sufficient gastronomic product promotion in the province was determined as the weakest aspect. The most important opportunity of the city in the future has been revealed as a city that can be integrated into gastronomy tours of cities that have

been into the forefront in gastronomy. On the other hand, it has been determined that the most expressed threat is that migration to the region caused the degeneration of the cuisine culture as it is close to the border. As a result of the research, it was presented the suggestions to prevent and improve the obstacles to the development of gastronomy tourism in the province.

Keywords: Gastronomy, Gastronomy Tourism, SWOT Analysis, Osmaniye.

OSMANİYE İLİ GASTRONOMİ TURİZMİ POTANSİYELİNİN SWOT ANALİZİ İLE DEĞERLENDİRİLMESİ

Öz

Çalışma, Osmaniye gastronomi turizmi için doğru stratejilerin ortaya konulabilmesi için ilin gastronomi turizmi için geçerli olabilecek fırsatlarını, üstünlüklerini, zayıflıklarını ve tehditlerini ortaya çıkarmayı amaçlamaktadır. Bu amaç doğrultusunda, çalışma Osmaniye'de gastronomi turizmi ile bağlantısı olan ve/veya ilde araştırmanın amacına yönelik fikir yürütebilecek kişi ve kurumlar örnekleminde gerçekleştirilmiştir. Veriler, açık uçlu olarak hazırlanan soruların katılımcıların bir kısmıyla yüz yüze bir kısmıyla da e-posta aracılığıyla (tüm kişi ve kurumlara Covid-19 tedbirleri nedeniyle ulaşmanın zor olması) görüşülerek yanıtlanması sonucu elde edilmiştir. Bu kapsamda veriler, 25 Ocak-8 Mart 2021 tarihleri arasında katılımcılardan kolayda örnekleme tekniğine göre toplanmış olup; toplamda 30 katılımcıya ulaşılmıştır. Katılımcılardan elde edilen bulgular, kodlamaya dayalı içerik analizine tabi tutulmuştur ve ortaya çıkan bulgular değerlendirilmiştir. Çalışma sonucunda, katılımcılar tarafından en çok dile getirilen güçlü yan, Gaziantep, Hatay ve Adana gibi diğer gastronomi rotalarına yakınlığı olarak ifade edilirken, gastronomik ürün tanıtımının yeterli düzeyde olmaması ise en zayıf yan olarak tespit edilmiştir. İlin gelecekteki en önemli fırsatı, gastronomi konusunda ön plana çıkmış şehirlerin gastronomi turlarına entegre edilebilecek olması olarak ortaya çıkarılmıştır. Buna karşın, en çok dile getirilen tehdidin ise sınıra yakın olduğu için bölgeye yapılan göçlerin mutfak kültürünün yozlaşmasına neden olması olduğu saptanmıştır. Çalışma sonucunda, ilde gastronomi turizminin gelişimi önündeki engellerin önlenbilmesine ve iyileştirilmesine yönelik çeşitli öneriler sunulmuştur.

Anahtar kelimeler: Gastronomi, Gastronomi Turizmi, SWOT Analizi, Osmaniye.

INTRODUCTION

Local culture and traditional values are becoming an increasingly valuable resource for attracting tourists with the increasing competition between touristic regions and the economic added value of the tourism industry to the economies of the country. Especially the desire to experience different products from new and existing tourist products, return to the local and increasing touristic interest day by day make gastronomy the main goal of visiting a region. In this case, gastronomy is used not only as an eating phenomenon, but also as a resource that reflects regional and national identity (Ertamay and İrigüler, 2018: 14-15). Gastronomy tourism has a special meaning, as the act of food and bevarege constitutes individuals' basic needs

throughout their lives, as well as directly reflects the culture and natural wealth resources of a society (Kargiglioğlu, 2018: 35). In addition, gastronomic elements specific to a destination constitute both a tourist motivation and one of the basic elements of the local culture (Quan and Wang, 2004: 299). Yıldız (2016) emphasizes that gastronomy has an absolute advantage in creating memorable touristic experiences. In addition, it is stated that gastronomy tourism provides many benefits to the destination, local people and tourists. For example, gastronomy tourism provides the opportunity to preserve and promote the traditional meals of the regions (Deveci et al., 2013: 29). Marzella (2008) stated that tourists traveling for gastronomy taste local foods at destinations and contribute indirectly to the promotion of the country or region by bringing some local food & beverage products such as wine, olive oil and cheese to their permanent residence. At the same time, gastronomy tourism provides an emotional connection through the interaction between tourists and the local community and contributes significantly to the development of the destination image (Kalkstein-Silkes et al., 2008: 67).

The culinary culture of a destination is one of the important criteria in tourists' holiday decisions and choice of place. For this reason, both domestic and foreign tourism industry benefits from the attractiveness of gastronomy in order to increase its diversity and to grow (Cömert and Durlu Özkaya, 2014: 63). Üzülmmez et al. (2017) stated in their research that gastro-tourists decide on their holiday by conducting detailed research on the target destinations before their touristic visits. Their this finding proves that gastronomic elements are an important attraction for the destination to which they belong. Gastronomy tourism reflects the cultural identity and heritage of the region with the presentation of local meals and provides the advantage of being unique, especially for rural destinations (Çalışkan, 2013: 41). In addition, it is emphasized that gastronomy tourism has effects such as providing tourists with unique experiences and gaining prestige and status to the destination (Kaşlı et al., 2015: 31). The contribution of gastronomy tourism to the sustainability of food and beverage culture is also extremely important (Bucak and Aracı, 2013: 213). Similarly, Everett and Aitchison (2008) emphasize that gastronomic elements contribute to economic, social and environmental sustainability in the region to which they belong. At the same time, gastronomy tourism is an important tool in the marketing of destinations, as it is a type of tourism that can be realized throughout the year. Therefore, it can be stated that gastronomy tourism provides a significant added value to the destination and creates a unique market (Şahin and Ünver, 2015: 66). Osmaniye province also has its own unique tastes in its cuisine with its culinary culture, agricultural structure and geographical features, and it has the potential to increase the contribution it can get from gastronomy tourism with its diversity in terms of food culture (Üzülmmez and Akdağ, 2019: 458). However, it is extremely important to consult stakeholders in the province and to take appropriate measures in order to improve this potential. From this point of view, it is aimed to carry out a SWOT analysis in which the current situation and needs for the development and support of gastronomy tourism in Osmaniye will be determined. In line with this aim, it is aimed to reveal the current situation in a multi-stakeholder way and make it a priority, which can help develop strategic goals for the effective use of gastronomy in Osmaniye. By determining the strengths and weaknesses of the gastronomy tourism of Osmaniye and developing it by considering the possible opportunities and threats, it will be possible to increase the market share to be obtained from gastronomy tourism in Osmaniye. Findings obtained as a result of the SWOT analysis will constitute important inputs in the preparation of strategic and action plans. In this context, the findings to be obtained as a result

of the research will be an important resource in public and private sector planning Works in Osmaniye, defining and solving problems, creating strategies and making analytical decisions. In addition, the research is expected to be a reference to possible researches of SWOT analysis of the province in the context of gastronomy tourism.

GASTRONOMY AND GASTRONOMY TOURISM CONCEPTS

It is reported that the concept of gastronomy was first written by the Sicilian Greek Archestratus for the Mediterranean Region in the 4th century during the Ancient Greek period and it is used in the book named "Gastronomia", which represents the food and wine guide (Öztürk and Güven, 2018: 2). The re-use of the word gastronomy in Joseph Berchoux's work named *Gastronomie ou L'Homme des champs a Table* (Gastronomy or People from the Field to the Table) in 1801 enabled the word to be placed in the literature and the use of the concept to become widespread (Gürsoy, 2014: 12). The first official research on gastronomy was carried out by the French Jean Anthelme Brillat-Savarin (1755-1826) and the research was published in 1825 under the name "La Physiologie du gout" (Taste Physiology). In addition, Brillat-Savarin has made significant contributions to the field of gastronomy by making many researches on the relationship between food and beverage consumption and food and senses as a science (Kivela and Crotts, 2006: 355). When the historical process of gastronomy is evaluated, it is stated that the concept is derived from the ancient Roman words *culinary* and French *cuisine* (Pedersen, 2012: 37). Similarly, Samancı (2020) states that the term gastronomy is a word that has passed from French to Turkish after the 1990s. In addition, when the word gastronomy is examined etymologically (science of origin), it is seen that the word is derived from the Greek word *gastro* (stomach) and *nomas* (law) (Zahari et al., 2009: 67).

The concept of gastronomy is defined as the transformation of food and beverage culture into science and art (Bucak and Aracı, 2013: 207). In another definition, gastronomy is expressed as explanatory information about everything related to human nutrition (Brillat-Savarin, 2018: 53). Sarıışık and Özbay (2015) state that gastronomy is a concept related to all the processes food goes through in the journey from farm to table. Hegarty (2005), who considers gastronomy as a process, defines the concept of gastronomy as a comprehensive process that includes the stages of producing, processing, collecting, preparing, presenting, consuming and then enjoying food. Santich (2004), who evaluates gastronomy as the rules and regulations related to food and beverage activities, states the concept of gastronomy as revealing and guiding ideas about what, where, when, how and with which ingredients to eat and drink. Brillat-Savarin (2018) emphasizes that the aim of gastronomy is to protect human beings through the best possible nutrients, and that this aim can be achieved by managing everyone who researches, provides or prepares what can be converted into food through strict principles. In this context, it is seen that gastronomy is classified in four different ways based on certain criteria: applied, theoretical, technical and scientific gastronomy. Applied gastronomy consists of the standards and techniques of transforming the resources found in nature into food and beverages and performing these processes. Theoretical gastronomy includes the elements of transferring applied gastronomy to theory and transforming it into written and visual materials. Technical gastronomy is under and along with applied gastronomy. In this context, technical gastronomy is concerned with how to turn recipes into meals and how they affect production and service. Scientific gastronomy also researches elements such as the nutritional values of food and how individuals are psychologically affected by what they eat and drink (Harrison, 1982: 54-55).

In recent years, the relationship of gastronomy with tourism has made it one of the main travel motivations, making it an important subject of current research (Akdağ et al., 2016: 272). In addition, the value and meaning that gastronomy finds with culture causes gastronomy tourism to emerge as one of the alternative tourism types by ensuring that it is in an important position in the tourism industry (Richards, 2002: 11). The origin of gastronomy is based on three factors: agriculture, culture and tourism. These elements provide gastronomy to be marketed and positioned as a regional attraction and experience. In this context, agriculture offers the product; culture creates history and authenticity, and tourism includes infrastructure and services. Therefore, it appears that these three elements meet in gastronomy tourism (Du Rand and Heath, 2006: 208). In this context, gastronomy tourism is expressed as a type of tourism that significantly helps to motivate the tourist's travel behavior in order to experience a food and beverage experience that has never been experienced before (Harrington and Ottenbacher, 2010: 14). Gastronomy tourism is also defined as an experience that provides tourists with the opportunity to learn, taste, and buy local delicacies during their travels and take them home (McKercher et al., 2008: 137). Similarly, Ab Karim and Chi (2010) state that gastronomy tourism is a concept that defines tourists' experiences of food and food. In another definition, gastronomy tourism is defined as a form of tourism created by travels to experience food and beverages that are unique to a different cuisine culture (Lin et al., 2011: 32). Kivela and Crofts (2006) state that gastronomy tourism is the experience of local food and beverage products of a different culture, and thus touristic activities carried out for the aim of recognizing the destination. From a different point of view, Hall and Sharples (2003) describe gastronomy tourism as the main motivation factor as visiting food producers, restaurants, food festivals and other special areas to taste a special kind of food or to see the preparation of a meal.

A tourist's desire to experience the local foods of the region to which they will travel is accepted as the basic condition for gastronomy tourism (Hall and Mitchell, 2002: 77). Similarly, Hall and Sharples (2003) states that a tourist's motivations such as the desire to taste an authentic food, a meal specific to a specific destination or a meal made by a famous cook can be evaluated within the scope of gastronomy tourism. In this context, Guzman and Canizares (2011) emphasize that gastronomy tourism has four different types of motivation: physical, cultural, social and prestige. Physical motivation is to eat for the continuity of the individual's life or the tourist's life. Cultural motivation is that the tourist goes on a trip to learn about a certain culture. In this case, visits to the main production sites, restaurants where local meals are served, and events held in the region are important elements of attraction for the tourist's cultural motivation. The tourist not only realizes his / her social motivation by being active in gastronomy activities, but also provides himself / herself with prestige by sharing his/ her experiences unique to the region. Therefore, tourists should participate in some activities at the destination in order to be able to talk about gastronomy tourism or to evaluate a trip within the scope of gastronomy tourism. In this context, it is extremely important to classify the existing gastronomic products in order to determine the activities and places to be visited at the destination for the tourists' travel regarding gastronomy. From this point of view, gastronomy tourism products in a destination are classified as food and beverage products belonging to the region, food and beverage establishments where the products are presented, events such as festivals and fairs where these products are promoted, and visits to the production places (tours) of the products (Nebioğlu, 2017: 42).

Gastronomy tourism provides that local culture is used as a tool in the competition of destinations and that gastronomy experiences are at the center of the touristic product by providing destinations with the advantage of being different (Richards, 2003: 3). Similarly, Mak et al. (2012) states that the gastronomic elements specific to a destination are a strong attraction for the destination and provide a competitive advantage. In this context, Kesici (2012) emphasized that in conditions of today, food and beverage businesses have determined various strategies to provide the tourists' loyalty and in this direction, gastronomy tourism is an important type of tourism used to gain competitive advantage. Barkat and Vermignon (2006) stated that gastronomy tourism also encourages new economic initiatives in the destination. Gastronomy tourism is also of great importance in reducing interregional development differences due to its contribution to local development (Kargiglioğlu, 2018: 39). It can also be stated that gastronomy tourism contributes positively to many stakeholders such as accommodation businesses, tour operators, food and beverage businesses, agriculture and food businesses in a destination.

LITERATURE

When the literature is examined in the context of evaluating the gastronomic potential, it is seen that the researches mainly examine the gastronomy tourism or types of gastronomy tourism (such as wine tourism) for the destinations (Iakovou et al., 2009; Tsitsipati et al., 2014; Zaman and Kayserili, 2014; Deniz and Atışman, 2017; Harcsa, 2017; Derčan et al., 2017; Bozkurt, 2018; Cankül and Ezenel, 2018; Bozkurt et al., 2019; Chaigasem and Tunming, 2019; Çabuk et al., 2020; Sormaz et al., 2020; Stockovič et al., 2020).

Iakovou et al. (2009) aimed to comprehensively analyze the current situation of gastronomy tourism in the Central Macedonia Region (RCM) of Greece. As a result of the SWOT analysis conducted for this aim, it was identified as the strongest aspects being the presence of local cuisine in terms of gastronomy tourism, being a wide variety of food and being the branding potential of the regional cuisine thanks to local products. It has been identified as weaknesses being the low service rate of the facilities in the region and being insufficient government support in terms of gastronomy tourism. In addition, it has been identified as the region's opportunities being the fact that the region's cultural tourism is an element that will encourage gastronomy tourism. The region's backwardness in the face of the rise of long-distance destinations in the international tourism market has been identified as threats to the region's gastronomy tourism.

Deniz and Atışman (2017) in their research evaluated Kayseri cuisine, which is into the forefront with its traditional tastes, with SWOT analysis. According to the SWOT analysis, the large variety of gastronomic products in Kayseri was stated as the strongest aspect of the province in terms of gastronomy tourism. The weakness of Kayseri in the field of gastronomy is that there are few researches on gastronomic product richness and potential. One of the most important opportunities of Kayseri is that there is no competition in the province in terms of gastronomy tourism and that it has a tourism infrastructure compared to other gastronomy tourism destinations. In areas with gastronomic diversity, the fact that the public's awareness of tourism is not fully created has been identified as potential threats.

Derčan et al. (2017) evaluated the current situation of gastronomy and wine tourism in the Serbian town of Sid, which is in a strong position in terms of viticulture activities, with a SWOT analysis. In this context, as a result of the SWOT analysis, the strongest aspects of the town of

Sid in terms of gastronomy and wine tourism are stated as a wide range of authentic food and beverage products. The weaknesses of the region in terms of gastronomy and wine tourism have been identified as the lack of information boards and road signs for the wine roads and manufacturing shops. Investments made for the promotion of original products and geographically marked products have been identified as the opportunities of the region; and also the slow development of infrastructure and the insufficiency of government incentives were identified as threats to the region.

Harcza (2017) examined the regional status of the Hungarian-origin Palinka beverage, which is an important gastronomic product, with a SWOT analysis in his research. In this context, the strongest aspects of Palinka beverage are the thematic routes created for the promotion and marketing of the product, books written on this subject, food competitions and shops where souvenirs can be purchased. Lack of gastronomic supply and low awareness of the product were indicated as the weaknesses of the product. Incentive opportunities and increasing the number of routes to the product were identified as opportunities, and the extinction of traditional fruit varieties and an increase in excise tax were identified as possible threats.

Bozkurt (2018) aimed to determine the current situation of gastronomy tourism in Tokat in his research. For this aim, it was evaluated the current strengths and weaknesses of gastronomy tourism in Tokat and the possible opportunities and threats before it. As a result of the SWOT analysis, the strengths of Tokat province were determined as being suitable for gastronomy tourism and finding a variety of gastronomic products. In addition, the weaknesses of the province are determined as the insufficient knowledge of the concept of gastronomy tourism and the scarcity of researches on its suitability for gastronomy tourism. Existing infrastructure for the promotion and marketing of various gastronomy products is indicated as opportunities for improvement. The possibility of not using and forgetting traditional gastronomy products of the young population are listed as threats to the gastronomy potential of Tokat.

Bozkurt et al. (2019) conducted a SWOT analysis in the context of gastronomy tourism potential of Mardin. According to SWOT analysis, strengths of Mardin have been identified as its gastronomic product variety and the presence of local meals covered by the geographical indication. The weaknesses of the province have been identified as the insufficiency of food and beverage establishments for local cuisine and the lack of promotion and marketing activities of Mardin cuisine in national and international fields. In addition, opportunity of Mardin is the presence of gastronomy culinary art and workshop (Mardin culinary museum). One of its threats is that it cannot compete with other gastronomy cities due to its infrastructure and superstructure deficiencies.

In their research, Chaigasem and Tunming (2019) aimed to examine the local cuisine culture in the Chiang Khan region of Loei Province in the northeast of Thailand with a SWOT analysis. As a result of the analysis, the strongest aspect of the region has been determined as the excess of food diversity. Lack of systematic management and marketing efforts in the tourist destinations of the Loei Province Chiang Khan region has been identified as its weakest aspect. In addition, the potential opportunities of the region in gastronomy tourism have been identified as the interest of managers and other stakeholders in gastronomy tourism and the presence of various tourism activities such as slow tourism and agricultural tourism in the region. It was

emphasized that the natural disasters experienced in the region in the past years are possible threats.

Çabuk et al. (2020) conducted a SWOT analysis on gastronomy tourism in Karaburun, Çeşme and Urla districts. As a result of the research, it was determined priority sectors within the scope of gastronomy tourism opportunities in the districts. These sectors are determined as viticulture, spices, honey, fishing activities, bakery, fruit and vegetable activities, winemaking activities, olive cultivation activities and olive oil production activities. In this context, some recommendations for action have been presented by making separate SWOT analyzes in areas such as farm products and farm tourism, vineyard route and viticulture tourism, olive and olive route in districts.

Sormaz et al. (2020) conducted a SWOT analysis in terms of gastronomy tourism of Konya province. As a result of the SWOT analysis, the richness of the regional cuisine was determined as the strongest aspect. Lack of promotion has been identified as a weakness. In addition, the most mentioned factor among the possible opportunities of the province is the increase in the number of qualified accommodation and food and beverage establishments. Lack of opportunities to the forefront gastronomic tourism has been identified as potential threats in the province.

METHODOLOGY

The aim of the research is to determine the opportunities, advantages, weaknesses and threats that may be valid for gastronomy tourism in Osmaniye province through SWOT analysis. In line with the determined objectives, the research was carried out with a sample of stakeholders within the scope of central government, local government, non-governmental organizations and private sector representatives who have a connection with gastronomy tourism or can develop ideas for the aim of the research in Osmaniye. Interview technique which is one of the qualitative research methods was used in the research. The questionnaire consisting of 5 questions in the research was used by Bozkurt (2019), Çabuk et al. (2020) and Sormaz (2020) based on the researches in which they examined the gastronomy tourism of different destinations with a SWOT analysis. The data were obtained as a result of responding open-ended questions by interviewing some participants face-to-face and by interviewing some participants via e-mail (difficult to reach all institutions due to Covid-19 measures). The data were collected from the participants using the convenience sampling technique between January 25 and March 8, 2021, and obtained from a total of 30 participants representing 11 institutions and / or organizations. In the research, the following research questions were asked to the interviewees in order to evaluate the gastronomy tourism potential of Osmaniye province.

1. Does Osmaniye province have a potential for gastronomy tourism?
2. What are the strengths of Osmaniye province regarding gastronomy tourism?
3. What are the weaknesses of Osmaniye province regarding gastronomy tourism?
4. What are the future opportunities of Osmaniye province regarding gastronomy tourism?
5. What are the future threats of Osmaniye province regarding gastronomy tourism?

Participants' responses to open-ended questions were subjected to content analysis based on coding. In the content analysis, the findings resulting from the coding of data were evaluated and various recommendations were presented as a result of the research.

FINDINGS

It is presented the information on the people and institutions participating in the research. Table 1. When Table 1 is examined, it is seen that the research was obtained from a total of 30 people consisting of the central government, local government, non-governmental organizations and private sector representatives who are in a position to generate ideas about the gastronomy tourism potential of Osmaniye province.

In this context, 16.7% of the participants included in the research are academicians and 16.7% of them are food and beverage businesses. In addition, the stakeholders with the lowest participation and 3.3% each are representatives of the Provincial Directorate of Culture and Tourism, Osmaniye Chamber of Commerce and Industry and the Eastern Mediterranean Development Agency.

Table 1: Information on the Persons and Institutions Participating in the Research

Stakeholders	The number of participants	Rate (%)
Food and Beverage Businesses	5	16,7
Academics	5	16,7
Tourism Vocational High Schools	4	13,3
Travel Agencies	4	13,3
Tourist Guides	3	10,0
Municipality	2	6,7
Media Members	2	6,7
Hotels	2	6,7
Osmaniye Chamber of Commerce and Industry	1	3,3
Provincial Directorate of Culture and Tourism	1	3,3
Eastern Mediterranean Development Agency	1	3,3
Total	30	100,0

In the research, the participants were asked firstly whether Osmaniye has a potential for gastronomy tourism. In this context, all participants stated that Osmaniye has a potential for gastronomy tourism. In order to get a more detailed respond, the participants were asked to indicate the gastronomy tourism potential with one of the high, medium and low options, and the related results are presented in Table 2.

Table 2. The Participants' Expressions about the Potential of Osmaniye for Gastronomy Tourism

Expressions	Frequency	Rate (%)
It has low potential	15	50
It has medium potential	12	40
It has high potential	3	10
Total	30	100,0

According to Table 2, 50 % of the participants who is a significant majority stated that Osmaniye has a low potential in terms of gastronomy tourism. In addition, 40% (n = 12) of the participants stated that the gastronomy tourism potential of Osmaniye was at a moderate level, and 10% (n = 3) of the participants stated that it has a high level of potential. Therefore, it is concluded that the stakeholders in the province should make the necessary initiatives and improvements in this regard in order to bring Osmaniye to the forefront in gastronomy tourism.

Secondly, the question "*What are the strengths of Osmaniye in gastronomy tourism?*" was asked to the participants in the research in order to determine the strengths of Osmaniye in terms of gastronomy tourism. It is presented findings obtained from this question in Table 3.

Table 3: Strengths Aspects of Osmaniye Regarding Gastronomy Tourism

Expressions	f	%
1. Its closeness to other gastronomy routes of Osmaniye such as Gaziantep, Hatay and Adana	21	17,3
2. The situation that Osmaniye has hosted many civilizations and the reflections of this situation on the local cuisine	19	15,8
3. The situation of Osmaniye to include the characteristics of the Mediterranean cuisine culture	15	12,4
4. The situation that Osmaniye has a large variety of agricultural products due to its climate and rich agricultural lands.	13	10,8
5. The situation that Osmaniye has the fusion kitchen feature (includes several culinary cultures)	11	9,1
6. The presence of geographically marked local food products such as peanuts and rameals in Osmaniye	10	8,2
7. The large variety of products produced from Osmaniye peanuts (peanut butter, peanut butter candy, peanut rice)	9	7,4
8. Variety in terms of street flavors (Osmaniye bagel, sausage with bread, fos liver, sirdan, mumbar, kirkkat, sikma)	7	5,8
9. The situation that Osmaniye cuisine offers healthy nutritional features in terms of a rich variety of edible herbs (tirsik, pirpirim,	6	5,0

malvaceous, çiris, sorrel, spinach, etc.)		
10. The richness of complementary natural values that affect the formation of gastronomy and eating habits in Osmaniye	5	4,1
11. Different tourism types such as cultural tourism, rural tourism, farm tourism, botanical tourism in the region (located on different tourism routes)	5	4,1
Total	121	100,0

When the multiple response analysis is examined in Table 3, it is seen that the strongest aspect of Osmaniye in gastronomy tourism is its closeness to other gastronomy routes such as Gaziantep, Hatay and Adana. In this context, 17.3% of the total responses show that Osmaniye is an advantage for gastronomy tourism due to its closeness to the cities around Osmaniye, which is into the forefront of gastronomy tourism. The strengths most expressed by the participants are that Osmaniye has hosted many civilizations and the reflections of this situation on the local cuisine (15.8%), that Osmaniye includes the characteristics of the Mediterranean cuisine culture (%12,4), that Osmaniye has a large variety of agricultural products due to its climate and rich agricultural lands (%10,8). The strengths that are relatively least expressed by the participants are the richness of complementary natural values that affect the formation of gastronomy and eating habits (4.1%) and the presence of different types of tourism in the region (4.1%).

The third question was asked in order to determine the weaknesses of Osmaniye in gastronomy tourism. In the multiple response analysis in Table 4, there are findings regarding the weaknesses of Osmaniye in gastronomy tourism.

Table 4: Weaknesses Aspects of Osmaniye Regarding Gastronomy Tourism

Expressions	f	%
1. Inadequate promotion of gastronomic products	29	11,0
2. Lack of institutionalized restaurants	28	10,7
3. Insufficient tourism businesses to support gastronomy tourism (accommodation, travel, transportation, recreation)	25	9,4
4. Availability of most meals in the food inventory in competing markets (Gaziantep, Adana, Kahramanmaraş, Hatay)	23	8,8
5. The situation that gastronomic image is very weak compared to its competitors	20	7,6
6. The situation that the gastronomic products of Osmaniye cannot be converted into touristic products	19	7,1
7. Lack of activities related to revitalizing gastronomy tourism in the region or insufficient promotional activities of the events.	17	6,4
8. The lack of local products	15	5,7

9. Lack of gastronomic supply in Osmaniye	15	5,7
10. Insufficient attention to the design and attractiveness of the existing restaurants in the region.	12	4,5
11. The presence of a poor number of meals or the same local meals in the menus of restaurants.	10	3,8
12. The use of geographically marked products in local meals is very low (generally peanut in dessert / confectionery; radish in salads and garnishes)	9	3,4
13. Low service quality due to the lack of qualified and experienced personnel in businesses where gastronomic products are served.	7	2,7
14. Lack of marketing activities for the branding of Osmaniye cuisine.	7	2,7
15. Small tradesmen not having enough knowledge about gastronomy tourism or not paying attention to this type of tourism.	6	2,2
16. Lack of plans for the realization and regulation of gastronomy tourism	5	1,9
17. Lack of / insufficient financing mechanisms to support projects and initiatives for the development of gastronomy tourism	5	1,9
18. Local people's lack of awareness about gastronomy tourism	4	1,5
19. Inadequacy of the clustering efforts of the public and private sector organizations that have a say in gastronomy tourism in the region.	4	1,5
20. Lack of publications and researches that will highlight Osmaniye cuisine	4	1,5
Total	264	100,0

According to the multiple response analysis in Table 4, inadequate promotion of gastronomic product in terms of the weaknesses of Osmaniye regarding gastronomy tourism is seen as the highest factor stated by the participants with a rate of 11%. This is followed by lack of institutionalized restaurants (10.7%) and tourism insufficient tourism businesses to support gastronomy tourism (9.4). Among the 20 statements that emerged as a result of the participants, local people's lack of awareness about gastronomy tourism (1.5%), inadequacy of the clustering efforts of the public and private sector organizations that have a say in gastronomy tourism in the region (1.5%) and lack of publications and researches that will highlight Osmaniye cuisine (1%, 5) elements are seen among the weaknesses with relatively lower rates.

The fourth question of the research was asked to the participants in order to determine their views on what future opportunities of Osmaniye could be in terms of gastronomy tourism. The findings obtained as a result of the responses given to this question are included in Table 5.

Table 5: Opportunities Aspects of Osmaniye Regarding Gastronomy Tourism

Expressions	f	%
1. The situation that Osmaniye will be able to integrated into gastronomy tours organized in these provinces due to the fact that it is located on the road route of cities that are into the forefront in gastronomy	20	19,7
2. The existence of touristic attractions other than gastronomy tourism in the province	16	15,7
3. The situation that it has an improvable potential that can be turned into a tourist product in terms of food and beverage variety	13	12,7
4. The advantage of being a recognized destination / brand in gastronomy tourism by modeling its close neighbors	12	11,7
5. The gastronomic attraction of Osmaniye, which has emerged with the increase in olive and olive oil production in the region in recent years.	10	9,8
6. The situation where branding can be achieved with the geographical indication registration that can be obtained for local food products such as Hasanbeyli sour cherry and Osmaniye olive oil.	10	9,8
7. The situation that incentives in rural tourism and agriculture provide opportunities for the development of gastronomy tourism in the region, especially rural tourism.	8	7,8
8. Finding suitable opportunities to develop the gastronomic superstructure in the region	6	5,9
9. The situation that local administrations provide financial and moral support for the realization of gastronomic events in the region.	5	4,9
10. The existence of a gastronomy and culinary arts department in the province and opportunity of the ability to conduct R&D researches to improve the local cuisine.	2	2,0
Total	102	100,0

When the multiple response analysis is examined in Table 5, the expression that ranks first among the expressions stated by the participants for the future opportunities of Osmaniye in terms of gastronomy tourism is that Osmaniye will be able to integrated into gastronomy tours organized in provinces that are into the forefront in gastronomy (%19,7). The expression that ranks second for future opportunities among these expressions is the expression of the existence of touristic attractions other than gastronomy tourism in the province with a rate of 15.7%. On the other hand, the expression that ranks third is the situation that it has an improvable potential that can be turned into a tourist product in terms of food and beverage variety with a rate of 12.7%. The opportunity element, which is relatively less expressed among responses compared to other expressions, is the existence of a gastronomy and culinary arts department in the province and opportunity of the ability to conduct R&D researches to improve the local cuisine (2%).

The last question of the research was asked to the participants in order to reveal their opinions about the future threats of Osmaniye for gastronomy tourism. Findings obtained from the responses given to the question are included in Table 6.

Table 6: Threatments Aspects of Osmaniye Regarding Gastronomy Tourism

Expressions	f	%
1. The situation that migrations to the region (Arab migrations from Syria) cause Osmaniye cuisine culture to degenerate because it is close to the border.	21	24,7
2. The neighboring provinces being an international brand in the field of gastronomy (Hatay and Gaziantep) or having a structure suitable for being a brand (Adana, Kahramanmaraş)	16	18,8
3. Neighboring destinations offering gastronomic products with higher service quality	14	16,5
4. The situation that the concept of gastronomic tourism is not known or ignored by tourism investors	11	12,9
5. The situation that the tourism agencies do not own the gastronomic activities in the region and do not provide sufficient support.	9	10,6
6. Fluctuations in the economy and the negative reflection trends of businesses difficulties and uncertainties such as Covid-19 on food and beverage businesses in the province	8	9,4
7. The absence of an airport in the province compared to its competitors	6	7,1
Total	85	100,0

When the analysis in Table 6 is examined, it is seen that its geopolitical position is accepted as the greatest threat of Osmaniye for gastronomic tourism. In this context, it is revealed that the participants drew attention to the problem that migrations to the region caused the degeneration Osmaniye cuisine culture as it is close to the border (%24,7). In addition, other expressions perceived as a threat according to the participants are that the neighboring provinces being an international brand in the field of gastronomy or having a structure suitable for being a brand (18.8%) and that neighboring destinations offering gastronomic products with higher service quality (16.5%). Among the expressions that are perceived as threats, the expression that is perceived as less of a threat compared to the others is the absence of an airport in the province compared to its competitors (7.1%).

RESULTS

Important information was obtained as a result of the research conducted on the strengths and weaknesses of Osmaniye in gastronomy tourism, as well as the possible opportunities and threats. One of the main findings determined in the research is the elaboration of gastronomy tourism potential of Osmaniye as low, medium and high by the participants. All participants stated that Osmaniye has a potential for gastronomy tourism. In this context, 50% of the

participants stated that this potential is low. 40% of them stated that it was medium level and 10% of them stated that it was high. Therefore, it can be stated that the situation of Osmaniye in gastronomy tourism is at the beginning, but it is in a structure suitable for development. At this point, it is necessary to draw attention to local foods and beverages that make the local cuisine different from other destination cuisines in order to bring the gastronomy tourism potential to the forefront in Osmaniye. In this way, it will be possible to get more shares from the income obtained from gastronomy tourism, with the creation of a gastronomic image and branding in the province.

In the research, when the findings obtained as a result of the SWOT analysis were examined, it was determined that the strengths of Osmaniye province in terms of gastronomy include being close to gastronomy routes such as Gaziantep, Hatay and Adana, hosting many civilizations and containing the characteristics of Mediterranean cuisine culture. These strengths aspects should be transformed into a value that will increase potential of Osmaniye in gastronomy tourism and make it meaningful for tourists. Among the remarkable opportunities are the fact that Osmaniye can be integrated into gastronomy tours of the provinces that are into the forefront in gastronomy, the existence of touristic attractions other than gastronomy tourism in the province, and its potential that can be transformed into a touristic product in terms of food and beverage diversity.

It is understood that the immigration to the region caused the degeneration of the cuisine culture due to the closeness of the province to the border and the fact that neighboring provinces are international brands or suitable for being a brand in the field of gastronomy are important threats. This situation makes it necessary for them to develop strategies to prevent the threats in front of the development of gastronomy tourism in the province by ensuring coordination and cooperation with stakeholders. The weaknesses are not limited to the lack of promotion. Lack of institutionalized restaurants and insufficiency of other tourism businesses to support gastronomic tourism are among the important weaknesses. In order to improve the weaknesses, first of all, local government, central administration and private sector entrepreneurs should make an effort in Osmaniye.

According to the results of the SWOT analysis revealed in the research, the weaknesses in the field of gastronomy tourism must be firstly improved in order for Osmaniye to become an important destination in gastronomy tourism. The most important weakness of Osmaniye in the field of gastronomy tourism is that the gastronomic product promotion of the province is not sufficient. In this context, it may be recommended that social media and mass media are used effectively in promotion and that tourism stakeholders in the province cooperate in promoting gastronomic values in coordination in order to promote the gastronomic values of the province and to increase the awareness of tourists. Üzülmaz et al. (2017) state that tourists research for necessary information related there before going to a destination and obtain information generally via the internet. Based on this, tourists who will participate in gastronomy tourism can do detailed research on the region before coming to Osmaniye. For this reason, all stakeholders in the province (especially governorship, district governorship, municipalities, the provincial directorate of culture and tourism) share information and images that are effective in promoting the gastronomic elements of Osmaniye on their internet pages and social networks, which can be an effective solution in promoting the province in terms of gastronomy tourism and increasing its awareness.

Other weaknesses in gastronomy tourism of Osmaniye include the lack of institutionalized restaurants and the insufficiency of other tourism businesses (accommodation, travel, transportation, recreation businesses) to support gastronomy tourism. Although tourism activities related to gastronomy tourism in Osmaniye are low, it seems likely that they can be improved. In addition, it seems likely that accommodation and infrastructure problems will arise if the province faces too many tourists with the increase of potential. Kozak (2018) states that there cannot be a tourism movement, especially where food & beverage and accommodation services are not included, and also emphasizes that tourism businesses are important in the formation of touristic products. From this point of view, it is an important issue to have sufficient number of food and beverage businesses to taste local values for tourists who will travel in order to the aim of gaining gastronomic experiences in Osmaniye. In addition, it is critical that the number of accommodation businesses that will support gastronomy tourism is sufficient in order to increase the duration of tourists' stay coming to a destination. Akgündüz and Yüksek (2019) state that the services offered by tourism businesses in a region are an attraction factor that affects tourists' holiday decisions and destination selection. Therefore, the related institutions and organizations should support the developments towards increasing the number of tourism businesses in the region by expanding their incentive investments for the initiatives to be made in the region in order to provide this attraction in Osmaniye. In this regard, first of all, the fields should be determined and the necessary initiatives should be made by planning what needs to be done in the short and long term.

Another weakness is that most meals in the food inventory of Osmaniye are also located in competing markets such as Gaziantep, Adana, Kahramanmaraş and Hatay. This means that tourists can find these meals in other destinations, and especially the insufficient level of tourism businesses in the province may cause tourists to divert to other competing provinces. For this reason, it can be ensured that the meals in the province are presented in the context of authentic and local food and beverage businesses, and differences can be made especially in the presentation of the meals in order for the tourists to experience these meals in Osmaniye province. Scarpato (2002) states that the production and presentation of local, authentic, organic, beneficial and environmentally foods in a destination gain importance as important travel motivations in gastronomy tourism. In this context, it can be noted that similar meals found in other provinces are made using organic and local foods in the province, and local identity and originality can be emphasized with the food products used in the meals. In addition, the quality of service in the businesses can be increased by improving the workforce qualifications in the tourism businesses operating in Osmaniye. Blakey (2011) states that having a story about food during a meal has a positive effect on the tourist's experience. If there are such stories in meals, they can be used to distinguish them from competing markets, and these elements can be used in the promotion activities of the province to increase the interest in the gastronomy of the region.

One more weakness is that gastronomic image of Osmaniye is very weak compared to its competitors such as Gaziantep, Adana and Hatay. Osmaniye has to use marketing effectively and rationally in order to strengthen this weak image. In particular, the competitive environment with other provinces makes the use of marketing tools important as an external factor in terms of the gastronomic image of the province. In addition to marketing tools, promotional activities can also be important sources of information in the formation of the destination image. For this reason, information sources such as travel brochures, advertising, mass media and developing

technology, especially social media can be used effectively in the formation of the gastronomic image of Osmaniye. Akyurt and Atay (2009) state that the destination image is regarded as an important factor in the choice of holiday destination and decision-making process. In this context, paying attention to the factors that will affect the tourist' holiday experiences and taking the necessary measures in this regard may be effective in the formation of the gastronomy image of the province.

One of the weaknesses identified as a result of the SWOT analysis is that the gastronomic products of the region cannot be turned into touristic products. Various researches can be carried out by obtaining expert opinions on how gastronomic elements can be transformed into touristic products in the province. In this context, sales points can be established where local products such as olives, radishes and peanuts, especially locally grown, will be offered directly to tourists. In addition, local gastronomy products such as olive oil produced from locally grown olives, peanut butter produced from peanuts and crushed sugar can be produced and packaged under appropriate quality standards and offered to tourists. In this way, tourists can create an awareness for individuals who do not visit the region thanks to the souvenir food products they will buy while returning to their homes. Due to the fact that gastronomy tourism is in the development stage in Osmaniye, it seems unlikely that local gastronomy products can be brought to the forefront as a stand-alone tourist product. In this case, gastronomic products can be combined with another tourism product in the province and offered to tourists. For example, visits to local farms and olive oil production facilities in the province can be made, or tourists can participate in the peanut harvest.

The lack of activities and events such as festivals, feasts and festivities to revive gastronomy tourism in the region and the insufficient promotional activities of the events are another weakness of the research. Folgado-Fernandez et al. (2019) states that gastronomy events taking place in a destination are one of the important tools for destinations to promote their original and authentic local products. In this context, it organizes gastronomic events such as radish festival, soudjouk bread festival, rash festival, cherry festival and pistachio festival in order to be into forefront local products in the region. However, it is important to increase these events in number and to use them effectively in the promotion of the region. For this, it needs to be updated and made traditional with an effective content to attract tourists by re-checking the existing events in the region. Emphasis on the fact that the products are registered with geographical indication, especially in peanut and radish festivals in the province, can provide important gains for the sharing and recognition of these products and the regional cuisine by the masses. Considering the importance of gastronomic tourism in recent years, events should be considered important by destination managers. In this regard, it may be suggested to destination managers to benefit from events, especially during periods when tourism activities in the province are passive. In addition, the emphasis of the destination managers or event organizers on local elements in the events can increase the tourists' satisfaction and the participation rates of the events.

In order to improve other weaknesses of Osmaniye, the number of local products can be increased and registration applications can be made for these products. Especially in order to increase the demand for the region, it can be given importance to gastronomic supply elements such as organizing product-based gastronomic routes and gastronomy-themed tours and establishing a cuisine museum in the province. The design and architecture of the restaurants in the province can be made attractive and physical conditions can be improved. At the same time,

it can be focused on attracting tourists' attention to the regional cuisine with the employment of experienced personnel. Local meals identified with the region can be included in the menus of the restaurants. In addition, peanuts are generally used in desserts / confectionery and radishes are used in salads and garnishes. R & D researches for the use of peanuts and radish as food can be carried out in the schools that provide culinary and gastronomy education in the province, and the area of use of the product can be expanded. In order to be into the forefront the gastronomic values of the province, it can be focused on the development of marketing activities. Necessary financial support can be provided for the development of various strategies to improve the gastronomy of the province in the eyes of all stakeholders in the province and to support initiatives in this regard. Various trainings or works can be organized to raise the awareness of local people about tourism and to increase the awareness of tradesmen and other tourism stakeholders on gastronomy. In cooperation with the relevant departments of the schools, scientific researches related to the gastronomic elements of the province with the contribution and support of NGOs are among the solution suggestions that will contribute to be into forefront of Osmaniye cuisine. Therefore, tourism stakeholders in the province should cooperate and make the necessary effort in promoting gastronomic values in coordination.

It is also necessary to focus on potential threats identified for the future of gastronomic tourism in Osmaniye. The factor, which is seen as the most important threat in line with the opinions of the participants' opinions, is the corruption of the cuisine culture by migration to the region. In order to eliminate this threat factor, the cuisine culture of the province should be taken under protection. For this aim, the original recipes of the meals in the province can be determined by the representatives of the institutions and organizations that have a share in gastronomy tourism and these recipes can be made in writing and printed. A multi-stakeholder protection mechanism can be established to preserve the food culture in the province. The preparation and serving of the meals, which are also an important part of the cultural values in the province, and even their presentation with all the rituals performed in their service, can contribute to the preservation of the food culture and its sustainability by transferring it to future generations.

The neighboring provinces being an international brand in the field of gastronomy (Hatay and Gaziantep) or having a structure suitable for being a brand (Adana, Kahramanmaraş) and neighboring destinations offering gastronomic products with higher service quality are among the other threats of the province. The number of institutionalized enterprises and qualified enterprises that can offer examples from the local cuisine can be increased in order to increase the service quality. Improving the workforce qualifications in institutions and organizations operating not only in gastronomy but also in provincial tourism in Osmaniye can also increase the service quality. In order for the province to become a gastronomic brand city, first of all, gastronomic branding strategies can be determined, marketing researches can be done and basic issues in gastronomic branding can be determined. Serçeoğlu et al. (2016) states that highlighting the products grown and produced in a region is the most common method used in the branding of a city. In this case, it can be ensured that they are marketed in a way that contributes to the identity formation of the region and that the province is used for becoming a gastronomic brand by drawing attention to products such as radish and pistachio, which are important local products in Osmaniye.

In order to eliminate the threats to gastronomy tourism in Osmaniye, meetings can be held on various platforms in order to increase the investors' awareness in Osmaniye about

gastronomy tourism and necessary information can be conveyed. Tourism agencies can also provide the necessary support to the local gastronomy with the tours they will organize for the region. At the same time, travel agencies can attract tourists to the region by providing Osmaniye to be included in the gastronomy routes available in nearby destinations such as Adana, Hatay and Gaziantep. Fluctuations in the economy and the negative reflection trends of entrepreneurship difficulties and uncertainties such as Covid-19 on food and beverage business can be improved with government incentives and supports.

The research has several limitations. The first of these limitations is that the representatives of institutions and organizations that have a connection with gastronomy tourism in Osmaniye and / or can make an idea for the aim of the research in the province. Both local or central government and local factors can be very important in the development of tourism in a region. In this context, the findings obtained in the research are important and meaningful. The fact that these findings are noteworthy by the local people, who have a say in tourism, will bring the results of the research to its aim and provide a more realistic evaluation. Therefore, local people in the region should be included in the research. Another constraint is that all individuals participating in the research cannot meet face to face for a number of reasons. In this type of work, a face-to-face interview can be the key to accessing more detailed and more information. For this reason, a well-attended workshop can be organized to be held at a specific date and time. Those who will participate in the workshop can be divided into working groups of 8-10 people and thus, more satisfactory information can be obtained about the gastronomic tourism potential of Osmaniye by providing group interaction.

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