

DESTINATION MANAGEMENT THROUGH GASTRODIPLOMACY IN WINE TOURISM: A PHENOMENOLOGICAL APPROACH

Gestão de Destinos através da Gastrodiplomacia no Enoturismo: Uma Abordagem Fenomenológica

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ABSTRACT

This research aims to reveal the relationship between wine tourism activities in Cappadocia [Turkey] and gastrodiplomacy. In this context, the wine tourism and gastrodiplomacy concepts are discussed from a phenomenological perspective. The phenomenological research pattern is used as one of the qualitative research patterns. To determine the participants, the purposive sampling method was used, with snowball sampling being preferred. To obtain qualitative data, 10 participants were selected for interview. The audio files obtained as a result of face-to-face interviews were deciphered and identified on MAXQDA, a qualitative data analysis software program. As a data analysis method, content analysis and word cloud were applied; subcode tab statistics were used to visualize the data. Data processing was performed using a combination of inductive methods. On this basis, five main themes and fifteen sub-themes were obtained in accordance with the literature and data. As a result of the analyzes conducted based on the main themes and sub-themes, it was found that wine tourism has not been developed, although there are many vineyards and wine production in the region. Even though gastrodiplomacy practices for wine tourism are known, other studies still need to be carried out.

KEYWORDS

Tourism; Destination Management; Wine Tourism; Gastrodiplomacy; Cappadocia, Turkey.

RESUMO

O objetivo desta pesquisa é o de descrever a relação entre as atividades de enoturismo na Capadócia [Turquia] e a gastrodiplomacia. Neste contexto, os conceitos de enoturismo e gastrodiplomacia são discutidos no estudo, do ponto de vista fenomenológico. O modelo de pesquisa fenomenológica é usado como um dos padrões de pesquisa qualitativa. Para construção da amostra, utilizou-se o método de amostragem intencional, sendo a amostragem por bola de neve o preferido. Para obtenção de dados qualitativo foram selecionados 10 participantes, para entrevista. Os arquivos de áudio obtidos como resultado das entrevistas presenciais foram decifrados e identificados no MAXQDA, software de análise de dados qualitativos. Como método de análise de dados, foi aplicada análise de conteúdo e nuvem de palavras; estatísticas de abas de subcódigos foram usadas para visualizar os dados. O processamento dos dados foi realizado usando uma combinação de métodos indutivos. Nesse

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contexto, foram obtidos cinco temas principais e quinze subtemas de acordo com a literatura e os dados. Como resultado das análises realizadas com base nos principais temas e subtemas, verificou-se que o enoturismo não tem sido desenvolvido, embora existam muitas vinhas e produção de vinho na região. Embora as práticas de gastrodiplomacia para o enoturismo sejam conhecidas, considera-se ser necessário que outros estudos sejam realizados.

PALAVRAS-CHAVE

Turismo; Gestão de destinos; Enoturismo; Gastrodiplomacia; Capadócia, Turquia.

INTRODUCTION

It has been observed that tourists have recently turned to alternative tourism opportunities rather than the sea-sand-sun trio (Zağralı & Akbaba, 2015). At this point, managers move away from the understanding of marketing a country as a single destination and focus on marketing a certain region and/or city (Tosun & Bilim, 2004). Because today, competition between countries takes place over regions and/or cities (Aylan & Ardiç Yetiş, 2021). At the same time, an understanding of marketing the regions with tourism activities in specific dimensions has been adopted to ensure sustainability in tourism. Therefore, the importance of tangible and/or intangible assets of a region and/or city in destination marketing emerges.

According to Yiğit & Şahin (2021), countries with natural, historical, and cultural riches are known to tourists and attract their attention. Cuisine culture, which is among the cultural richness, has been the focus of attention of tourists in recent years, they can travel only for a famous meal in the motivation of gastronomic stimulation. Wine is evaluated within the scope of gastronomic tourism (Macionis & Cambourne, 2002) and is expressed as a touristic product. Today, individuals can move away from their homes not only to satisfy the feeling of hunger/thirst, but also to have a different experience in the eating-drinking process and to understand the culture (Yüncü, 2010).

Therefore, food and beverages have been used since ancient times as a means of noncultural interaction with different nations, as well as representing the traditions, cultures, and history of nations. For example, it is claimed that the Greeks and Romans used food to negotiate disputes between each other and settle their disputes, as well as offer each other plenty of wine to learn state secrets (Çevik & Aslan, 2020). It is noteworthy that when language is not enough in international relations, the cuisine of countries is used as a means of soft power and communication. Gastrodiplomacy, known as soft power in the past, creates an impact on

diplomatic relations not by advocating directly, but by establishing indirect emotional connections (Osipova, 2014).

It has been seen that wine is discussed in the profiles of tourists, their motivations and experiences, and the place of vineyards in the choice of destination for wine tourism activities. From this point of view, in this study, it is aimed to reveal the relationship between wine tourism activities in Cappadocia and gastrodiplomacy. The Cappadocia is a region where tourism activities are carried out intensively thanks to its historical and natural beauties and culture. Thanks to this, the region is an important attraction for tourists coming to the country. In addition, thanks to its natural structure and centuries-old history, it has a developing wine market nowadays. It has an important place in the wine industry after Marmara and Aegean Regions in Turkey. Considering the values it has, the Cappadocia region is a region with a wide range of products for wine tourists. For this reason, the priority of wine tourism in this region will create a new attraction for this region focused on cultural tourism. The study is important because there are few studies on wine in the Cappadocia Region. At the same time, the absence of any study dealing with wine tourism in terms of gastrodiplomacy in line with the studies discussed is the strength of the study. As a result of the study, suggestions will be presented to evaluate the wine tourism activities of the Cappadocia Region in terms of gastrodiplomacy.

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CONCEPTUAL FRAMEWORK

Wine, which has existed since the first civilization established by man, was first discovered in the Caucasus region, and then continued to be produced by the civilizations of Mesopotamia, Anatolia, and Egypt. The development of wine took place among Phoenicians, Greeks, and western society (Acar, 2000). In line with the archaeological finds, Anatolia plays an important role in wine production and the old winemaking tradition still exists, increasing the attractiveness of Turkey as an international tourism center for wine tourism. Turkish wine production has become quite widespread, especially in the Aegean and Thrace regions, and its role in tourism has been highlighted.

At the same time, wine routes have been created to promote wine regions and offer an alternative to traditional sea-sand-sun tourism on the Aegean coast (Türker & Alaeddinoğlu, 2016). However, it is necessary to understand the nature of wine tourism to support the development of wine tourism, to create new routes instead of concentrating only on certain

regions, and to realize the economic, social, cultural and environmental positive effects expected from the development of wine tourism (İlhan, 2009). It is true that alcohol; (specifically wine) host-guest mediator in the process of hospitality shows the attachment of human beings to tradition. Also, it shows how firmly rooted in tradition the hospitality industry is that alcohol is still a mediator in host-guest mediation (Seraphin & Korsjante, 2018).

The economic contribution of wine tourism to wine regions and rural areas is remarkable. The intensification of efforts to create wine tourism centers in Turkey provides significant contributions to the national tourism industry (Turker & Alaeddinoglu, 2016). Wine tourism is the most important motivating factor for visitors to love wine and makes them visit wineries, vineyards, wine festivals and wine shows, where wine tasting and/or experiencing the peculiarities of the wine making region (Hall et al., 2000; Kruger, Rottenberg & Ellis, 2013).

People are now traveling to different locations to sample different cuisines around the world and are seeking authentic experiences; in this attempt, the culinary experience is playing an increasingly essential role in a wide variety of ways (Seraphin & Korsjante, 2018). According to İlhan (2009), wine tourism is a special interest tourism arising from visits of people who want to develop their interest in wine and winemaking to regions with a wine theme in accordance with vineyards, wineries and wine festivals, as well as individual or group visits to these regions (İlhan, 2009). The connection between tourists' wine consumption and wine-related travel should be evaluated not only in terms of their motivation to visit wineries, but also in terms of wine consumption culture and interest. In this way, the use of the destination marketing tool will be based on wine consumption preferences and interests. Information on trends in wine consumers will increase the success of wine tourism in destination management (Brown & Getz, 2005).

Since the 1990s, wine tourism has been rapidly progressing and attracting attention worldwide in terms of its academic, industrial, and destination-based development. In many regions where viticulture activities are carried out, new wine tourism destinations are emerging with the cooperation between wine tourism sectors and the participation of all tourism stakeholders (Getz & Brown, 2006). However, the positioning of wine tourism regions has become an important strategic issue in the competitive tourism industry. Because the interest in wine tourism is increasing significantly and many wine producing destinations are making an intense

marketing effort to attract wine tourists with different consumption habits and segments (Williams, 2001). One of these marketing efforts is gastrodiplomacy.

Gastrodiplomacy is a popular strategy used for public diplomacy and national branding, while applying cultural diplomacy by promoting the cuisine of the countries. In other words, public diplomacy is a field based on the transmission of politics, culture, and values to foreign nations; but gastrodiplomacy is the act of winning hearts and minds through the stomach (Rockower, 2012). The concept of gastrodiplomacy aims to interact with other countries through the cuisine cultures of a country and thus to create a positive country image. As a result of these interactions, it aims to develop commercial relations. Gastrodiplomacy focuses on strengthening tourism movements economically, while developing diplomatic relations between countries (Türker, 2018). At the same time, this concept gives political direction to countries and helps them to determine policies.

This concept was first introduced in Thailand in 2002. Gastrodiplomacy term, is mentioned in the article 'Food as ambassador', considered from the perspective of public diplomacy in order to introduce the culinary art to the world. Today, it is seen that the countries that set out for this purpose are trying to promote their own unique cuisines (Çevik & Aslan, 2020). Gastrodiplomacy is based on food, which is a common point of its culture and life. In this regard, the concept can be considered as a soft power in terms of establishing indirect emotional connections and creating an impact, not by directly advocating in diplomatic relations (Osipova, 2014).

The formation of national identity is difficult, but it is decisively recognized as a unifying force among societies. Within the concept of national identity, the cuisine of society is also mentioned, and the national identity of society also affects the cuisine culture. The cultural diversity within a society is reflected in its culinary richness. The preservation and development of cuisine culture and its richness allow preserving and developing national identities (Bucak & Yiğit, 2019). An important force in terms of gastrodiplomacy initiatives is the Turks living abroad and the restaurants operated by them. Supporting the activities of the Turkish population living abroad to carry out gastrodiplomacy activities more effectively and to reach a wider range of people sets an example of gastrodiplomacy (Türker, 2018).

In gastrodiplomacy, not only politicians and celebrity chefs undertake promotion. At the same time, travel agencies, catering companies, public relations activities, public diplomacy practices,

cooking programs on television, social media phenomena and tourist satisfaction also play an important role in gastrodiplomacy. Gastrodiplomacy is an example of integrated marketing communication with messages and campaigns that support, complement and create synergy between each other through many different channels (Özgen, 2021).

As examples of gastrodiplomacy, many activities reflecting the Turkish cuisine culture are carried out in different countries of the world. In these activities, Turkish dishes and cooking techniques were explained and demonstrated, and menus reflecting the Turkish cuisine culture were prepared. Many people from around the world have had the opportunity to get to know the cultural elements of Turkish cuisine closely (Pulluk & Örnek, 2021). Similarly, in Turkey, especially in applications of gastrodiplomacy; Unesco Intangible Cultural Heritage, Unesco Creative Cities Network, promotion, diplomatic activity, and satisfaction with the service sector take place as gastrodiplomacy to branding activities. Another example within the scope of gastrodiplomacy is the selection of Afyonkarahisar cuisine as the city of gastronomy by Unesco in 2019 (Çevik & Aslan, 2020). However, an event for grapes grown in Anatolia and wines obtained from these grapes has not yet been organized.

This situation shows that the wines produced in Turkey have not yet been handled within the framework of gastrodiplomatic relations. At the same time, academic studies linking gastrodiplomacy and wine tourism have not been addressed. On the other hand, although Turkey has extremely fertile soils for viticulture, it is seen that the grape production areas have decreased in the historical process and on the contrary, the total grape production amount per unit area has increased. However, although the total amount of grape production increases from year to year, it is understood that the amount of wine grape production does not increase (Kılıçhan, 2020). The decrease in wine making will cause tourists participating in wine tourism to choose other destinations instead of Turkey, which may affect the competitiveness of the country's tourism with other countries. Therefore, gastrodiplomacy is a driving force for the development of wine tourism.

WINE TOURISM AS DESTINATION MANAGEMENT TOOL IN CAPPADOCIA

The preparation and consumption of food and beverages also combine culture and nature. The food that nature brings to life, when combined with culture, is included in the scope of the hospitality industry, and reflects the cultural characteristics of the destination (Selwyn, 2001).

Wine tourism has unique values in terms of both supply and demand characteristics within the integrity of a destination (Ilhan, 2009). Wine production and consumption constitute integrity within wine-producing destinations that represent wine culture and its natural landscape.

The development of wine tourism is developing inextricably linked in the light of the natural environment, socio-economic structure, cultural texture, and geography (Sigala, 2019). Nevsehir, which produces grapes in the Cappadocia Region, has a lot of natural beauty, culture, and tourism infrastructure, and is in a very special situation in terms of wine tourism. Because Nevsehir has a climate, damp and soil structure that will allow different types of grapes to grow. At the same time, it covers a large part of Turkey's grape production. However, Nevsehir grape and its products are not known to both local and foreign tourists (Özgül Katlav, Yönet Eren & Tuna, 2019).

Cappadocia has a respectable position in wine tourism with its winemaking and vineyards of more than 23.000 hectares (İşcen, 2011). At the same time, Cappadocia was a famous destination for its wines. There are many businesses that produce registered wine in this region. Cappadocia supports the emergence of wine tourism in the region in terms of vintage and winemaking tours, local wines offered to visitors in distinguished restaurants, food festivals, cooking classes and wine festivals (Yılmaz & Özdemir, 2017). Nevsehir, which has vineyards, several facilities and significant tourist potential, has important potential in terms of wine tourism.

To further increase this potential, the perspectives of destination management organizations and tourism stakeholders toward wine tourism are evaluated within the scope of this research. In addition, handling this with the concept of gastrodiploacy, which is soft power, constitutes the originality of the research. The absence of any study that deals with wine tourism in terms of gastrodiploacy in accordance with the studies discussed is the strong side of the study. In addition, the data obtained through in-depth interviews provides real qualitative data on wine tourism in Cappadocia. In this respect, the research reflects the gastrodiploacy wine tourism of that region.

METHODOLOGY

Research design and sampling - The meanings that people ascribe to their experiences are constructed with concepts related to the world they interpret. Qualitative researchers use open-

ended questions to express in-depth investigation, allowing them to explain the social world they enter with all its types. Also, qualitative researchers do not make sense of social worlds independent of culture. They are trying to understand its oppositional cultural context and setting. Depending on the relations with the human community and culture, the qualitative research process produces largely inductively in progress and without evaluating the knowledge obtained from the social worlds (Creswell, 2002).

The phenomenological research model, which is a qualitative research method, was used in the study. Qualitative research is a set of methods based on personal interviews, including open-ended questions, casual conversations, questions without orientation, and techniques. These techniques are group or focus group interviews, participant observation, ethnography, case study, photography, or storytelling that allow for in-depth research of the subject (Levy, 2006). Phenomenological research is research aimed at understanding the essence of the accumulations described by the researcher about a phenomenon and those who experience it (Moustakas, 1994). In this research, the phenomena are wine tourism and gastrodiplomacy. The perspectives, experiences, expectations, and suggestions of the participants on gastrodiplomacy and wine tourism are evaluated.

An interview is a process in which the researcher interviews the participants face-to-face or by phone and obtains information by having a mutual conversation about the topic he is researching. In this process, feelings, and thoughts on a specific topic in research participants reveal their inner world, their grip or by entering event-related perspectives, mental perceptions, experiences, reactions, and comments and is intended to be exposed (Karagoz, 2017).

Interviews and data collection - According to the following questions, interviews were conducted with the participants between 20th January 2022 and 2nd February 2022, and the interviews lasted about 40 minutes.

- How do you evaluate the development and status of wine tourism as a tourist product? What are the incentives of local governments or destination management organizations in this regard? What are your ideas about the importance given?
- What is the contribution of wine tourism to the development, image, and promotion of the region?
- At what stage are your international collaborations and promotional activities?

- Is there a diplomacy aimed at wine tourism? What do you think about the agreements, business associations, social media interaction, and citizen diplomacy (wine tourism representative/ambassador) interactions?
- How can wine tourism have an impact on Cappadocia being a branded destination? What are your thoughts for the future?
- What is the contribution of wine tourism to the image of the country? Can the image be improved with promotional activities of collaborations?
- What do you think about the strategic use of wine tourism to change the perception of the country?
- What are your opinions and suggestions about the development and promotion of wine tourism in the Cappadocia Region and throughout the country?

Analysis and Themes - Data analysis should consist of systematic processes starting from narrow units of analysis to broad units [from main themes to sub-themes] and then progressing to detailed descriptions of "what" and "how" participants experience (Moustakas, 1994). In accordance with the procedure of the research, first, audio recordings and video files made to obtain qualitative data were deciphered and documented. After the qualitative data obtained in this study were read one by one, they were divided into sub-categories and similar categories were gathered.

In this process, which the researchers carried out simultaneously but independently, an inductive method was followed, and main and sub-themes were obtained from the data parallel to the literature. Namely, main themes and sub-themes were created according to qualitative data content. After that, content analysis was used as a data analysis strategy. Content analysis is called the careful, detailed, and systematic study and interpretation of a particular material in order to identify patterns, themes, biases and meanings. In general, content analysis of various written documents, photos, videos, and audio recordings, including of communication that occurs between people can be applied in various ways (Berg & Lune, 2015).

According to the document and data review process, these themes and sub-themes are determined by conducting the content analysis process. Overall Situation of Wine Tourism in Cappadocia: Tourism Activities Process Management, Social and Cultural Situation, Economic Situation; Gastrodiplomacy and Wine Tourism: Gastrodiplomacy Awareness Gastrodiplomacy Practices in Wine Tourism; Destination Management in Cappadocia Wine Tourism: Support and Incentives for Wine Tourism, Wine Tourism Collaboration; Destination Image and Wine Tourism: Cappadocia as a Brand Destination, Perception Management, Building Image, Cappadocia

Image, Country Image; Wine Tourism and Future Directions: Future Directions, Future Expectations.

Validity and Reliability - The credibility of the results is an important issue in qualitative research. Validity and reliability are the two most used criteria in research in this respect. Validity is the subject of the accuracy of the research results. Reliability, on the other hand, is related to the reproducibility of research results. Proximity to the research area invalidity, the ability to collect information directly through face-to-face interviews and in the natural environment where the incident occurred, the ability to go back to the field to confirm the information obtained, and the ability to collect additional information are important features that allow creating validity in qualitative research. Among the methods that ensure reliability, concepts such as believability, transferability, consistency, and decisiveness are used (Yıldırım & Şimşek, 2013). Along with ensuring all this, coders were reconciled within the scope of the reliability of the research and the strategy of consulting field experts, which is one of the classical methods, was used.

Patton (2001) states that validity and reliability influence the quality of the study when designing qualitative research, designing, analyzing the results and evaluating the quality of the study, analyzing the results and questioning the results. Similarly, Seale (1999) supports the concept of consistency and the concept of reliability in qualitative research. The consistency of the data can be ensured when the steps of the research are verified by examining items such as raw data evaluation and data reduction methods, and process notes (Campbell, 1996).

For this reason, many studies use the triangulation method. Triangulation is defined as a validity procedure in which researchers for convergence between multiple and different information sources to create themes or categories in a study (Creswell & Miller, 2000). In this study, the triangulation method was chosen for validity, and the triangulation method was carried out with the support of consultants, field expert opinions and peer review in the process of performing the analysis and interpreting the data, starting from the data collection process.

ANALYSIS AND FINDINGS

The analyses carried out in accordance with the collected data for wine tourism and gastrodiplomacy are detailed. First, demographic information is provided for the participants participating in the study. Before carrying out the analysis, the main themes and sub-themes in

Table-1 were established to facilitate the analysis with both the literature and the data collected from the field. Each main theme and sub-theme are explained by the authors and indicated what it means. Then, frequency and percentages for the main theme and sub-themes were included and examples of participants' opinions about the sub-theme were presented. Thus, the results of wine tourism in the context of gastrodiplomacy is interpreted.

Table 1. Demographic Information about Participants

P	Gender	Age	Occupation	Experience
P1	Male	39	Academician	25 years
P2	Male	56	Academician	31 years
P3	Female	56	Industrialist/ Winemaker	30 years
P4	Male	43	Tourist Guide	22 years
P5	Male	39	Food Engineer	17 years
P6	Male	51	Hotel Manager	25 years
P7	Male	50	Winetaster- Winemarketer	20 years
P8	Male	28	Sommelier	3 years
P9	Male	57	Winemaker/ Industrialist	32 years
P10	Male	33	Restaurant chief	13 years

One of the criteria of this research is that participants in the study are related to wine. First, an interview was conducted with two academicians who have knowledge about wine and are trained in the field of gastronomy and two factory owners who are engaged in wine production. Then, other participants were contacted with the guidance of these participants. The tourist guide, which conducts tours with French tourists and participates in wine tasting events, has provided detailed information on events for wine tourism. Detailed interviews were conducted with a food engineer working at a winery, a hotel manager with a wine cellar, a wine marketer specializing in wine marketing and wine tasting at fairs and similar events, a sommelier working in a restaurant famous for its wines in the region, and the chef of another famous restaurant.

During the research interviews [the designated participants could not be reached], it was noted that some wine companies stopped production and grape production slowed down because the vineyards became unusable. This is one of the most important findings of the study.

Table 2. Descriptions of Main Themes and Sub-themes

Overall Situation of Wine Tourism in Cappadocia	
Tourism Activities	refers to the state of wine tourism activities carried out in the region in terms of tourism.
Process Management	expresses who should manage the process in order for wine tourism to develop in Turkey and the Cappadocia Region.
Social and Cultural Situation	expresses the status of wine tourism activities carried out in the region in terms of its social and cultural history.
Economic Situation	expresses the economic situation of wine tourism activities carried out in the region.
Gastrodiplomacy and Wine Tourism	
Gastrodiplomacy Awareness	expresses the level of consciousness and knowledge of the participants about gastrodiplomacy.
Gastrodiplomacy Practices in Wine Tourism	expresses whether there are gastrodiplomacy practices carried out within the scope of wine tourism in the Cappadocia Region.
Destination Management in Cappadocia Wine Tourism	
Support and Incentives for Wine Tourism	refers to support and incentives of local government and other organizations for wine tourism activities carried out in the Cappadocia Region.
Wine Tourism Collaboration	expresses whether there are collaborations and relationships towards wine tourism.
Destination Image and Wine Tourism	
Cappadocia as a Brand Destination	expresses the relations between the wine tourism of the Cappadocia Region and whether it can be a brand destination or not.
Perception Management	expresses whether the image of Turkey and the Cappadocia Region can be developed by using wine tourism.
Building Image	refers to the works done to improve the image of Turkey and the Cappadocia Region by using wine tourism from the past to the present.
Cappadocia Image	expresses the image and status of wine tourism in the Cappadocia Region.
Country Image	expresses the current situation and image of Turkey within the scope of wine tourism.
Wine Tourism and Future Directions	
Future Directions	refers to what needs to be done in order for wine tourism to develop or revive in Turkey and the Cappadocia Region.
Future Expectations	expresses expectations for the development of wine tourism in Turkey and the Cappadocia Region.

Source: By Authors, 2022

The first of the analyses is word frequency analysis. In total, the data with the audio files obtained by interviewing 10 participants were deciphered and the number of 9691 words was reached. It was obtained from a set of 1199 words in the deciphered data file defined in the MAXQDA software program. To visualize this group of words, a word cloud was obtained from

The most frequently repeated word in the table is the word “wine” in terms of forming the main variable of the research. Due to the fact that Cappadocia is the target region in the study, the word "region" has a high frequency. The other words are sorted from the most frequently used to the least used according to their frequency. Another variant of the research, the word “gastrodiplomacy”(21), has not been repeated very often. This, in turn, provides tips on the practice of gastrodiplomacy. Other analyses and perceptions and practices related to gastrodiplomacy are detailed in the other stages.

Table 4. Themes and Sub-themes’ Frequencies and Percentage

Themes and Sub-themes	Frequencies	Percentage
Tourism Activities	24	33,33
Process Management	18	25,00
Social and Cultural Situation	17	23,61
Economic Situation	13	18,06
Overall Situation of Wine Tourism in Cappadocia	72	100,00
Gastrodiplomacy Practices in Wine Tourism	18	66,67
Gastrodiplomacy Awareness	9	33,33
Gastrodiplomacy and Wine Tourism	27	100,00
Support and Incentives for Wine Tourism	21	63,64
Wine Tourism Collaboration	12	36,36
Destination Management in Cappadocia Wine Tourism	33	100,00
Building Image	26	41,27
Cappadocia Image	13	20,63
Country Image	13	20,63
Perception Management	6	9,52
Cappadocia as a Brand Destination	5	7,94
Destination Image and Wine Tourism	63	100,00
Future Directions	26	63,41
Future Expectations	15	36,59
Wine Tourism and Future Directions	41	100,00

The main theme of ‘Overall Situation of Wine Tourism in Cappadocia’ has become the most mentioned main theme and evaluations have been made of tourism activities within this theme. According to the data obtained, it has been revealed that there is no development for wine tourism in Cappadocia. Cappadocia has been continuing its wine production since the times when it was important for Christianity, but it is negative that this is not reflected in tourism. The

participants emphasized that the necessary importance is not given to wine tourism. Participant comments on this:

Tourism Activities: Wine tourism routes in other wine-producing provinces of Turkey are relatively more developed than in the Cappadocia region. However, wine tourism in Cappadocia has not achieved the intended success. In previous years, these events have lost their importance while activities aimed at wine tourism were being held. Activities for wine tourism are at a basic level, and wine tastings are frequented by tours, provided that customers are paid if they want.

“There are wine routes in some regions of Turkey and although the agencies organize tours within the scope of these routes, Cappadocia is currently a region known for ballooning and it is a difficult process to run it with wine” (P1)

“The Cappadocia Region is among the world's best-known destinations, not only for its wine but also for its different types of tourism. However, contrary to the fact that the region is known for different types of tourism, wine tourism is not well known in the region. Therefore, it is not possible to say that there is wine tourism in the region” (P7)

Process Management: The development of wine tourism in Cappadocia can be improved depending on the support of the local government and associations related to wine production. These collaborations and local government support are not at an adequate level. In addition, Cappadocian wines are produced at world standards and promoted in cooperation with some contiguous countries. But this cooperation is carried out according to the winemakers' own possibilities and marketing processes. There is no cooperation made by destination management organizations on a regional basis.

For this reason, festivals like the ones held in the past, should be organized and they should be explained to the local people that not only molasses but also wine is produced from grapes and that this is an important phenomenon. This is only possible by changing the perspective of local governments.(P8)

The development of wine tourism will extend the stay of tourists in the region. At the same time, the same tourists will come to the region more than once with wine. Cappadocia Region has an image of cultural and faith tourism. This image perception can be made different and accelerated with wine. (P9)

Social and Cultural Situation: It is noted that the wine culture in the Cappadocia region continues from the past to the present. It is known that besides factory production, homemade wines are also produced by local residents. The decrease in the viticultural tradition occurs both due to the fact that the income received is small, and due to the imposition of certain restrictions on wine production.

Winemaking is not a new issue for the region. It is known that wine was made in the region until 5000 years ago. Looking at the last 15 years, special importance is given to wine tourism in the region. (P3)

When we look at the historical process, since the Cappadocia Region is already a famous region for its grapes, wine tourism can be revived as an important tourism branch by bringing up this historical past and the victual story of the region. (P2)

Economic Situation: Wine tourism and wine production are considered profitable businesses. The fact that this production and service delivery process is not carried out under the management of destination management organizations causes the economic situation that should be reached in a perfect world.

Wine and its products are not very profitable products for touristic agencies. The common goal of the agencies in the region is to make a profit. (P5)

Large tourism enterprises and winemakers in the region are trying to do something themselves. (P10)

Gastrodiplomacy Awareness: All participants and stakeholders are aware that there is no gastrodiplomacy about wine tourism development.

First of all, it is necessary to increase the variety of wine in the region as a gastrodiplomacy practice. (P4)

There is no practice targeting wine tourism in the Cappadocia Region and there is no gastrodiplomacy in this context. Winemakers in the region may be promoting their own brands only. These activities leave a drop in the sea. Most foreign tourists who come to the region do not come here for wine and they are very surprised when they hear that Cappadocia has wine activities. Social media accounts are prohibited in the domestic market for alcoholic beverage companies. You can only do foreign promotion globally. Therefore, there is no gastrodiplomacy practice in the region. (P6)

Gastrodiplomacy Practices in Wine Tourism: According to data, there is no practice targeting wine tourism in the Cappadocia Region and there is no gastrodiplomacy in this context. This is the target of this research but the practices of wine tourism in the region are not sufficient. Participants stated that maybe local people working abroad take the wines of the region as a gift to their friends when they return to the countries where they live after spending their holidays. Thus, there is such an individual promotional activity.

Festivals can be revived with the support and permission of the central government and local government. Thus, wine-related activities and tours will be revived. There is no application for gastrodiplomacy in the region. (P2)

There is no gastro diplomacy-related practice in the region, but it can be improved. It is obvious that wine tourism is not evaluated in terms of gastro diplomacy, as the people of the region want to be interested in jobs where they can earn money more quickly and earn an easy income. Our business has a page on social media where it conducts international promotions. From here, we announced to the relevant people that we are active in the region. In other applications, it is

possible with a good marketing effort with a joint formation rather than a company. A few grape varieties produced in our country have achieved international success. This shows us that the material is successful and Turkey is suitable for producing wine due to its climate and soil structure. With a good marketing effort, the Cappadocia Region will easily be mentioned for wine. In the future, Turkey will be among the leading countries in wine production. For this, it would be beneficial to work on wine as well as the gastrodiplomacy practice initiated by the Ministry with the chefs. (P7)

Support and Incentives for Wine Tourism: It is stated that local governments do not support wineries. On the contrary, the events experienced are that the wine is so little that it can be wiped out in the region. In the past, there were more local winemakers. Their numbers also dwindled. There are two important winemakers in the region. They also offer wine on the markets throughout the country and regionally.

There is no incentive support from any government or private institution for the development of wine tourism in the region. (P5)

All tourism businesses in the region should inform the target audience that there is a wine tour while promoting the opportunities and tours they offer. In this regard, it is necessary to attract investors to the region. Government support and grants are necessary for the development of wine tourism. This process should be carried out jointly by regional local governments, tourism businesses and winemakers. (P9)

Wine Tourism Collaboration: The participants stated that there is no formation for developing wine tourism in the region. Because of this, wine tourism is not active as other wine tourism destinations.

Apart from the central government, local tourism-related stakeholders in the destination can come together and decide about the strategy of wine development. In order for wine to have a greater say in the region and to increase its gains, this process should be implemented in the region with total participation, not local governments or producers alone. (P8)

All tourism stakeholders in the region should act together, instead of a single business doing something for wine in the region as far as the national legislation allows. For example, a hotel business may be more effective in this regard. Restaurants can inform their guests that there are local wines as well as international wines, and they can introduce and taste them.(P2)

Building Image: Individually, winemakers in the region are involved in international platforms in order to develop wine tourism in the region. However, at least for promotional activities, businesses can send their own representatives to work on target markets, and meetings can be held with other businesses at existing fairs.

Written and visual materials related to wine must be present at the stand when going to international fairs to promote Cappadocia.(P10)

In this process, if the state supports the winemakers' association, this process can be carried out by meeting with its members. In the Cappadocia Region, with the participation of people such as bloggers and influencers, in activities such as harvest time vineyard tours, processing of grapes and

wine tasting, wine tourism can be promoted to the world and Turkey as an alternative besides culture and balloon tourism. (P5)

Cappadocia Image: The region has a unique natural, cultural and historical value. However, wine also has a weight of its own and a cultural structure. Wine tourism is a type of tourism that will provide sustainability for the Cappadocia Region. In Cappadocia, viticulture is called as economic agricultural products, but wine is not mentioned in this regard. While Turkey or Cappadocia is thought of as a conservative country, it can be seen by experience whether there is a thought that some activities for wine tourism will remove this perception.

Also, for the Cappadocia destination, local authorities again do not want to be referred to as a region famous for wine. Currently, the balloon is considered sufficient for tourism practitioners in the region. In addition, other gastronomic values of the region, such as wine, have not been adequately embraced and evaluated. (P2)

The Cappadocia Region is among the world's best-known destinations, not only for its wine but also for its different types of tourism. (P8)

Country Image: Due to the fact that Turkey is a Muslim country, it can be seen by tourists as a country that does not put an emphasis on wine production. But conscious tourists who are interested in the winery of Cappadocia and participate in wine events on tours especially. In terms of gastrodiplomacy, activities in the country remain very limited and wine tourism is almost never carried out in particular. Unless gastrodiplomacy applications are made for the region on a platform together, these are just a drop. At the same time, an application such as promoting Turkish cuisine with the chefs implemented by the ministry can be done in the presence of Turkish sommeliers in the promotion of wines.

Wine tourism is not included in the image of the country. Some wine-related destinations such as Thrace, Cappadocia, Elazığ and the Aegean can be mentioned to local tourists. However, this is not possible on a national basis. (P2)

Wine is included as a culture of a country. Wine is seen as a livelihood and cultural heritage passed from family to family in countries such as France, Italy and Australia and America. Wine is a cultural element that we have and do not use. Wine tourism is not included in the image of the country and we need to revive it. We should replace Turkey's perception of sea-sand-sun in the minds of foreigners with gastronomic elements. To this, we must add wine. We have a strong cuisine culture. All we have to do is add suitable drinks to attract foreigners next to Turkish cuisine in the region. (P8)

Perception Management: Perception management and image studies conducted for gastrodiplomacy and wine tourism are at an insufficient level. Recommendations are offered by the participants for this. The perception of wine tourism is possible with radical changes in society. Apart from the central government, local stakeholders in tourism-related destinations

can come together to make decisions or participate in activities. Individual promotions will not be enough.

Through tours, local and foreign tourists can be informed about the location of wine tourism in the region and the fact that there is a wine industry that cannot be underestimated. (P2)

In this way, the culture of the region can be improved. When we use both the names and images of the region in wines, the people who buy these products can place a picture of the region in their memory with the food they have consumed and in this way the region can become more permanent in people's minds. This, in turn, can ensure the continuation of unforgettable memories. (P1)

Cappadocia as a Brand Destination: Cappadocia is generally known as a brand destination in cultural tourism. It has not yet become a brand destination in wine tourism. Vineyards overshadowed by balloon tours and the destruction caused by them are one of the obstacles to the development of wine tourism. In order for Cappadocia to become a brand destination for wine tourism with the right planning while other tourism activities are being carried out, long-term planning needs to be done.

Cappadocia has now become a brand in cultural tourism and balloon tourism. It is very difficult to put wine in front of them at the moment. The inclusion of a keyword related to wine in all tourism activities related to the region can help tourists to have a place in their minds and maybe play a role in helping it become a brand destination.(P6)

There is no tourism concept related to wine in the Cappadocia Region, and therefore it is not possible for the region to become a brand destination for wine tourism in the near future. (P9)

Future Directions: Regional and country food culture should be harmonized with wine. Wine and regional wine tourism can be developed, especially by advertising and advertising collaborations. Therefore, a formation for special interest tourism is required, not mass tourists. Tours should be organized with wine houses, wine presentations and narration. Promotions should be made with tour operators and large travel agencies for special tours of wine to the region. It should be included in every promotion made in the region. Investors, local governments and tourism stakeholders should participate in this process.

It is possible to carry out this process with a union of winemakers, viticulture and tourism enterprises in the region. The process as a country should be managed by the joint action of the Ministry of Tourism and the Ministry of Economy, and a platform in which formations such as the winemakers' association and the viticulture union decide together. (P5)

A sustainable gastrodiplomacy for wine and food culture will be more beneficial in the tourism industry. Not only winemakers and wine-oriented food and beverage businesses, but also a little cooperation is required in this regard. (P8)

Future Expectations: The most important expectation for wine tourism and gastrodiplomacy is to provide state support and give the necessary importance to wine tourism for the diversity of tourist products. However, it has been determined that there are expectations for entrepreneurs, agencies, hotels and other members of the destination management organization in the region to revive wine tourism as a union.

Winemakers' unions and cooperatives should follow a course in consultation with the Ministry of Economy or the Ministry of Tourism. Even if domestic tourists do not drink wine, they should be convinced that it should be included in foreign tourism promotion platforms and promotional activities.(P3)

First of all, it is necessary to ensure the support of the state. For example, there was a "Taskobirlik" in the region before. It is currently out of operation. Such enterprises need to be opened. When this happens, there will be an increase in the number of grapes produced in the region. Because at the moment the people do not produce grapes. (P1)

DISCUSSION & CONCLUSION

Cappadocia is one of the important destinations for cultural tourism and faith tourism. It is a point that tourists want to visit with its natural beauty and hotel architecture that offer customers a unique experience. Among the variety of tourist products offered in the region, gastronomic elements are also significant. Wine, which is presented alongside events in Cappadocia, is evaluated in this research and its relationship with gastrodiplomacy is discussed. It can be said that there are no gastrodiplomacy practices in wine tourism except for inspiring admiration, creating a positive perception, and creating satisfaction in tourists who are treated as soft power in Turkey and Cappadocia. In the study conducted by (Yiđit & Şahin, 2021) for foreign tourists to measure the perception of the cuisine culture of Turkey and Cappadocia through word analysis, it was concluded that Turkish cuisine offers delicious, spicy, varied, healthy food, but it does not promote these dishes well. It has also been revealed that foreigners have a positive perception of the wine produced in Turkey. But a winery is not known as an international framework.

Similarly, according to Lee & Kim (2021), Turkey uses gastrodiplomacy over food and has gastrodiplomatic conflicts with some countries within the scope of meals. Gastronomic elements such as Keskek, Flatbread and Turkish coffee have been included in the UNESCO Intangible Cultural Heritage related to food culture list and these dishes have been recognized. But in this list, wine is not mentioned as a cultural element in Turkey. Wine should take its place among these issues with powerful destination marketing strategies.

In this study, it has been determined that wine tourism tours do not take place in Cappadocia if tourists are not curious. This result is similar to the study of Oncel & Yolal (2019). According to the authors, Cappadocia offers many different alternatives for tourists, but it is not considered a priority destination as the main motivation of tourists. The advertising of the region in the context of wine tourism and the provision of the necessary destination management and marketing activities in the near future will make Cappadocia an attraction center within the scope of wine tourism.

One of the studies that should be carried out in the Cappadocia region is to determine the resources for wine tourism. In the study conducted by Yüncü (2010) on the competitiveness of Cappadocia in wine tourism, it was found that attention was not paid to the sustainability of wine tourism in the region. In addition, in the study, recommendations were presented that wine routes or wine routes can be created. Also, in the region, wine tourism could be developed by creating collaborations in the form of organizations that will bring together all stakeholders. But since that year, wine tourism has declined further, and businesses have not been able to catch up with its former performance. To find solutions to such problems and to use the existing resources at the optimal level, it is necessary to emphasize the importance of sustainability in the development and development of the region through local governments. This is a situation that can be realized thanks to the efforts of destination management organizations.

Gastrodiplomacy is also one of the most powerful means of communication that contributes to the local economy, in particular, the tourism industry. In this context, various suggestions for the development of wine tourism in the context of gastrodiplomacy are presented within the scope of the research. Firstly, heavy state taxes on alcoholic beverage producers should be eased. This is a big problem for economic development of wine tourism. The Republic of Turkey Ministry of Culture and Tourism should be involved in the practice of wine in the region or the country. To strengthen destination management, associations for wine tourism activities should be established and evaluated within the framework of destination management organizations. Wine tourism infrastructure should be established and personnel who can provide quality services should be trained. Wine tourism should be promoted, and the wine produced in Turkey should be recognized by the countries. In particular, government support should be provided for the promotion of wine tourism, which is an important type of tourism for European tourists, to be carried out in Europe. To develop wine tourism and promote it to the countries, international fairs and festivals should be organized and gastrodiplomacy should be used

actively. Travel agencies should increase the variety of tourist products, such as vintage tours, wine tasting events, and winemaking training.

Hotels in the region should inform the target audience that there is a wine tour while promoting the facilities and tours they offer. Agencies trying to sell balloon tours should show the same care in wine-tasting tours. Wine tours should be included in the reservation systems of all hotels while writing about all the activities in the region. In the promotional materials for the region, there should be materials related to wine, such as pottery. The region known for raisins should also be mentioned with wine. In this regard, it is necessary to attract investors to the region. Government support and grants are necessary for the development of wine tourism.

Wine-related studies should be increased at the academy. Not only the typologies of wine tourists but also the motivations of tourists for wine tourism can be studied from the point of view of all stakeholders. Projects can be produced by public institutions or non-governmental organizations that contribute to the development of wine regions. Training on qualified personnel about wine service and presentation should be increased. It is necessary to raise the awareness of the staff who provide or will provide services in the food and beverage services of hotels or restaurants that wine is a culture and not a religious phenomenon from the point of view of tourists.

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