

**AS A CASE STUDY OF THE IMPACT OF
FOOD-BASED FESTIVALS IN RURAL
DEVELOPMENT
URLA ARTICHOKE FESTIVAL**

**A Thesis Submitted to
the Graduate School of Engineering and Sciences of
İzmir Institute of Technology
in Partial Fulfillment of the Requirements for the Degree of**

**MASTER OF SCIENCE
in City and Regional Planning**

**by
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**July 2022
İZMİR**

ACKNOWLEDGMENTS

I would like to express my gratitude to everyone who helped me during my education and thesis period.

First and foremost, I want to express my gratitude to my supervisor Asst. Prof. Dr. Figen AKPINAR, who did not fail to assist me during the preparation of the thesis and constantly advised me within the context of her own experience and knowledge. It was a fantastic opportunity for me to work with a teacher who genuinely cares about her students and constantly goes above and beyond to ensure their success.

I will be eternally grateful to my parents and siblings for their moral support throughout this master education and thesis time period. Because I have felt their support when I first considered starting graduate school. I consider myself really fortunate to have such a family. I could not cope with this process without them.

I appreciate to Yener KIRMIZI from the Local Services Unit of the İzmir Greater Area Municipality and Sibel UYAR who is the former mayor of Urla District Municipality, generously provided their informative informations about the conception, goal, and evolution of the Urla Artichoke Festival during the semi-structured interviews with institutions.

I am grateful to Pelin ŞENDAĞ for devoting her time to conducting semi-structured interviews with institutions and sharing critical festival information with me. I would like to express my gratitude to the mukhtar of Balıklıova neighborhood Akın YILMAZ, the mukhtar of Demircili neighborhood İbrahim DİREK, and the mukhtar of Kuşçular neighborhood Mehmet DOĞAN for their support of my work in the villages that produce the majority of the artichoke in the Urla.

I would like to express my appreciation to Urla Women's Cooperative which is one of the non-governmental organization that I have interviewed with, for giving up their valuable time for me.

Finally, I would like to express my gratitude to my friends Öznur AKBAŞ, Yusuf KÖSE, Furkan BAYKAL and Hamit BİÇİCİ who accompanied me throughout the field research process and assisted and contributed me as much as they could.

ABSTRACT

AS A CASE STUDY OF THE IMPACT OF FOOD-BASED FESTIVALS IN RURAL DEVELOPMENT URLA ARTICHOKE FESTIVAL

As a result of globalization's impact throughout the past century, rural areas have experienced a change in their social, cultural, and economic landscape. With the change of agricultural production practices, population decline, depletion of natural resources, and threat of new housing constructions, rural communities have undergone deep transformation and under the threat of change of the rural identity. The idea of rural tourism, which was created to stop rural regions from the transformation, has taken center stage in rural development and, by extension, regional and national development. Improved living conditions, a better quality of life and built environment, and increased economic activity are all examples of rural development concepts. In areas with unique gastronomic, environmental and cultural values, rural tourism has emerged as a viable alternative to the tourists. Food festivals are among the most effective motor for growth in areas with distinctive culinary values. Events that promote unique gastronomic values on a national or international level and contain product sales are called as a food festivals. In the context of this study, the Urla Artichoke Festival, which has been hosted since 2015 and celebrates a geographical indicator for gum artichoke, has been successful to promote the rural areas and their branding.

The stakeholders of the Urla Artichoke Festival were identified as a first step in the research. To learn more about these stakeholders' contributions to the festival and their opinions on the economic, cultural, and social impacts of the event on rural areas, semi-structured interviews were undertaken. In the research systematic tables were used to present the information which were collected during the interviews. The conclusion section includes a critical discussion of the collected data. The concept of gastronomic tourism has been reviewed in the context of the Urla Artichoke Festival in this study. Issues have been found and solutions have been established to deal with rural development practices in a more planned, sustainable and efficient manner.

Keywords: *Rural Development, Rural Tourism, Gastronomy Tourism, Food Festival, Urla Artichoke Festival*

ÖZET

KIRSAL KALKINMADA GIDA TEMELLİ FESTİVALLERİN ROLÜ ÜZERİNE BİR ÖRNEK ÇALIŞMA OLARAK URLA ENGİNAR FESTİVALİ

Kırsal alanlar, son yüzyılda küreselleşmenin etkisiyle sosyal, kültürel ve ekonomik anlamda dönüşüm geçirmiştir. Kırsal alanlar, tarımsal üretim alışkanlıklarının değişmesi, nüfus kaybı, doğal kaynakların yok olması ve yapılaşma tehdidi ile beraber kimlik değişimine uğramıştır. Bu değişime engel olmak için geliştirilen kırsal turizm kavramı, kırsal kalkınmanın ve dolayısıyla bölgesel ve ulusal kalkınmanın birincil unsuru durumuna gelmiştir. Kırsal kalkınma, kırsal bölgelerde yaşayan insanların hayat standartlarının, yapılı çevrelerinin ve üretim faaliyetlerinin iyileştirilmesi gibi prensipleri içermektedir. Kırsal turizm, özgün gastronomik, doğal, kültürel değerlere sahip olan bölgelerde kitlesel turizme karşı alternatif bir turizm çeşidi olarak ortaya çıkmıştır. Özgün gastronomik değerlere sahip olan bölgelerde, kalkınma araçlarının başında gıda festivalleri gelmektedir. Gıda festivalleri, özgün gastronomik değerlerin, ulusal veya uluslararası ölçekte tanıtımının yapıldığı, üreticilerin ürün satışı yaptıkları etkinlikler bütünüdür. Araştırma kapsamında bulunan, sakız enginarı gibi coğrafi işareti bulunan bir ürüne sahip Urla bölgesinde 2015 yılından itibaren düzenlenen Urla Enginar Festivali, Urla ve çevresindeki kırsal bölgelerin tanıtımında ve marka değeri haline gelmesinde etkili olmuştur.

Araştırmada ilk olarak, Urla Enginar Festivali'nin paydaşları belirlenmiştir. Bu paydaşların festivale olan katkılarını ve festivalin kırsal bölgelere olan ekonomik, kültürel ve sosyal açıdan etkileri hakkındaki görüşlerini belirlemek için yarı yapılandırılmış mülakatlar uygulanmıştır. Mülakatlarda elde edilen verilere sistematik tablolar halinde araştırmada yer verilmiştir. Elde edilen veriler sonuç bölümünde eleştirel bir dille ele alınmıştır. Bu çalışmada Türkiye'deki kırsal turizm dinamikleri içerisinde çok önemli bir yere sahip olabilecek gastronomi turizmi kavramı, Urla Enginar Festivali bağlamında değerlendirilip sorunlar belirlenmiş, kırsal kalkınma pratiklerinin daha planlı, sürdürülebilir ve etkili şekilde ele alınması için çözüm önerileri geliştirilmiştir

Anahtar Kelimeler: *Kırsal Kalkınma, Kırsal Turizm, Gastronomi Turizmi, Gıda Festivali, Urla Enginar Festivali*

TABLE OF CONTENTS

LIST OF FIGURES.....	vii
LIST OF TABLES	ix
CHAPTER 1. INTRODUCTION	1
1.1. Problem Definition.....	1
1.2.Aim of Study and Contribution.....	2
1.3. The Reason Selecting Urla Artichoke Festival as Research Subject	3
1.4. Methodology and Data.....	3
1.4.Structure of Study.....	5
CHAPTER 2. RURAL AND RURALITY	7
2.1. General Characteristics of Rural as a Concept.....	7
2.1.1 Definitions of Rural Areas in Turkey.....	8
2.2. Recent Changes in Rural Areas.....	10
CHAPTER 3. RURAL DEVELOPMENT	13
3.1. Rural Development and Sustainable Tourism.....	14
3.2. The Role of Food Festivals for Sustainable Local Development.....	18
CHAPTER 4. THE ROLE OF RURAL TOURISM TO SUSTAINABLE RURAL DEVELOPMENT.....	22
4.1. The Role of Food Festivals in Rural Tourism.....	26
4.2. The Contribution of Rural Tourism for Rural Development	31
4.3. Problems and Pitfalls of Rural Tourism.....	33
CHAPTER 5. ROLE OF FOOD FESTIVALS FOR DESTINATION BRANDING	37
5.1. Definitions and General Characteristics of Food Festivals.....	39
5.2. Rural Destination Branding.....	40

CHAPTER 6. CASE STUDY	44
6.1. Location and General Attributes	44
6.1.2.Potentials of Urla for Rural Tourism.....	47
6.2. Artichoke Production and It’s Significance for Urla	48
6.2.1. Geographical Indication	52
6.3. International Urla Artichoke Festival.....	54
6.3.1. Historical Development of Urla Artichoke Festival	57
6.3.2. Aims of the Festival	57
6.4. Materials and Methods	58
6.5. Case Study Area Analysis	61
CHAPTER 7. RESULTS AND DISCUSSIONS.....	65
CHAPTER 8. CONCLUSION.....	89
REFERENCES.....	96
APPENDICES	
APPENDIX A. FORM OF SEMI- STRUCTURED INTERVIEW	110
APPENDIX B. SURVEY OF MUKHTARS.....	114
APPENDIX C. SURVEY OF ARTICHOKE PRODUCERS.....	118
APPENDIX D. SURVEY OF FESTIVAL PARTICIPANTS	124

LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
Figure 3.1. Rural Development Thinking in 1960s-90s.....	13
Figure 3.2. Components of Sustainability.....	19
Figure 4.1. Appealing Aspects of Rural Tourism	23
Figure 5.1. Artichoke Center of the World Castroville.....	41
Figure 5.2. Sign of Castroville Artichoke Festival	41
Figure 5.3. Artichoke Queen and Her Sash.....	42
Figure 5.4. Usage of Marilyn Monroe Figure to Promote the Artichoke Festival.....	42
Figure 6.1. Districts of İzmir and Location of Urla	44
Figure 6.2. Highway Map of İzmir	45
Figure 6.3. Administrative Borders of Urla	47
Figure 6.4. Transformation of Cynara to the Artichoke by Zeus.....	49
Figure 6.5. Urla Gum Artichoke	50
Figure 6.6. Types of Geographical Indications	53
Figure 6.7. Location of Urla Artichoke Festival Area (Urla Republic Square).....	55
Figure 6.8. Urla Artichoke Festival in the National Media.....	56
Figure 7.1. One Producer of Artichokes Selling the Products in Balıkhova	66
Figure 7.2. Geographically Indicated Urla Gum Artichoke (UGA)	66
Figure 7.3. Every five years, a geographically marked Urla Gum Artichoke is sown and it is produced in April and May.....	67
Figure 7.4. Promotion Poster of Urla Artichoke Festival	77
Figure 7.5. Brands' Urla Artichoke Festival Advertisement Poster	78
Figure 7.6. Natural and Handmade Goods Are Sold in the Festival Area	80
Figure 7.7. Natural and Handmade Goods Are Sold in the Festival Area	80

<u>Figure</u>	<u>Page</u>
Figure 7.8. In the festival area, women promote regional dishes, mostly artichokes, and earn money from it	81
Figure 7.9 In the festival area, women promote regional dishes, mostly artichokes, and earn money from it.	81
Figure 7.10. Roads and Parking Areas Around the Festival Area	82
Figure 7.11. Stands Location of Festival and Performance Area Entrance	82
Figure 7.12. Solid-Void Map of Festival Area	83
Figure 7.13. Borders of Festival Area and Significant Locations	83
Figure 7.14. Canceled Vehicle Roads for Pedestrian Circulation and Stands	84
Figure 7.15. Failure to Protect the Artichokes on the Stands From Daylight	84
Figure 7.16. Activities in Festival Area	85
Figure 7.17. Those Attending Festival Who Spend Their Time in the Sunlight.	86
Figure 8.1. Potential Pedestrian Circulation Roads	92

LIST OF TABLES

<u>Table</u>	<u>Page</u>
Table 2.1. Examples of National Criteria Used for Defining “Rural”	8
Table 4.1. The Pros and Cons of Rural Tourism Development	25
Table 6.1. Population Changes in Municipalities (2015-2021)	45
Table 6.2. Population Changes in Municipalities (2007-2022)	46
Table 6.3. Change of Population of Urla (2014-2021)	46
Table 6.4. Artichoke Production in İzmir (Ton)	50
Table 6.5. Artichoke Production Fields in Urla (Decare)	51
Table 6.7. Festivals in Urla, Çeşme, Karaburun Peninsula.....	54
Table 6.8. Stakeholder Analysis.....	59
Table 7.1. Population Changes in Neighborhoods of Urla	71
Table 7.2. Opinions of Mukhtars on the Survey Questions	71
Table 7.3. Opinions of Artichoke Producers on the Agricultural Production.....	73
Table 7.4. Opinions of Artichoke Producers on the Development Level	74
and Public Services.....	74
Table 7.5. Conditions of Participation of Festival to Sell	76
Table 7.6. Demographic Features of Urla Artichoke Festival Participants	76
Table 7.7. Motivation to Participate the Urla Artichoke Festival	79
Table 7.8. Positive Aspects of Urla Artichoke Festival	80
Table 7.9. Negative Aspects of Urla Artichoke Festival	81
Table 7.10. Satisfaction Level About the Festival	87
Table 7.11. Other Festivals that Festival Participants Have Been Attended Before.....	87
Table 8.1. SWOT Analysis of Stakeholders of Festival	93

LIST OF ABBREVIATIONS

FBF: Food Based Festival

IGAM: İzmir Greater Area Municipality

UDM: Urla District Municipality

UCA: Urla Chamber of Agriculture

UAF: Urla Artichoke Festival

UGA: Urla Gum Artichoke

SSI: Semi-Structured Interviews

TSI: Turkish Statistical Institute

TPTO: Turkish Patent and Trademark Office

CHAPTER 1

INTRODUCTION

1.1. Problem Definition

Many elements influence the development level of countries, with economic and social development serving as the key criterion in developed nations. Local-scale development is the most significant and critical way to achieve national-scale development (Kuter & Ünal, 2013). Because development at the national level can not be of long-term quality without development at the local level. The significance of the cultural and natural resources in rural regions should be evaluated with sustainable development strategies due to the recent social and economic changes that have affected them, and the importance of the national scale should be highlighted by maintaining the rural identity. The initial stage of development of rural areas, which are heavily reliant on agricultural production for commercial operations is a diversification of income sources to decrease reliance on agricultural production. At this time, rural tourism has a critical role to play. Because, rural tourism allows regional qualities to transcend the local scale and achieve national significance. Food festivals are one of the most popular types of rural tourism activities. Urla district hosts a food festival which is called the International UAF which is one of the rural tourism types which has been organized since 2015. Despite having urban characteristics, the Urla district is surrounded by a large number of regions which have rural characteristics. This characteristic makes the Urla district a place where rural tourism operations may have an impact. Various festivals for local agricultural products are organized as a result of these festivals, and the branding of the region and original agricultural products is ensured. As a result of festivals, interaction between cultures and people is increased, new job opportunities are created, and the producer and the consumer are brought together directly. The positive and negative consequences of food festivals on sustainable rural development in Turkey, which are rarely covered in academic literature should be investigated further.

1.2. Aim of Study and Contribution

The purpose of this research is to look into the effects of food festivals on long-term rural development in the context of Urla and its surrounding rural areas, as well as the positive and negative changes that occur in rural communities as a result of food festivals. According to this aim several research questions are arranged:

1. What is the role of food festivals in terms of sustainable rural development?
2. How do rural areas change through food festivals?
3. What kind of changes has the Urla Artichoke Festival brought to the rural regions under its influence since it began in 2015?
4. What are the opinions and expectations of the Urla Artichoke Festival from individuals living in rural areas near Urla?
5. What type of methods should be devised for the development of rural communities that grow as a result of food festivals in order to achieve a high level of sustainability?

This strategy will be applied in Urla city center and the surrounding rural areas. The causes of selecting this field on the basis of several factors which are given in the below detaily;

1. Urla's cultural, gastronomic, and natural treasures are all one-of-a-kind.
2. In recent years, there has been a growing awareness of the region's tourism potential.
3. The fact that the consequences of tourism operations carried out in rural regions for development reasons have never been studied at an academic level.

Urla is a major tourist destination in the Aegean region, as well as the surrounding plenty of rural areas. The UAF, which was chosen to explore these research issues, has grown from a national to an international scale, and has become one of Turkey's most important food festival. The UAF, where millions of artichokes are sold annually and hosts thousands of visitors has many economic, social and cultural effects on the Urla

district of İzmir and its surrounding rural areas. Due to these reasons, the regional effects and international dimension of the festival is aimed to examine at the academic level.

1.3. The Reason Selecting Urla Artichoke Festival as Research Subject

Besides from the many gastronomic possibilities and spectacular natural surroundings of the Aegean Region, Urla and the rural communities which are located around Urla have distinctive social and gastronomic values. In recent years, Urla and its surrounding rural areas have emerged as one of those that offer alternative tourism prospects to people which are living in cities wish to settle or prefer instead of mass tourism activities, due to the orientation from the dynamism of the cities to nature and natural products. The UAF, which has been held annually since 2015, has its roots in the mastic artichoke of Urla, which carries a geographical indication. The promotion of the area's natural resources, local economy, and cross-cultural interaction have all benefited from the UAF, one of the region's large-scale instances of culinary tourism which is one of the alternative tourism types. It holds a prominent place among Turkey's gastronomic festivals as a result of its national and international scope. Furthermore, as a result of the preliminary discussions with the Izmir Greater Area Municipality Agricultural Services Directorate, the UAF was selected as a research subject because it is the most comprehensive food festival in the Urla-Çeşme-Karaburun Peninsula in terms of its international character, effects on the rural areas, and participant number. On the other hand, in the literature, there are not adequate studies which handle this festival which is organized for eight years (since 2015) as a research subject in the context of affects to the rural development. These factors led to the selection of the UAF as the subject of the study.

1.4. Methodology and Data

Food festivals are an important component of rural development and tourism. Festivals are, undoubtedly, the most popular and essential part of rural tourism activities. Festivals strengthen the contact between cultures and people, offer new job opportunities, and bring the producer and the customer together directly. Additionally, local and

regional agricultural product branding is guaranteed and promoted. In general, there are few studies in the literature on the significance of the interaction between rural tourism, rural development, and food-related festivals. The majority of study on food festivals has been based on the satisfaction of the visitors. The role played food festivals to the sustainable rural development has not found room in the Turkish literature in general. As a result, the study's goal is to identify the stakeholders who are involved in the process of organizing and sustainability of food festivals, as well as their roles and how they work together in a holistic approach to keep the festivals functioning. They are likely to include local special interest groups, private organizations, and both central and local governments, and also other stakeholders such as cooperatives, civic groups, and visitors. If they are to work together effectively for sustainable rural development, these stakeholders should be recognized at the start of the organization of the festival process, and their distinct responsibilities and goals should be established (Clayton, 2003). The method begins with an identification of the stakeholders who are involved in and affected by the process of the UAF. To identify the stakeholders, preliminary interviews with the Agriculture Services Directorate of İMM were beneficial. After the determination of stakeholders, the semi-structured interviews¹ was done with the all the stakeholders.

The first interviews were realized with the public institutions including; UDM, the related departments of the İMM; Mukhtars of the neighbourhoods, UCA and private sector's members. Fieldwork and extensive studies were carried out both before and during festival times as part of the method.

The data gleaned during the SSI was then analyzed and synthesized in the form of cross-tables and SWOT² analysis. The place of the festivals was mapped and analyzed in the urban design perspectives. Detailed information for the method and materials of the study was given in the section 6.4.

¹ Semi-structured interviews combine fixed-choice questions with the ability to delve deeper into a topic. As a result, there are both benefits and drawbacks to this style of interview. It has benefits such as ease of analysis, the ability to express oneself to the interviewee, and the ability to provide in-depth information when needed, as well as drawbacks such as loss of control, wasting too much time on unimportant topics, and decreased reliability because the interviewee is not approached with certain standards (Büyüköztürk et al., 2016).

² Strength and Weakness, Opportunities and Threats.

1.4. Structure of Study

This study is consist of eight major chapters. These chapters are based on a review of the literature as well as field research. The first five chapters cover international publications, international publications, scientific reports, and other sources. The introduction and explanations of the research field make up the sixth section of the study. The analysis and conclusion of data gathered from field research are covered in chapter 7 and 8.

In the 1st chapter, first and foremost, the research's overall goal and methodology are discussed. The project's contribution to the academic literature is stated using the data gathered at the end of the project. The study's outline and description of its components are provided at the end of the chapter.

In the 2nd chapter, because there is no universally accepted definition of rural, the definitions of rural and rurality in the literature are discussed in the second section. In addition, the author discusses the recent developments and reasons of this changes in rural communities as well as the threats they confront.

In the 3rd chapter, the definition of development, as well as the aspects that make it effective and sustainable, are discussed in the third section. The conditions for development are discussed, as well as the relationship between sustainable tourist kinds and development. The influence of food festivals on these development strategies was then investigated using the features that development strategies should have.

In the 4th chapter, he definition of rural tourism, which is one of the types of tourism that plays the most effective role in regional development, and its key points are highlighted in the fourth section. This sort of tourism is discussed in terms of its significance and benefits to rural development. The importance and potential adverse effects of rural tourism for the places where it is applied are then highlighted, along with examples of rural tourism in Turkey and its application kinds.

In the 5th chapter, as a continuation of the fourth part, the fifth section discusses the various applications of food festivals around the world, as well as their history and origins. Following the transfer of the key definitions, the function of food festivals in rural development is discussed, as well as their contribution to regional awareness and brand value generation.

6th chapter discusses the research's application areas and spheres of influence. First and foremost, the geographical, demographic, and cultural characteristics of the Urla region of İzmir, where the research was done, are given. The importance of the rural areas that meet the majority of artichoke production and the UAF, which was conducted for the eighth time this year, was stressed, as well as the region's enormous potential in terms of rural tourism, gastronomic tourism, and especially artichoke production. The methodologies and analyses to be utilized in field research and data gathering processes are outlined at the end of the chapter. The content of the interviews, which included semi-open and open-ended questions as well as form questions used in the field investigations, was disclosed.

In the 7th chapter, the data obtained from field studies and literature reviews are tried to be transferred to the reader with appropriate graphics and texts. The results obtained were discussed with a critical approach.

In the 8th chapter, in a critical tone, the analysis of the data collected throughout the research period was presented. It has been determined how much the UAF, which is classified as a cuisine event, influences both the festival's goal and the degree of growth in the region's rural areas. To more efficiently handle notions for food festivals, rural development, and forward-looking constructive criticism, proposals have been developed.

CHAPTER 2

RURAL AND RURALITY

2.1. General Characteristics of Rural as a Concept

In both urban and rural locations, social, economic, and cultural mobility results in significant changes that are determined by the region. These interactions and activities play a vital part in how countries present themselves in various ways (2001, quoted from Leeuwen, 2010:16). Therefore, in the worldwide literature, there is no commonly accepted explanation of concepts of rural (Willits, Bealer, & Timbers, 1990). In Webster's dictionary, concept of rural is defined as "of or pertaining to the country, as distinguished from a city or town; living in the country; and farming/agricultural" (Webster's Revised Unabridged Dictionary, 1998). That means infrequently settled or agricultural country. The European Agricultural Fund for Rural Development defines rural regions as those with a population density of less than 150 people per square kilometer (Simkova, 2007). Meanwhile, according to a 1994 assessment by the Organization for Economic Cooperation and Development (OECD), rural areas are divided into two categories: mostly rural areas with more than 50 percent of the population, and significantly rural areas with 15–50 percent of the population (Lane, 1994).

Within the literature, there are three different criterias to define rural areas. The first criteria is related with the size and scale of the settlements and population density. The second criterion is about type of the economic activities and employment possibilities of rural community. Because in the most of the rural areas economies are based on agricultural production or forest-based activities. Lastly, third criterion is related with social structure. Since, in the rural areas, social relations or everyday lifes depend on traditional values. Traditional values or cultural heritages have dominant character to give directions to the behaviours (Lane, 1994).

Table 2.1. Examples of National Criteria Used for Defining “Rural”

(Source: Roberts & Hall, 2001, p.11)

Country	Criterion
Austria	Places having a population density of less than 400 people per km ² and less than 1000 inhabitants
Denmark	Agglomerations of fewer than 200 inhabitants
England and Wales	There is no official definition, however the Countryside Agency disallows communities with more than 10,000 residents.
Ireland	In Ireland, there is a cutoff point of 100 residents between aggregate urban and aggregate rural districts.
Italy	Settlements of fewer than 10,000 people
Norway	Agglomerations of fewer than 10,000 people
Portugal	Parishes of fewer than 10,000 people
Scotland	Local authority areas of less than 100 persons per km ²
Spain	Communities which contain fewer than 10,000 people per km ²
Switzerland	Parishes of fewer than 10,000 people

2.1.1. Definitions of Rural Areas in Turkey

When analyzed in terms of rules and regulations and statistical definition in Turkey, a single definition of the rural areas that reflects the basic characteristics of rural areas has not done yet (Table 2.2). By looking at different definition, the population has taken as the unit of measurement. In these bundle of definitions the settlement is of the population under the certain value has accepted as rural area.

Table 2.2. Definition of Rural in Turkish Context

(Contribution of Figen Akpınar)

Definition of Rural in Turkish Context	
<i>Village Law (no. 442)1942</i>	Population less than 2000 is considered as rural settlement, village (köy)
<i>Village Inventory (1997)</i>	<ul style="list-style-type: none"> Without any population criteria all the settlements which have administratively village municipality, village status, <i>bucak</i>
<i>Population Census (2000) of TIS</i>	<ul style="list-style-type: none"> Urban population: Cities, Province centers, and all settlements containing municipality boundary considered as “urban” Rural Population: Population lives in Villages, bucaks considered as “rural population”

(cont. on the next page)

Table 2.2. (Cont.)

<i>8th Five Years National Development Plan (2001)</i>	<ul style="list-style-type: none"> Population above 20.000 and over considered as “urban” Population below 20.000 considered as “rural”
<i>In accord with the General Agricultural Census with the use of “General Village INFO Survey 2001</i> <i>In accord with the Agricultural Enterprise Survey</i>	<ul style="list-style-type: none"> All the settlements which has population below 25.000 population considered as “rural settlement, village (<i>köy</i>)” All the settlements, province centers which has population below 5.000 considered as “rural settlement, village (<i>köy</i>)”
<i>Household Labour Survey of TIS</i>	<ul style="list-style-type: none"> All the settlements which has population below 20.000 considered as rural settlement
<i>Population and Health Survey of TIS (2003)</i>	<ul style="list-style-type: none"> All the settlement which has population less than 10.000 considered as rural areas without taking into account administrative boundaries
<i>Municipality Law (Law no. 5393, 2004)</i>	<ul style="list-style-type: none"> The minimum population to constitute a <i>municipal administration</i> is the 5000 and over 5000 The villages who want to constitute a municipality has to come together to form a population 5000 and over (there is also a determined longitude to form a municipality)
<i>National Rural Development Strategy (2006)</i>	<ul style="list-style-type: none"> Urban settlements which is of population more than 20.000 and over All the settlements which is of population less than 20.000 considered as rural areas
<i>9th National Development Plan (2006)</i>	<ul style="list-style-type: none"> Urban settlements which is of population more than 20.000 and over All the settlements which is of population less than 20.000 considered as rural areas
<i>10th National Development Plan (2011)</i>	<ul style="list-style-type: none"> Urban settlements which is of population more than 20.000 and over All the settlements which is of population less than 20.000 considered as rural areas

When the definitions of rural areas in Turkey are compared, it can be seen that they have changed over the years. The main cause of this is that various institutions and organizations have varying perceptions of what constitutes rural areas. In Turkey, as elsewhere in the world, there is no universal agreement and no definition that can be accepted permanently.

The areas where production activities are based on agriculture are defined as a rural areas which has a population of less than ten thousand people in general and in this areas rural communities are living and working (Keleş, 1998; Soykan, 2006). In rural areas, which are areas outside of urban settlements, economic activities mostly depend on the use of natural resources. Economic, cultural and social development processes are slow. If it is necessary to compare urban areas and rural areas, in rural areas, reflection of technological and social developments which are in the urban areas are delayed.

Therefore, traditions have a significant impact on everyday life and face to face communication is common in the scale of public relations (Anonymous, 2000).

Rural areas include 4 main functions;

1. Rural areas are food production regions.
2. Rural areas create context for industry and crafts.
3. Rural areas are residential areas for community which operate agriculture and other economic professions.
4. Rural areas are resting areas for people which are living in urban areas or industrial regions (Kiper, 2006).

2.2. Recent Changes in Rural Areas

Rural areas have changed economically, socially, and spatially over time. With the modifications in its structure, it has obtained distinct contents. These locations have been present for a long time and are notable for their natural and environmental structures. It has been viewed as a center of agricultural output, and solutions to development concerns have been explored using economically oriented techniques. Agriculture modernization was promoted during this period, however this techniques did not produce the projected potential development in rural areas (Ellis & Biggs, 2001). A transition process in rural regions has begun following the modernisation of agricultural production styles and in tandem with the industrialization of cities. As a result, difficulties that are referred to as roadblocks interacted with one another, resulting in irreversible changes in rural development. Because, rural regions, in terms of their fundamental qualities, are distinguished by their natural and environmental areas, which are regarded as agricultural production hubs. Rural areas, the agricultural sector, both employment and gross domestic product in the country's economies at eras when it has a high part of the national product, have all played a significant role. Because, prior to the era of agricultural mechanization, a huge portion of society was involved in agricultural production mechanisms.

Because the demand for manpower in cities diminished as the industrialization process progressed, agricultural production and rural areas began to lose relevance. The population, along with migration, is a cyclical activity in this cyclical process. The

provision of public services in rural communities of this sort has become challenging and even unsustainable at times due to a demographic structure with a declining and elderly population. Their attention is drawn to rural areas where public services are inadequate. The entrepreneur's enthusiasm for rural areas waned. As a result, this condition has increased unemployment in rural areas by impeding the emergence of new work prospects. In the face of the crisis, migration from rural to urban could not be prevented. As a result of this process, rural communities have become locations with insufficient public services, health care, and educational opportunities (OECD, 2006).

After the last quarter of the twentieth century, with the stream of globalization, the effects of changes and transformations in rural regions have continued to grow. There have been claims that globalization policies, neoliberal policies, and notably the consuming logic of the capitalist system are effective in the transformation of settlements, and that this effect may be explained by the countryside's domination (Tekeli, 2016). In this process, it may be claimed that the content of rural regions has changed as a result of the development of non-agricultural activities in rural areas, resulting in a rural area that consumes more than it produces and a transition from the agricultural sector to the services sector. With the discourses of globalization and localization, cities have begun to reclaim their appeal, while rural areas have begun to continue their development as long as they can emphasize their potential in this new world order. Rural areas, agriculture, and forestry dominated as a result of this trend. Tourism, on the other hand, has continued to expand as locations where small and medium-scale manufacturing, as well as other economic activities such as handicrafts, are vital, ecologically beneficial, and in frequent contact with city dwellers. While this circumstance demonstrated the need for multiple sectors to flourish in rural areas, it also sparked debate about the importance of spatial as well as sectoral development (Davoudi & Stead, 2003)

Rural communities are unable to function as they previously did as a result of these factors, and as a result, a number of issues have arisen. The most serious issue is unemployment. Unemployed people in rural areas are increasingly being forced to relocate to other locations, such as nearby towns and cities, in order to find work. As a result, the working-age population in the rural (aged 16 to 65) is decreasing. Some retirees, on the other hand, would want to move to the countryside because of the gorgeous scenery and lower living costs. In addition to the above-mentioned additional population in rural areas, some city dwellers prefer to have second houses in the

countryside, and the number of visitors visiting these places has risen dramatically (Butler et al., 1998). Hence, demographic characteristics of rural areas have shifted.

The direction of migration from rural to urban has shifted from urban to rural, owing to the growth of non-agricultural sectors and the provision of housing for these jobs in rural areas. With the dense population accumulation in cities and the problems that brings, the lifestyle that resembles nature with today's populist approaches, which develops with the difficulty of life in the urban area, causes the desire to live in rural areas and causes a transformation in the content of rural areas, causes the desire to live in rural areas and causes a transformation in the content of rural areas. The desire to reside in rural areas, which is seen as an opportunity to escape the metropolis by middle and higher income and cultural groups, has hastened this new phase of transformation. From a time when life in the countryside was not regarded as a source of pride, to a time when migration from the countryside to the city was intensely felt, resulting in dreams of living in the city, a new era in which the countryside was regarded as a prestige, with housing offering high quality of life in the rural area and new living spaces around it, a new era in which the countryside was regarded as prestige was passed (Alkan & Yenigül, 2016).

CHAPTER 3

RURAL DEVELOPMENT

Development is a dynamic idea that brings about good change in a given area. Development is described as an increase in the number of production services and the economic well-being of people in a given location. Development also brings change of social and cultural structure of specific region (Tolunay A., Akyol A., 2006:118). As an addition to description of development, rural development is the term which is used to describe the social, cultural, and economic changes that occur in a specific rural area. In accordance with Cengiz (2012), rural development is a process that tries to establish rural areas with economic, social, and cultural components that are created using universal criteria and principles of justice, and that contribute to the country's progress and welfare by eliminating poverty and modernizing life. According to Moseley (2003), rural development is a value that fosters long-term success for the entire society by ensuring that economic, social, cultural, and environmental developments are sustainable.

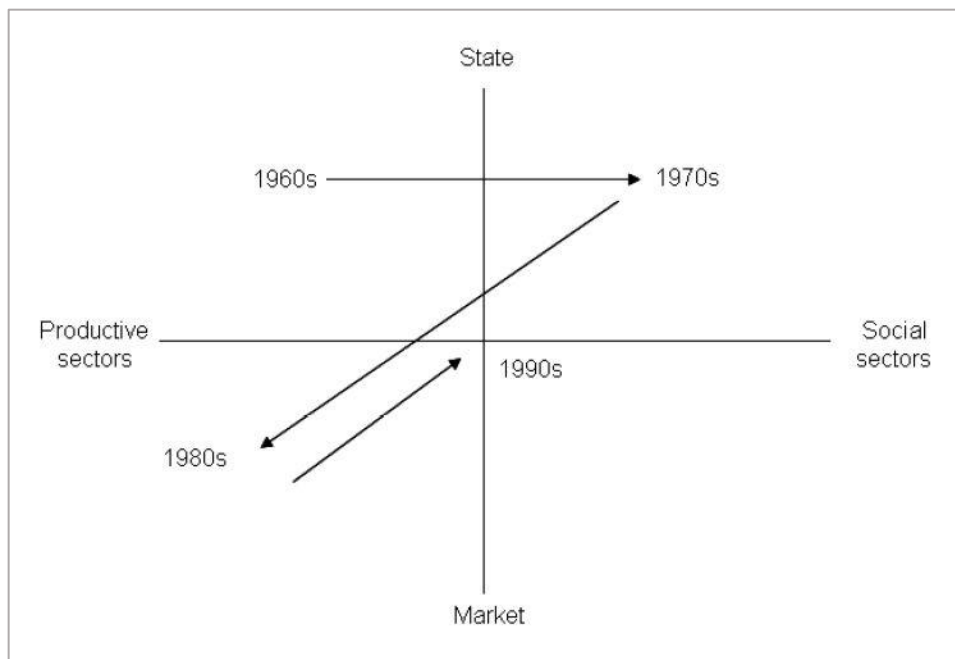


Figure 3.1. Rural Development Thinking in 1960s-90s

(Source: Ashley & Maxwell)

Development is not seen as merely a growth as a major principle or characteristic of the sustainable development strategy. Of certainly, development will grow, but this may not be sufficient for development. Social values such as human and environmental development, rather than physical values such as growth, are included in sustainable development. As a result, human development is described as development for the development of human resources in sustainable rural development (Öztürk & Mengüloğlu, 2008:210), and it is an important structure for both rural and general development. Development is not viewed merely as a means of expansion in the sustainable development concept. Of certainly, development will grow, but this may not be sufficient for development. Social values such as human and environmental development, rather than physical values such as growth, are included in sustainable development. As a result, human development is described as development for the development of human resources in sustainable rural development. (Mengüloğlu, 2008:210) and is a key structure for both rural and general development.

According to Moseley (2003), rural development can be evaluated from three different angles:

1) Education, health, housing, public services and opportunities, leadership and governance capacity, cultural legacy, and so on. It's a comprehensive term that incorporates all of the crucial aspects of vitality.

2) Rural development; achieving economic, socio-cultural, and environmental objectives in a sustainable manner. It's a multifaceted procedure that strives to bring everything together.

3) Economic, social, cultural, and environmental developments have resulted in rural development. It is a virtue that, because of its durability, brings long-term prosperity to the entire society.

3.1. Rural Development and Sustainable Tourism

Rural tourism, like other forms of tourism, has the potential to radically alter rural areas by altering the economy, society, and environment if not properly handled. This is especially true if rural areas attempt to market features of rural life and landscape in order to offer an ideal picture that they believe will match people's preconceptions and stimulate tourism. As a result, it is critical to understand how tourism affects rural areas in order to

ensure that it contributes positively to rural economies, people, and environments in the long run. One method to do so is to comprehend tourism's role to long-term rural development. As a result, the terms "sustainability" and "sustainable rural development" must be defined (McClinchey, 1999). Sustainable development is defined as development that takes place at a scale and intensity that does not harm people or the environment, and that exists to such a degree that it will be viable for future generations. The notion was first introduced in *Our Common Future* (WCED 1987), and it has since been disputed in the domains of environmental resource management, ecology, planning, and geography. Although the study on sustainable development addressed major issues such as industry (agricultural, forestry, mining, and hydrology), the environment, and the economy, tourism which was not mentioned (Butler, 1991). This was surprising because tourism relies on the viability of both human (unique cultural locations) and physical (natural environment) resources. However, recent tourism research has centered on alternative forms of tourism that are allegedly more environmentally and culturally friendly, such as ecotourism, green tourism, rural tourism, soft tourism and adventure tourism. However, whether or not these are sustainable is debatable (McClinchey, 1999).

The concept of "sustainable tourism" was created in order to reduce the impact of tourism, particularly the unfavorable conditions caused by mass tourism activities, while yet allowing people to fulfill their basic requirements such as traveling, having fun, and discovering. Visits to locations where natural resources are safeguarded from deterioration and where there are cultural resources unique to the community are part of this new tourist trend (Aguilera et al., 2004).

Today, an environmentally sensitive, socio-culturally responsible, development-supporting tourism approach has begun to be embraced in tandem with the notion of tourism centered on sea, sand, and sun. Sustainable tourism is a tourist approach that respects natural and cultural heritage, tries to protect and use it, and contributes to economic development. It is required of all tourism types. To put it another way, in order to implement sustainable tourism, conflicting development and protectionism must be realized at the same time, resources must be shared evenly throughout global and generational groups, and different interest groups involved in tourism must work together (Butler, 1991). The notion of sustainable tourism has evolved over the last 20 years in response to the hazards that unmanaged tourism might pose. Tourism within destination places is viewed as a triangular relationship between host areas and their habitats and

peoples, vacationers, and the tourism sector, according to sustainable tourism. Previously, the triangle was dominated by the tourism industry. Sustainable tourism strives to resolve tensions between the triangle's three partners and maintain long-term harmony. Sustainable tourism attempts to reduce environmental and cultural harm, improve visitor satisfaction, and boost the region's long-term economic growth. It is a method of achieving a balance between the tourist industry's growth potential and the environment's conservation demands (Krippendorf et al., 1988; English Tourist Board, 1991; Hawkes & Williams, 1993; Bramwell & Lane, 1993).

Sustainable tourism principles were created to be similar to those of sustainable development, with a focus on preserving tourism resources (Eber, 1992). Many research on sustainable tourism have looked at development strategies and policy issues. Sustainable tourism development initiatives, for example, should prioritize preserving and protecting high-quality environmental and cultural resources, preserving local communities' values, character, and traditions, and marketing and promoting tourism ethically (Eber 1992, Pigram 1990, May 1991). However, the majority of studies focused on sustainable tourism development that was not harmful to the ecosystem, environment and economical conditions (Pigram 1990, May 1991, Butler 1991).

Determining the carrying capacity of the touristic region is just as important as determining the touristic attractions in terms of sustainable tourism. It is difficult to calculate the carrying capacity, which is the maximum number of people that a touristic center may take without compromising natural or historical-cultural qualities or lowering the quality of tourist services. It is possible to estimate this by looking at demand characteristics and keeping track of the number of hotels and overnight stays of domestic and international travelers. It's very vital to figure out what locals anticipate from tourism, what their aims are, and who the local / foreign tourists are. Because establishing a supply-demand balance is seen as the most crucial first step in achieving sustainable development and tourism. To plan tourism movements on a local scale, to spread tourism across time and space, to diversify, to raise awareness of sustainable tourism, to prioritize local people in touristic employment, to ensure that people participate actively in planning studies and decision-making processes, to emphasize the importance of local culture, and to develop sustainable tourism (Owen et al., 1993).

As a result, the case for sustainable tourism in rural regions is compelling. If rural tourism is to prosper, the concept of sustainability must be multi-purpose. It will not

succeed if it is founded solely on a pro-nature conservation philosophy. It should strive to:

- 1) Preserve the culture and identity of the host communities.
- 2) Preserve the natural environment and habitats.
- 3) Keep the rural economy afloat.
- 4) Maintain a long-term tourist industry, which entails promoting successful and fulfilling vacation experiences.
- 5) Develop enough understanding, leadership, and vision among decision-makers in a region so that they see the hazards of over-reliance on tourism and continue to work for a balanced and diversified rural economy (Lane, 2014).

According to Turhan (2005), every attempts that is to develop and maintain of rural areas and to improve the living conditions of rural society, which has less economic and social opportunities compared to urban areas, are called rural development. Some authors say that; rural development is an integrity of activities which guarantee the sustainability of economy and social life of the rural areas (Collin, 2004). In addition to that, rural development is a type of development that is incorporated in countries' overall development objectives and it plays a significant role in regional development. The primary goal of emerging countries is general growth, although rural development can help them attain local development. Significant potential value for overall development can be provided in this approach (Kuşat, 2014).

Agriculture and agriculture-based activities are the most significant elements of rural development, regardless of how it is defined. Rural areas make up the majority of the places that will be developed through rural development. Because agriculture is the most significant economic asset in rural regions, localized sustainable development can only be fruitful if it is linked to agricultural operations (Kuşat, 2014).

There are some significant principles in the preparation stage of rural development programmes and their projection. This principles which are dominants for rural development can be called as a fundamental principles for rural development. They are;

- **Accessibility to Local People:** The implementation of the infrastructure required for region promotion and persuading potential tourists that the area offers an alternative for rural tourism is one of the first characteristics of rural development initiatives.

- **Local Authonomy Over Rural Sources:** Rural development strategies have to be organized as a supporter of rural community and rural areas. This activities should not be the main economic resource of people in terms of livelihood security.
- **Sustainability:** The benefits of rural development in rural areas should be long-term rather than short-term. Furthermore, the determined strategies and plans should be long-term plans that provide insight into the region's future.
- **Step by Step Approach:** Any innovation that will be presented to the people should be implemented gradually.
- **Participation:** Rural people should have welcomed tourism, volunteered to work in it, adore tourists, and have received tourism training (Güdücüler, 2012). Because people in rural regions who are prejudiced against rural tourism or rural development initiatives are less likely to participate, this condition limits participation. As a result, gains are either temporary or ineffectual.
- **Effectiveness:** Rural development works have to focus on effective and productive usage of rural resources (Tolunay & Akyol, 2006).

Main aim of the rural development is that promotion of maintainence and sustainable usage of rural resources. Through rural development, living conditions of local people can improve and rural community can benefit from the elements that can help their development in the economic, social and agricultural areas at the highest possible level (Kuter & Ünal, 2013).

3.2. The Role of Food Festivals for Sustainable Local Development

At the Globe '90 conference in British Columbia, Canada, the first action initiatives on sustainability and tourism were developed. Representatives from the tourism sector, governments, non-governmental groups, and academicians gathered at the conference to examine the relevance of the environment for sustainability of tourism. As a result of the meeting, the following sustainable tourism goals were established:

1. To increase public awareness of the considerable benefits that tourism contributes to the environment and the economy.
2. Improving the quality of life of the host community,

3. Providing a high-quality visitor experience,
4. Maintaining the quality of environment (Fennell, 2003).

While determining the major objectives for sustainable tourism and development at this conference, definitions for sustainable tourism were also created:

“Sustainable tourism entails the creation and maintenance of future opportunities while also addressing the requirements of current visitors and host regions” (WTO, 2010).

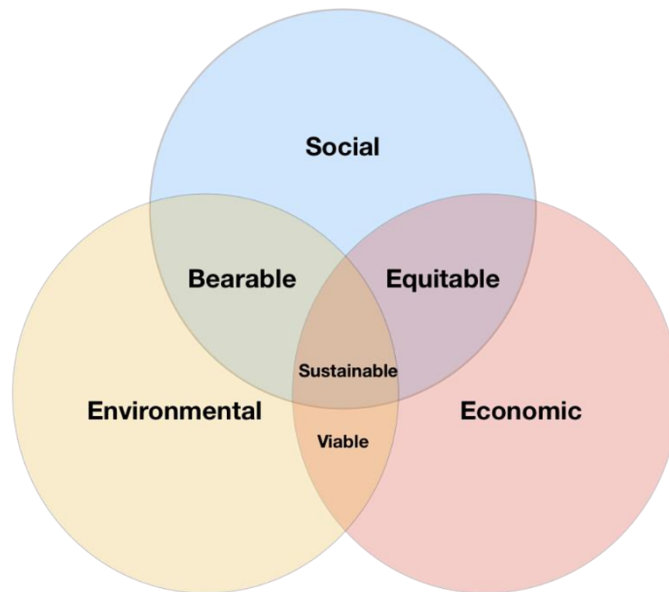


Figure 3.2. Components of Sustainability

(Source: Url 1)

In regions where a range of distinctive and valuable agricultural products are grown, food festivals are one of the most successful tourism and promotional initiatives. Hence, food is increasingly becoming as a significant element of cultural tourism market and interest of rural areas (Hall & Mitchell, 2001; Hjalagerand Richards, 2002). With increasing population pressure and changing production patterns and industries, the amount of food that can be obtained in its purest and natural state is decreasing.

As a result, rural areas, which are the heart of agricultural production are crucial. Because, as people become more conscious, their interest in natural products grows, and the products that can be used to meet this need can be found in rural regions and from local producers. Food festivals play an important role in quickly connecting individuals and local producers who do not live in rural areas, as well as enhancing commercial activity.

Then, local food or local food based festivals have potential to promote the sustainability in rural tourism, contribute to the uniqueness of rural values and supporter for economical growth of local community (Handszuh, 2000). Possibility of this type of festivals and tourism arguments are crucial to establish the strong identity in the tourism marketplace. As an addition to previous argument, Boyne and Hall argues that high-quality products can increase overall tourism image of the regions and sense of place. Also, it contributes visitors' satisfaction which is important for sustainability of events (Telfer & Wall, 1996).

One of the fastest expanding divisions of the global leisure business is festival tourism (Getz, 1998). Festivals offer unique chances for leisure, social, and cultural experiences (Getz, 1998), and they frequently help the host town generate commerce and income (Allen et al., 2005) and promote a positive image of the community (Kim et al., 2008). A festival's strategic placement in the local tourism calendar can also assist lengthen the season (Felsenstein & Fleischer, 2003). A festival's strategic placement in the local tourism calendar can also help to lengthen the season (Felsenstein & Fleischer, 2003). For these reasons, destination marketers, businesses, and communities are working on "the systematic planning, development, and marketing of festivals and events as tourist attractions, image-makers, catalysts for other developments, or animators of built attractions" (Getz, 1998). Food festivals are one of the most popular among the numerous sorts of festivals (Xie, 2003). Lewis (1997:1) defines food festivals as "festivals that purport to center on and revolve around food". Food festivals are popular tourist destinations and travel incentives (Park et al., 2008). Because of the tight links between food and people's daily lives, food-related festival activities are also a simple method to entertain community members and guests of all ages (Hu, 2010). In worldwide, food festivals has emerged as a contribution of food tourism and tourist attraction. Some academic studies recognized that food festivals have a key role not only for economical development (Du Rand et al., 2003; Du Rand & Heath, 2006; Cela et al., 2007).

Addition to economical development, with the aid of the food festivals add significant values to the existing tourism and products of territory (Quan & Wang, 2004). Food festivals provide guests more than just a food sampling or eating experience; they offer a whole tourism experience (Yuan et al., 2005).

Food is used as a means of communication with tourists at festivals. It has the potential to make strong remarks about the status, tradition, and nature of a given cultural

environment (Humphery et al., 1998). Festivalgoers can socialize while participating in cultural activities such as visiting art galleries, historical sites, and parks (Crompton & McKay, 1997), discovering hidden gastronomic treasures known only to locals (Cela et al., 2008), trying new foods and dishes, and learning about a society's culture and tradition.

In food festivals, foods which have come from rural areas are presented. Hence, food festivals have opportunities for differentiate and promote the local communities from festivals which are organized in metropolitan communities (Cela et al., 2007; Sharples, 2008).

CHAPTER 4

THE ROLE OF RURAL TOURISM TO SUSTAINABLE RURAL DEVELOPMENT

Tourism was sparked by advances in transportation technology, particularly following the Industrial Revolution, and as the twentieth century progressed, technological advancements in air and road vehicles increased awareness of tourism and allowed tourism activities to expand to new geographic areas (Bull A., 1995). Tourism allows people to visit areas they would otherwise never visit and engage with people they would never meet. As a result, tourism becomes a sociological event that brings people from many societies and cultures together while also forming its own culture (Günlü, 2007).

Year by year, tourism grows in economic importance, and it becomes an area in which the world is increasingly interested and investing. It is characterized in a variety of ways because it is an activity that stretches back to ancient times and has a wide range of results (Sharpley et al., 1997). Tourism, being the fastest-growing industry, is frequently pushed by governments as a means of spreading economic development and reducing wealth disparities.

Although the term “development” is sometimes used interchangeably with “growth” in academic contexts, it is significant to remember that development is a phenomenon that occurs as a result of growth. Economic growth is the result of favorable economic progress. Development, on the other hand, might be characterized as an increase in people's well-being as a result of these events. Therefore, when measuring the level of development of countries and peoples, the level of development is a decisive concept (Cengiz et al., 2012, p.63). Therefore, the concept of sustainable development should not be limited to physical progress. Because development requires more than just physical growth. Rather than physical growth, sustainable development emphasizes the growth and development of social values such as human and environmental values. As a result, human values development should be at the forefront of sustainable development. The growth and development of human values is an important component of general and sustainable local development (Öztürk & Mengüloğlu, 2008).

It has the potential to create sales and throughput, labor earnings and employment, exchange earnings, a better balance of payments, significant infrastructure development that benefits both locals and tourists, and it can help diversify the economic base. (Durberry, 2004; Frechtling & Horvath, 1999; Glasson et al., 1995; Lankford and Howard, 1994; Narayan, 2004; Reid, 2003; Oh, 2005). As a result, efforts in tourist destinations to maximize economic and development gains from tourism have focused on marketing and management strategies to enhance visitor numbers, length of stay, and overall spending. The popularity of alternative visitor types is continuously growing, while interest in mass tourism is rapidly declining. Rural tourism, which provides a more traditional and nature-integrated lifestyle experience for a limited time, away from the technical and cultural milieu in which one lives, occupies a significant position among alternative tourist kinds in terms of source and application. The desire of tourists to have a different experience, to learn new things, and to see various things enhances the importance given to alternative tourism kinds (Çeken et al., 2012). Rural tourism is the most major sort of alternative tourism discussed.

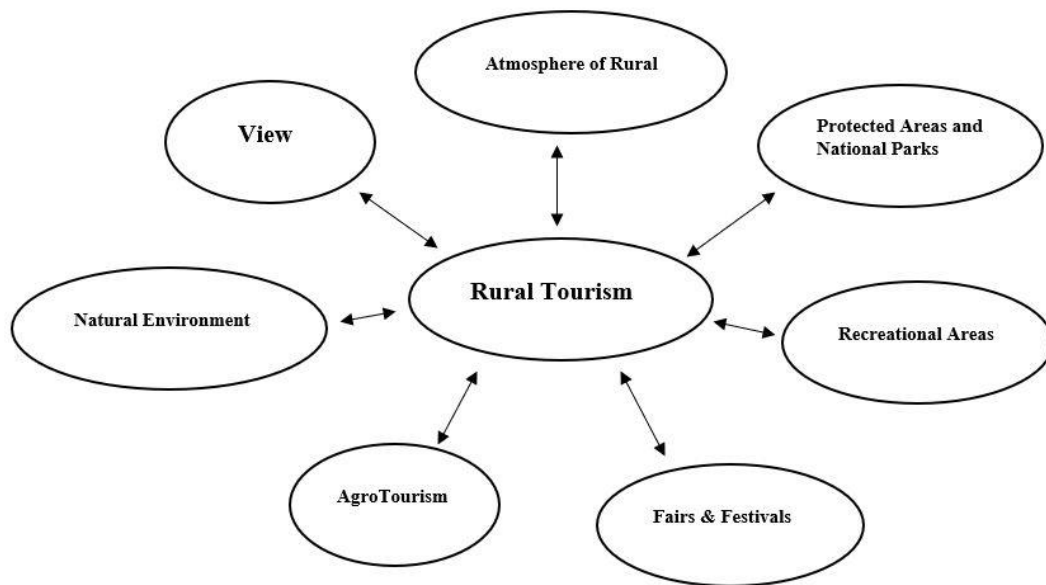


Figure 4.1. Appealing Aspects of Rural Tourism
(Source: Güdücüler, 2012)

According to the OECD, rural tourism is defined as a tourism that takes place in rural regions and is functionally rural... that is, it is firmly founded on the unique characteristics of the rural environment, such as open space, contact with nature, rural

heritage, and society. Its size should be appropriate for the landscape and towns where it operates, which are typically under 10,000 people. While farm tourism should be included in its scope, its general aim should include the entire range of acceptable companies and settlement types in the countryside. Its goal should be to assist in ensuring the region's long-term viability. Rather than being a drive for urbanization, it should be a push for the preservation of rurality (OECD, 1994).

Rural tourism is defined by the World Trade Organization (WTO) as a tourism product “that provides visitors with a personalized experience, a taste of the physical and human environment of the countryside and to the extent possible, allows them to participate in the activities, traditions, and lifestyles of local people” (Aref & Gill, 2009). The EU defines rural tourism as “persons traveling to and staying in rural areas / without mass tourism / other than those of their usual environment for less than one year for leisure, business, or other purposes (excluding the exercise of an activity remunerated from within the place visited) for leisure, business, or other purposes” (excluding the exercise of an activity remunerated from within the place visited) (Lebe & Milfelner, 2006).

In accordance with Cengiz (2012) tourism, in its broadest meaning, it is what people do individually or collectively for reasons such as rest, entertainment, curiosity, sports, health, culture, and learning new things, as long as they do not settle outside of the places where they regularly reside, work, and meet their basic needs and do not earn a living. It encompasses all of the relationships that come from the need for goods and services generated by tourism businesses as a result of spending at least one night in their travels and destinations. According to Ritchie and Crouch (2000:2), the physical, historical, cultural, and human resources of a location are the most essential aspects that influence the selection of that region as a tourism area and tourist visits. Additionally, tourism infrastructure and superstructure resources are supporting aspects. The long-term effective utilization of these resources is crucial for the tourism industry's long-term viability. Three types of sources are important while determining whether or not to visit a city. There are three types of sources: primary, secondary, and supplementary. The most important sources for drawing tourists to the region are primary sources. Primary resources are the most motivating incentive for tourists to visit the region because they contain assets unique to the area. The quality of secondary and additional resources has

an impact on the quality of life of those who live in the region as well as those who use the city (Bahar, 2004:45-49; Dwyer & Kim, 2003:400-405).

Table 4.1. The Pros and Cons of Rural Tourism Development

(Source: Cannon, 1994, pp. 56-57 ; Chang, 2011)

The Pros and Cons of Rural Tourism Development	
Economic Costs	Economic Benefits
<p style="text-align: center;">Rural Tourism;</p> <ul style="list-style-type: none"> • Incurs developmental and marketing costs • Involves risk of the operator and community • Places demands on public services • May only give part-time employment • Is an image industry and is therefore very sensitive to the macro environmental conditions and forces outside direct community control • May increase cost of living for community residents because of inflation of property values and good services costs. 	<p style="text-align: center;">Rural Tourism;</p> <ul style="list-style-type: none"> • Brings more money, particularly foreign currency to the economy • Creates jobs and increase family and community income • Helps to diversify and stabilize the rural economy • Provides broader business base for the community and creates an opportunity for attracting other businesses and small industries • Provides the opportunity for innovation and creativity • Offers assistance to ongoing enterprises and services • Helps to develop regional craft and trade
Social Costs	Social Benefits
<p style="text-align: center;">Rural Tourism May Cause;</p> <ul style="list-style-type: none"> • The introduction of contradictory ideas and styles into the community • The increase of crime • Overcrowding and congestion • Infringement on privacy in households and in the sharing of important community resources with outsiders • Institutional, community and family jealousies, as all may not share the benefit equally 	<p style="text-align: center;">Rural Tourism;</p> <ul style="list-style-type: none"> • Fosters a pride of place and sense of place • Helps to build up a community infrastructure • Provides the opportunities for cultural Exchange • Promotes a team community spirit particularly through the development of cultural and entertainment activities • Creates conditions for safeguarding and enhancing local cultural identities

(cont. on the next page)

Table 4.1. (cont.)

Environmental Costs	Environmental Benefits
<p style="text-align: center;">Rural Tourism;</p> <ul style="list-style-type: none"> • May downgrade the quality of natural and historic areas through increased tourism development and tourist behaviour • May increase noise and litter pollution 	<p style="text-align: center;">Rural Tourism;</p> <ul style="list-style-type: none"> • Can be a key factor in revitalizing the natural, cultural and historical resources of a rural region • Promotes and encourage village renewal and a cleaner countryside • Can foster the preservation and conservation of worthwhile resources

4.1. The Role of Food Festivals in Rural Tourism

The idea of rural tourism, as a first time, has emerged for the purpose of visiting and getting to know rural areas by people which live in developed regions or countries (Sugiarti et al., 2003). Rural tourism is the utilization of rural areas by urban people from the same or different countries, usually for leisure, recreation, and small business. This definition, however, highlights a number of crucial distinctions that are distinct and complex. Rural tourism can range from a protracted vacation in a country far away from the tourist's regular residence to a quick stroll in the countryside. These vacations might be active or passive, in or near the city, on or off the beaten path, for physical or emotional reasons, such as seeing family and relatives. Although rural tourism is difficult to describe and generalize because of these distinctions, (Swarbrooke, 1998) there are many definitions for rural tourism, which is also called agriculture and farming tourism in some sources. In some sources low population density is emphasized.

In some of the definitions, agriculture-based production dynamics are emphasized (Yılmaz & Gürol, 2012). The term “rural tourism” refers to travel to rural areas in general. On the other hand, rural tourism is a more complicated phenomenon, according to study. Tourism-related nature-based activities, festivals, cultural events, agricultural tourism, and handicraft exhibitions are all examples of rural tourism. Rural tourism is a diverse activity that encompasses all forms of agrotourism, educational travel, health tourism, and ecotourism (Özkan, 2007: 86). According to Akça (2004), rural tourism is a harmony of events and relations which are the result of visitation of people to places which are different than their permanent residence, by demanding the goods and services produced

by the farmers in places suitable for the natural texture of the region, and improving their economic level. According to another definition of rural tourism, it is a type of tourism where people go to a rural settlement to relax and enjoy in natural environments and be together with different cultures, stay there and watch or participate in unique activities of that region (Soykan, 2006).

Rural tourism is defined by the European Union as “the entire range of activities which have been carried out in rural communities where services are provided in accordance with their expectations to tourists seeking to enjoy agricultural products or local values” (EC,1999:151). In addition to this, other distinguishing characteristics must be mentioned in order to avoid conceptual ambiguity. Rural tourism is an absolute necessity in rural communities. However, it would be incorrect to categorize all types of tourism conducted in rural regions as rural tourism. According to Chambers (2004: 180), there should be a constant human presence in rural tourism, and “human presence” is the only quality that distinguishes rural tourism from all other non-urban tourism activities. In this context, evaluating all types of non-urban touristic activities carried out in nature and pristine surroundings as rural tourism would be incorrect. While the rural region and its qualities are occasionally highlighted in rural tourism, the expectations of tourists from the touristic destination are sometimes highlighted. This is owing to the fact that rural tourism is assessed from both the supply and demand sides (Kuşat, 2014).

Agri-/agrotourism, farm tourism, wilderness tourism, green tourism, and ecotourism are the five categories of rural tourism which has been identified by Sharpley (1997). Although these categories are distinct, they share some characteristics. Visitors who spend time working on a farm, for example, contribute to farm tourism and agritourism, depending on whether the farm is a working farm or one where tourists have indicated an interest. Wilderness tourism refers to places of the forest or wilds, as the term implies. These are naturally green and sparsely populated locations. On the other hand, can also be as a contributor for the preservation of the green areas which is similar to conceptual approach of ecotourism. While Sharpley and Sharpley's (1997) definitions of rural tourism are comprehensive, they are nevertheless inadequate. Rural is not just a geographical region; it is also a psychological one. According to Frochot (2003), a complete definition of rural must incorporate psychological, social, historic, and image impressions of place in addition to physical location.

When the academic literature which is related with tourism, in various parts of the world is examined, it has seen that, rural tourism are described with different names such as village tourism, highland tourism, agricultural tourism or ecotourism. The most important reason for this situation is the lack of a common view in the academy which is about the scope and content of rural tourism (Akça et al., 2001). According to world tourism organization, rural tourism does not contain only agricultural tourism or farm tourism. It covers whole tourism activities which are in the rural areas. Hiking, climbing, rafting, bike tours, or photography can be called as an example of rural area based activities (Özkan, 2007). Additionally, as an instance, rural based activities can be arranged like this (Soykan, 2003; Kiper, 2006; Kadanalı & Yazgan, 2012; Çeken et al., 2012; Özdemir, 2012);

1. Agriculture and farming based activities in rural areas
2. Practises which are related to local handcrafts
3. To visit museums, natural parks and national parks
4. Various Competitions
5. Various Courses
6. Scientific Examinations

The main principles of rural tourism can be grouped and abstracted under the 5 main headings such as utilization, development, design, rural economy, conservation and marketing. Through this principles take a role as a guide for protection of rural areas while they are used. Due to the increasing interest in rural areas and rural tourism recently, some conservation strategies should be developed. Through the agency of this principles, rural areas can be protected from harmful affects of this interest and orientation (Kadanalı & Yazgan, 2012).

One of the significant aim of the rural tourism is that transformation of residential area which has agricultural production practises to the touristic residential area which has adequate infrastructure and social services. The residential areas or natural areas which have potential to be turned into rural tourism areas must have at least a few of the following qualities (Güdücüler, 2012; Çelik et. al., 2013; Wilson, 2001).

1. Adequate and healthy water resources
2. Accesibility
3. Adequate accommodation capacity and infrastructure
4. Rural attributes have to be unique

5. Conventionalism must be in the foreground
6. Sport Activities
7. Various forms of production style of the countryside should be offered to foreigners which are coming from different areas.
8. Adequate social, security and organization services.
9. People which are living in this rural areas should be conscious and willing about rural tourism and its benefits.
10. There must be natural or historical values in the region. Also, these values must be preserved and have potential for attraction.
11. Entrepreneurship
12. Hospitality

In recent years, gastronomy has been recognized as a deciding factor to attract the tourists during the choosing a trip destination process. Gastronomy tourism, on the other hand, has evolved into a viable alternative to sea, sand, and sun locations, as well as a supporting activity for these places. Gastronomic tourism, according to the literature, is defined as traveling to a touristic place to sample food, wine, and other unique local gastronomic assets (Küçükkömürler et al., 2018). Gastronomy tourism has emerged as a viable alternative for areas that cannot profit from the sea, sand, and sun, as well as natural or cultural resources, or that seek new resources in addition to those already available. Gastronomic legacy has been used to reinforce the regional identity of rural economies in this context. As a result, gourmet tourism has emerged as one of the most essential aspects of the fast growing cultural tourist business, as well as the most vital economic development strategy (Su & Horng, 2012).

Food tourism is defined by Hall and Mitchell (2001:308) as a visitation for primary and secondary food producers and food festivals. Through FBF, food tasting, experiencing local/unique attributes which are related with food and visiting food production regions are the primary motivation source for visitors (Hall, 1996). Food and tourism are two interconnected factors that bring people and cultures together in a variety of ways. Food, which is a significant cultural category for many people, is also used as a powerful tourism target marketing technique. In the relevant literature, this sort of tourism is referred to as Food Tourism, Culinary Tourism or Gastronomy Tourism. Gastronomic tourism is defined as “the whole of recreational experiential activities related to food and beverages for entertainment purposes in gastronomic destinations” by the United Nations

World Tourism Organization (UNWTO), which was established to manage universal and sustainable tourism activities (Küçükömrürler et al., 2018). In accordance with Lane (1993), rural tourism consist of nature-basd activities, festivals, historical and traditional events, art performances and agricultural tourism which are multi functional practises. For this reason, rural tourism is a complex organization which includes everyting from farm-based tourism to educational visitings (Kiper, 2006). Agriculture-based community projects, farm-based food festivals and farmer's markets are some of the networks that have been built under the heading of local food in rural areas. Main aim of the these networks are re-establishing and create permanence of relation which is among the food producers and consumers (Holloway et al., 2007; Kneafsey,2010). Food festivals in particular, might be a viable option for rural tourism development by adding value to previously existent items (Getz & Brown, 2006; Quan & Wang, 2004). Macionis and Cambourne (1998) define the prerequisites for the development of successful food and beverage tourism events as a combination of active development of foodtourism links, a focus on consumer needs, and the identification of cross-promotional opportunities between the food and tourism sectors. Food tourism, if correctly developed, can add to the spectrum of tourism attractions and bring new attractions to the destination, as well as economic benefits (Szivas, 1999).

Participating in local and regional activities stands out as one of the primary components that attract visitors, according to the definitions which are about rural tourism and food tourism. Typically, these events take the shape of local festivals. The contribution of rural tourism to the local economy is noted in definitions of rural tourism, and it is stated that it contributes to local economic development, and definitions are developed within this framework. The following is a definition of local economic development: It is a process in which current resources are managed and partnerships between local governments, social groups, and the business sector are formed to create new job possibilities and revitalize economic activities. As an addition, food and tourism, according to Hall (2005), Hall and Sharples (2003), and McBoyle (1996), represent important prospects for rural diversification and regional development. Because of the potential relationships between different industrial sectors, many communities see food tourism as an important component in local economic development strategies, allowing for not only a longer circulation of money within local economies, but also the growth of

new value-added production (OECD, 1995). A few components of such a development strategy, according to Hall (2005), include:

1. Reducing economic leakage by using local renewable resources rather than external sources;
2. Purchasing goods and services locally allows you to recycle financial resources inside the system;
3. Adding value to local produce before it is exported;
4. Connecting local stakeholders to build trust, new links, and more efficient exchanges;
5. Attracting external resources, particularly finance, skill, and technology.

The concept of rural tourism, which is included in the tourist industry, has become an important aspect for sustainable rural development as the awareness of local development has grown. As a result, rural tourism will contribute to a better knowledge of rural development as well as play a significant part in ensuring the development's long-term viability and sustainability (Kuşat, 2014).

4.2. The Contribution of Rural Tourism for Rural Development

Rural tourism has a wide range of social, economic, cultural, human, and environmental consequences. The British Tourism Council came up with a definition that underlines these implications. Rural tourism, according to the definition, serves people's social and cultural requirements, develops and protects the physical and natural environment, and it generates economic benefits from tourism destinations as a strategy for sustainable tourism. Because, rural tourism has a lot of promise for long-term growth. (Countryside Agency & English Tourism Council, 2001:11). Previous studies have focused on mostly the economic benefits of rural tourism, but cultural and environmental benefits have received less attention. This is largely due to the fact that economic consequences from tourism are easier to quantify, whereas cultural benefits necessitate an examination of views and behaviors, which are more difficult to interpret. Rural lodgings complement the income of rural residents who otherwise would not be able to afford to live or work in the countryside. This is especially true for rural households who require additional income to help pay for the higher costs of living in larger, older homes. As a result, rural tourism is seen as a method to diversify rural economies (Fennell &

Weaver 1997, Fleischer & Pizam 1997, Gannon 1994). In addition to that argument, this diversifications of economic sources encourage the sustainability of rural development.

Since the 1980s, when rural areas lost their appeal and living standards, imaginative and inventive development ideas for rural areas have been required. Rural tourism has a significant role to play in these development efforts. As a result, rural tourism is becoming increasingly popular and is being promoted in accordance with sustainable principles. The following are some of the reasons for the necessity for rural tourism in rural development (Soykan, 2006):

1. Traditional employment in rural areas are highly important to retain because some of them are unique to the area and are on the verge of extinction.
2. Rural tourism can provide a lot of new job opportunities.
3. Multiple, interrelated activities emerge as the expansion of tourism in the countryside fosters diversification.
4. Services in rural regions must be protected: rural tourism, information, transportation, and other services all contribute to the development of services.
5. Small rural settlements with a small population are at risk of losing their vitality due to the difficulty of bringing public services to the area.
6. In rural areas, cultural services and activities are underdeveloped.
7. In rural tourism, historical buildings can be beneficial in a variety of ways (accommodation, museum).
8. There is always a need to improve the rural environment and make it healthier.
9. Although women's roles in rural areas were once limited, they are now prepared to play significant roles.
10. To assist the growth of rural communities, fresh ideas and actions are required.

Absolutely, rural tourism has to be in rural communities or rural areas. However, not all tourism activities in rural areas can be considered in the framework of rural tourism. According to Chambers (2004), human presence is required in rural tourism. Therefore, human presence is a crucial aspect in rural tourism. As a result, referring to all types of tourism activities that are not carried out in a city as “country tourism” is incorrect. In

rural tourism, the rural area where touristic activities are carried out and its characteristics are sometimes highlighted. Tourists from rural areas' expectations are sometimes highlighted. The reason for this is that rural tourism is sometimes measured in terms of supplies and sometimes measured in terms of demands (Kuşat, 2014).

4.3. Problems and Pitfalls of Rural Tourism

Rural tourism has both beneficial and bad effects on rural communities. However, the notion that rural tourism is one of the most important factors in rural development has gained traction in recent years. Given that a large portion of Turkey's population lives in rural areas and that agricultural activities are the most important source of income for those who live there, it is a given that the development of these regions and local people will be a significant step forward in the country's development and welfare (Cengiz, 2012).

As an advantage of rural tourism, if it is necessary to compare with the rural tourism and other type of tourism alternatives; rural tourism is cheaper. It might be claimed that rural tourism is not reliant on outside enterprises or companies because it can thrive with the assistance of local governments and small businesses. In other circumstances, developing tourism may be prohibitively expensive or necessitate the involvement of huge corporations or chains, whereas rural tourism can be developed with less investment, resources, and knowledge. Furthermore, because rural tourism is not reliant on multinational corporations, it may be assumed that they do not want their advice on how to develop tourism in the region. In short, from the perspective of rural economic development, rural tourism is less expensive and easier to implement than other economic activity such as manufacturing. As a result, rural tourist development is less expensive than other economic development initiatives (Wilson, 2001). Owing to the rural tourism, cultural and historical values can be protected. Providing employment and contributing to the development of rural areas are other benefits of rural tourism. On the other hand, as a negative affects of rural tourism, because of unplanned investments and implementations, natural and cultural values which are unique for the region can be damaged. Also, rural tourism can effect the national and rural economy in a bad way. Accordingly, some strategies have to be developed which promote sustainable usage of resources, are environmental friendly, contribute the economical level of local people and

future generations, improve the quality of life by providing new employment opportunities for local people (Kuter & Ünal, 2013).

The idea of rural tourism, as a first time, emerged for the purpose of visiting and getting to know rural areas by people which live in developed regions or countries. There are three significant factors that increase tourism level in rural areas;

1. Although people are familiar to the tourism types, they are tend to participate to the activities which operate in the open spaces.
2. In the rural areas, traditional production industry has decreased, due to this changes, people have been pushed to create new employment opportunities and income resources. As a result, tourism activities have grown and it has became an important component.
3. Due to the enhancement in natural environmental awareness, rural areas have gained an considerable potential in terms of tourism (Sugiarti et al., 2003).

Rural tourism has many contributions to the socio-economic, natural environment and cultural development of rural areas. This contributions can be grouped like (Akça 2004; Akça, 2005; Anonim, 2006c; Şerefoğlu, 2009; Ün et. al., 2012; Özdemir Yılmaz & Kafa Gürol, 2012; Yazgan ve Kadanalı, 2012; Karakaş, 2012; Ekiztepe, 2012; Çeken ve ark., 2012; Çelik et. al., 2013; Harbalıoğlu et. al., 2013);

1) With the aid of spread of rural tourism and becoming an significant element in the region, improvement and development occur for the infrastructure services which are provided by the central or local governments.

2) Through development of tourism in rural areas, position of the women in the family and importance of women in the working life are changed. In this way, this developments create easier and faster circumstance for women to adapt to the working life.

3) Rural tourism can bring additional revenue to households in rural areas, whether they are involved in agriculture or not. It is possible to develop new career opportunities. Significant changes have occurred, particularly for women. When the traditional resource-based economy shifted to a service-oriented business like tourism, women saw good changes in their family's livelihood, their working status, and the flow and style of their lives. Men have also changed as a result of this predicament. Wives, daughters, and mothers of men who lose their careers may find work in local tourism enterprises. While

tourism provides jobs for youngs and women, males may feel left out. For this reason, women who find work more easily than men have a more positive view of tourism (Ritchiel & Inkari, 2006: 32).

- 4) Through rural tourism, demand to the agricultural products increase and agricultural production techniques are diversified.
- 5) Enhancement of Popularity: In order to promote the region and improve the rural economy, events such as village weddings, local handicrafts, meals, traditional competitions, and festivals should be included in rural tourism activities (Köroğlu, 2006).
- 6) For the sustainability of rural tourism, natural and archaeological values in the region are taken under the protection.
- 7) Alternative Vacation Opportunity: Another benefit of rural tourism is that it spreads to coastal locations, allowing mass tourist to flourish during the summer months. Traditional holiday centers, which have lost their calming quality as a result of rural tourism, are freed of their burden, and vacations can be extended to longer periods of time and to additional places. As a result, despite the disadvantages created by tourism's seasonal nature, rural tourism can be considered one of the most acceptable economic solutions for rural communities (Fesenmaier, 1995; Wilson, 2001:33).
- 8) For the economically middle class, rural tourism might be a cost-effective vacation alternative. Because rural tourism can provide inexpensive but excellent vacation options (Uçar, 2010).
- 9) Through to rural tourism, cultural and social information flows between people which are living in different settlements. Thus, the social inactive state of rural areas and local people disappears.

Rural tourism and its integration to the rural product, as a result of all of these contributions, has the potential to prevent locals from relocating to other regions by improving areas that are at risk of population loss and it can play an important role in creating jobs, increasing local prosperity, protecting and maintaining the environment, celebrating cultural assets, and ensuring a more equitable distribution of benefits (economically, socially, and culturally). Because rural tourism creates new job opportunities that are not related to agricultural based activities or contributes to

agricultural based activities. Hence, rural tourism should be stressed as a new job area creator in order to reduce migration level (DPT, 2010).

It is observed that rural tourism has many positive effects as well as some negative effects (Fesenmaier, 1995). Supporting backward rural communities drew considerable criticism after World War II, when rural tourism began to thrive. Over-dependence on the state, marginalization of small companies and local people, and passivity of local people are among the accusations. These are just a few examples of rural tourism's harmful consequences (Panyik, 2009). It is attached to some resources. Rural tourism is less expensive and easier to implement, but it is dependent on the public and private sector's natural and cultural resources in the region. It is also believed to be dependent on infrastructure, lodging, and eating and drinking amenities (Briedenhann, 2009). It can affect the physical environment in a bad way. Because of the advances and the growing number of tourists, hazards to the physical environment, social and cultural structure may arise if the required measures are not implemented (Cawley & Gilmore, 2007).

Tourism in rural areas must be well-planned and managed. If this is not done, negative environmental effects such as over use of natural resources, destruction of natural areas, historical values, and local characteristics may occur, in addition to the many benefits it will give to the region in terms of economic, social, and cultural elements. One of the negative environmental consequences is that, because rural tourist locations are fragile ecosystems, any tourism activity in these areas may pollute the environment and even deplete natural resources (Çolak, 2009). Excessive and extensive use of rural areas has the potential to destroy agricultural areas, natural and cultural places, and upset the ecological balance. These balances deteriorate as a result of unplanned rural tourist development, and as a result of the worsening of the balances, agricultural lands decrease. Reduced agricultural areas result in a shift in agricultural product variety and a drop in productivity. It has a negative impact on land and real estate prices in addition to agricultural production. In rural tourism areas, there may be speculative increases in land and other real estate prices. As a result of the exorbitant rise in rental costs, the agricultural producer might expect to earn rent by leaving his land vacant rather than farming (Morgül, 2006).

CHAPTER 5

THE ROLE OF FOOD FESTIVALS AND DESTINATION BRANDING

Expanding economic ties by increasing the amount of local food utilized in the business is a complementary strategy to boost the benefits of tourism (Hall, 2005; Telfer & Wall, 1996). The food industry's basic nature lends itself to a partnership with tourism. Relaxation, communication with others, learning new things, and hospitality are all related with food (Bruwer, 2003). Food has become an increasingly essential component of the tourism business, accounting for up to 25 percent of overall visitor spending (Hudman, 1986 as cited in Quan & Wang, 2004). Destinations are attempting to incorporate local food and beverages into their tourism product because tourists who consume local food and beverages become more acquainted with the host culture (Plummer et al., 2005).

Food tourism is becoming more widely acknowledged as an important component of the cultural tourist business, particularly in rural areas (Hall & Mitchell, 2001; Hjalager & Richards, 2002).

Festivals can play an essential part in the community's existence since they provide important options and activities for locals and tourists to spend their spare time, create opportunities to spend/earn money, and improve the community's image. Many communities are creating new festivals and events in order to boost the local economy, advance them, entertain them, and contribute to their cultural growth. As the number of festivals have grown, so has the need for skilled event management (Getz, 1993).

Festivals, on the other hand, are crucial in terms of rural tourism. Participating in “regional and local-specific activities” stands out as one of the most appealing aspects of rural tourism. Typically, these events take the shape of local festivals (Sert, 2013).

It has been stated previously that the economic, social, cultural, and environmental effects of festivals are the most emphasized; however, it is difficult to say that focusing too much on economic effects and measuring the success of festivals solely on their economic contributions is a correct approach. However, in recent years, social and environmental factors have grown in importance, and as a result, they have become more

quantified and prominent. In terms of event management, it's critical to understand how locals view social, cultural, and environmental implications in order to optimize the positive features of festivals while minimizing the bad ones (Small, 2005). According to many studies, local people have a critical role in the growth of tourism in a region, particularly in the acceptance or rejection of an event based on perception and attitude (Delamere, 1999).

It has been discovered that there is a direct correlation between the success and long-term viability of local festivals and the level of community support for these events. According to Delamere (2001), it is beneficial to evaluate the attitudes of festival attendees and host people regarding these events. Festivals' negative effects on local people's lives can thus be reduced, and a balance between social and economic development can be achieved. In short, the festival event will become efficient if the resources are used deliberately and the host people are integrated in the process. Simultaneously, it is critical to suggest remedies, both individually and collectively, to mitigate their harmful impacts. The findings can be used to develop strategies for future research, allowing the bad features of festivals to be lessened while the favorable aspects are increased (Sert, 2013).

Food is provided at most festivals, despite the fact that there are a range of festivals with various underlying themes. A festival with only a food component, on the other hand, cannot be defined as a food festival. A food festival is either a food featured event that focuses on regional/local speciality food or a food themed festival with food-based or food-related activities and programming. A food festival is a public celebration and promotion of local food that takes place in a community (Everett & Aitchison, 2007). With the rise in interest in culinary tourism, a number of food festivals have sprung up across the world, offering a unique type of amusement and tourist attraction (Lee et al., 2011). Many major and small towns are expressing their particular character and originality through well-honed festivals and community celebrations, which are becoming a growing phenomenon (Wood & Long, 2009).

Food festivals, which are one of the most popular sorts of regional festivals (Kalkstein Silkes et al., 2008), can be one alternative possibility for tourist development in regions, adding value to already existing items (Getz & Brown, 2006), rather than other types of festivals.

The presentation of the product to tourists is an important part of a food tourism strategy. Special events and festivals, as described in the strategy components, play an essential role in this regard. The broader tendency toward cultural education through tourism has aided the growth of food festivals and other forms of festivals (Emmons, 2001). Small festivals in locations with few tourism attractions may be crucial in preserving citizens' discretionary spending and promoting civic pride from a development aspect (Chhabra et al., 2003; Sanders, 2005). One of the types of tourist attractions that has grown the fastest in recent years is special events or festivals (Burr, 1997; Crompton & McKay, 1997; Jago & Shaw, 1998; Thrane, 2002). Festivals are becoming increasingly important in tourism development and marketing plans, and tourism marketing specialists are purposefully generating new festivals as tourist attractions (Getz, 1989; Getz & Frisby, 1988).

5.1. Definitions and General Characteristics of Food Festivals

Festivals are regular public gatherings and rural tourism activity which take place in a certain location and are usually short-lived in order to commemorate a specific subject (Picard & Robinson, 2006). A festival honor culture, emphasize a cultural value, or commemorate a season or time of year (Getz, 1991; Kim, Uysal, & Chen, 2002). Rituals, music, and food are used to express cultural identity, and they play an important role in cultural celebrations. Festivals provide visitors with a sense of place, allowing them to experience a component of a destination that is different from their own culture (Saleh & Ryan, 1993). A cultural exchange occurs between the tourist and the host during a festival. Therefore, FBF are frequently used in such transactions., according to Getz (1991), is a public event that celebrates a certain topic in a specific region or area and includes a variety of activities.

Although there are festivals which have various content, the most common elements are food in the festival organizations. Every festivals which include food can not be classified as a food festival. A food festival has to highlight the regional or local foods and activities have to have food based subjects and experiences. In food festivals, tourists and local people engage in the context of promotion of food-based or food-related programmes. It is one the efficient way to engage with other people and local/regional

foods (Everett & Aitchison, 2007). Essentially, food tourism can be regarded as a culinary tourism, gastronomic tourism or cuisine tourism which encourage and reflects to the customer to experience and visit local foods or beverages in where they belong (Hall, Sharples et al. 2000; Hall & Mitchell 2001; Hjalager 2002; Boniface 2003; Hall, Sharples, Mitchell, et al. 2003; Mitchell & Hall 2003; Long 2004; Hall & Sharples 2008; Henderson 2009; Horng & Tsai 2012; Hall & Gössling 2013; Yeoman et al. 2015; Smith, 2007: 100).

5.2. Rural Destination Branding

Festivals play a significant role in city branding and are a key component of the global tourism sector. Paris, Rome, New York, Amsterdam, Barcelona, Istanbul, and Antalya have all become “brands” in recent years. The branding of cities is greatly influenced by the activities held in them (festivals, sports organizations, etc.). Festivals are becoming more important as the tendency toward individual and small groups, as well as special specialty tourism, grows (Kargiglioğlu & Kabacık, 2017). Hence, regional destination branding has become significant. Because regional brands can be developed as a competitive advantage for local administrations and specific regions. As a next stage, regional development and regional branding may contribute the branding of whole country. Consequently, state or city brands reflect a part of a national brands, regional brands reflect the specific regional branding. However all of this scales create an unity under the overall umbrella of a state brand (Crockett & Wood, 1999).

Castroville, California, in the United States, hosted the first artichoke festival ever in 1959. The Castroville area was referred to as the world’s artichoke center by the festival’s organizers. This program is a crucial example of how to brand an agricultural product in a specific area by promoting it.



Figure 5.1. Artichoke Center of the World Castroville
(Source: Url 2)



Figure 5.2. Sign of Castroville Artichoke Festival
(Source: Url 3)

The Castroville area which is known with its artichokes, hosted a beauty competition in 1948, and Marilyn Monroe deserved to win. Than, she has received the title of Artichoke Queen (Url 4).



Figure 5.3. Artichoke Queen and Her Sash

(Source: Url 5)

The involvement of such a well-known figure as Marilyn Monroe has encouraged its use to advertise the local artichoke festival internationally. Such ongoing studies are essential strategies for differentiating the festival from other festivals in the area and for establishing the festival's and rural destination branding.

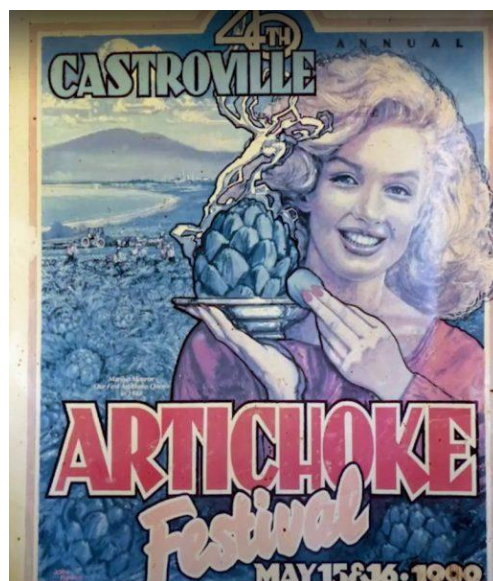


Figure 5.4. Usage of Marilyn Monroe Figure to Promote the Artichoke Festival

(Source: Url 6)

Even though regional destination branding has become significant for regional development, most of the studies tend to focus on sport events or large events which are organized in metropolitan areas. On this point in the literature, small scale festivals are differentiated from national festivals in terms of regional scale branding.

Scale of region is the first difference. Structure is the second difference in terms of community involvement (Lee et al., 2011). Boyne and Hall (2003), argue that regions are less specific than the cities, sparsely populated with the diverse landscape.

Hence, brand development and creation of identity is a big challenge for regions if it is compared with the situation of festivals which are organized in metropolitan scale. In addition to this, new trends which are related with the marketing strategies, are heavily related with the brands especially rural brandings. Because rather than places, tourists tend to participate the tourism activities which are responsive to actual, unique activities and less rooted (Butler, 1998). Although there are number of researches which are related with the regional food festivals. Number of examinations which have focused on food festivals for regional destination branding are insufficient (Lee et al., 2011).

CHAPTER 6

CASE STUDY

6.1. Location and General Attributes

İzmir city is located on the Urla-Çeşme-Karaburun Peninsula, in the western section of the city of İzmir that runs to the Aegean Sea. Despite being in the impacted area of the natural center, its cultural values have been retained to a significant extent. It has a distinct identity due to its geography, climate, unique flora and fauna, coasts, natural resources, historical settlements, and archaeological values. With its geographical location and ports, the Urla, Çeşme, Karaburun Peninsula has grown in prominence from the past to the present. Peninsula between the İzmir and Kusadasi bays in the west and the Kuşadası bays in the south From the Anatolian Peninsula's midsection to the Aegean Sea's western edge. It's the protrusion that juts out the farthest to the right.

Urla is one of the 30 districts of İzmir province and it is situated in the heart of the Urla Peninsula which is renowned as the largest of the Aegean Peninsula (Mater, 1982). In the west of İzmir city center, it is surrounded by İzmir Bay in the north, Seferihisar and Sakk Bay in the south, eşme in the west, and Güzelbahçe in the east. Urla, 35 kilometers from İzmir, is noted for its natural beauty and historical wealth.

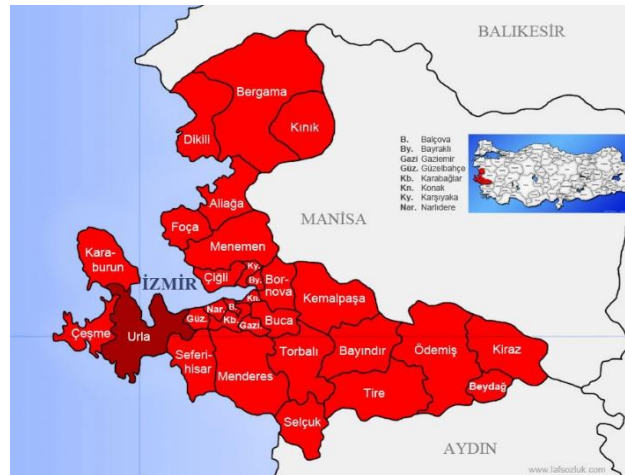


Figure 6.1. Districts of İzmir and Location of Urla

(Source: Urla 7)



Figure 6.2. Highway Map of İzmir

(Source: Url 8)

The central municipality administers the area, which has a core municipality, 23 neighborhoods, and 14 villages in Urla. The villages are distributed geographically as follows: Özbek on the north shore, Zeytinler, Uzunkuyu, Zeytinler, Demircili, Yaclar, Bademler, Gölcük on the south coast, Balıklöva, Kadiova, Barbaros, Birgi, Nohutalan, Gülbahçe on the west coast, and Kuşcular and Ovacık villages in the center. The villages of Özbek and Gülbahçe received neighborhood status after the administrative borders were changed by the law numbered 5216, which was passed in 2004 (Güdücüler, 2012).

Table 6.1. Population Changes in Municipalities (2015-2021)

Source: (Url 9)

Population Changes in Municipalities (2015-2021)							
	2015	2016	2017	2018	2019	2020	2021
<i>Çeşme</i>	39.243	40.312	41.278	43.489	44.363	46.093	48.167
<i>Karaburun</i>	9.403	9.575	9.812	10.603	10.759	11.329	11.927
<i>Urla</i>	60.750	62.439	64.895	66.360	67.339	69.550	72.741
<i>Seferihisar</i>	36.335	37.697	40.785	43.546	44.526	48.320	52.507

Table 6.2. Population Changes in Municipalities (2007-2022)

(Source: Url 10)

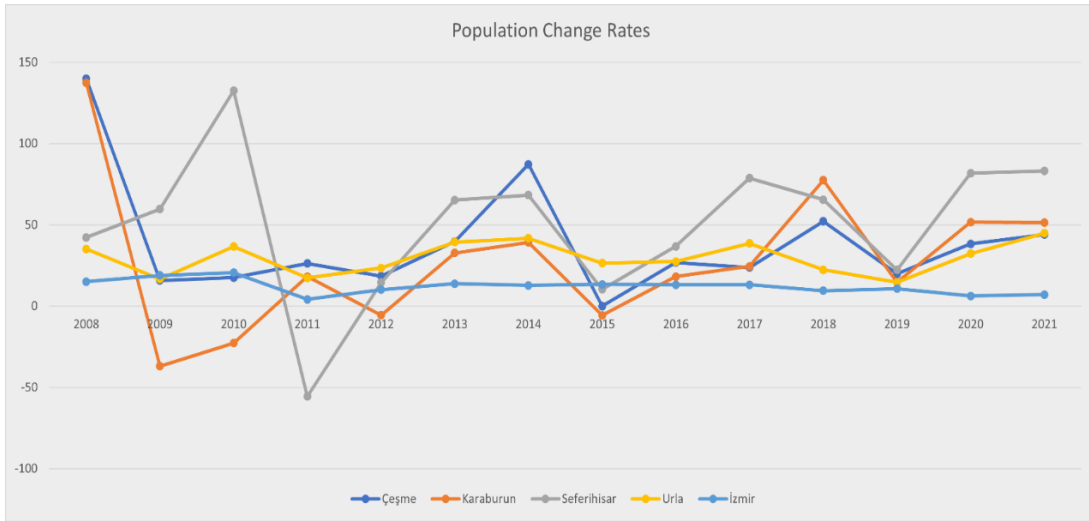
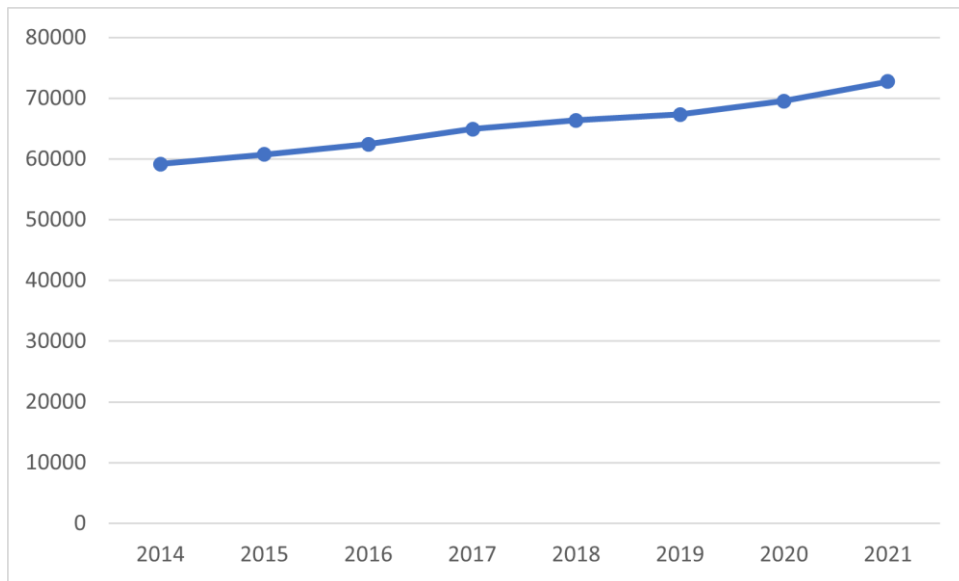


Table 6.3. Change of Population of Urla (2014-2021)

(Source: Url 11)



With its location connecting Anatolia to the Aegean Sea, surface shapes, rich plains, agricultural diversity, in other words, agriculture and industry, İzmir province and Aegean area, to which Urla is associated, is one of our geographical regions with significant growth potential. In addition, with its ideal temperature, natural beauty, beaches, historical and cultural wealth, and thermal resources, it has pioneered the growth of tourism (Emekli, 2002).



Figure 6.3. Administrative Borders of Urla
(Source: Gdcler, 2012)

Urla's rural and unique terrain, particularly the village communities, are a major draw for individuals who live in the city and want to participate in various tourism activities. The villages' tourism potential is determined by the geographical unit in which they are located, and rural tourism is diverse. As a result, the Urla region has significant potential for rural tourism.

6.1.2.Potentials of Urla for Rural Tourism

With its proximity to İzmir, undisturbed virgin landscapes, historical ruins, examples of civic architecture, and settlements that retain their traditional life traits, Urla has the potential for various sorts of tourism. In Urla, there are natural and cultural attractions that can support long-term tourism, and the locals welcome tourists and want tourism to grow (Emeksiz, 2002). As an addition to that, climate (temperature, wind, humidity, sea water temperature, etc.), geological and geomorphological (altitude and slope, lithological features, bays, valleys, beaches, etc.), vegetation, and thermal attractions, all of which are considered natural attractions, all contribute to Urla's tourism

potential. In light of Urla's geographical structure, agricultural products, and socio-cultural characteristics, it is reasonable to conclude that it meets the criteria for the development of rural tourism in many ways, and so the existing potential should be assessed (Güdücüler, 2012).

With its unspoilt virgin regions, historical ruins, examples of civic architecture, communities that retain their traditional life traits, and geographically indicated agricultural goods, particularly olives and grapes, Urla is a significant district. It offers the potential for rural tourism in national and international scale. To answer the question of why rural tourism should be developed in Urla, the district's agricultural lands are shrinking for a variety of reasons, negatively affecting the yield-income relationship; the diversity of agricultural products is high, with products that can receive geographical indications such as artichoke; the olive oil culture, which dates back to ancient times; and the importance of rural areas. Increased supply and demand, as well as the construction of multi-purpose farms in rural areas, can be cited as possible solutions (Güdücüler, 2012).

6.2. Artichoke Production and It's Significance for Urla

The artichoke, which has been around since antiquity, is one of the rare delicacies depicted on column capitals from the ancient Greek and Roman periods, as well as emblems of sacrifice and fertility in ancient Egypt and on kings' banquets. Artichoke leaves, on the other hand, were known to be utilized as herbal medicine in the treatment of many maladies in ancient times (Url 12). Artichoke, a plant which was frequently used in ancient times, is a mythological plant that has an important value in Greek mythology. According to the legend which is inherited from the Hellenistic period; Zeus, the god of gods, falls in love with Cynara and he turned her to the goddess. Later, his love for Cynara is replaced by the love of Aphrodite. Cynara gets very angry and burns everything. Then Zeus transforms her to a plant to punish her. Later, this plant picked up the name of artichoke (Url 13). Hence, the botanical name of the artichoke is Cynara. (Url 14).

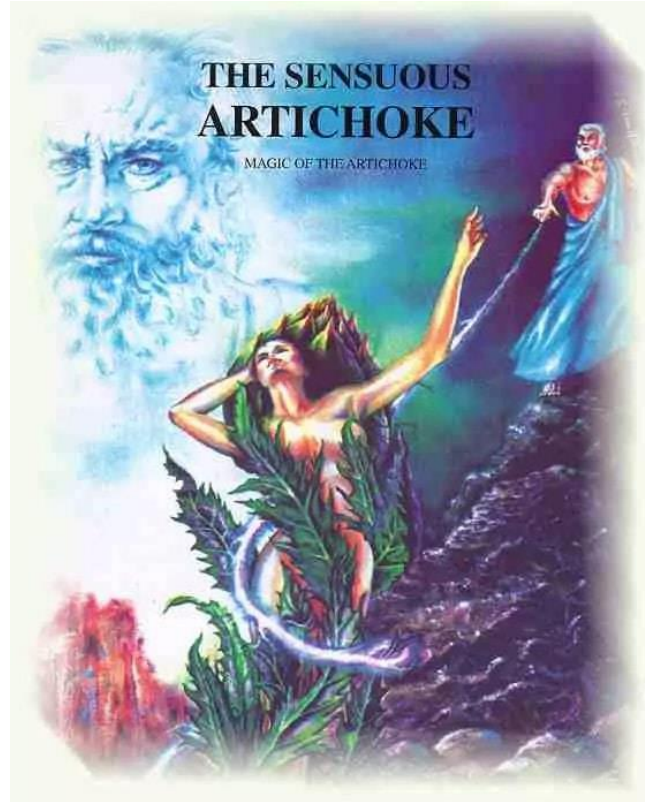


Figure 6.4. Transformation of Cynara to the Artichoke by Zeus
(Source: Url 15)

As an addition, artichoke is a Mediterranean species whose wild variants are known to be present in all of the basin's countries. According to some sources, the first mention of evaluating the leaves of wild artichoke dates back to BC. It may be noticed that it is 300 years old (Eser et al., 2006). The artichoke, which has a high nutritional value, ranks first among vegetables and fruits in terms of the nutritional diversity it possesses (Ryder et al., 1983).

Because the majority of artichoke production in Turkey is done by vegetative means, Gum and Bayrampaşa varieties that are ideal for this sort of production are primarily grown. Seed-grown cultivars began to be employed mostly in canning and freezing production at the turn of the century. Small-headed canned cultivars of domestic and foreign origin are grown in Turkey's Bayrampaşa and Gum provinces (Eser et al., 2006), (Bektaş et al., 2013)



Figure 6.5. Urla Gum Artichoke
(Photo Taken by Onur Bora ASLAN, May, 2022)

Artichoke cultivation is mostly practiced in the Urla region, which is unique to this region and has a regional indicator. Between 2010 and 2021, the data of the six districts in the İzmir region with the largest artichoke output are shown in the table below.

Table 6.4. Artichoke Production in İzmir (Ton)
(Source: Url 16)

Artichoke Production in İzmir (Ton)												
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
<i>Urla</i>	1563	1625	1625	2250	2964	2990	3367	3913	4030	4290	2600	2600
<i>Menemen</i>	375	375	375	375	375	375	90	225	225	150	150	150
<i>Çeşme</i>	2760	3125	3125	3125	3575	3705	3900	3750	4650	4665	4725	4733
<i>Karaburun</i>	960	960	840	840	264	264	264	360	360	360	351	438
<i>Seferihisar</i>	1855	1880	1818	1812	1463	1104	1080	1140	1140	1285	1285	1290

Table 6.5. Artichoke Production Fields in Urla (Decare)

(Source: Url 17)

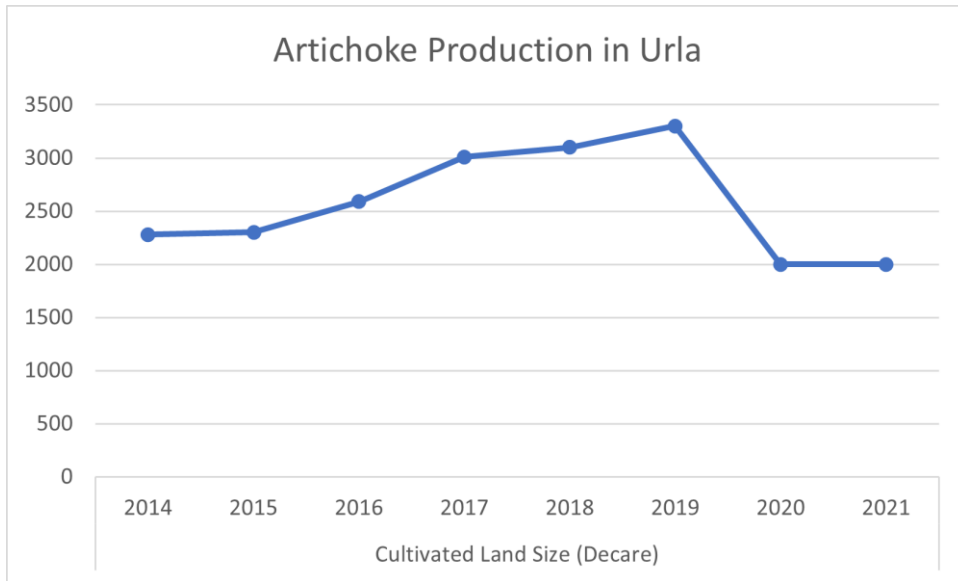
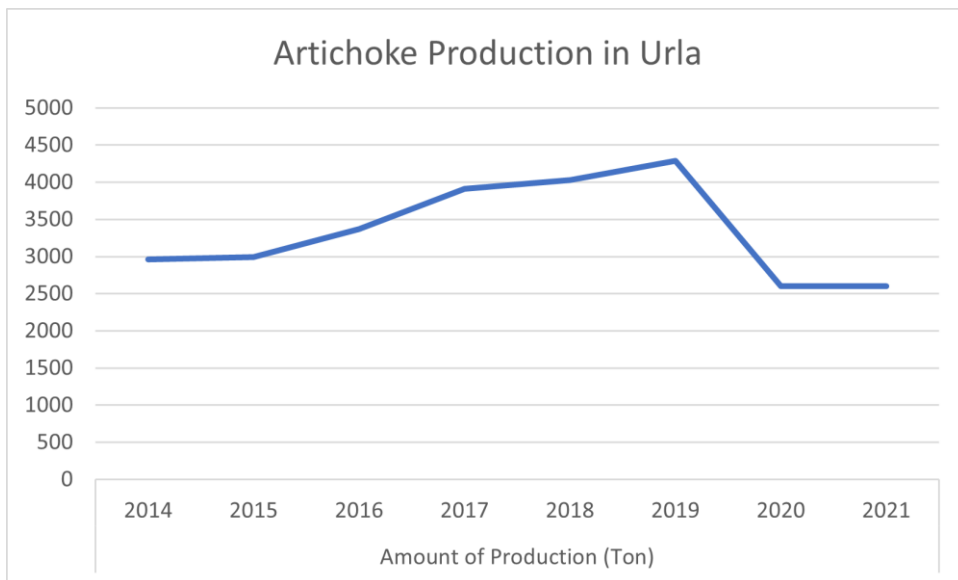


Table 6.6. Artichoke Production in Urla (Ton)

(Source: Url 18)



6.2.1. Geographical Indication

Geographical indications expose and brand local products and traits, which help to enhance rural tourism and contribute to the establishment of different economic regions (Kan & Gülçubuk, 2008, p.58). It is important to produce exclusively according to the features of the specified product in order to offer the geographical indicator registration to the product. As a result, by supporting economic activities, this process, which supports local production, contributes to rural development (Çalışkan, 2010). Indication of location "A sign used on the product is a right that identifies the product originating from a certain region and that the product originates from a certain geographical region and indicates that the quality, reputation, or other characteristic features of the product originate from a certain geographical region," according to the definition of TPTO from 2007. Registration of geographical indications is critical for protecting product, producer, consumer, and cultural values (TPTO, 2019). Origin (*Menşe*) and Geographical (*Mahreç*) Indications are the two types of geographical indications. Geographical indications in this situation are referred to as “*Menşe*”; if all of a product's main characteristics originate from particular natural and human sources. A product must be entirely produced, processed, and treated inside the boundaries of the specified geographic area in order to achieve a “*Menşe*”. On the other hand, “*Mahreç*” is a geographical indication that is associated with a specific geographic area due to its distinctive quality, reputation, or other characteristics; it is the requirement that at least one of the production, processing, or other operations take place within the designated geographical area. Other production and processing stages may be carried out outside the territory of origin when one of the raw material or production, processing stages is registered as a product of origin in the region (Url 19)

Products bearing the origin sign cannot be manufactured outside of the geographical region in which they are found and must be manufactured in that region, but products with the origin sign can be manufactured in other regions if at least one of the stated features is present. However, when producing items with a geographical indicator, the same manufacturing methods and raw materials specific to the geographical location must be employed, and the product quality must be consistent. The place of manufacture is the fundamental distinction between the two registration marks. (According to TPTO, 2019). Geographical indicators are legally protected in order to avoid unlawful product

use and consumer misinformation about the location. Unfair competition laws, trademark laws, and geographical indication laws can all provide these safeguards (Gökoval, 2010:144).



Figure 6.6. Types of Geographical Indications

(Source: Url 20)

The vast production of agricultural products with geographical indications or that exhibit their qualities most strongly is one of the peninsula's most distinguishing aspects. In terms of gastronomic values and product variety, it is the most significant element that distinguishes the peninsula from other İzmir locations. As a result, food-based festivals promoting regional gastronomic values are becoming increasingly popular. Food festivals have a lot of potential for marketing these places and products. The İzmir region is where numerous agricultural goods are produced and sold in a distinctive manner. The festivals held in various regions each year play a significant role in the branding of these gastronomic values and the investments made for the Urla-Çeşme-Karaburun peninsula and the city of İzmir to have a sustainable economy in terms of agricultural production. This is also why various festivals were required to promote the products at the national level. The table below lists the food-related festivals that have taken place on the peninsula, as well as the dates on which they began.

Table 6.7. Festivals in Urla, Çeşme, Karaburun Peninsula

(Source: Url 21)

Festivals in Urla, Çeşme, Karaburun Peninsula			
Food Based Festivals	Date of the start	Food Based Festivals	Date of the start
Alaçatı Herb Festival	2010	Bademli Cherry Festival	1972
Seferihisar Mandarin Festival	2000	Payamlı Fıg Festival	2013
Karşıyaka Aegean Grasses	2022	Ancestor Bread & Armola Chees Festival	2017
Gülbağçe Albanian Pastry	2022	Kavacık Grape Festival	2010
Urla Artichoke Festival	2015	Saıpler Olive Festival	2011
Bademli Cherry Festival	1972	Ödemiş Chestnut Festival	2019
Payamlı Fıg Festival	2013	Gümüldür Mandarin	2014
Ancestor Bread & Armola Chees	2017	Ödemiş Potato Festival	2021

The fact that there are so many food-related festivals emphasizes the gastronomic diversity of the Izmir region, particularly the Urla, Çeşme, Karaburun peninsula. The promotion of unique agricultural products and the strength of the region in terms of food tourism are both evidenced by the fact that the majority of the items utilized in the food festivals which are listed above are geographically indicated. In addition, the fact that agricultural products are the products of four different seasons prevents food festivals held in the region from being limited to one season only. Therefore, it assures that the region is continually alive in terms of rural and cuisine tourism by holding several festivals at various times of the year.

6.3. International Urla Artichoke Festival

The Urla Artichoke Festival takes place at Urla Republic Square, which is located in the heart of Urla and is surrounded by the Urla District Municipality building and a shopping mall.

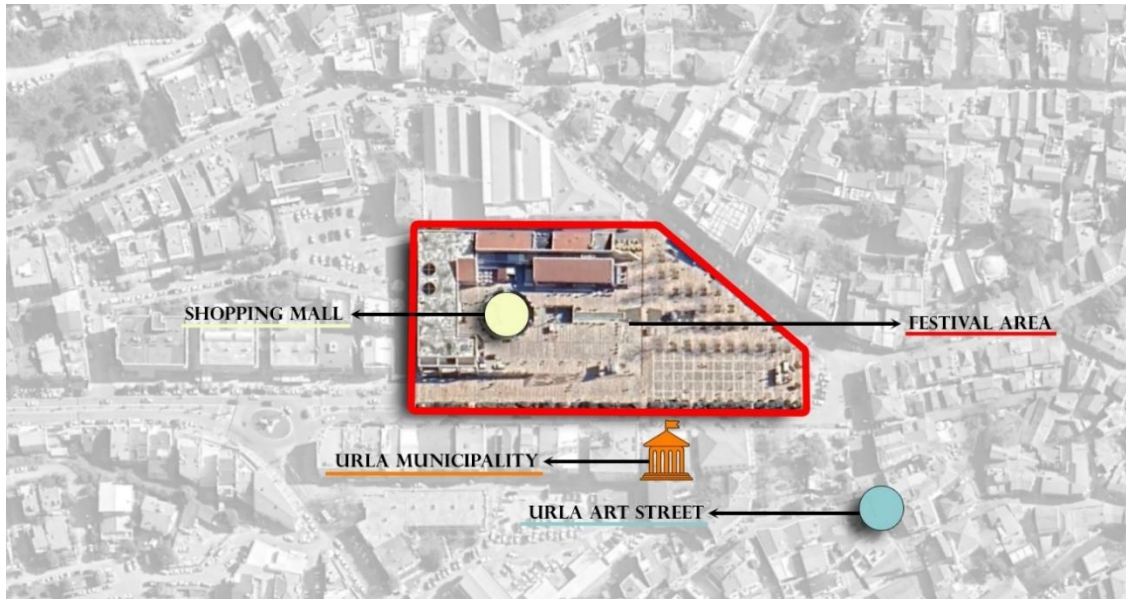


Figure 6.7. Location of Urla Artichoke Festival Area (Urla Republic Square)

The activities in which the local cuisine culture takes place are one of the variables affecting tourism mobilization. Events are activities that, by their contents and fields of activity, contribute considerably to the region and people of the region where the event is held in a social-cultural sense, and whose awareness is growing by the day (Bucak and Tool, 2013). National and international events, in particular, contribute significantly to the area tourism. Money flows to the region as a result of the festivals, media attention is drawn to the region, and demand for other services (such as lodging) in the region rises (Gül, et al., 2013). Festivals can be held in response to regional special days or cultural features, or they can be held to promote a single product (Şengül & Genç, 2016). Many festivals are held in the Urla region. Among these are the International Artichoke Festival, the Scarecrow Festival (also known as the Hollow Festival), the Grass Festival, the Vineyard Festival, and the Melon Festival (Egemen Urla Magazine, 2017: 16).

The UAF is a tourism event that takes place in Urla Republic Square, which is positioned in the center of Urla district. At this event, artichokes which are produced primarily in rural areas on the Urla's surrounding and through this event, visitors which are from all over the country can get opportunity to meet with local artichoke producers. The UAF, which was hosted for the first time in the last week of April in 2015, drew 50,000 visitors. The International UAF, which was held for the second time in 2016, was named the most successful festival award by the Shining Star Awards in 2016 (Url 22),

with 2,000,000 artichokes sold and 500,000 people in attendance (Kargiglioğlu & Kabacık, 2017). 8th UAF has arranged by İGAM, UDM, Urla Chamber of Agriculture and İzmir Economy University between 6th and 8th of May. More than 4 million artichokes were sold during the festival, and it was widely highlighted by the national media. The festival's schedule opened with a cortege and traditional dances. Three days of training and musical performances were provided for festival attendees.



Enginar mutluluğu

8. Uluslararası Urla Enginar Festivali'nde 4 milyon baş enginar satıldı. Belediye Başkan Vekili, Kaymakam Murtaza Dayanç "Enginar, Urla için çok önemli. Üreticimizin esnafımızın ve turizmcimizin kazanç sağlamasından dolayı mutluyuz" dedi. » 6'da



Figure 6.8. Urla Artichoke Festival in the National Media

(Source: Url 23)

6.3.1. Historical Development of Urla Artichoke Festival

According to SSI which were organized with authorized persons in municipality; Urla was a district that looked beyond its own boundaries for long-term development. Tradesmen, who form an essential part of the region's business operations, also have requests in this regard. The UAF began in 2015 as a way for the UDM to promote regional gourmet items. It was held as part of a cooperative project between the İGAM and the UDM on the peninsula.

The number of people who attended the UAF much exceeded expectations. The festival, which had been planned on a local scale the first time, took on an international dimension after the second festival, contrary to expectations, due to the tremendous interest of the participants. Chefs and tourists from all over the world were very interested in the artichoke, which is a regional agricultural product. Because of the festival's international scope, it distinguished itself from the peninsula project and achieved the status of a stand-alone event.

The festival was created with the goal of fostering the growth of gastronomy tourism by showcasing Aegean cuisine dishes produced with olive oil, particularly artichokes. Visitors can sample stuffed mussels with artichokes, boyoz with artichokes, artichoke doner, pasta with artichokes, and kokorec with artichokes at the International UAF. Visitors can also participate in a variety of activities such as artichoke snacks, dining in the artichoke field, engaging in art workshops, artichoke festival related street photography, kitchen conversations, and witnessing recipes in world-famous chefs' culinary courses (Kargiglioğlu & Kabacık, 2017).

6.3.2. Aims of the Festival

The fundamental objective of food festivals is to raise awareness of the festival's main products, which are often unique agricultural products on a national and global level. Visitors can participate in a variety of creative and cultural events during this promotion to have memorable, enjoyable, and unique experiences. When considering these principles, many objectives were established by the UM and the İGM during the construction of the programme of UAF. One of the most significant objectives has been

to maintain the long-term viability of Urla and the surrounding rural areas through the preservation of local agricultural values and productions. It's goal was to increase agricultural productivity in order to bring economic and social advantages to the people of the region. The festival aims to broaden the range of new products available and minimize agricultural land fragmentation, which is one of the leading causes of migration from rural areas to urban areas.

6.4. Materials and Methods

The method of this study is based on SSI with the stakeholders of the UAF. The stakeholders who have contributed to the UAF since it first began to be organized were identified as a consequence of the preliminary interviews with the institutions. The categories of stakeholders and their contributions to the festival's organization are included in a table. The impacts of the festival on rural communities and the region were looked into through surveys and interviews with stakeholders in the public, private, and civil society sectors.

Table 6.8. Stakeholder Analysis

STAKEHOLDER ANALYSIS					
Public Sector Stakeholders		Private Sector Stakeholders		Civil Society Stakeholder	
<i>Institution</i>	<i>Responsibility</i>	<i>Stakeholder</i>	<i>Responsibility</i>	<i>Institution</i>	<i>Responsibility</i>
İzmir Greater Area Municipality	<ul style="list-style-type: none"> • Owner, initiator • Financier 	İzmir Economy University	<ul style="list-style-type: none"> • Financier • Publicity and promotion • Participation of the master chief for the workshops • Provider of the concert equipment and organization of the performer 	Balklıova Village Agricultural Development Cooperative	<ul style="list-style-type: none"> • Artichoke producers • Control • Participant
Urla District Municipality	<ul style="list-style-type: none"> • Owner, • Initiator • Financier 	Farmers of the Artichoke	<ul style="list-style-type: none"> • Artichoke Provider • Participant of the festival 	Urla Women Cooperative	<ul style="list-style-type: none"> • Ensuring women's solidarity in artichoke production
Governor of Urla District	<ul style="list-style-type: none"> • Owner, • Security, • Organization 	Şafak Restaurant	<ul style="list-style-type: none"> • Organization • Meal Provider 		
Urla Chamber of Agriculture ³ (<i>Urla Ziraat Odası</i>)	<ul style="list-style-type: none"> • Initiator • Production provider and control • Organization of the Festival 	Urit Restaurant	<ul style="list-style-type: none"> • Organization • Meal Provider 		
Urla Parks and Gardens Directorate (<i>Urla Park ve Bahçeler Müdürlüğü</i>)	<ul style="list-style-type: none"> • Urban Furnitures • Production Provider and Control • Organization of the Festival 				
An Association of Chambers of Commerce and Artisans (<i>Urla esnaf ve Sanatkarlar Odası</i>)	<ul style="list-style-type: none"> • Initiator • Organization of the Festival 				
Mukhtars of the Neighborhoods	<ul style="list-style-type: none"> • Organization of the festival, controlling of the farmers' number 				

The SSI methodology was employed to acquire data during the field survey. A wide range of data sets were used to conduct qualitative and quantitative analyses in the study. On-site field work, as well as the breakdown of SSI used in the field studies and the compilation of the data set, were all started.

Stakeholder interviews, interviews with governmental institutions and organizations, and interviews with festival attendees were all undertaken as part of the study. Interviews were made between 01.03.2022 and 31.05.2022

The main reason for utilizing this strategy is that open-ended questions in social sciences make it exceedingly difficult to get the needed data. The most crucial thing to perform before doing field studies and conducting stakeholder interviews is to identify the stakeholders and determine their roles in the UAF, which is the focus of the study. In line with the data obtained as a result of interviews with institutions, the role of the stakeholders involved in the UAF is explained in below.

A set of multiple methods has been adopted in the interviews with public institutions and organizations. Stages of the research:

1. İzmir Greater Area Municipality
2. Urla District Municipality
3. Urla Parks and Gardens Directorate
4. Urla Chamber of Agriculture
5. Mukhtars of Neighborhood

Before heading into the field, it is difficult to know exactly how many people will be interviewed in the in-depth interviews with important public institutions, which we might call the qualitative element of the sampling. "Theoretical saturation" is defined by Glaser and Strauss as "the point at which comments from participants in in-depth interviews begin to repeat." It is recommended that the interviews be terminated at this point, presuming that the researcher will be unable to gain any additional information (1967). As a result, no information about the number of people who would conduct in-depth interviews with institutions has been provided.

For the interviews with the relevant public agencies and organizations in this study, the stakeholders were listed and they were determined in Table 6.8. To identify stakeholders, preliminary interviews were conducted with a variety of public entities. Stakeholders include all official institutions, commercial institutions, and non-governmental organizations that contribute to, organize, and own the festival's evolution, beginning with its conception as an idea.

Festival participants' interview forms are semi-structured, with 14 questions divided into ten categories. Six are open-ended, while the others are questions that assess the participant's level of engagement in a statement, expressed as yes or no or choice marking. This interview takes an average of 15 minutes to complete.

The 44 questions in the SSI form for the mukhtars are divided into two groups. All of these questions are designed to gauge a participant's level of agreement with a statement, which is stated as a yes or no or likert scale. This form has a 15-minute response time.

In-depth interviews with key public institutions and groups were conducted using a total of 18 questions, all of which were open-ended. Additional questions may be asked during the interview, or certain questions may be left unanswered, due to the flexible nature of the in-depth interview research technique. This interview is likely to last about 45 minutes on average.

7 open-ended questions were asked during in-depth interviews with the Provincial/District Agriculture Directorates. Additional questions may be asked during the interview, and some questions may be left unanswered, due to the flexible nature of the in-depth interview research technique. This interview is likely to last about 25 minutes on average.

6.5. Case Study Area Analysis

Following the identification of the stakeholders, the festival organizers were contacted about the data collection for the study, as well as information about the event's origins and goals. Institutions were interviewed in SSI as part of the data collection procedure. İzmir Greater Area Municipality (İGAM), Urla District Municipality (UDM), Urla Chamber of Agriculture (UCA) and Urla Agriculture Chamber Presidency (UACP) are the entities in question. In addition, various non-governmental organizations were interviewed, and the institutional interviews were completed.

Content of semi-structured interviews are in the below;

Semi-Structured Questions (Institutions)

1. When and by whom was the Urla Artichoke Festival organized?
2. What was the purpose of the festival?
3. How has the festival program changed over the years?
4. Why was artichoke chosen as the main product of the festival?
5. How did the Urla Artichoke Festival affect agricultural production in the region?
6. What were the benefits of the festival in terms of rural development?
7. What kind of difficulties are experienced in the supply and cultivation of artichoke, which is used as the main product of the festival?
8. Are all of the producers Urla residents? Is it possible for producers from different provinces and districts to participate? Why?
9. What is the role of female producers in the festival?
10. Who are the stakeholders and supporters of the festival?
11. How has the degree of involvement changed over time, and what changes to the festival program have been implemented to increase participation level of festival?
12. What kind of advantages did the festival bring to the region's promotion?
13. How was the participation of the local people in the festival and how has it developed over the years?
14. How was the financial resource provided for the festival? Who were the stakeholders?
15. How much help did you get from the local and national governments?
16. Does the festival have an international character?
17. What distinguishes Urla Artichoke Festival has different from others?

Interviews with the mukhtars and local producers in the neighborhoods where the greatest artichoke production is made and where the most participation in the UAF is ensured were conducted based on information acquired from the municipality of Urla District. This neighborhoods are Balıklıova, Demircili, Kuşçular neighborhoods. The effects of the UAF on rural development in the regions where artichokes are grown, as well as the positive and negative aspects of the festival, were contrasted in SSI with the mukhtars by comparing them before and after the festival. In order for the festival to be more successful and effective for the people of the region, the administrators' wishes and

the services offered by the local and central administration to the rural areas following the festival were also included.

Following the interviews with the mukhtars, agricultural producer surveys were done with the region's top artichoke producers. Farmer surveys are being conducted to learn why farmers prefer farming, what motivates them to grow artichokes, and what their thoughts are on the UAF. The following topics concern the role of artichoke production in the farmers' revenue distribution as well as the social, economic, and cultural changes they experienced as a result of the UAF. Finally, the questionnaires include questions about rural people's happiness with public services and changes in services following the festival in rural areas. Content of interviews are in the below;

Semi- Structured Questions (Producers)

1. How long have you been living in this village?
2. What is your reason to chose farming?
3. Have any of you migrated from your household to urban areas?
4. Do you intend to live in the village permanently? Why?
5. Do you wish to continue growing artichokes?
6. Do you want to continue to artichoke production?
7. What kind of economic and social changes have occurred in your life after the Urla Artichoke Festival?
8. Do you have a cooperative membership?

The participant surveys of the UAF, which took place between May 6 and 8 in 2022, were completed with festival attendees in the festival area as the final stage of the field research. The 101 participants which were chosen randomly in festival area were asked open-ended and semi-open questions in the interviews. After 101 surveys, the responses to the survey questions began to resemble one another. The survey investigations in the festival region were halted after this development, which is one of the significant markers that the survey process has achieved theoretical saturation level. The survey questions began with inquiries on the participants' demographic features, with the goal of determining why they attended the UAF and other events. The participants were given the chance to voice their positive and negative feelings regarding the UAF.

Finally, in order to improve the effectiveness and success of the UAF, participants' feedback on the festival's content and festival area were gathered.

Survey questions are demonstrated in the below;

Semi-Structured Questions (Festivals Participants)

1. Have you participated the festival from İzmir?
2. Do you live in rural area?
3. How many times have do you attended the Urla Artichoke Festival?
4. What other festivals did you attend in the province of İzmir besides this one?
5. What is your reason to attend the Urla Artichoke Festival?
6. What are the positive and negative aspects of Urla Artichoke Festival?
7. Do you consider to participate the festival next year? Why?

CHAPTER 7

RESULTS AND DISCUSSIONS

As a first step of the SSI with institutions, Pelin ŞENDAĞ from the Urla District Municipality Parks and Gardens Directorate was interviewed. According to the data obtained as a result of this meeting, the UAF was first organized in 2015 in partnership with the Urla District Municipality within the scope of the Peninsula Sustainable Development Strategy Project carried out by the İzmir Greater Area Municipality. In the first two years of the festival, the level of participation was limited to the local scale. In the following years, the organizers of the festival decided to take the event to an international dimension, as the number of participants exceeded the anticipated level. Because the participation level of festival from a larger than anticipated number of people demonstrated the possibility of the event having an international scope. In this way, the artichoke festival differed from other development projects of the peninsula.

In the context of economic dynamics, regional gastronomic values play a significant role in distinguishing the Urla-Çeşme-Karaburun peninsula from other areas. As a result, the Artichoke Festival is critical for the marketing of Urla and it's surrounding rural areas' potentials in terms of food and nature tourism. In addition, stands of artichokes grown in the region are set up for daily visitors in villages that are known for their involvement in the UAF, which is known for its intense artichoke production. Visitors who come to rural areas for nature and rural tourism, shop at the stands, bringing together local producers and providing an alternative source of revenue for them. This circumstance highlights the importance of gastronomic tourism within the context of rural tourism, demonstrating that artichoke sales are not confined to the UAF.



Figure 7.1. One Producer of Artichokes Selling the Products in Balıkhiova
(Photo Taken by Onur Bora ASLAN, April, 2022)

The festival aims to not only bring visitors to the Urla region and to promote some activities for economical benefits, but also to increase agricultural production, create new product diversity, prevent agricultural land fragmentation, introduce regional gastronomic values such as the UGA with Geographic Indication, and ensure sustainability. An key aspect of achieving this goal is organizing an artichoke festival.



Figure 7.2. Geographically Indicated Urla Gum Artichoke (UGA)
(Photos taken by Onur Bora Aslan, April, 2022)



Figure 7.3. Every five years, a geographically marked Urla Gum Artichoke is sown, and it is produced in April and May (Photos taken by Onur Bora Aslan, April, 2022)

These events, which bring the manufacturer and the customer together without the use of an intermediary institution or person, also promote marketing development. The UAF has boosted public knowledge of the UGA, allowing farmers to advertise their products outside of their home cities. Another manifestation of this trend is online sales. Pelin ŞENDAĞ gave the following response to the topic of how the festival influenced agricultural production:

“The festival had a beneficial effect on agricultural productivity. The prevention of agricultural land fragmentation and the decrease in rural-to-urban migration are at the forefront of the good consequences. Due to the festival, artichokes have gained popularity as a product and there has been an increase in the number of restaurants offering gastronomic tourism. The festival gave producers the chance to establish a marketing network and helped Urla Gum Artichoke become a recognized brand. The producer's involvement in the festival is significantly influenced by this.”

Urla Parks and Gardens Directorate, Pelin ŞENDAĞ, 2022

The most interesting answer to the question regarding the UAF in the interview with Pelin ŞENDAĞ is that there was a much more attendance than expected. The festival was identified as a festival that should be organized locally in the year that it began to be planned. However, the fact that there were more attendees than expected led to the recognition of the festival's potential for international dimension.

Sibel UYAR who is the former mayor of the UDM is the subject of the second part of the SSI with institutions. Ms. UYAR, who played a significant part in the festival's establishment claimed that the UAF is crucial in spreading awareness of Urla and UGA. Ms. Uyar noted that Izmir is a part of the World Gourmet Cities (DELİCE) network, which consists of 31 cities, and that the UAF was the first international festival to be organized in the İzmir region. According to accounts, this event was accomplished to promote the UGA which is the region's distinctive agricultural product, and increasing agricultural production.

Following are Sibel UYAR's opinions on the origins of the festival and its benefits to the area;

“The Urla Artichoke Festival is a gastronomic event that is organized as part of the peninsula's sustainable development strategy, which was created by the Izmir Greater Arae Municipality and includes the Izmir Institute of Technology. In this festival, which aimed to promote local development, it was requested that agriculture be developed, that local development be supported, and that agricultural output be made sustainable. The Urla neighborhood and its craftsmen were also involved in the project. The festival was intended to promote local craftsmen, tourism, and agriculture. The reason being that no project can be regarded as a sustainable development plan or as providing development if it cannot integrate within its own local dynamics.”

Urla District Municipality, Sibel UYAR, 2022

Protection of the product's features, state-supported development of agricultural production, and national and worldwide promotion are all crucial for the geographical indication status of the agricultural product produced in a given area. Adoption of the Urla Gum Artichoke as a geographically indicated product is one of the most significant answer of Sibel UYAR. The significance of the festival's contribution to the UGA's acceptance as a geographically indicated product was highlighted by Ms. UYAR. She claimed that the registration process for the product accelerated as a consequence of the

Gum Artichoke's increased popularity due to the UAF. In addition to these, Ms. UYAR pointed the existence of cooperatives and claimed that the inheritance law had a negative impact on agricultural production due to the diminishing agricultural regions. It was highlighted how crucial cooperatives and women cooperatives are for reducing production, and it was suggested that this system has to spread widely throughout the country.

The third part of the SSI with the institutions is the interview with Yener Kırmızı which is from the Local Services Unit of İGAM. He answered the question about why the artichoke was chosen as the main product of the festival;

“Vegetables of artichokes have been consumed since the early Greek and Roman times. Since the beginning of that time period, people have consumed artichokes. Artichoke leaves have been utilized as a medical raw materials for the treatment of various ailments in addition to their usage as a food. It has been a popular vegetable in our region because the Aegean Region was a component of its formation during the times that I mentioned. The festival promoted food prepared with olive oil, particularly the Urla Gum Artichoke, a key component of Aegean cuisine, in an attempt to increase gastronomy tourism in the region and in consequence, rural development. Because of this, artichoke was chosen as a fundamental material of the festival.”

Local Services of İzmir Greater Area Municipality, Yener KIRMIZI, 2022

The fourth part of the SSI with institutions is with Muharrem Uslucan, the head of the Urla Chamber of Agriculture, one of the significant stakeholders in the UAF. The İzmir Chamber of Agriculture's part in the festival is to create a supportive environment for the production of goods in the fields and their transportation to the festival area, as indicated in the stakeholder analysis table. The evidence gleaned from the meeting indicates that the UAF was brought up for discussion by the time mayor, Sibel UYAR, and that planning for it began when the requisite research was done. Prior to the creation of festival, artichoke production was at an all-time high, making it impossible to reach the necessary marketing level to create a supply-demand equilibrium. An key disadvantage for the Urla region was the inability to adequately analyze a product that was so excellent from a gourmet perspective. Eliminating this circumstance is one of the goals of the artichoke festival. The volume of artichokes significantly decreased after the festival, making it impossible to sell them in the field or bring them to the producer.

Artichoke growers from other provinces and districts are not allowed to sell their agricultural products during the festival in order for it to be unique to the Urla region. This rule, established by the event organizers, helps to highlight the festival's distinctiveness in the region. Producers must cultivate artichokes within the boundaries of the Urla district in order to sell them in the festival area. This criterion assures that the artichoke festival benefits only the residents of the area. Following the initial festival, social media was increasingly used to promote the event. As a result, the number of participants grew significantly each year.

With his words, the head of the Urla Chamber of Agriculture, Muharrem Uslucan;

“The festival helped to raise the public's knowledge of artichokes and spur economic and social growth for the producer. Despite the festival's partial failure to fulfill its objectives, the local populace profited from it. The inputs used in agricultural production have increased recently. Costs for medications and fertilizer have gone up. Because of this, artichoke production began to decrease: In the first several years of the festival, agricultural output rose quickly. Additionally, there were more farmers and other producers of artichokes. The festival helped Urla become a tourist hotspot and gave the town its first rental neighborhoods. People from large cities like Istanbul and Ankara began purchasing land from these locations, particularly in the Kuşçular area. Naturally, this area has seen a rise in land prices to extremely high levels as people seeking to escape the hustle and bustle of urban life want to live in harmony with nature. This area is a pioneer in the Urla region for agricultural production and animal activities. Another significant aspect in the development of this situation is the granting of zoning licenses to agricultural regions for the purpose of rent.”

Urla Chamber of Agriculture, Muharrem USLUCAN, 2022

The Urla Women's Cooperative, which conducts significant operations in the Urla Region, was the subject of the final section of the SSI with the institutions. The following comments from female producers and entrepreneurs explain their role in the festival;

“Living in Urla is one of the requirements for female producers in order to sell at the stands during the Urla Artichoke Festival. We want to improve our environment before assessing and increasing the value of women's labor. Priority was given to handcrafted objects to achieve this purpose..”

Urla Women's Cooperative, 2022

Members of the Urla Women's Cooperative claimed that as artichokes grown on agricultural property became a significant source of revenue, more individuals started engaging in artichoke production. The region's growing popularity means that the rising land prices had no impact on farming operations. Every year, the production of artichokes, which have grown to be a valued commodity, has increased. This has guaranteed the continued use of agricultural lands that were in danger of construction.

Table 7.1. Population Changes in Neighborhoods of Urla
(Source: Url 24)

Population Changes in Neighborhoods of Urla (2013-2021)									
	2013	2014	2015	2016	2017	2018	2019	2020	2021
<i>Balkhova</i>	908	1012	1031	1004	1045	1066	1039	1113	1127
<i>Demircili</i>	207	232	233	228	230	285	267	256	260
<i>Rüstem</i>	1324	1327	1282	1323	1297	1211	1214	1224	1281
<i>İskele</i>	2228	2310	2317	2358	2424	2486	2587	2696	2795
<i>Kuşçular</i>	2214	2270	2351	2476	2684	2749	2844	2989	3166

When the land usage in the Kuşçular region is investigated from 2014 to 2022, it is clear that, in line with Muharrem Uslucan's comments, with the opening of agricultural lands for development, it has become an important rent after the license to construct on the agricultural regions.

Interviews with local headmen in the Urla neighborhoods with the largest artichoke productivity were conducted as the second step of the field investigation. The table below shows the information gathered as a consequence of the interviews.

Table 7.2. Opinions of Mukhtars on the Survey Questions

Opinions of Mukhtars on the Survey Questions									
	Regarding benefits to the population, these celebrations are beneficial	I'm satisfied with my place as a tourist attraction	The newcomers to our community get along with the locals	The density of tourists has a negative impact on agricultural and animal activity	The tourist potential of the areas has expanded due to gastronomic tourism	I'm satisfied with the infrastructure services.	In our village, complaints about transportation have reduced	Tourism-related activities are diverse	The producers' level of income have increased
Demircili	++*	++	-	-	++	--	--	++	++
Kuşçular	+	+-	--	++	++	--	--	+	+-
Balkhova	++	++	+-	+-	++	--	--	++	++

*++ I strongly agree, + I agree, +- Indeterminate, - Disagree, -- Strongly disagree

Finding the key problem and positive aspect of living in the village in the community is one of the survey questions that was created with the mukhtars. The section below contains the responses provided by the mukhtars of Demircili and Balıklıova neighborhoods;

What is the village's major issue?

Mukhtar: *I believe that this village's zoning design and laws are its main problems. There was a lot of outside interest in the village as agricultural fields became available for development. Agricultural areas started to disappear as the construction industry in the community started to recover. Unrecoverable issues including a decline in rural identity and a rise in social inequality will happen if required precautions are not taken.*

What aspect of living in this village do you like the most?

Mukhtar: *The best feature of this community is its distinctiveness. We reside in a natural setting that is peaceful, quiet, and clean. I believe that this is a crucial opportunity.*

İbrahim DİREK, Mukhtar of Demircili Neighborhood, 2022

What is the village's major issue?

Mukhtar: *The Urla Artichoke Festival increased both the number of tourists who came to our area and the number of hotels constructed to accommodate them. As far as I'm aware, there are infrastructure projects that are currently going through the bidding process to meet the yearly growing demand for infrastructure. But at the moment, I can demonstrate that our village's largest issue is that we don't receive enough benefit from infrastructure services.*

What aspect of living in this village do you like the most?

Mukhtar: *We are a friendly society despite living in a hot climate. As a result, I can claim that this village's strong social ties, natural beauty, and relaxing atmosphere are its best features.*

Akın YILMAZ, Mukhtar of Balıklıova Neighborhood, 2022

In order to determine the impact of the UAF to the rural areas where they reside and the changes in their life, some of the artichoke farmers in the neighborhoods where the largest artichoke cultivation occurs in the Urla region were interviewed. The table below summarizes the most essential aspects of the data gathered as a result of the interview.

Table 7.3. Opinions of Artichoke Producers on the Agricultural Production

Opinions of Artichoke Producers on the Agricultural Production								
	The probability of agricultural lands being used for non-agricultural purposes has reduced.	My land's roads have been renovated.	My agricultural costs have increased	My farming activities have been influenced in a beneficial way	My capacity to advertise my products has improved	My capacity to offer my products at higher prices has improved	Subsidies to agriculture have increased	The sense of community and organization have strengthened
Farmer-1	-	-	++	-	++	+	-	+-
Farmer-2	--	--	++	--	++	+	--	+-
Farmer-3	+-	--	++	--	++	+	-	+-
Farmer-4	+	-	++	+	++	+	-	++
Farmer-5	++	+-	++	+-	++	++	+-	+
Farmer-6	-	-	++	-	++	++	--	+
Farmer-7	--	--	++	+-	++	+	--	+-

++ I strongly agree, + I agree, +- Indeterminate, - Disagree, -- Strongly disagree

In this context, producer surveys were produced, and replies varied from village to village. When asked why they choose to live in the village, the majority of the participants offered the same answer. The main reason that people in villages choose to live in these areas and engage in agricultural activities is that they were born and reared in these areas, they wish to keep their traditions alive, and they have no other options. The producers said that their products did not stay in the field with the artichoke festival, and that the artichokes they produced were sold in a very short time thanks to the festival, and that they made a profit in the interviews held in Kuşçular region, which is the village with the most danger in terms of rural identity and agricultural production, with the increase in awareness, the producers said that their products did not stay in the field with the artichoke festival, and that the artichokes they produced were With more people becoming aware of artichokes, new marketing methods have evolved, export options have opened up, and farmers have been more motivated to produce them.

Farmers in the Kuşçular region, however, stated that there has been no major change in the amount of artichoke they produce because the agricultural support granted by the local and national governments to stimulate agricultural production is insufficient.

Table 7.4. Opinions of Artichoke Producers on the Development Level and Public Services

Opinions of Artichoke Producers on the Development Level and Public Services								
	My satisfaction with governmental services have improved.	Our village has been developed	Those who relocated to the village get together with the locals people	The number of visitors to our village has increased	My ability to advertise my products has improved.	I am satisfied with infrastructure services	There is no need to migrate to the city	Non-agricultural economic activities increased in the village
Farmer-1	-	+-	--	+	++	--	--	++
Farmer-2	--	--	-	+	++	--	--	+
Farmer-3	-	-	+-	+	++	--	+-	++
Farmer-4	+-	+	+-	++	++	+-	+	++
Farmer-5	+	+	+	++	++	+	++	++
Farmer-6	-	+-	+-	+	++	-	-	++
Farmer-7	-	+-	--	++	++	-	-	++

++ I strongly agree, + I agree, +- Indeterminate, - Disagree, -- Strongly disagree

They stated that after the UAF and some other reasons, there was a significant increase in the traffic density in the region and the number of people migrating to the village from metropolitan cities, especially Istanbul and Ankara. The emergence of this migrant wave and the modification in the social structure, economic activity, and daily routines of the region have been influenced by factors other than the UAF and the increase in the territory's popularity. The risk of earthquakes in metropolitan areas, the perception of rural areas as alternative settlement areas as a result of the housing stock in cities approaching saturation, the location of Urla's rural areas along major transportation routes, and the recent inclination of urban residents toward nature are all factors that contribute to these migration movements. The farmers, who stated that they do not know most of the people living in the village anymore, argued that they were not in harmony with the newcomers due to the different habits in daily life, and that the people who settled in the village should be adapted to the village life. Because it was claimed that if newcomers may be unable to adapt into rural life, the original structure of the countryside would be damaged, and locals were concerned that their daily habits and cultures would alter.

“We purchase artichokes from neighboring districts and provinces to sell at the Urla Artichoke Festival since the local and federal governments are unable to provide enough agricultural support. All of the artichokes sold at the festival could be grown in the Urla region if support rose. As a result, the celebration has the property of being particular to the area. Although Urla had an excellent chance to advertise at this event, we are unable to fully take advantage of public services. The roads leading to our fields and through the community were not improved. Additionally, we have few irrigation facilities. We use our own tools and vehicles to transport water to our farms. The rise in production input costs has recently had a detrimental impact on farmers as well, and there are fewer farmers who want to sustain their current level of production. To address these issues or even just slightly lower our expenditures, we are unable to receive funding for diesel, seed, or fertilizer. These changes suggest that the key ingredient of the festival, which is scheduled to take place in the upcoming years the artichoke may face challenges in its supply and manufacturing.”

Artichoke Producer, Kuşçular Neighborhood, 2022

With his words of another farmer;

“Our village, which has a distinct social, cultural, and architectural texture, has become a center of rent as a result of the festival, and the home construction process, which is incompatible with the village, has accelerated. Agriculture and livestock operations declined in our community, which became a rentable region, as land values rose to extremely high levels. Agricultural lands began to be exploited for non-agricultural purposes, and prices rose in response to the increasing demand brought on by newcomers. As the building industry became more prevalent in the community, non-agricultural economic activity increased. These are not developments, in my opinion. Because the people's quality of life in the village did not improve, neither their purchasing power nor their desire to dwell in their communities improved. Our friends, on the other hand, who realized they couldn't afford to live in the village owing to rising prices, sold their agricultural holdings to others who wanted to build high-end villas and left the community. Those who couldn't adapt to city life's vitality, or who wanted to keep their traditions alive, returned to their villages and began to live as outsiders in the places where they were born and reared in less than ideal circumstances.”

Artichoke Producer, Kuşçular Neighborhood, 2022

The institutions in charge of the festival's administration have imposed some limits on festival participants in order to promote and sell products unique to the region where the festival is held. Furthermore, by not collecting the participation fee from cooperative members, it aims to be the driving force for the cooperative organization that builds the connections of solidarity among people engaged in agricultural production. The conditions for participating in the festival are listed in the table below;

Table 7.5. Conditions of Participation of Festival to Sell

Conditions of Participation of Festival to Sell			
Producers		Individual Participants	
Independent Producers	Cooperative Members	Traders	Housewifess
Having a field of artichokes within the boundaries of the Urla district	Producers who are members of the cooperative are allowed to sell their products for free at the stands which are arranged by the cooperative.	There is no restrictions	There is no restrictions
400 TL participation fee	No participation fee	400 TL participation fee	400 TL participation fee

The festival participant surveys, which will be done with participants of the UAF on May 6-8, 2022, are the final stage of the field research. At the festival in and around the Urla Republic Square, 101 randomly selected attendees were interviewed. The tables below represent the information gathered as a consequence of the interviews.

Table 7.6. Demographic Features of Urla Artichoke Festival Participants

Demographic Features of Urla Artichoke Festival Participants						
Gender		Education Level Distribution				
Male	Female	Primary School	High School	University	Master Degree	Doctorate
55%	45%	7%	24%	55%	9%	5%

Working Status			Residence Status Distribution		
	Count	%		Count	%
Employed	62	61	İzmir	87	86
Not Employed	39	39	Other	14	14
Total	101	100	Total	101	100

(cont. on the next page)

Table 7.6. (cont.)

	Count	%
Live in Rural Region	46	45%
Live in Centrium	55	55%
Total	101	100

How Many Times Have You Been Attented to the Urla Artichoke Festival?		
	Count	%
1	47	47
2	15	14
3	13	13
4	8	8
5	5	5
6	3	3
7	4	4
8	6	6
Total	101	100

According to statistics collected as a result of surveys done in the festival region, the festival is largely attended by İzmir residents on a daily basis. The two most major reasons for this are that the festival's promotion and the mastic artichoke, which is the festival's main product, are limited to the city of İzmir, and that it cannot be done efficiently through the media.



Figure 7.4. Promotion Poster of Urla Artichoke Festival
(Photo taken by Onur Bora Aslan, May, 2022)



Figure 7.5. Brands' Urla Artichoke Festival Advertisement Poster
(Photo taken by Onur Bora Aslan, May, 2022)

The posters depicted above are for the UAF, on which the festival is advertised. However, the most serious flaw at this juncture is that the posters are only available in Urla and its surroundings.

The fact that 45 percent of the festival attendees live in İzmir's rural areas indicates that those who live in rural areas attend the festival not just for economic reasons, but also to preserve the rural culture, to aid in the promotion of the peninsula's identity, to strengthen social and cultural bonds. Although people in rural areas do not sell artichokes, they use the festival as an opportunity to meet people from other regions, and by assisting people in their own village, they ensure that the culture of the rural areas, which emphasizes solidarity and traditions, is carried to the festival area. Furthermore, the fact that people from many regions assist one another demonstrates the importance of a culture of solidarity in rural places.

Table 7.7. shows that 47 percent of festival attendees are first-time attendees. This festival, which was performed six times in Urla, should be made permanent, in addition to being held online in 2020 and 2021 owing to the pandemic.

Table 7.7. Motivation to Participate the Urla Artichoke Festival

Motivation to Participate the Urla Artichoke Festival		
	Count	%
Gastronomic Values	39	31
Learning Recipes	8	6
To Meet Local Producers (Reaching directly locally produced artichoke, organic crop)	21	16
Meeting with People	12	9
Festival Attendant	2	1
Coincidence / Vacation	10	7
On the Advise of Friends, Families	18	14
Treatment	7	5
Promotions in Social Media	9	7
Total	126	100

The festival organizers determined that the promotion of the mastic artichoke, which has a geographical indicator, and the gourmet values unique to Urla, as the major goal of the festival, received a positive reaction in the survey results held in the festival region. Learning about artichokes and different artichoke dishes was reported by 25% of festival attendees as their primary reason for attending. In this way, the relevance of including regional gastronomic values in the number of festival attendees is demonstrated. The festival attracted a large number of participants, such as 20%, because it provides access to natural products. Beans, peas and homemade jams are examples of natural products sold at the festival, along with artichokes.



Figure 7.6 & 7.7. Natural and Handmade Goods Are Sold in the Festival Area
(Photos taken by Onur Bora Aslan, May, 2022)

Table 7.8. Positive Aspects of Urla Artichoke Festival

Positive Aspects of Urla Artichoke Festival		
	Count	%
Entertainment / Social and Cultural Interaction	19	12
Local Development	34	22
Promotion of Urla	30	20
Promotion of Local / Natural Products	66	42
Promotion of Producers and Consumers	5	4
Total	154	100

One of the festival survey questions was to determine the good elements of the festival attendees. According to the responses of the participants, one of the most important benefits of the festival is the promotion of the region, gourmet values unique to the region, and natural products. One of the beneficial features of the festival, according to 20% of the participants, is the economic and social development of Urla and the rural communities that participate in the artichoke festival inside the confines of the Urla district.



Figure 7.8. & 7.9 In the festival area, women promote regional dishes, mostly artichokes, and earn money from it. (Photos taken by Onur Bora ASLAN, May, 2022)

Table 7.9. Negative Aspects of Urla Artichoke Festival

Negative Aspects of Urla Artichoke Festival		
	Count	%
Traffic / Car Parking	32	17
Crowd	34	18
Lack of Variety of Activities	19	10
Not Sufficient Space for Resting	31	17
Dimensions of Stand and Spaces	21	11
WC / Electricity	8	4
Not Effective Advertisements	11	6
Lack of Variety of Products	8	4
Accommodation	3	2
Lack Of Control *	8	4
Environmental Pollution	4	2
Sunshine	4	2
Total	183	100

*Before the festival, merchants were informed that they could not sell any products that did not include artichokes and that they should stay out of any scenarios that would compromise the food's hygiene and the festivalgoers' health. The frequency of inspections, according to the booth owners, dropped following the festival's opening day.

About 36 percent of participants commented “lack of inadequate resting spaces and the intensity that generates an uncomfortable situation for pedestrian circulation in the festival area” to the survey question intended to identify the event's drawbacks. As

seen in Figure 7.11., the stage where performances can be seen is represented by the yellow area. Opening remarks, food demonstrations, and artistic acts are displayed here. Intense pedestrian circulation is stopped by seating components positioned in front of the stage so that performances can be observed. The current density is made considerably higher by this circumstance. The orange-marked areas depict the booths that sell artichokes and goods made with artichokes figuratively.



Figure 7.10. Roads and Parking Areas Around the Festival Area

As can be observed from the map, because the festival is only organized inside the boundaries of Urla Republic Square, there is a significant pedestrian flow, making it difficult for booth owners to properly sell their wares and for festival attendees to comfortably study the items in the stands in enough time.

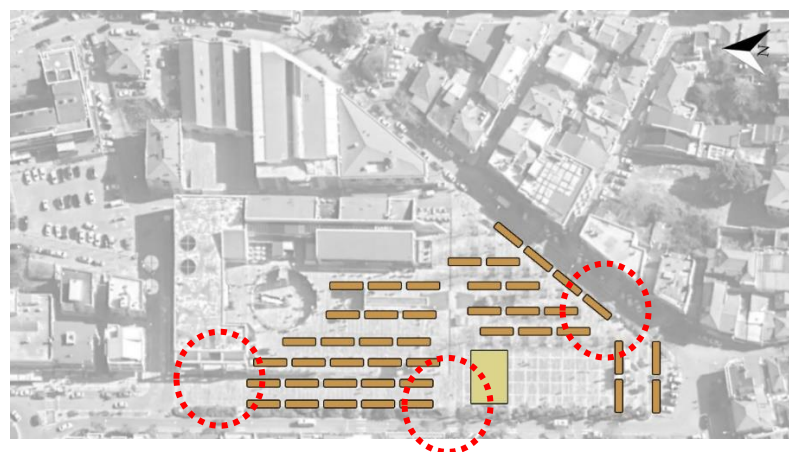


Figure 7.11. Stants Location of Festival and Performance Area Entrance

The insufficiently large festival field was set up to accommodate the requirement for stands, as can be seen in the figure above, which shows a schematic representation of the stands in the festival area. The three main pedestrian crossings

are located in the red-circled sections. The dense concentration of stands in these areas with significant pedestrian traffic makes for an unpleasant walking experience for festival participants.



Figure 7.12. Solid-Void Map of Festival Area

The relationship between the festival area's occupancy and emptiness and its surrounding urban texture is seen in the figure above. The festival area is situated in a region with a dense urban environment. By placing stands on the roads that are restricted to vehicle traffic during the festival, this density, which prevents the festival area from being structured in a defined, bigger area, can be decreased to a certain extent.



Figure 7.13. Borders of Festival Area and Significant Locations

The absence of suitable parking facilities in the festival location, as well as the event being hosted solely in the Urla plaza, are the main unfavorable opinions expressed

by festival participants, as shown in the table. Due to the intense pedestrian traffic in the region, it is difficult for festival participants to fully experience the festival, study the products at the stands, and interact with the local producers because it is held in a limited space. In addition, due to insufficient traffic flow, there is a traffic problem.



Figure 7.14. Canceled Vehicle Roads for Pedestrian Circulation and Stants

Electricity, sunlight, and toilets were the most prominent issues raised in participant surveys performed with salespeople at festival stalls. Due to a lack of electrical infrastructure, the booth owners complained that the electronic materials they used to make sales could not be used efficiently.



Figure 7.15. Failure to Protect the Artichokes on the Stands From Daylight

(Photos taken by Onur Bora Aslan, May, 2022)

Due to the insufficient number of stands, the sales areas created by the manufacturers with their own means make it difficult to protect from sunlight.

Some sellers' products are exposed to sunlight because the size of the street furniture that provides protection from the sun is not sufficient. This leads to unhealthy conditions.

It was suggested that the municipally provided urban furniture would not be able to sufficiently conceal the daylight in the region, since the daylight would be too strong during the festival's peak period. One of the most common difficulties for festival attendees and booth owners is the lack of bathrooms, which is the third most essential issue. This is one of the public services that the municipality should provide during the event, which attracts a big number of people.



Figure 7.16. Activities in Festival Area
(Photos taken by Onur Bora Aslan, May, 2022)

In the festival participant surveys conducted in the festival area, one of the negative situations stated by the festival participants about the festival is the lack of activity in the festival area. The festival started with a cortege and continued with a local folk dance show. After this show, there was no dancing performance. The students from the gastronomy department of İzmir University of Economics, one of the festival's partners, offer cooking workshops, which constitute a significant activity in the festival

area. No events were planned for festival attendees to enjoy themselves, except from a few local street artists performing in the festival grounds.

The Cyprus Purple Violet Women's Cooperative, which sells artichokes in the festival area, was surveyed by its members. They mentioned that Cyprus also has an artichoke festival which is organized annually in April. A suggestion was also made to address the festival area's lack of activity. The proposal stated that different types of artichoke dinner competitions could be held during the festival and that attendees could test the food that was prepared. It also stated that, with the approval of the jury members chosen by the stakeholders, the winner artichoke recipes might be published in a cookbook and offered for sale through the municipality. The international promotion of these recipes can benefit considerably from their publication in various languages. Another issue that festival attendees regard as a shortcoming is the absence of adequate resting areas in the event grounds. Participants believe that having places where they can participate in various activities while eating and drinking food and drinks made with artichokes from the stalls, as well as having these areas accompanied by comfy furniture, will improve the festival's quality.



Figure 7.17. Those Attending Festival Who Spend Their Time in the Sunlight.
(Photo taken by Onur Bora Aslan, May, 2022)

Determine how festival attendees will engage in the festival in the upcoming years by answering the survey question designed to gauge festival attendees' degree of satisfaction. The table below lists the responses provided by festival attendees;

Table 7.10. Satisfaction Level About the Festival

Satisfaction Level About the Festival		
	Count	%
Satisfied	93	94
Not Satisfied	8	6
Total	101	100

The most significant indication that the level of participation in the festival to be held in the coming years will increase compared to the previous year and that it can be held in a consistent way is the fact that 94 percent of the participants are satisfied with the festival. Finding out which other festivals the festival attendees visited is a question included in surveys given to festival attendees in the festival's vicinity. The table below lists the festivals that the participants mentioned;

Table 7.11. Other Festivals that Festival Participants Have Been Attended Before

Other Festivals that Festival Participants Have Been Attended
Alaçatı Herb Festival
Kuşadası Youth Festival
Elazığ Meatball with Souce Festival
Torasan Flower Festival
Sığacık Kale İçi Festival
Barbaros Scarecrow Festival
Bayındır Flower Festival
Seferihisar Orange Festival
Urla Youth Festival
İzmir Arena Coffee Festival
Foça Rock Festival
Bozcaada Vintage Festival
Adana Orange Festival
Beyağaç Culture and Tarhana Festival
Sultaniye Grape Festival
Karşıyaka Aegian Herbs Festival

This may be determined that a wide range of food festivals are hosted in our country, which hosts a wide variety of culinary values, based on the other food festivals that the festival attendees attended. The responses provided indicate that the festival participants are willing to take part in food festivals where a variety of items are exhibited.

It may be concluded that the most of the festivals described by the festival attendees are food-based festivals and that gastronomy and rural tourism are significantly more popular in our country than other types of tourism.

CHAPTER 8

CONCLUSION

Rural areas have undergone some profound transformation in terms of production techniques, the use of labor, and tourist activities during the 21st century as a result of the winds of globalization and hyper urbanization. In line with global Western central liberalization, globalization and capital accumulation, the mode of production has been transformed, processes that decide on the spread of cities in space have changed as a result of technical advances in the fields of deregulation and communication / information in the national economies. With the processes of decentralization, the city is increasingly being brought into rural areas, building pressure is increasing, agricultural production and natural resources are being destroyed, and rural areas are increasingly fitted with urban uses (shopping, tourism, leisure activities, etc.). Rural areas has long been in process of decay in terms of massive lost of population, decline of the agricultural production, and the successive invasion of the urban activities which brought natural resource degradation, etc. There are common concern about to sustain rural development and to stop the rural area degradation in part of the administrators, planners, NGO's and related actors. The alternative ways of rural development have discussed among the scholars and rural tourism has found more place for their unique contribution to the rural development.

The orientation of rural tourism is heavily depended upon the promotion of the local natural, gastronomic, or cultural values. Because the assets unique to the area ensure that the tourism activities are unique to the area, the region becomes a steady point of interest and maintains continuity of agricultural production. In this sense food festivals can be considered as a substantial opportunity and contribution for the rural tourism in general and rural development in the long run.

Food festivals are yearly events that take place at a certain period of the year to showcase and sell the region's culinary qualities and assets, bringing locals and tourists together and featuring a range of activities. Food festivals make the regions the focus and promote their economic and social growth by allowing for the local or international marketing of products that are unique in terms of cuisine. The requirement for defining an event as a food festival is that the gastronomic value in question is unique to the area. Food tourism is an alternative form of travel for those who live in the city center because

it promotes the regional gastronomic values. As consumer demand for the products promoted rises along with consumer knowledge, more rural residents will have access to new employment opportunities.

In the context of Urla and its surrounding rural areas, this research specifically looked at the positive and negative changes that food festivals bring about in rural communities as well as the effects of events like the UAF on long-term rural development. A gastronomic treasure with a geographic indicator that holds great promise for the area's agricultural output and rural development is the UGA. Beside that Urla is a major tourist destination in the Aegean region, as well as the surrounding rural districts.

This study examines the elements of the UAF that are particularly unique to the rural areas and rural tourism of İzmir, the development direction of rural development, using a case study methodology. The case study methodology is employed because it sheds light on the potential context dependence, local influences, and spreading of the use and performance of food festivals to other rural areas. As a method we conducted SSI with predetermined stakeholders in 1st of March-31st of May, 2022 and first-hand participation of the festival held in 6-8 May, 2022 including in-depth interviews with the festivals participants.

Interviews with public institutions were conducted as part of the SSI. The UAF's history, aim, and service to the area were all investigated by the government. In order to promote the UGA, which has a geographical indication, to boost tourism and to develop the area economically, İGAM and UDM collaborated to create the UAF, which was held in May of each year starting in 2015 with the assistance of the Ministry of Culture and Tourism. The UAF, which is a new festival compared to other food festivals which are organized in Urla-Çeşme-Karaburun Peninsula such as the Alaçatı Herb Festival and the Bademli Cherry Festival has institutionalization potential in terms of organization. Taking into account the official data, the Urla region's three neighborhoods with the largest artichoke output were chosen, and interviews with the neighborhood headmen and local producers in these communities were conducted as the second stage of the SSI. Neighborhood headmen viewed the region's emergence as an unplanned and unregulated migration area as a danger to the distinctive qualities of rural areas, despite finding it favorable that the Urla artichoke and the regions where it is produced, increased as a result of the festival. They claimed that the continuation of artichoke agricultural production in the upcoming years may be seriously threatened by the opening of rural regions to

construction. The most significant threat to the continuation of agricultural production is the rise in the number of permanent residents of the peninsula who are from urban areas.

It was the goal of the interviews with local artichoke growers to ascertain the changes that the festival had on their lifestyles and the surrounding area. The majority of regional producers consented to the UAF's promotion of the area and faster, more inexpensive sales of their goods. They outlined the enormous potential for UGA to establish itself as a brand and expand the festival's reach in the upcoming years. The festival's producers spoke about the festival's great aspects as well as its shortcomings and areas for growth in their interviews. The increase in agricultural inputs, the inability to obtain adequate agricultural support from the local and federal governments, the infrastructure facilities remaining largely unchanged after the festival, and the intense migration to the region all contribute to social segregation and inequality because the immigrants' daily routines differ from those of the residents of the region to which they migrated, which in turn causes producers to have unfavorable thoughts.

The festival participant surveys, which were conducted with 101 attendees on the grounds of the UAF, which took place between May 6 and 8, are the final stage of the survey studies. The rich culinary and natural beauty of Urla and the surrounding rural areas, according to festival attendees, are excellent subjects to be examined in terms of rural tourist operations. They claimed that the festival's greatest benefits include the promotion of Urla and the UGA, which bears the city's name, as well as the chance for producers and consumers to interact directly with one another in a way that is essential for the region's future economic and cultural development. Participants in the discussion claimed that the festival's two primary drawbacks were the disconcertingly high foot traffic and issues with the exhibits' positioning. The illustration below (Figure 8.1) shows how we propose that when the number of stands in the festival area rises and covers a larger area, pedestrian circulation can be extended to a wider area. By extending the festival area and activities to the branch roads that constitute the Urla, the festival can be integrated with Urla in a strong way.



Figure 8.1. Potential Pedestrian Circulation Roads

Participants at the festival had an uncomfortable experience because the festival is only held in Urla Republic Square and the places that face strong traffic flow on other days are blocked to traffic. The issues that can be improved in terms of the festival's planning include a lack of adequate parking spaces, charging stations, coverings to protect from the sun's damaging rays, and urban furniture where attendees can enjoy the food they purchase while watching acts in the festival area.

Increased stands and their placement in other places that are off-limits to traffic during the festival will not only allow for more stands and, thus, more revenue for the producers, but will also allow attendees to enjoy the festival more conveniently over a larger area.

The local gastronomic values of the Urla region are not provided the value and importance they should in comparison to Çeşme, which is one of the key destination on the Urla-Çeşme-Karaburun Peninsula for gastronomy and rural tourism. This might be considered to represent that local products and the UAF were not effectively promoted through social and national media channels.

Turkey is a country with a geography that might have a worldwide reputation in terms of rural tourism activities due to its rich culinary characteristics and natural beauty, which are found in very few other nations in the globe.

Table 8.1. SWOT Analysis of Stakeholders of Festival

SWOT ANALYSIS				
Stakeholders	Strengths	Weaknesses	Opportunities	Threats
Institutions	<ul style="list-style-type: none"> • Since 2015, the festival has been routinely organized. • Every year, the festival attracts a rising number of attendees. • Although we were unable to quantify the festival's impact on artichoke productivity, it has increased over time based on data from the TSI. • The products which were offered for sale at the festival are consumed before the end of the festival. • The festival successfully advertises the area. • The festival revitalizes the region in terms of tourism 	<ul style="list-style-type: none"> • One of the festival's primary goals, the level of which is not sufficiently offered internationally. • The festival falls short in satisfying attendees' needs (wc, electricity, etc.) • Lack of sufficient urban furnitures in the festival area • In the organization of the festival, there are inconsistencies and inadequacies (e.g. the most valuable stands go for the organizer's friends, nepotism) • The event organization continues in its original structure despite the rise of attendees. • Lack of control of the insuitable products participation of the Artichoke festival) • Lack of sufficient parking space around the festival area • The number of festival attendees (producers-guests) is not consistently tracked (we can not measure whether it has increased) 	<ul style="list-style-type: none"> • The global scope of the festival • Increasing the duration of the festival and diversifying the festival activities, developing the festival • Enhancing the region's infrastructure in context of the rising number of tourists visiting the area • The program of festival can be created by routinely getting feedbacks and requests from the organizers and attendees. 	<ul style="list-style-type: none"> • The demand for settling in rural areas has increased as a result of the increased recognition of Urla's rural areas, and agricultural sites have been made available for construction. • Increase in agricultural input costs depending on the economic conditions in the country in agricultural production • Insufficient infrastructure services in rural areas • The institutional setting did not generate enough interest to support the growth of the event. • It has been observed that the festival's problems are not fully understood by the organizers. • The festival's organizers are not intrinsically motivated.

(cont. on the next page)

Table 8.1. (cont.)

<p>Producers</p>	<ul style="list-style-type: none"> • To be able to sell their products (artichoke) in a short time • Since there's no middleman institutions, the farmer's profit rate rises. • The increasing number of tourists causes the incomes of those living in rural areas to increase 	<ul style="list-style-type: none"> • The number of stands which are opened during the festival is insufficient. • Non-cooperative members are charged fees, which reduces the total number of participating producers. • Inadequate infrastructure services to support the production of artichokes (irrigation, transportation, drainage canals, etc) 	<ul style="list-style-type: none"> • It's crucial to consider artichokes for more than merely food. (artichoke powder, toy, decoration stuffs) • Introduction of artichoke cuisine, "the most beautiful artichoke cooking competition" • Raising the variety of festival activities • Greater engagement of women producers at the festival 	<ul style="list-style-type: none"> • Land costs in the area rise as a result of newcomers moving into the area. • Even if rising land prices promote local residents' incomes in the short run, they also result in a long-term loss of agricultural lands. • Concerns and complaints regarding the farmer's cooperative
<p>Festival Participants</p>	<ul style="list-style-type: none"> • A third of the attendees have previously attended the festival. • Tendency to know local products • Demand for the local and natural organic product • Learning New recipes • Meeting with rural people 	<ul style="list-style-type: none"> • Car Parking Problems • Density of the people • Lack of variety of activities such as concerts, workshops, etc • Not sufficient space for resting (no banks for sitting, canopy, etc.) 	<ul style="list-style-type: none"> • Diversification of festival activities • Alternative activities for different age groups (teenageers, children, women) 	

Our research on the geographically specific UAF has shown that it has a negligible effect on the region's agricultural output and rural development. The festival is now continuously organized, and despite an increase in participants, no progress has been made toward expanding the scope of festival internationally. I believe that the exclusive organization of festival by the neighborhood municipality is what matters most in this situation. Due to their lack of expertise on the growth of the festival, local administrators do not appear to have a vision for the development and diversification of events. In order to better support rural development, it would be advantageous to a more extensive and detailed analysis of the subjects which have been accomplished and restructure of the UAF which receives a large number of visitors into a multi-partner, multi-stakeholder organization. In terms of the festival's future, working with local administrators, producers, agricultural cooperatives, locals, and non-governmental groups for the festival's organizing, promotion, and distribution have a lot of potentials.

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APPENDICES

APPENDIX A

FORM OF SEMI- STRUCTURED INTERVIEW

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ MİMARLIK FAKÜLTESİ
ŞEHİR VE BÖLGE PLANLAMA BÖLÜMÜ
ŞEHİR TASARIMI YÜKSEK LİSANS PROGRAMI
YÜKSEK LİSANS TEZ ÇALIŞMASI
*Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak
Urla Enginar Festivali*

Kurumlarla Yarı Yapılandırılmış Derinlemesine Mülakat Formu

Sizi İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından Dr. Öğretim Üyesi Figen AKPINAR danışmanlığında yürütülen, "Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak Urla Enginar Festivali " başlıklı araştırmaya katılmaya davet ediyoruz. Aşağıda ayrıntılı bilgileri verilen çalışmaya katılmadan önce bu formun okunması önem taşımaktadır. Bu araştırmaya katılmak tamamen kendi iradenizle olması koşulu esasına dayanmaktadır. Araştırmaya katılmama ya da istediğiniz zaman, hiçbir sebep göstermeden ayrılma hakkına sahipsiniz. Araştırma hakkında anlamadığınız herhangi bir konuyu çekinmeden sorun. Elde edilecek kişisel bilgiler tamamen gizli tutulacak olup, sadece çalışma kapsamında kullanılacaktır

1. Anketör: _____
2. Kurum: _____
3. Tarih: _____

1. Urla Enginar Festivali ne zaman ve kim tarafından düzenlenmeye başladı?
2. Festivale neden gereksinim duyuldu ?
3. Festival programı yıllar içinde nasıl değişti ?

* Bu mülakat, İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü, Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından yapılmaktadır.

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ MİMARLIK FAKÜLTESİ
ŞEHİR VE BÖLGE PLANLAMA BÖLÜMÜ
ŞEHİR TASARIMI YÜKSEK LİSANS PROGRAMI
YÜKSEK LİSANS TEZ ÇALIŞMASI
Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak
Urla Enginar Festivali

4. Festivalin ana ürünü olarak neden enginar seçildi?
5. Urla Enginar Festivali bölgedeki tarımsal üretimi nasıl etkiledi ?
6. Festivalin kırsal kalkınma açısından ne gibi faydaları oldu?
7. Festivalin ana ürünü olarak kullanılan enginarın tedarigi ve yetiştirilmesi konusunda ne gibi zorluklar yaşıyor?
8. Üreticilerin hepsi Urla ilçesinden mi? Başka il ve ilçelerdeki üreticilerin katılımına izin var mıdır? Neden?

** Bu mülakat, İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü, Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından yapılmaktadır.*

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ MİMARLIK FAKÜLTESİ
ŞEHİR VE BÖLGE PLANLAMA BÖLÜMÜ
ŞEHİR TASARIMI YÜKSEK LİSANS PROGRAMI
YÜKSEK LİSANS TEZ ÇALIŞMASI

Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak
Urla Enginar Festivali

9. Kadın üreticilerin festivaldeki rolü nedir?
10. Festivalin destekçileri kimler, hangi kuruluşlardır?
11. Katılım düzeyi yıllar içinde nasıl gelişti ve katılım düzeyini arttırmak için festival programında ne gibi değişiklikler yapıldı?
12. Festivalin bölgenin tanıtımı için ne gibi faydaları oldu?
13. Bölge halkının festival katılımı nasıl oldu ve yıllar içinde nasıl gelişti?
14. Festival için ekonomik kaynak nasıl sağlandı? Paydaşlar kimler oldu?

** Bu mülakat, İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü, Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından yapılmaktadır.*

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ŞEHİR VE BÖLGE PLANLAMA BÖLÜMÜ
ŞEHİR TASARIMI YÜKSEK LİSANS PROGRAMI
YÜKSEK LİSANS TEZ ÇALIŞMASI

Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak
Urla Enginar Festivali

15. Yerel ve merkezi yönetimden hangi ölçüde destek aldınız?
16. Festivalin uluslararası niteliği var mıdır?
17. Urla Enginar Festivali 'nin uluslararası boyutta olmasını sağlayan özelliği nedir?
18. Görüş ve Önerileriniz:

*Mülakata katıldığınız için teşekkürler...

** Bu mülakat, İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü, Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından yapılmaktadır.*

APPENDIX B

SURVEY OF MUKHTARS

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ MİMARLIK FAKÜLTESİ
ŞEHİR VE BÖLGE PLANLAMA BÖLÜMÜ
ŞEHİR TASARIMI YÜKSEK LİSANS PROGRAMI
YÜKSEK LİSANS TEZ ÇALIŞMASI

Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak

Urla Enginar Festivali

MUHTAR ANKET FORMU

Sizi İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından Dr. Öğretim üyesi Figen Akpınar danışmanlığında yürütülen, "Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak Urla Enginar Festivali" başlıklı araştırmaya katılmaya davet ediyoruz. Aşağıda ayrıntılı bilgileri verilen çalışmaya katılmadan önce bu formun okunması önem taşımaktadır. Bu araştırmaya katılmak tamamen kendi iradenizle olması koşulu esasına dayanmaktadır. Araştırmaya katılmama ya da istediğiniz zaman, hiçbir sebep göstermeden ayrılma hakkına sahipsiniz. Araştırma hakkında anlamadığınız herhangi bir konuyu çekinmeden sorun. Elde edilecek kişisel bilgiler tamamen gizli tutulacak olup, sadece çalışma kapsamında kullanılacaktır.

1. Anketör: _____
2. Köy/Mahalle¹: _____
3. Tarih: _____
4. Muhtar olarak hizmet vermeye hangi tarihte başladınız? _____

** Bu anket, İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü, Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından yapılmaktadır.*

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ MİMARLIK FAKÜLTESİ

ŞEHİR VE BÖLGE PLANLAMA BÖLÜMÜ

ŞEHİR TASARIMI YÜKSEK LİSANS PROGRAMI

YÜKSEK LİSANS TEZ ÇALIŞMASI

Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak

Urla Enginar Festivali

5. Urla Enginar Festivalinden;					
	ÖNCE			SONRA	
5.1	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>	Gelirimizin büyük çoğunluğu enginar üretiminden sağlanıyordu	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>
5.2	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>	Sanayi faaliyeti var mı?	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>
5.3	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>	Turistik faaliyet var mı?	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>
5.4	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>	Kooperatif örgütlenmesi var mı?	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>
5.5	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>	Turistlerin konaklayabileceği yerler var mı?	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>
	Köyün en büyük sorunu nedir?				
	<input type="text"/>				
	Bu köyde yaşamının en güzel tarafı nedir?				
	<input type="text"/>				

** Bu anket, İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü, Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından yapılmaktadır.*

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ MİMARLIK FAKÜLTESİ

ŞEHİR VE BÖLGE PLANLAMA BÖLÜMÜ

ŞEHİR TASARIMI YÜKSEK LİSANS PROGRAMI

YÜKSEK LİSANS TEZ ÇALIŞMASI

Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak

Urla Enginar Festivali

AŞAĞIDAKİ İFADELERE KATILMA DÜZEYİNİZİ BELİRTİNİZ		Kesinlikle katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle katılıyorum
6.1	Yöreye özgü değerlerin tanıtılmasını sağlayan bu türden festivaller vatandaşa daha etkin hizmet sunulması açısından olumludur.					
6.2	Festival sayesinde Urla ve çevresindeki kırsal yerleşmelerin turistik bir cazibe merkezi haline gelmesini uygun buluyorum.					
6.3	Bu türden festivallerin büyükşehir belediyesinin sorumluluğunda olmasını uygun buluyorum.					
6.4	Bu türden festivallerin ilçe belediyelerinin sorumluluğunda olmasını uygun buluyorum.					
6.5	Festivalin yerel yönetim ile vatandaş ilişkilerini güçlendirdiğini düşünüyorum.					
6.6	Urla Enginar Festivali ve kırsal turizm sayesinde üreticilerin gelirinin arttığını düşünüyorum.					
6.7	Urla Enginar Festivali'nden sonra tarımsal üretimi güçlendirecek altyapı hizmetlerine ulaşım kolaylaşmıştır.					
6.8	Urla Enginar Festivali'nden sonra köyümüze yerleşenler oldu.					
6.9	Urla Enginar Festivali'nden sonra turizm faaliyetlerinde çeşitlilik meydana geldi					
6.10	Urla Enginar Festivali'nden sonra farklı ürün üreten üreticiler arasındaki ekonomik eşitsizlik artmıştır.					
6.11	Festival sonrasında halkın altyapı konusundaki şikâyetleri azalmıştır.					
6.12	Festival sonrasında mahallemizde ulaşım şikâyetleri azalmıştır.					
6.13	Büyükşehir belediyesi, Urla Belediyesi ve aramızda koordinasyon sorunları yaşanmaktadır.					
6.14	Gastronomi turizmi kırsal bölgelerin turizm potansiyelini artırmıştır					
6.15	Turistlerin bölgeyi ziyaret etmeleri tarım ve hayvancılık faaliyetlerini olumsuz etkilemiştir.					
6.16	Büyükşehir ve ilçe belediyeleri arasındaki anlaşmazlıklar festivalin organizasyonunu ve başarısını olumsuz etkilemektedir.					

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ MİMARLIK FAKÜLTESİ

ŞEHİR VE BÖLGE PLANLAMA BÖLÜMÜ

ŞEHİR TASARIMI YÜKSEK LİSANS PROGRAMI

YÜKSEK LİSANS TEZ ÇALIŞMASI

Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak

Urla Enginar Festivali

7. Urla Enginar Festivalinin tarımsal üretim anlamında köyünüze sağladığı avantajlar nelerdir? Belirtiniz.

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8. Urla Enginar Festivalinin dezavantajları nelerdir? Belirtiniz

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9. Festivalin daha başarılı olması için neler yapılabilir? Görüşlerini belirtiniz

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10. Festivalin uluslararası boyutta olmasını nasıl değerlendiriyorsunuz?

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*** Ankete katıldığınız için teşekkürler...**

** Bu anket, İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü, Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından yapılmaktadır.*

APPENDIX C

SURVEY OF ARTICHOKE PRODUCERS

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ MİMARLIK FAKÜLTESİ
ŞEHİR VE BÖLGE PLANLAMA BÖLÜMÜ
ŞEHİR TASARIMI YÜKSEK LİSANS PROGRAMI
YÜKSEK LİSANS TEZ ÇALIŞMASI

*Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak
Urla Enginar Festivali*

ÜRETİCİ ANKETİ

Sizi İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından Dr. Öğretim Üyesi Figen AKPINAR danışmanlığında yürütülen, "Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak Urla Enginar Festivali" başlıklı araştırmaya katılmaya davet ediyoruz. Aşağıda ayrıntılı bilgileri verilen çalışmaya katılmadan önce bu formun okunması önem taşınmaktadır. Bu araştırmaya katılmak tamamen kendi iradenizle olması koşulu esasına dayanmaktadır. Araştırmaya katılmama ya da istediğiniz zaman, hiçbir sebep göstermeden ayrılma hakkına sahipsiniz. Araştırma hakkında anlamadığınız herhangi bir konuyu çekinmeden sorun. Elde edilecek kişisel bilgiler tamamen gizli tutulacak olup, sadece çalışma kapsamında kullanılacaktır.

1. Anketör: _____
2. Konum¹: _____
3. Tarih: _____
4. Ne kadar süredir bu köyde ikamet ediyorsunuz? _____
5. Ne kadar süredir çiftçilik yapıyorsunuz? _____
6. Çiftçiliği tercih etme nedeniniz nedir?

Arazi Fiyatları Düşük <input type="checkbox"/>	Doğal Yaşama Olan İlgi <input type="checkbox"/>
Baba Mesleği <input type="checkbox"/>	Ekonomik Getirisi Yüksek <input type="checkbox"/>
Başka Seçeneğim Yok <input type="checkbox"/>	Teşvik Edici Tarımsal Desteklemeler <input type="checkbox"/>
Diğer: _____	

* Bu anket, İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü, Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından yapılmaktadır.

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ MİMARLIK FAKÜLTESİ

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Urla Enginar Festivali

7. Hanenizden göç eden oldu mu?

Evet (Evet ise 8 no'lu soruya geçiniz)
Hayır

8. Göç edilen yer ve göç etme nedeni nedir?

Göç Etme Nedeni	Sayı	Yer	Göç etme yılı
Maddi geçimsizlik ve çalışmak için			
Evlilik			
Aile içi anlaşmazlık			
Eğitim nedeniyle			
Kentsel yaşamın çekiciliği			
Boşanma			
Diğer			

9. Hanenizin aylık net geliri yaklaşık olarak ne kadardır? _____

10. Köyde sürekli yaşamayı düşünüyor musunuz? Neden?

11. Enginar üretimini devam ettirmek istiyor musunuz? Neden?

12. Urla Enginar Festivali'nden sonra ekonomik ve sosyal anlamda hayatınızda ne gibi değişimler oldu?

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Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak
Urla Enginar Festivali

13. Urla Enginar Festivalinden;					
	ÖNCE			SONRA	
13.1	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>	Enginar tarlanız var mı?	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>
13.2	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>	Ailede mevsimlik işçi olarak giden var mı?	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>
13.3	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>	Pazarlarda tarımsal ürünlerinizin satışını yapıyor musunuz?	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>
13.4	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>	İnternet üzerinden tarımsal ürün satışı yapıyor musunuz?	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>
13.5	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>	Kooperatif üyeliğiniz var mı?	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>
13.6	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>	Şehirden köye yerleşen komşunuz var mı?	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>
13.7	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>	Altyapı hizmetleri yeterli mi?	Evet <input type="checkbox"/>	Hayır <input type="checkbox"/>
	Festivalin en büyük sorunu nedir?				
	Bu köyde yaşamamanın en güzel tarafı nedir?				

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ŞEHİR TASARIMI YÜKSEK LİSANS PROGRAMI

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Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak

Urla Enginar Festivali

AŞAĞIDAKİ İFADELERE KATILMA DÜZEYİNİZİ BELİRTİNİZ.		Kesinlikle katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle katılıyorum
14. Urla Enginar Festivali ile birlikte;						
14.1	Ulaşım hizmetlerinden memnuniyet düzeyim arttı.					
14.2	Barınma koşullarım iyileşti.					
14.3	Köye yeni yapılan konutlar köyün mevcut dokusuyla uyumlu					
14.4	Yeni yapılan konutlara taşınmak isterim					
14.5	Altyapı hizmetlerinden memnuniyet düzeyim arttı.					
14.6	Hizmetlerle ilgili yaşadığım sorunlar kısa sürede çözülmeye başladı.					
14.7	Tüketim ihtiyaçlarımızı karşılamak için kent merkezine gitmeye daha az ihtiyaç duymaya başladık					
14.8	Kent merkezi ile ekonomik/ticari ilişki fırsatım arttı					
14.9	Gelirimden memnuniyet düzeyim arttı					
14.10	Köyde tarım dışı ekonomik faaliyetler arttı					
14.11	Kente göç etmeye gerek kalmadı.					
14.12	Köyümüz kalkınmıştır					
14.13	Kentte göç eden aile ferdi / akrabalar azaldı					
14.14	Örf, adet ve geleneklerimizi sürdürüyoruz					
14.15	Köyümüze yerleşen yabancılar arttı					
14.16	Yeni gelenlerle uyumluyuz					
14.17	Köyümüze hafta sonları gelen ziyaretçiler arttı					

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ŞEHİR TASARIMI YÜKSEK LİSANS PROGRAMI
YÜKSEK LİSANS TEZ ÇALIŞMASI
Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak
Urta Enginar Festivali

15. Urta Enginar Festivali Öncesi ve Sonrası Arazi Miktarı ve Tarımsal Faaliyet Gelirinin Payı

	ÖNCESİ	Urta Enginar Festivalinin;	SONRASI
15.1		Arazinin kaç dekar arazi ve kaç parselidir? 1 dekar (dönüm) = _____ m ² dir.	<input type="text"/>
15.2	Sulanabilir <input type="text"/> Kuru <input type="text"/>	Arazinin mülkiyet durumu nedir? (Mülk, kira ve ortak arazi miktarları ayrı ayrı yazılacaktır)	Sulanabilir <input type="text"/> Kuru <input type="text"/>
15.3	Mülk <input type="text"/> Kira <input type="text"/> Ortak <input type="text"/>	Arazinin mülkiyet durumu nedir? (Mülk, kira ve ortak arazi miktarları ayrı ayrı yazılacaktır)	Mülk <input type="text"/> Kira <input type="text"/> Ortak <input type="text"/>
15.4	<input type="text"/>	Tarımsal faaliyetiniz gelirinizin yüzde kaçını oluşturun?	<input type="text"/>

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Gıda Temelli Festivallerin Sürdürülebilir Kırsal Kalkınmadaki Rolü:

Urla Enginar Festivali

16. Kooperatif/Birlik üyeliğiniz var mı?

Evet Hangi kooperatif/birlik? _____ Kaç yıldır üyesiniz? _____
Hayır

17. Urla Enginar Festivalinin Tarımsal Faaliyete Etkileri

<i>AŞAĞIDAKİ İFADELERE KATILMA DÜZEYİNİZİ BELİRTİNİZ.</i>		Kesinlikle katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle katılıyorum
Urla Enginar Festivali ile birlikte;						
17.1	Tarım arazilerinin ve meraların tarım dışı amaçla kullanım riski azaldı					
17.2	Tarımsal faaliyetlerim olumlu yönde etkilendi					
17.3	Tarımsal üretim maliyetim arttı.					
17.4	Tarımsal faaliyetleri sürdürme isteğim olumlu yönde etkilendi					
17.5	Tarımsal faaliyetlerden elde ettiğim gelirim arttı					
17.6	Ürünlerimi pazarlama olanağım arttı					
17.7	Tarımsal yatırımım arttı					
17.8	Çocuklarımın tarımsal faaliyeti sürdürme isteği olumlu yönde etkilendi					
17.9	Ürünlerimi daha yüksek fiyatla satma olanağım arttı					
17.10	Aldığım tarımsal desteklemeler arttı					
17.11	Dayanışma (örgütlenme) düzeyimiz arttı					
17.12	Tarımsal üretimimde verimlilik arttı					
17.13	Sulama altyapımız geliştirildi					
17.14	Arazilerime giden yollar iyileştirildi					
17.15	Ürünlerimi ihraç etme imkanım oluştu.					
17.16	Tarımla ilgili kurumlarla iletişim olanağım arttı					

Ankete katıldığınız için teşekkürler...

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APPENDIX D

SURVEY OF FESTIVAL PARTICIPANTS

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ MİMARLIK FAKÜLTESİ
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YÜKSEK LİSANS TEZ ÇALIŞMASI

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Urla Enginar Festivali*

FESTİVAL KATILIMCI ANKETİ

Sizi İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından Dr. Öğretim Üyesi Figen AKPINAR danışmanlığında yürütülen, "Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak Urla Enginar Festivali" başlıklı araştırmaya katılmaya davet ediyoruz. Aşağıda ayrıntılı bilgileri verilen çalışmaya katılmadan önce bu formun okunması önem taşımaktadır. Bu araştırmaya katılmak tamamen kendi iradenizle olması koşulu esasına dayanmaktadır. Araştırmaya katılmama ya da istediğiniz zaman, hiçbir sebep göstermeden ayrılma hakkına sahipsiniz. Araştırma hakkında anlamadığınız herhangi bir konuyu çekinmeden sorun. Elde edilecek kişisel bilgiler tamamen gizli tutulacak olup, sadece çalışma kapsamında kullanılacaktır.

1. Anketör: _____
2. Konum¹: _____
3. Tarih: _____

4. Demografik Özellikler:

Cinsiyet	
Kadın	
Erkek	

Eğitim Durumu	
Okuryazar değil	
Diplomasız okuryazar	
İlkokul (5 yıllık)	
İlköğretim (8 yıllık) veya Ortaokul	
Lise	
Yüksekokul	

¹ Bu anket, İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü, Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından yapılmaktadır.

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YÜKSEK LİSANS TEZ ÇALIŞMASI

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Urla Enginar Festivali

Üniversite	
Y. Lisans	
Doktora	

Çalışma Durumu	
Ever	
Hayır	

İstihdam Türü	
İşsiz	
Öğrenci	
Ev kadını	
Emekli	
İrad (gelir) sahibi	
Yaşlı	
Engelli / Hasta	
Ailevi ve kişisel nedenler	
İş buldu-işini kurdu başlamak için bekliyor	
Mevsimlik çalışıyor	
Diğer	

Meslek Grubu	
Silahlı kuvvetlerle ilgili meslekler	
Yöneticiler	
Profesyonel meslek mensupları	
Teknisyenler, teknikerler ve yardımcı profesyonel meslek mensupları	
Büro hizmetlerinde çalışan elemanlar	
Hizmet ve satış elemanları	
Nitelikli tarım, ormancılık ve su ürünleri çalışanları	
Sanatkarlar ve ilgili işlerde çalışanlar	
Tesis ve makine operatörleri ve montajcılar	
Nitelik gerektirmeyen işlerde çalışanlar	

5. İzmir il sınırları içerisinde mi ikamet ediyorsunuz?

Ever

Hayır

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Kırsal Kalkınmada Gıda Temelli Festivallerin Rolü Üzerine Bir Örnek Çalışma Olarak
Urla Enginar Festivali

6. Kırsal bölgede mi yaşıyorsunuz?

Evet

Hayır

7. Urla Enginar Festivaline kaç kere katıldınız? _____

8. İzmir bölgesinde Urla Enginar Festivali dışında hangi festivallere katıldınız? Belirtiniz.

9. Urla Enginar Festivaline katılma nedeniniz nedir?

Urla'ya Özgü Gastronomik Değerleri Tanımak <input type="checkbox"/>	Yeni Yemek Tarifleri Öğrenmek <input type="checkbox"/>
Medyada gördüm merak ettim <input type="checkbox"/>	Doğal Ürünler <input type="checkbox"/>
Yerel Üreticilerle Bir Araya Gelmek <input type="checkbox"/>	Akraba /Arkadaş tavsiyesi <input type="checkbox"/>
Yeni İnsanlarla Tanışmak <input type="checkbox"/>	Diğer belirtiniz _____

10. Urla Enginar Festivali'nin olumlu yanları nelerdir?

11. Urla Enginar Festivali'nin olumsuz yanları nelerdir?

** Bu anket, İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü, Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından yapılmaktadır.*

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ŞEHİR VE BÖLGE PLANLAMA BÖLÜMÜ

ŞEHİR TASARIMI YÜKSEK LİSANS PROGRAMI

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Urta Enginar Festivali

12. Gelecek sene festivale katılmayı düşünüyor musunuz? Neden?

13.Görüş ve Önerileriniz

*Ankete katıldığınız için teşekkürler...

** Bu anket, İzmir Yüksek Teknoloji Enstitüsü, Mimarlık Fakültesi, Şehir ve Bölge Planlama Bölümü, Şehir Tasarımı Yüksek Lisans Programı öğrencisi Onur Bora ASLAN tarafından yapılmaktadır.*