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ROADMAP FOR THE USE OF TURKISH DRINKS IN GASTRONOMY TOURISM

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Abstract

The Turkish cuisine, which is one of the world's greatest cuisines, is insufficient to use its values in terms of drink variety. Especially foreign visitors do not know enough about drink variety in Turkey. Also, it is limited to the experiences of foreign visitors. Drinks, which play an important role in tourist experience, need to be used effectively in gastronomic tourism. In this context, the aim of the study is to determine the perceptions of foreigners about Turkish drinks, and to emphasize the importance of matching the drink inventory of Turkish cuisine with traditional dishes. Within the scope of the research, thoughts about Turkish drinks on Turkish restaurants on Tripadvisor.com are determined by content analysis. Afterward, Turkish drinks were taken out of the literature and the expert opinion was taken to match with the Turkish foods. With this study, it is found that Turkish cuisine and drinks occupy an important place for Turkish cuisine, but foreigners cannot be reminded often enough about these drinks and visitors, because of the bad experiences they develop negative attitudes against Turkish drinks. As a result of the research, geographically marked Turkish drinks and meals were matched and a roadmap was drawn for further studies.

Key words: Turkish drinks, Turkish cuisine, gastronomy in Turkey, traditional dishes.

Introduction

Turkish cuisine is known throughout the world with its richness. People from different cultures living together for a long time and interacting with each other are also reflected in Turkish cuisine. Anatolia has a long history, and it has a rich culture of eating and drinking due to its fertile lands (Güneş, 2012: 235). The food culture of a society is influenced by various factors such as geographical location, religion, climate, cultural values and lifestyles. Food and beverages are a product of local life, history, culture, economy and society, but are shaped by the local lifestyle throughout the historical process (Yarış, 2014: 15). The fame of Turkish cuisine is derived from the use of a variety of ingredients and

flavors in various ways (Özdoğan and Işık, 2008: 1060). Foods and drinks are cultural elements with a sociocultural meaning (Tezcan, 2000: 1). The richness of Turkish cuisine is one of the known facts of the world. Not only food but also drinks have an important place in Turkish cuisine. Drinks such as ayran (buttermilk), sherbet, tea, salep, boza and compote are the most popular beverage groups in Turkey.

The first drink that comes to mind in Turkish cuisine is undoubtedly Ayran. It is a drink that is frequently consumed by all segments of the people without social class discrimination. It is recognized as a national drink in Turkey. It is made of yoghurt, water and salt. It has been associated with health and well-being for long years (Arslantas et al., 2008: 240; Glanville et al., 2015: 6). Preparation of Ayran varies from region to region. Some kinds of ayran such as Susurluk Ayran in Sakarya and Misis Ayran in Adana, attract attention throughout the country. The sherbet is a fragrant drink that complements our cuisine. The sherbet can be served refreshingly at any time of the day and can be served with meals as well as being served. At the palace, mansion and pavilion tables, a variety of sherbet was used to drink sherbet instead of water (Akçiçek, 2002: 745). Nowadays, sherbet culture has been replaced by fruit juices. However, in some villages in Anatolia, sherbet made from herbs is partially consumed. These drinks, which are slowly being forgotten, are superior to today's drinks in terms of taste and health (Özdoğan and Işık, 2008: 1074). Sherbets are derived from many different plant in Turkey. It is called with the food used in making each syrup or event such as apple sherbet, mulberry sherbet, rose sherbet and maternity sherbet. One of the world's largest tea market in Turkey is an integral part of the Turkish lifestyle and culture. Tea is cheaper than coffee, and it is easier to prepare as soon as it became. Therefore, it has become the favorite drink of people (Duman, 2008). Although there are different types of teas and preparation methods today, it is brewed with Turkish style tea, powdered roasted black tea and served with small cups which are known as certain fine (Güneş, 2012: 237). With the increasing consumption of cold weather in Turkey, Salep has an important place in traditional culture. Salep is made from the powdered root of wild orchids used as food and drugs. Salep is commonly used mixed with milk to make the hot drink known as Salep, which is served sprinkled with cinnamon (Develi Işıklı et al., 2015: 6556-6557). Boza is a fermented malt drink made from cereals fermented with lactic acid bacteria and yeast (Hancıoğlu and Karapınar, 1997: 271; Todorov et. al., 2008: 465). It is a drink that is also consumed in winter.

The Turkish cuisine, which is one of the world's greatest cuisines, is insufficient to use its values in terms of drink variety. Regional food and beverages are powerful and effective means of improving or deteriorating a region's tourism destination profile (Green and Dougherty, 2008: 150). Especially foreign visitors do not know enough about drink variety in Turkey. Also, it is limited to the experiences of foreign visitors. Drinks that play an important role in tourist experience need to be used effectively in gastronomic tourism. In this context, the aim of the study is to determine the perceptions of foreigners about Turkish drinks, and to emphasize the importance of matching the drink inventory of Turkish cuisine with traditional dishes.

Method

This study was carried out using a screening model. Screening models are a research approach that tries to define a situation that exists in the past or today as it is. In this approach, it is tried to be defined in its own conditions and as it is before it is attempted to change the event, change or influence. In the scanning approach, the researcher can examine the object or the individual directly or by interpreting the scattered data that will be obtained by integrating it with his own observations by referring to the various records and other people who have been previously held by others (Karasar, 2014: 77).

In the first stage of the study, the thoughts of foreign tourists about Turkish drinks were determined. Turkish drinks were evaluated from the customer comments made on Turkish restaurants on Tripadvisor. Within the scope of the research, reviews of 1263 foreign visitors visited total 150 food and beverage companies operating in Istanbul (25), Ankara (10), Antalya (20), Izmir (15), Bursa (5), Mugla (15), Konya (10), Trabzon (5), Eskisehir (10), Mersin (5), Adana (10), Gaziantep (10), Mardin (5) and Van (5) were evaluated. The opinions that are not about Turkish drinks are excluded from scope of the research. Later, descriptive analysis method was used in the analysis of data. According to this approach, the data obtained are summarized and interpreted according to the previously determined themes. In descriptive analysis, the data are analyzed in four stages (Yıldırım and Şimşek, 2013): (1) forming a framework for descriptive analysis, (2) finding the themes, (3) identifying the findings, (4) interpreting the findings. One of the strategies used in qualitative research to ensure the validity and reliability of the research is expert examination (Yıldırım & Şimşek, 2013: 302). In this study, an expert review was conducted to ensure the reliability of the study. The researchers came together with experts on the field and methods to evaluate all processes orally and evaluate them with experts.

In the next stage of the study, Turkish beverages were determined from the literature. In this context, books, articles, reports and theses about Turkish drinks were examined. A 5-person commission consisting of experts in the field has been established to match the drinks determined from the literature with the dishes of Turkish cuisine. The commission stated their opinions on the harmonization of the taste based on the standard recipes of the determined beverages and dishes and determined the co-ordination of the food and beverage to be matched by over 100 points. The final meal and drink association was determined by the researchers and the opinions were communicated back to the experts before the consensus was reached.

Results

When the comments made to Turkish food and beverage companies are examined, it is seen that the customer opinions are about Turkish food in general. The comments made by the visitors on Tripadvisor about Turkish cuisine are shown in Figure 1 with the word cloud. Reviews on Turkish restaurants on Tripadvisor are mostly about meals. Customers' opinions about restaurants are often indicated by the food they order. Interpretations other than meals generally relate to the physical evidence of restaurants. Within the scope of the research, the opinions of the customers about the Turkish cuisine are about certain issues. These are meat, fish and kebab dishes in Turkish cuisine. Another remarkable aspect is about the breakfast. The overall satisfaction level of the customers visiting Turkish restaurants is high.

Figure 2. Drinks Mostly Mentioned on Tripadvisor

In the other part of the study, Turkish dishes known by foreigners are determined from the literature and comments on the social media. The number of the dishes, identified as 82 at the first stage, was reduced to 27 by taking expert reviews. The dishes are intended to be as most known dishes as possible by foreigners. Afterwards, drinks that are specific to Turkish cuisine have been selected from the geo-targeted products by the Turkish Patent and Trademark Office and from the products defined on the site of kulturportali.com. In addition to the expert opinion, 25 beverages were determined to be matched with dishes (Table 1).

Table 1. List of the Selected Dishes and Drinks

LIST OF DISHES	LIST OF DRINKS
Tas Kebab with Begendi (Cream Sauce with Eggplant)	Non-alcoholic Beverages
Adana Kebab	Ayran
Pasty (Manti)	Boza
Cig Kofte	Salgam (Turnip Juice)
Meatball	Lemonade
Lamb Tandoori	Cherry Sherbet
Hamsi Tava	Tamarind Sherbet
Kuyu Kebab	Cranberry Sherbet
Iskender Kebab	Pickle juice
Ali Nazik Kebab	Turkish Tea
Doner Kebab	Turkish coffee
Kokorec	Linden Tea
Kavurma	Sage Tea
Sucuk	Salep
Lahmacun	Rosehip Tea
Pide	Kefir
Leaf Wrapping with Olive Oil	Sirkencübin (Syrup Made By Mixing Honey and Vinegar)
Arnavut Cigeri	Hardaliye (Grape Juice Flavored with Mustard)

Kuru Fasulye (Made of Stewed Dried Beans)	Alcoholic Beverages
Stuffed Mussels	Wine
Menemen	Beer
Dolma	Raki
Piyaz	Traditional Turkish Raspberry Liquor
Lentil Meatball	Traditional Turkish Strawberry Liquor
Simit	Traditional Turkish Rose Liquor
Baklava	Traditional Turkish Apricot Liquor
Ashura	Traditional Turkish Cherry Liquor

In order to be able to match these beverages, a 5-person commission consisting of chefs, experts and gastronomy specialists was established and they were asked to match the beverages that could accompany the meals with 0-100 points. First of all, the determined dishes were prepared in accordance with the geographical indications. Their recipes were taken from the Turkish Patent and Trademark Office and kulturportali.com. The same method was applied in the preparation of beverages as well. Members of the commission were asked to try and score meals given to them by the researchers. They scored food and beverage pairings. Table 2 shows the couples with the highest scores from these matches.

Table 2. Some of Matched Dishes and Drinks

DISHES	DRINKS
Tas Kebab with Begendi (Cream Sauce with Eggplant)	Ayran (95), Şalgam (75), Beer (50)
Adana Kebab	Ayran (90), Şalgam (80), Raki (75)
Meatball	Ayran (100), Raki (80), Traditional Turkish Cherry Liquor (50)
Lamb Tandoori	Ayran (100), Sirkencübin (80), Wine (75)
Hamsi Tava	Şalgam (70), Beer (65), Pickle juice
Doner Kebab	Ayran (90), Wine (75), Beer (75)
Kokorec	Salgam (Turnip Juice) (75), Pickle juice (70), Ayran (60),
Menemen	Turkish Tea (95), Lemonade (75), Hardaliye (50)

Conclusion

As a result of the research, geographically marked Turkish drinks and meals were matched and a roadmap was tried to be drawn for further studies. With this study, it is found that Turkish cuisine and drinks occupy an important place for Turkish cuisine, but foreigners cannot be reminded often enough about these drinks and visitors, because of the bad experiences they develop negative attitudes against Turkish drinks. Even though there are many Turkish drinks, the majority of the participants tried to emphasize Ayran consumption. It can be said that Ayran, the first thing that comes to mind when talking about the Turkish drink, is not only for foreigners, but also for Turkish gastronomy experts. It should also be noticed that there are other beverages apart from Ayran in Turkish cuisine.

The first things to do in this regard are below:

- Particular attention should be paid to the use of sherbets, which are beneficial for health, in daily life.
- The drinks that have been forgotten should be taken under protection and brought to Turkish cuisine.
- The selection of alcoholic beverages from domestic products instead of imported products will create awareness for Turkish beverages.
- Turkish beverages should be actively used in touristic businesses serving foreign tourists.
- A design product for the sake of memory should be developed and people should not only drink those drinks but they should also be able to remember and embody their experiences.

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