

Creating a Sustainable Gastronomic Destination: The Case of Cittaslow Gokceada-Turkey

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Abstract

Gokceada has an important potential for development of sustainable gastronomic tourism. The main objective of the island is to turn into a sustainable gastronomic destination. Gokceada has a mission to be able to transmute the island, where has been visited by the founder of Slow Food: Mr. Carlo Petrini in 2006, as a slow destination in accordance with the principles of Slow Food: good-clean-fair. This study aims to explain the practices of Cittaslow Gokceada on the process of becoming a sustainable gastronomic destination.

Key Words: Sustainable Gastronomy, Sustainable Gastronomic Tourism, Cittaslow Gokceada.

1. Introduction

Considering local and authentic natures, gastronomy can truly be held to be resources for tourism and not just attractions to encourage it. If the tourist industry is organized in an appropriate way, food not only can increase the value of a destination, but also increase their own value: local identity is expressed by land and by food (Barrera & Alvarado, 2008; Haven-Tang, 2005; Yiakoumaki, 2006; Yurtseven, 2007; Yurtseven & Kaya, 2011). The local and the authentic concepts that provide a conceptual link between consumption and production, are strategically important for sustainable gastronomic tourism. The use of local and authentic food can directly or indirectly contribute to the various elements of sustainability in a particular area namely stimulating and supporting agricultural activity and food production, preventing authentic exploitation, enhancing destination attractiveness, empowerment of the community, generating pride, specifically regarding food, and reinforcing brand identity of the destination with the focus on food experiences in the area (Telfer & Wall, 1996). Local and authentic food holds great potential to contribute to sustainability in tourism by, among others, broadening and enhancing the local tourism resource base, adding value to the authenticity of the destination, strengthening the local economy (both from a tourism and agricultural perspective), and by providing for environmentally-friendly infrastructure (Barrera & Alvarado, 2008; Bessi re, 1998; Boyne, Williams, & Hall, 2001; Handszuh, 2000; Nummedal & Hall, 2006; Pratt, 2007). Concern with the local is a central theme in sustainable gastronomy, and one of the ways of reconnecting producers and consumers (Pratt, 2007; Yurtseven, Kaya, & Harman, 2010).

Sustainable gastronomy promotes local produce for environmental and socio-cultural reasons. Localized gastronomic systems promote environmental sustainability, social justice, and fair trade. Creating markets for local specialties, gastronomic centers, old farming and culinary system, wine routes or eco-museums create local development. Localized gastronomy benefits not only farmers but also gives value-added to consumers. Consumers clearly value direct contact with farmers who produce their food. Authenticity is a quality that contributes to a range of foods and cuisines. Authenticity consists of two main themes. First, there is food specific to a location; second, these food products are the result of a craft process.

These two themes are normally found together and both rest on an appeal to tradition: this food is the product of a continuous and collective endeavor, it pre-dates industrialized food systems and its value derives from opposition. These linkages between place, people, knowledge and food build into full-blown conception of a bounded local culture (Pratt, 2007).

The main aim of trans-disciplinary gastronomy studies is to work for a sustainable gastronomy incorporating the traditional principles of sustainable development. Sustainable gastronomy implies that communities can evolve socially and economically whilst keeping an eco-nutritional commitment to environmental sustainability and the optimal health of members of the community (Scarpato, 2002; Yurtseven & Kaya, 2010). Sustainable gastronomic tourism does not represent a new breed of gastro-attractions within established tourist destinations. It enhances the local tourism on offer by promoting local agriculture and gastronomic heritage. Sustainable gastronomic tourism also represents opportunities for new tourism, which has been described as a large scale packaging of non-standardized leisure services at competitive prices to suit the demands of tourists as well as the economic and socio-environmental needs of destination (Poon, 1993). It encourages tourists to visit local food producers, such as farms where make cheese, and wineries, to buy directly from the producers (Swarbrooke, 1999; Yurtseven, 2007).

2. GOKCEADA

Gokceada, older name: Imbros, is the largest island of Turkey having an important tourism and economic potential with its own specific geographical and environmental conditions and protected, untouched natural resources. It is located in the northern Aegean Sea and the westernmost point of Turkey. The area of the island is 279 km² and the population is 8.672 according to the 2007 census.

Agriculture and tourism are the sectors that should be focused on and examined thoroughly in order to create employment and alternative sources of income in Gokceada. There are a lot of pensions and boarding houses in the island. The importance of pensions and boarding houses in the service sector becomes significant when the total number of the beds is taken into consideration. However, majority of the tourism activities is carried out only at the subsistence level.

3-S Tourism (sea-sun-sand) is the most widely seen tourism activity in the island as being of considerable economic and social benefit. In addition to this, return of Gokceada people from all over the world to the island on every August 15 for the Festival organized to commemorate the Virgin Mary provides a seasonal activity for faith tourism. Furthermore, for the last thirteen years a Film Festival is being held each year in the island by the sponsorship of the Ministry of Culture and Tourism. Gokceada also hosts increasing number of conferences, symposiums and meetings. Thus tourism movement in Gokceada has been increasing in terms of congress-organization activities. In the recent years, Gokceada has started to become an important center for both local and foreign windsurfers whether amateur or professional thanks to the growing awareness about the characteristics and properties of its wind.

Almost all of the agricultural activities in the island are carried out by organic farming and Gokceada is a candidate for becoming a major center of Turkey for organic agriculture. Such eco-organic farming practices and activities specific to the island could not be turned to account within the scope of tourism related activities and in addition to this alternative sources of income could not be created. Organic farming activities can be classified in four main groups: livestock, apiculture, olive growing, viticulture and wine. The main objective of Gokceada is to turn into an organic island. Incentive programs sponsored by the office of the local governorate to support the farmers including fertilizer and certification costs make a substantial contribution for expansion of product range. In addition to the foregoing, educational and informational activities on organic land and farming and on proper and responsible use of medicine in agriculture are conducted under the leadership of the local government and Gokceada Municipality.

In Gokceada, a substantial amount of pine tree, flower and thyme honey is manufactured by organic methods in accordance with the incentive program of the office of the local governorate to promote organic farming and production. However, a specific brand to Gokceada has not been developed and promoted, and this is one of the main reasons for not generating a sufficient added value from honey produced by using organic method. In the island olive oil production is handled by three olive oil factories.

About 100 producers and farmers have organic certificates. Within the scope of the Ecological Viniculture Project initiated by the Governorship of the Provincial District of Gokceada, vineyard production facilities were established for 16 farmers in area of 67.5 decars. In addition to this 18.290 grapevine trunks were purchased and distributed to the farmers. Imbros sheep is a species unique to Gokceada in scientific literature.

Organic products being grown as a result of these activities cannot be put on the market in a sufficient manner. Gokceada, taking into consideration unproductive use of the resources of the island and the low added value derived from the tourism and agricultural activities of indigenous people the island, determined that there is a need for development of a new strategy for socio-cultural and economic opening. Gokceada determined that the island has an important potential for development of agricultural tourism based on organic farming in order to increase the level of added value generated from tourism and agricultural activities and to improve the income level of the native people of the island. By agricultural tourism, it is meant that any agricultural activity that attracts people and encourages them to spend their leisure time and discretionary income on such kind of activities and it provides opportunities for tourists to get in close touch in with the people and agricultural areas in the region, agricultural activities, and local products and with the traditional cuisine. Outcomes of the above-mentioned practices indicate that organic production potential of Gokceada together with the experiences and practices of family owned pensions and boarding houses can be used development of agricultural tourism on organic farms. Depending on this fact, there is a need for encouraging and promoting entrepreneurs to turn the potential of Gokceada in terms of sustainable gastronomic tourism into performance and add value to the island through profitable growth and for economic opening aimed at development of agricultural tourism based in particular on livestock, apiculture, olive growing, viniculture and wine in order to foster organic farming in the island and to increase the added value generated from the organic farming.

Gokceada has an important potential for development of sustainable gastronomic tourism. The main objective of the island is to turn into a sustainable gastronomic destination. Gokceada has a mission to be able to transmute the island, **where** has been visited by the founder of Slow Food: Mr. Carlo Petrini in 2006, as a slow destination in accordance with the principles of Slow Food: good-clean-fair. This study aims to explain the practices of Cittaslow Gokceada on the process of becoming a sustainable gastronomic destination.

3. The Practices of Gokceada as a Sustainable Gastronomic Destination

3.1. The Project: Organic Agriculture in Gokceada

It is obvious today that conventional agriculture causes many adverse environmental effects and is not a sustainable form of producing food. Organic agriculture provides a good model of agriculture based on sustainable practices and has been adopted by many growers on Gokceada in Turkey. Gokceada provides a good model for preventing agricultural environmental degradation. Gokceada has not only significant tourism opportunities but also suitable conditions for organic agriculture as it is isolated from the main land. Island people's main livelihoods are agriculture, animal husbandry and tourism. Because of short tourism season, basic livelihood still seems to be agriculture for the next years. Therefore for the better use of local natural resources and to create more sustainable systems, in 2002 an organic project has been carried out on the main crops of the island; olive, honey and grape production. Participants involved with increasing organic agriculture on the inland include the local administration of Gokceada, Gokceada Municipality, Canakkale Onsekiz Mart University, Provincial Directorate of Ministry of Agriculture and Rural Affairs, small scale farmers and enterprises (Oztokat Kuzucu, 2007).

Organic olive and olive oil production project began in 2002 with 14 producers and yielded 17.376 tonnes of organic olive oil. In 2003 and 2004, 26 and 64 certified organic growers produced 15.402 and 24.583 tonnes of organic olive oil respectively. In 2005, 114 producers produced 156 tonnes of olive oil on 413 ha of land. In four years time, olive yields per tree have dramatically increased from 15 kg to 22 kg. Not only yields have increased but also the incomes are increasing as the unit prices are higher in organic crops. Today it is proved that organic agriculture has not only plenty of positive effects but also causes increase in yield. An organic honey project was initiated in 2003 and in the following year 25 beekeepers produced 11.06 tonnes of organic honey from 793 hives. In 2005, these numbers increased to 53 beekeepers produced 25.32 tonnes honey with 1665 hives. In 2005, two organic grape growers (fresh grapes and wine producers) yielded 10 tonnes of table grapes on 1.7 ha of land. Ongoing work is being done to expand organic table and wine grape production.

Besides this, fodder and field crops were produced organically on 200 ha area whereas miscellaneous vegetables especially; tomato, cucumber, pepper, leek, cauliflower, melon and watermelon in 50 ha. Current studies are going on to lay out a new project involving organic sheep (Imbros sheep) production in Eselek pasture on an 4 200 ha area. Before conversion to organic agriculture almost none of the producers use pesticides or chemical fertilizers so; it was not difficult to convert the system into organic production. Producers share the certification fees by forming producer associations which decreases the costs dramatically. Organic island producers have some financial opportunities. In the organic honey project, bee producers were supported with a total of 1500 bee hives and 3100 boxes of organic insecticide. Local administration donated organic insecticides to olive growers. A National Bank offers interest discount (60%) in loans for organic producers. In 2002 and 2003, control and certification expenses were paid by local administration of Gokceada (Oztokat Kuzucu, 2007).

Gokceada has very favourable conditions for organic agriculture and has exciting, ambitious and laborious enterprisers. Thirty percent of the organic products are consumed by the seasonal tourists and island inhabitants and the remaining products are sold at organic fairs, sent to the organic market, sold to luxury hotels and the rest is exported. The common brands in organic olive oil, organic honey, and organic wine have great effects in marketing. Organic farming facilities provide; food security and safety, guarantee economic viability for growers and preserve the structure of the rural community. But the main goal is to sustain the agricultural system and improve it with sharing responsibilities.

3.2. Slow Food Gokceada Convivium

Slowness is an effective concept of sustainable gastronomic tourism. Slow Food underlines the philosophy of slowness. It is dedicated to a food that is based on the principles of high quality and taste, environmental sustainability, and social justice in essence, a food system that is good, clean, and fair. Slow Food seeks to catalyze a broad cultural shift away from the destructive effects of an industrial food system and fast life; toward the regenerative cultural, ecological, social, and economic benefits of a sustainable food system, regional food traditions, the pleasures of the table, and a slower and more harmonious rhythm of life (Croce and Perri, 2010; Parkins and Craig, 2006; Petrini, 2003, 2007, 2010). Slow Food Gokceada Convivium was established in 2006.

3.3. The Project: Traditional Occupations in Gokceada

In consequence of cooperation between Turkish Academy of Sciences, Canakkale Onsekiz Mart University Gokceada School of Applied Sciences, and Slow Food Gokceada Convivium, The Traditional Occupations in Gokceada: Oral History Project was accomplished in 2006. At the end of this project; existing traditional occupations and handicrafts in Gokceada were specified. These traditional occupations of Gokceada are potters, carters, salt lake workers, barrel makers, basket weavers, boat carpenter and caulkers, musical instrument makers and musicians, chair maker and carpenters, candle makers and candle lighters, coffee shop keepers, barbers, grocers, greengrocers and roving grocers, millers of grains, millers of sesame seeds, distillers, tailors, saddle makers, blacksmiths and horse shoe fitters, sponge divers and sponge processing workers, shoe makers, stone masons, builders, silkworm breeders, weavers, ploughmen, harvest workers, threshing, the crop pruning, vineyard, animal farming, fisherman (Yurtseven, 2006). Canakkale Onsekiz Mart University Gokceada School of Applied Sciences and Slow Food Gokceada Convivium have some certificate programs of traditional occupations for students and tourists.

3.4. The Project: Traditional Cuisine in Gokceada

94 receipts and 16 indigenous products were identified due to an oral history documentation study themed Gokceada cuisine, which had been accomplished in cooperation with Gokceada Municipality, Slow Food Gokceada Convivium, and Gastronomy Department-Canakkale Onsekiz Mart University Gokceada School of Applied Sciences. This study was published as a book called Slow Food and Gokceada: A Managerial Perspective (Yurtseven, 2007). In cooperation with Gokceada Municipality, Gastronomy Department- Canakkale Onsekiz Mart University Gokceada School of Applied Sciences, and Slow Food Gokceada Convivium, the restaurant workers and university students are educated for producing and presenting of traditional Gokceada foods. In this way, the menus of restaurants in Gokceada are reorganized by using local foods and products.

3.5. The Project: Learning Organic Life in the Island

General objective of the European Union project Learning Organic Life in the Island (2008-2009) is to develop new fields of activity relying on tourism for the improvement and progress of Gokceada, the biggest island in Turkey, in economic terms and to design a tourism strategy in order to make the island a centre of attraction in the agricultural tourism through establishing relations and sharing experiences with the Mandas Municipality of the Island of Sardinia in Italy. What is expected from the success of this strategy and collaboration is an increase in the income level of the population of Gokceada and a contribution in providing employment opportunities in the service sector. With this project, it is aimed to increase mutual information between Gokceada and Mandas municipalities, to develop future oriented joint projects, to hold meetings within the framework of developing agricultural tourism and to promote people to participate in these activities. In this respect, special objectives of the project are as follows:

- To determine the tourism strategy for Gokceada to develop alternative tourism, particularly agricultural tourism depending on organic production,
- To receive expert support in order to develop strategy for agricultural tourism and to collaborate with Mandas Municipality of the Island of Sardinia,
- To organize exchange visits between municipalities to receive information about the application experiences in the island of Sardinia and to turn the relationship between the municipalities into permanent cooperation,
- After preparing the tourism strategy for Gokceada, to promote people living in the island to adopt the strategy,
- To allow the small scale producers in the island who earn their living from the activities such as viniculture, olive-growing, apiculture etc., and who have the potential to render tourism based services to play an active role in the preparation phase of the strategy and to determine the expectations of people living in the island from the agricultural tourism,
- To provide training facilities, entrepreneurship training, and English Language training to the small scale producers,
- To exemplify the new strategy to be developed along with the experiences acquired from the island of Sardinia and to organize informational activities to enable the residents of Gokceada to adopt the strategy, to carry out international advertisement activities and to arrange social activities encompassing people living in the island.

3.6. Organic Farming Festival

Organic Farming Festival including Terra Madre has been organized since 2009 by Gokceada Municipality and Slow Food Gokceada Convivium. Turkish Gastronomy Congress has been started with Organic Farming Festival by Gastronomy Department-Canakkale Onsekiz Mart University Gokceada School of Applied Sciences and Gokceada Slow Food Convivium since 2012.

3.7. The Research: Local Food in Local Menus

The research in 2009, titled Local Food in Local Menus: The Case of Gokceada by Gastronomy Department-Canakkale Onsekiz Mart University Gokceada School of Applied Sciences, attempts to determine motivations which influencing tourists' local food consumption. The research involved a multi-method approach undertaken through initiating interviews with local people to build inventory of local food of Gokceada, document review method was employed in restaurants (menus) to find out what extent local food peculiar to Gokceada take part in the menus of restaurants and finally a survey applied to visitors of the area to determine motivations which influencing their local food consumption (Yurtseven and Kaya, 2011).

The current was undertaken in context of rise of consumption of local food on holidays and increased awareness of local values for tourism. Through interview, document reviewing and questionnaire method, this research not only identified the motivations influencing local food consumption based on the empirical context of local food experiences on trips and holidays, but also built an inventory of Gokceada's local foods and defines expectations of tourists' from restaurateurs.

The findings indicate that motivations to consume local food included five motivational factors: quality of taste, authentic experience, rural development, health concern and learning knowledge. Quality of taste which includes quality, freshness, healthy, clear and good taste items, has been chosen as a primary motivational factor to consume local food by the participants. On the other hand, according to our second research, local foods in the restaurants menus capture 47% of all menu items. The average seems good enough but interactions between close areas to Gokceada also have some effects on foods. In other words, some foods defined as local food by local people also can be seen in some other destinations around the Gokceada. That's why participants want to see more local food in the menus which peculiar to Gokceada. Moreover, general perceptions of the participants about local identity of the restaurants on very negative way. However, 73.5 % of the participants look for local specialties with a local identity restaurant.

This research identifies the local food consumption motivations of tourists in during their holiday. The research could assist the local governors and tourism authorities when planning promotional activities to attract more people to visit area or to increase tourists spending in the destination. Additionally, from the perspective of restaurateurs, they should understand tourists' expectations and provide satisfactory service and products to them by bringing to light peculiar foods of area with new flavors and authentic ingredients. Lastly, the current research conducted with a domestic sample it would be interesting to undertake similar research and examine international tourists' motivations for consumption of local food in holiday to see if they are similar or different from domestic users.

3.8. The Research: Sustainable Gastronomic Tourism in Gokceada

The main purpose of this research in 2010, titled Sustainable Gastronomic Tourism in Gokceada (Imbros): Local and Authentic Perspectives by Gastronomy Department-Canakkale Onsekiz Mart University Gokceada School of Applied Sciences, is to measure Gokceada visitors' perceptions of key sustainable gastronomic tourism in terms of importance and satisfaction by visitor types based on local and authentic perspectives. Gokceada visitors are categorized into two different types: sustainable gastronomic tourists and interested sustainable gastronomic tourists. The significant finding of this research is that Gokceada is an important sustainable gastronomic destination for sustainable gastronomic tourists. Sustainable gastronomic tourists are perceived to be present special restaurant, local produced food products, natural shopping centers, traditional life culture, and organic farming and products. There are no high importance elements of sustainable gastronomic tourism for interested sustainable gastronomic tourists (Yurtseven, 2011).

Understanding characteristics of visitor types is important for destination management strategies. Destinations monitor visitors' perceptions to identify strengths and gaps. Visitor oriented destinations focus on the importance of specific visitor types and work to maximize satisfaction with the service being offered. Importance-satisfaction analysis provides understanding of how the visitor types define destination, and how elements may aid the development of visitors' satisfaction.

3.9. Cittaslow Gokceada

Cittaslow, which means slow city, is an international network of small towns that originated in Italy less than a decade ago with the aim of addressing the Slow Food philosophy in their urban design and planning. The network is proliferating in many other countries, in Europe and in other continents, and there are 141 Cittaslow towns around the world (Miele, 2008; Pink, 2008). A Cittaslow agrees to work towards a set of goals that aim to improve the quality of life of its citizens and its visitors, and to share good ideas, experiences and knowledge across the national and international Cittaslow networks (Heitmann, Robinson and Povey, 2011; Hoeschele, 2010; Miele, 2008).

In the Cittaslow Statute signed in Orvieto on 15 October 1999 by Carlo Petrini, founder and President of Slow Food and Cittaslow, and the Mayors of Bra, Greve in Chianti, Orvieto and Positano, it is clearly specified that Cittaslow towns are those where (Knox, 2005; Mayer and Knox, 2009; Pink, 2007, 2008): an environmental policy is carried on with the aim of maintaining and developing the characteristics of the territory and the urban fabric, starting with techniques for salvaging and recycling; an infrastructure policy is implemented that will make the most of the territory and not its occupation; a proper use of new technology is promoted to improve the quality of the environment and the urban fabric; the production and use of natural and organic food products produced with techniques that respect the environment, with the exclusion of transgenic products, is stimulated, and if necessary Controlling Bodies to protect and to develop typical production at risk are set up; indigenous products rooted in the culture and traditions and that contribute to the identification of the territory are safeguarded, maintaining sites and manner of production and keeping consumers and quality producers in direct contact; the quality of hospitality is promoted as an important link to the community and its unique characteristics, eliminating structural and cultural obstacles that might jeopardize a total usage and a proper diffusion of the town's resources; an awareness is promoted among all citizens and operators, an awareness that they live in a Cittaslow town, focused particularly on young people and schools through a systematic education in taste. For a town to become a member, the population must number less than 50.000 and comply with a list of criteria covering the six pillars of environmental policies, infrastructural policies, technologies and facilities for urban quality, safeguarding autochthonous production, hospitality and awareness (Heitmann, Robinson and Povey, 2011). Gokceada Municipality joined in Cittaslow International in 2011. Cittaslow Gokceada is a member of Cittaslow Turkey and International Cittaslow.

3.10. The Project: Strengthening Women Entrepreneurship based on Agricultural Tourism

The main aim of Strengthening Women Entrepreneurship based on Agricultural Tourism Project in 2012 is to improve new fields of activity that depends on tourism to Gokceada women for economic development of Cittaslow Gokceada. With this project, Gokceada Municipality will provide women's participating the economic life by performing Gokceada Agricultural Tourism Strategy prepared by utilizing the experience of the Mandas Municipality of the Island of Sardinia in Italy. The special aims of the project are as follows:

- The women in Gokceada take part in active labor market and provide employment to them,
- To strengthen the employment of women side,
- To provide the women in Gokceada to establish their own business or take part family business in an active way by giving education seminar about cooperation, boarding house, tourism guidance, tourism services,
- To improve the business of Gokceada women by training them about entrepreneurship and Tourism,
- By establishing the women cooperative, to facilitate the marketing of products that belong to the women in Gokceada dealing agriculture and agro-tourism,
- To provide tourism guidance services in a qualified way in the women cooperative,
- By taking inventory of local and tourist products, to provide the marketing of original products of Gokceada and to create alternative income to the women in Gokceada,
- To support the solution of their problems about business establishment and financing, by establishing Support Center for women in Gokceada,
- To exemplify for the spread of Gokceada Agricultural Tourism Strategy ,
- To provide the development of alternative tourism in Gokceada, especially that's related to organic farming tourism.

3.11. The Project: Local Products in Local Menus: Eco-Gastronomic Tourism in Cittaslow Gokceada

The main aim of Local Products in Local Menus: Eco-Gastronomic Tourism in Cittaslow Gokceada in 2012, by putting forward the Cittaslow factors of Gokceada, is to create repositioning strategies about sustainable gastronomic tourism (eco-gastronomic tourism) which is one of the alternatives forms of tourism in the island and to enhance the competitiveness of Gokceada. Accordingly to this general aim of the project, it also includes these special purposes:

- To arrange an education program about the preparation of 94 kinds of dishes' in Gokceada Cuisine that have at least two hundred years of history by being the result of Oral History Project and the entrepreneurship of eco-gastronomic tourism for particularly the women and also the people in Gokceada,

- To establish Gokceada Gastronomy Center which reflects traditional cuisine of the island,
- To participate Terra Madre as Cittaslow Gokceada, and to introduce the Cuisine Culture of Gokceada,
- To prepare visual and informative materials especially a website for promoting traditional Gokceada Cuisine,
- To give seminars to restaurateurs in the island about how to present the gastronomy culture and tradition of Gokceada,
- To arrange certificate programs of Gokceada Traditional Gastronomy Culture for tourists.

4. Conclusion

Sustainable gastronomic tourism reflects the sustainability issues of general tourism. At the same time, however, it represents a challenging issue for gastronomy studies. This new approach implies that gastronomic tourism becomes a research topic of a gastronomy studies. Insofar as tourists are constant local and authentic perspectives, sustainable gastronomic tourism represents a viable route towards increasing biodiversity and the sustainable gastronomic possibilities open to the people of the world. Sustainable gastronomic tourism provides opportunities for tourists to get in close touch in with the people and agricultural areas in the region, agricultural activities, local products, and traditional cuisines. You can see the best practices and their results in Gokceada as a sustainable gastronomic destination in Table 1.

The following are suggestions that can be considered for Gokceada as a sustainable gastronomic tourism destination:

- Be sensitive to local and authentic conditions- use local produced food products, organic farming and products, traditional life culture, traditional food production,
- An attractive, unusual, unknown cuisine can be regarded as a resource of a destination and needs to be considered as a destination branding item,
- Gastronomy routes can promote a destination and can contribute to sustainable gastronomic tourism projects,
- Special restaurants, natural shopping centers, and typical and historical shops can be developed to assist with the promotion of the special cuisine of a destination.

These suggestions contribute the preservation of sustainable gastronomic tourism resources, sustainable gastronomic tourism development, development of sustainable gastronomic tourism destination and a high level of sustainable gastronomic tourism satisfaction, benefiting all members of community of Cittaslow Gokceada.

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Table 1: The Best Practices and Their Results in Gokceada

The Practices	The Results
The Project: Organic Agriculture in Gokceada	<ul style="list-style-type: none"> • <i>Organic agriculture provides a good model of agriculture based on sustainable practices.</i> • <i>The common brands in organic olive, olive oil, honey and wine have great effects in marketing.</i>
Slow Food Gokceada Convivium	<ul style="list-style-type: none"> • <i>Gokceada is dedicated to local food that is based on the principles of high quality and taste, environmental sustainability, and social justice is essence, a food system that is good, clean, and fair.</i>
The Project: Traditional Occupations in Gokceada	<ul style="list-style-type: none"> • <i>Existing traditional occupations and handicrafts in Gokceada were specified.</i>
The Project: Traditional Cuisine in Gokceada	<ul style="list-style-type: none"> • <i>94 receipts and 16 indigenous products were identified due to an oral history documentation study themed Gokceada cuisine.</i> • <i>This study was published as a book; Slow Food and Gokceada: A Managerial Perspective.</i> • <i>The restaurant workers and university students are educated for producing and presenting of traditional Gokceada foods.</i> • <i>The menus of restaurant in Gokceada were reorganized by using local foods and products.</i>
The Project: Learning Organic Life in the Island	<ul style="list-style-type: none"> • <i>The project develop new fields of activity relying on tourism for the improvement and progress of Gokceada in economic terms and to design a tourism strategy in order to make the island a centre of attraction in the agricultural tourism through establishing relations and sharing experiences with the Mandas Municipality of the Island of Sardinia in Italy.</i>
Organic Farming Festival	<ul style="list-style-type: none"> • <i>The festival presents Gokceada as a center of agricultural and gastronomy tourism in Turkey.</i>
The Research: Local Food in Local Menus	<ul style="list-style-type: none"> • <i>The research determines motivations which influencing tourists' local food consumption in Gokceada.</i>
The Research: Sustainable Gastronomic Tourism in Gokceada	<ul style="list-style-type: none"> • <i>The research measures Gokceada visitors' perceptions of key sustainable gastronomic tourism in terms of importance and satisfaction by visitor types based on local and authentic perspectives.</i>
Cittaslow Gokceada	<ul style="list-style-type: none"> • <i>Gokceada aims to realize the Slow Food philosophy in its urban design and planning.</i>
The Project: Strengthening Women Entrepreneurship based on Agricultural Tourism	<ul style="list-style-type: none"> • <i>The project improves new fields of activity that depend on tourism to Gokceada women for economic development of Cittaslow Gokceada.</i> • <i>Women in Gokceada participate the economic life by performing Gokceada Agricultural Tourism Strategy prepared by utilizing the experience of the Mandas Municipality of the Island of Sardinia in Italy.</i>
<i>The Project: Local Products in Local Menus: Eco-Gastronomic Tourism in Cittaslow Gokceada</i>	<ul style="list-style-type: none"> • <i>The project by putting forward the Cittaslow factors of Gokceada creates repositioning strategies about sustainable gastronomic tourism (eco-gastronomic tourism) and enhances the competitiveness of Gokceada.</i> • <i>An education program about the preparation of 94 kinds of dishes' in Gokceada Cuisine that have at least two hundred years of history by being the result of Oral History Project and the entrepreneurship of eco-gastronomic tourism for particularly the women and also the people in Gokceada are arranged.</i> • <i>The Gokceada Gastronomy Center which reflects traditional cuisine of the island is established.</i> • <i>Seminars to restaurateurs in the island about how to present the gastronomy culture and tradition of Gokceada are given.</i> • <i>Certificate programs of Gokceada Traditional Gastronomy Culture for tourists are arranged.</i>

Endnotes

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