

Gastronomy Museums as Sustainable Hangouts in Gastronomy Tourism: A Gastronomy Museum Proposal for Gümüşhane City, Turkey

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Abstract

The changes occur each passing day in demands and expectations of individuals participating to tourism movements lead to formation of new market fields in tourism industry. In this context, gastronomy tourism is regarded as one of the new trends in international tourism. Having hosted a large number of civilizations throughout the history, Turkey is accepted today as one of the countries having the richest cuisines in the world. However, the efforts to transfer that gastronomic diversity to future generations are still limited in Turkey. In this study, gastronomy museums were focused on and a gastronomy museum was suggested to be established for Gümüşhane province. It is expected that the determinations revealed in the study will be a model also for other regions of Turkey and lead the way to transfer the gastronomic assets of Turkey to future generations.

Keywords: Sustainable Tourism, Gastronomy, Gastronomy Museums, Gümüşhane City.

Introduction

Museums serve as a bridge from the past to the future. Likewise, gastronomy museums have an important role to pass down gastronomic values of any nation. From this aspect, gastronomy museums are described as places where modern presentation of the past takes place in the present time (Yılmaz, Şenel, 2014: 506). As being places reflecting the gastronomic identity, gastronomy museums is an effective strategy in branding and marketing of destination (Mankan, 2017a: 641). According to Bekar et al. (2017: 470), it is not satisfactory to only taste the flavours in the destination for the tourists whose main travel motivation is gastronomy. In this regard, the authors suggest that the said tourists want to get information also about history, production and preparation of the food at the destination. Chen (2018: 509) also states “*tourists are not simply satisfied by the biological needs of dining, but through dining they seek to bet-*

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ter understand a regional food culture". Likewise, Aksoy and Sezgi (2015:81) emphasize that the tourists traveling for gastronomic purposes are looking for gastronomy museums in the destinations they travel, where they can learn gastronomy history, traditions and techniques of the region.

Gastronomic elements and events developing around those, space perception, stories, landscape, activities etc. form the cultural gastronomy experience. Dining together, sharing and performing gastronomic activities constitute the social gastronomic experience (Yıldız, 2016: 35). In a study carried out by Yeşilyurt and Arıca (2018), it was identified that the experiences of tourists visiting Emine Göğüş Cuisine Museum in Gaziantep, Turkey stood out by the dimensions of education, escape, historical remindingness and experiences with employees. Besides, it was identified that the visitors had the chance to learn foods about Gaziantep food culture from the culinary museum, which they have not known before. In this regard, it can be said that gastronomy museums are important places which response the needs of tourists seeking for gastronomic experience and form cultural gastronomy experience beyond tasting the gastronomic elements.

It is important for development of tourism to evaluate tangible or non-tangible cultural heritage elements of a region by considering their usage/protection balance. Elements such as visual arts, written expressions and oral narratives, handicrafts, places, customs and traditions, daily life styles, tools and materials and cuisine culture are the main elements forming the cultural heritage. Accordingly, passing down this cultural heritage and presenting it to visitors as a touristic product is an important issue (Düzgün, Çalık, 2017: 125-126). Cultural richnesses that create an important element of attraction for destinations should be introduced and presented as touristic product. Gastronomy is one of the leading elements that reflect the culture of a destination. Under sustainable tourism, the gastronomy tourism is an important type of tourism. Particularly the food culture standing out in tourism makes important contributions to alternative tourism studies and sustainability of region's resources (Yüncü, 2010: 28).

Gastronomy, which is one of the basic elements of culture, is also an important sign of regional and ethnic identity. Gastronomy encompasses many components in the context of cultural heritage. Folklore, religion, language, familial bonds, social structures, environmental determinism, celebrations and ceremonies, landscapes, culinary routes, smells and tastes are some of them (Timothy, 2016). Gastronomy museums are important cultural places where cuisine culture is reflected with visual presentations, written expressions and oral narratives, exhibiting and maintaining traditional production methods and kitchen tools of the past. Thus, Şahinoğlu (2015) emphasizes that culinary museums are important in maintaining non-tangible cultural heritage. Likewise, Williams (2013) expresses that gastronomy museums assume important roles in transferring cuisine culture to next generations.

With a rich background, Turkish cuisine is an indispensable part of the Turkish history. During the historical process, Turks have always been in interaction with different cultures at different locations. Therefore, Turkish cuisine has managed to be included among the richest cuisines of the world with its variety of food, cooking and storage techniques (Günyel et al., 2018). With such historical features coming from the past, almost every city in Turkey has a unique cuisine culture. One of these cities is Gümüşhane. It is considered that a gastronomy museum to be established in Gümüşhane will assume important roles in transferring cuisine culture to next generations. Associating rich cuisine culture of a region or a city to its original resource and handing it down to next generations requires sort of an intermediary power to carry the values of that cuisine's cultural evolution to this generation (Günyel et al., 2018). It may be suggested that nowadays, gastronomy museums have the potential to serve this pur-

pose. Hence, in a study carried out by Akyürek and Zeybek (2018); the requirement to open gastronomy museum was pointed out in order to increase touristic production diversity of Gümüşhane city and develop it in terms of gastronomy tourism. Besides, another element that makes this study important is the studies about gastronomy museums in the relevant domestic and international literature, which are still limited (Mankan, 2017a: 645).

Within the scope of all these issues, the purpose of this study is to evaluate general conditions of gastronomic museums both around the world and in Turkey which contribute to sustainable tourism and create a gastronomic source of attraction at destinations for tourists and offer a gastronomy museum for Gümüşhane city. The study is expected to contribute development of sustainable tourism in Gümüşhane and enrichment of touristic product diversity of the city.

Gastronomy Tourism

The origin of gastronomy tourism depends on agriculture, culture and tourism. The combination of these three elements have allowed gastronomy tourism create source of attraction for destination and marketing of that destination. Agriculture presents the product while culture reflects authenticity and history. Thanks to tourism, these can be presented to tourists (Yüncü, 2010: 29).

According to Kivela and Crotts (2005), gastronomy is described as “the entire food, food preparation techniques and dining habits of a country or region, which separates the cuisine of that country from other cuisines”. Gastronomy tourism is a tourism movement which creates traveling motivation to experience a new eating and drinking experience and considerably helps to stimulate traveling behaviors (Solak, 2016: 2). Çalışkan and Yılmaz (2016: 34-35) list the benefits of gastronomy tourism as follows:

- Forms a basis in differentiating of destination.
- Has an important role in destination marketing.
- Used as an important factor in promotion of destinations.
- Can be a traveling motivation for tourists.
- Can be influential in destination choosing of tourists.
- Can be effective for tourists in revisiting the destination.
- Can contribute to satisfaction of tourists.
- Contributes to economic development of destinations.

The main gastronomy products which can be evaluated under gastronomy tourism are shown in Table 1. Based on the information in Table 1, it can be said that gastronomy museums are described as one of the main gastronomy products forming the gastronomy tourism.

Table 1. Basic Gastronomic Supply Resources Forming Gastronomy Tourism

FACILITIES	ACTIVITIES	EVENTS	ORGANIZATIONS
Buildings/Structures Food processing facilities, wineries, breweries, farmers' markets, food stores, food-related museums, restaurants, cafes etc.	Consumption Dining at restaurants, picnics utilizing locally-grown produce, purchasing retail food and beverages, pick-your own operations (e.g; tourists picking up their own strawberries for a strawberry cake in a hotel and making their own cake).	Consumer Shows Food and wine shows, cooking equipment, kitchen shows, workshop of a famous chef, product launches etc.	Restaurant/cafe classification or certification systems (e.g; Michelin, Taste of Nova Scotia, Harden's, Zagat, Forbes Travel Guide etc.), associations (Slow Food, cooks and chefs federations, gastronomy associations etc.)
Land Uses Farms, orchards (fruits, vegetables, lavender, olives, tea, nuts etc.), vineyards etc.	Touring Wine regions, agricultural regions and city food districts.	Festivals Food festivals, wine festivals, harvest festivals, beer festivals, mushrooms festivals, seafood festivals etc.	
Routes and Trails Wine routes, food routes, gourmet trails etc.	Education/Observation Cooking schools, wine tasting/education, visiting wineries, observing chef competitions, reading food, beverage magazines and books, testing new recipes etc.	Fairs Agriculture fairs, food fairs, tea fairs, apiculture fairs etc.	

Source: Ignatov and Smith, 2006: 240; Smith and Xiao, 2008: 290.

Gastronomy Tourism in the Context of Sustainable Tourism

Today, the interest towards gastronomy is on the rise gradually, and each passing day; a new scientific study develops in the field of gastronomy. Correspondingly, gastronomic tourism diversity is tried to be increased in order to get more share from gastronomy tourism which is an important source of traveling motivation. Besides, providing sustainability of gastronomy tourism is another important issue (Akdağ et al., 2016). Kyriakaki et al. (2016: 237) suggest that introducing the gastronomy of a region contributes to sustainability of that region. In this regard, gastronomy museums have an important place under sustainable gastronomy tourism and in terms of gastronomic product diversity. A type of gastronomy tourism in terms of sustainability might be the eco-gastronomy. Eco-gastronomy can be described as a type of tourism that provides production and sales of local food as well as preservation of traditional cuisine tools, materials and equipment together with traditional preparation, cooking and storage methods, and transferring them to future generations (Scarpato, 2002: 139-140). Şimşek and Akdağ (2017: 354) described sustainable gastronomy as promoting cultural elements of dining in connection with environmental and socio-cultural reasons and transferring them to future generations.

Sustainable Tourism and Gastronomy Museums

Museums are one of the most visited places in Europe. Particularly, more than half of the tourists traveling to countries i.e. France, Italy, Spain, England visit museums. Increase in scale, types and quality of museums has a positive effect in the number of overnight stay of tourists at the destination (Şener, 2016: 28-29). In this regard, it can be said that museums have direct and indirect effect to increase income at touristic destinations. Museums are defined

as the places which are always at the service of society without usually seeking profit, provide development of the society, collect tangible evidence for humans and the environment, save and offer those evidences and consequently provide education and entertainment opportunities (Sezgin et al., 2011: 202). Karataş (2011: 3) defines museums as the places where any kind of objects are exhibited under scientific rules, that increase the liking and cultural accumulation of people, that offers data for relevant researches, where historical data are transferred to future generations and finally; that create a touristic demand for the region they are in.

Museums have three important functions in general which are protection (keeping, storing, accumulation, repairing, using, architectural design), research (scientific studies, articles, discussions, presentations) and communication (Kervankıran, 2014: 349-350). In this regard, gastronomy museums also can be described as the places protecting the cuisine culture of a region, giving information for the cuisine culture and conveying the cuisine culture of that region in the best way.

There are 331 visit able units of the Ministry of Culture and Tourism Directorate General of Cultural Assets and Museums serving In Turkey; 193 of which are museums and 138 are organized ruins. Besides, there are also museums with private museum status which are usually run by municipalities, chambers of commerce, governorships, district governorships and private entrepreneurs (internet 1).

Gastronomy museums are an important indication that point out development of gastronomy tourism at a destination. Tourists traveling for gastronomy purpose want to visit these gastronomy museums at the destinations they go, which they can obtain information about the history of foods, traditions regarding foods and beverages and their production techniques (Küçükkömürler et al., 2018: 83). Gastronomy museums constitute an important source of attraction at the destinations in terms of helping cuisine culture become a touristic marketing production (Bekar et al., 2017: 468). With its structure that holds together different disciplines, the gastronomy museum concept does not only include being a museum, but it also implies cultural places that is made of combining the disciplines such as agriculture, food industry, human sciences and social sciences, archeology, ethnography, art history and geography with gastronomy and culinary arts (internet 2). According to Timothy (2016: 1) *“food and foodways, including hunting, gathering, agriculture, aliment preparation and consumption, are an extremely important part of cultural heritage”*. In this context, as a result of gathering and presenting this cultural heritage in a certain place, gastronomy museums occur.

Yılmaz and Şenel (2014) have reviewed gastronomy museums under four topics which are based on cultural heritage, based on industrial heritage, based on rural tourism and based on popular culture. In this study also, the themes of museums in Table 3 and Table 4 were reviewed and the following classification was made.

1. **Agricultural focused gastronomy museums:** The content of such museums generally consist of agricultural products, agricultural product equipments and agricultural product areas.
2. **Beverage focused gastronomy museums:** They are the museums which inform visitors about wine production in particular, but also for the stages i.e. production, packaging and storing of beverages such as tea, coffee, apple juice, cola and beer.
3. **Gastronomy museums focused on cuisine culture:** They are the museums which reflect cuisine culture (cuisine tools and equipments, foods, table etc.) of the area they are located.
4. **Museums focusing on production areas:** It is usually the transformation of food and beverage production areas into museums. Examples for such museums include salt pits, olive oil factories, wind-water mills, honey production etc.

When the relevant domestic and international literature are revealed, it is seen that there are limited studies focusing on gastronomy museums. The studies which are available in the literature on gastronomy museums are summarized in Table 2.

Table 2. Previous Studies on Gastronomy Museums

Researcher(s)	Research Type	Type of Study	Subject of the Study and Main Findings
Sezen, 2018	Qualitative	Book Chapter	In the study, the relation of museum and gastronomy was reviewed. Besides, information was given about gastronomy museums in Turkey and around the world.
Yeşilyurt and Arıca, 2018	Qualitative	Article	In this study, the comments of tourists on Tripadvisor.com website, who visited Emine Gögüş Culinary Museum in Gaziantep, were reviewed through content analysis. Following the analysis, it was identified that experiences of culinary museum visitors stood out by the dimensions of education, escape, historical remindingness and experiences with employees.
Şahin and Aydın, 2017	Qualitative	Article	Purpose of the study is to emphasize the importance of gastronomy museums as a cultural and gastronomic value. In this scope, Kuşadası Oleatrium Museum was focused on. In the study, it was emphasized that gastronomy museums contribute to development of gastronomy tourism in the region they are in, carry out promotion of the region's products and consequently create an economic gain.
Serinkaya, 2017	Qualitative	Article	In the study, spatial and social reflections of Gaziantep culinary culture in traditional houses were reviewed under Emine Gögüş Culinary Museum.
Bekâr, Arman and Sürücü, 2017	Qualitative	Article	In the study, a review was made for the usage of Marmaris Bal Evi (Honey House) - active as gastronomy museum - as an element of attraction and its contribution to the region's tourism activities. According to the findings obtained, it was concluded that Marmaris Bal Evi has increased the tourism demand towards the region it is in, and that promotion of honeydew at the international platform had an important role in branding efforts of Marmaris.
Mankan, 2017b	Qualitative	Article	Purpose of the study is to know and introduce gastronomy museums around the world. Twenty gastronomy museums from different countries were reviewed in this scope.
Mankan, 2017a	Qualitative	Article	In the study, the importance of gastronomy museums in Turkey and around the world was focused on. Eight gastronomy museums from Turkey were reviewed in this scope.
Timothy, 2016	Qualitative	Book Chapter	In the study, the destinations were evaluated in the context of food which is an element of cultural heritage and its relation with gastronomy museums was revealed. However, some of the gastronomic museums in the world are given as examples in the study.
Sormaz and Güneş, 2016	Qualitative	Article	In the study, four gastronomy museums located in Turkey were reviewed.
Şahinoğlu, 2015	Quantitative	Thesis	Purpose of the study is to point out more to Turkish culinary culture under non-tangible cultural heritage. In this regard, questionnaire was applied to visitors of the culinary museums in Turkey. In the study, it was emphasized that culinary museums were important in maintaining non-tangible cultural heritage.
Yılmaz and Şenel, 2014	Qualitative	Proceeding	In the study, samples of gastronomy museums were given from Turkey and the world, and gastronomy museums were classified according to different functions they have.
Williams, 2013	Qualitative	Book Chapter	In this study, the importance of food museums was focused on. In this scope, it was emphasized that food museums were important in protecting the elements related to eating-drinking and in transferring them to future generations, that they offered different experiences to their visitors, and that there would be an increase in food museums in the future.

Researcher(s)	Research Type	Type of Study	Subject of the Study and Main Findings
Yağar, 2012	Qualitative	Thesis	In the study, the culinary culture of Antalya city was stated, and a culinary museum offer for Antalya was developed.
Lam, 2011	Qualitative	Thesis	In the study, gastronomy museums were discussed under design. In this regard, the design of a museum at National Mall of Washington D.C. was focused on. Following the study, an interactive experience relation between architectural design, food, human and design was revealed.
Koz, 2009	Qualitative	Thesis	In the study, it was mentioned how the culinary culture would be involved in museums and the properties of culinary museums were stated, besides; the palace and cuisine concepts were emphasized, and recommendations were developed about how palace cuisines would be utilized within these functions.

When Table 2 is reviewed, it is observed that the studies conducted related to gastronomy museums show increase in recent years. However, qualitative approach was usually adopted in the conducted studies. When the studies are reviewed, it is seen that article type studies are usually predominant.

Although there is no clear information about the number of gastronomy museums, it is suggested that there are more than 150 gastronomy-themed museums today in many different countries, which are deemed as a point of attraction for tourists (Mankan, 2017b: 159). In Table 3, some gastronomy museums in the world are presented.

Table 3. *Some of Gastronomy Museums around the World*

Museum's Name	Country	Theme	Internet Access Address
1. Southern Food & Beverage Museum	USA	Culinary culture	https://natfab.org/southern-food-and-beverage/
2. Agricultural and Cotton Museum	Egypt	Agricultural-plant-cotton	https://www.thecottonmuseum.com/en
3. Amsterdam Cheese Museum	Netherlands	Cheese	http://www.cheesemuseumamsterdam.com/
4. Shin-Yokohama Ramen Museum	Japan	Ramen (name in Japanese noodles)	http://www.raumen.co.jp/
5. Chocolate Museum	France	Chocolate	http://www.museeduchocolat.fr/
6. American Museum of Baking	USA	Biography of baking	http://www.cityprofile.com/kansas/american-museum-of-baking.html
7. The Beer Can Museum	USA	Beer can	http://www.beercanhouse.org/about.php
8. Bochnia Salt Mine	Poland	Salt mine	http://kopalnia-bochnia.pl/
9. Bramah Tea & Coffee Museum	England	Tea and coffee	http://www.teaandcoffeemuseum.co.uk/
10. Cadbury World Museum	England	Chocolate	https://www.cadburyworld.co.uk/en
11. China National Tea Museum	China	Tea	http://en.chnmuseum.cn/default.aspx?AspxAutoDetectCookieSupport=1
12. Vidalia Onion Museum	USA	Onion	http://www.vidaliaonion.org/
13. Choco-Story	Belgium	Chocolate and books about chocolate	http://choco-story-brugge.be/
14. The Chocolate Museum	Canada	Chocolate	http://www.chocolatemuseum.ca/
15. Cider museum	England / Spain	Cider	https://www.museodelasidra.com/ https://www.cidermuseum.co.uk/
16. Museum Coca-Cola	USA	Cola and cola can	https://www.worldofcoca-cola.com/

Museum's Name	Country	Theme	Internet Access Address
17. Napa-Copia Museum	USA	Wine	http://www.ciaatcopia.com/
18. The Cyprus Wine Museum	South Cyprus	Wine	https://www.cypruswinemuseum.com/
19. European Bread Museum	Germany	Bread	http://www.brotmuseum.de/
20. The Frietmuseum	Peru	Everything about Potatoes	http://www.frietmuseum.be/en/
21. Deutsches Salzmuseum	Germany	Salt	http://www.salzmuseum.de/
22. The Gingerbread Museum	Poland	Flour production-bread	http://gingerbreadmuseum.cz/cz/
23. The Goa Chitra Museum	India	Farm equipment and culinary culture	http://www.goachitra.com/
24. Culinary Arts Museum	USA	Everything about the kitchen	https://www.culinary.org/
25. Museo dell'Olivo	Italy	Olive and olive oil	http://www.museodellolivo.com/
26. Museum of Greek Gastronomy	Greece	Greek gastronomy	https://www.gastronomymuseum.gr/services
27. Gastronomy Museum	Czech Republic	Dining and modern kitchen	http://www.muzeumgastronomie.cz/en/home
28. Swiss Gastronomy Museum	Switzerland	Food and drink culture	https://gastronomiemuseum.ch/
29. Bully Hill Vineyards	USA	Wine	https://www.bullyhillvineyards.com/
30. European Asparagus Museum	Germany	Asparagus	https://www.atlasobscura.com/places/european-asparagus-museum
31. Butter Museum,	Ireland	Butter	http://thebuttermuseum.com/about
32. Museum of Prosciutto di Parma	Italy	Culinary Culture	http://www.turismo.comune.parma.it/en/thematic-channels/flavors/food-and-wine-factories/museum-of-prosciutto-di-parma
33. The World Carrot Museum	Belgium	Carrot	http://www.carrotmuseum.co.uk/
34. Poznan Croissant Museum	Poland	Pastries	http://rogalowemuzeum.pl/en/o-muzeum/#wskrocie
35. Brazil's Coffee Palace	Brazil	Coffee	http://www.museudocafe.org.br/en/
36. Russian Vodka Museum	Russia	Vodka	http://stroganoffgroup.ru/restaurants/muzey-russkoy-vodki/
37. Barbayannis Ouzo Museum	Greece	Ouzo	https://www.greeka.com/eastern_aegean/lesvos/lesvos-museums/barbayannis-ouzo-museum.htm
38. Olive Oil Museum	Italy	Olive and olive oil	http://www.goimperia.com/the-olive-tree-museum/
39. Bread Museum	Portugal	Bread	http://www.museudopao.pt/
40. Museum Kimchikan	South Korea	Kimchi	https://www.kimchikan.com/
41. Kitchen Museum	England	Kitchen	https://www.sallylunns.co.uk/kitchen-museum/

Source: Table 3 was recompiled and expanded by utilizing the article of Mankan (2017b)

When gastronomy museums in Table 3 are reviewed, it is seen that they are usually concentrated in developed countries which have an important position in tourism. Themes of the museums generally focus on culinary culture, beverage, food and beverage production areas. Museums usually have their own websites, but it is remarkable that they are also evaluated in many online comment websites such as Tripadvisor. Below can be seen some of figures of gastronomic museums around the world.



Figure 1. Exterior view of Amsterdam Cheese Museum Figure
Source: internet 3



Figure 2. Exterior view of Museo dell'Olivo, Italy
Source: internet 4



Figure 3. Exterior and interior views of Deutsches Salzmuseum, Germany
Source: internet 5, internet 6

There are also some places in various cities of Turkey, where culinary tools and materials used in the past, regional food and production areas were brought together to be exhibited, and then transformed into museums (Sormaz and Güneş, 2016: 28). These places are presented in Table 4.

Table 4. Gastronomy Museums in Turkey

Museum's Name	City	Theme	Opening Year	Ownership Status	Internet Access Address
Adatepe Olive Oil Museum	Çanakkale	Olive and olive oil	2001	Private	https://www.adatepe.com/
Bursa City Museum	Bursa	Culinary culture	2004	Municipality	http://www.bursakentmuzesi.com/
Kutman Wine Museum	Tekirdağ	Wine	2004	Private	http://www.kutmansaraplari.com/
Edremit Evren Ertür Historical Olive Oil Tools Museum	Balıkesir	Olive and olive oil	2005	Private	http://www.sabitertur.com.tr/
Bread Museum	Ankara	Bread	2007	Municipality	http://www.ankarahalkekmek.com.tr/EkmekMuzesi.aspx
Emine Gögüş Kitchen Museum	Gaziantep	Culinary culture	2008	Municipality	http://eminegogusmutfakmuzesi.org/
Atatürk Forest Farm Museum and Exhibition Hall	Ankara	Wine, old production equipment	2010	Atatürk Forest Farm	http://www.aoc.gov.tr/Portal/Geziyerlerimiz/aturk-orman-ciftligi-muze-ve-sergi-salonu/37
Beekeeping Museum	Muğla	Beekeeping and honey products	2010	Muğla Province Bee Growers Association	https://www.maybir.org.tr/aricilik-muzesi-tarihce
Hacıbanlar House Kitchen Museum	Şanlıurfa	Culinary culture	2011	Municipality	https://www.sanlıurfa.bel.tr/icerik/70/28/mutfak-muzesi
İstanbul Gastronomy Museum	İstanbul	Culinary	-	Private	https://msa.com.tr/muze
Oleatrium Olive and Olive Oil History Museum	Aydın	Olive and olive oil	2011	Private	http://www.oleatrium.com/
Erzurum Houses Restaurant Museum	Erzurum	Culinary culture	2011	Private	http://www.erzurumevleri.com/
Marmaris Honey House	Muğla	Beekeeping, honey	2012	Marmaris Chamber of Commerce	http://www.marmarisbalevi.com.tr/
Hatay Medical and Aromatic Plants Museum	Hatay	Medical and aromatic plants	2012	Governorship and Special Provincial Administration	http://www.hatay.gov.tr/tibbi-ve-aromatik-bitkiler-muzesi
Zavot Cheese Museum	Kars	Cheese	2012	Büyük and Küçük Boğatepe Village Headmens	http://coikk.com/bogatepe-koyu-ve-peynir-muzesi/
İncekum Caravanserai and Yörük Museum	Antalya	Yoruk culinary culture	2012	Private	http://www.altso.org.tr/genel/yoruk-muzesi-acildi/
EGEA Olive Farming Museum	Manisa	Olive and olive oil	2013	Private	https://www.egea.com.tr/index.php?do=dynamic/view&pid=7
Pelit Chocolate Museum	İstanbul	Chocolate	2014	Private	http://www.pelitcikolatamuzesi.com/

Museum's Name	City	Theme	Opening Year	Ownership Status	Internet Access Address
Antakya Cuisine Museum	Hatay	Culinary culture	2017	Antakya Chamber of Commerce and Industry	http://hataygastronomi.com/arsivler/2691
Thematic Culinary Museum	Kahramanmaraş	Culinary culture	2017	Municipality	http://www.dulkadiroglu.bel.tr/i/mutfak-muzesi.html
Köstem Olive Oil Museum	İzmir	Olive oil	2017	Private	http://kostemzeytinyagi.com/
Kapurcuk Culture and Gastronomy House	Muğla	Culinary culture	2017	Private	http://www.kapurcuk.com/
Turkish Flavor Museum	İstanbul	Local food	2018	Many private enterprises	http://turklezzetmuzesi.com/tr/
Adana Culinary Museum	Adana	Culinary culture	It will be open soon	Municipality	http://www.hurriyet.com.tr/yikilmaya-yuz-tutan-adana-mutfak-muzesi-o-40624941
Mardin Gastronomy Museum and Application Center	Mardin	Culinary culture	At the project stage	Mardin Artuklu University	http://www.dika.org.tr/6055-haberler
Gastronomy Museum and Cultural Center	Mersin	Culinary culture	At the project stage	Municipality	http://www.milliyet.com.tr/buyuksehir-belediyesi-tarihi-karamancilar-mersin-yerelhaber-2165439/
Çaykur Tea Museum	Rize	Tea	It will be open soon	Çaykur Company	http://www.tutap.com.tr/detay_tanitim/caykur-cay-muzesi/871

Source: Table 4 was recompiled and expanded by utilizing the articles of Mankan (2017a) and Şahin and Aydın (2017: 184)

When Table 4 is reviewed, it is seen that there are museums representing each gastronomy museums in Turkey. According to information obtained from websites of the gastronomy museums, it is observed that gastronomy museums in Turkey have usually opened in recent years. Museums were opened through public and private entrepreneurships. It is remarkable that museums which were opened predominantly by public were usually opened through making use of supportive organizations by project planning. For the museums opened by private enterprises, it is usually considered that they got started with marketing and sales improvement purposes in the fields they produce. Below can be seen some of figures of gastronomic museums in Turkey.



Figure 4. Interior views of Oleatrium Olive and Olive Oil History Museum, Aydın, Turkey
(Photo: Suat Akyürek, March 18, 2018)

A Gastronomy Museum Proposal for Gümüşhane City

It is known that Turkey is quite behind the European countries and the USA both in the number and income of museums and in the number of museum visitors (Kervankıran, 2014: 364). Therefore, the requirement to diversify museums and increase the number of museums shows up in Turkey, which has a rich potential in terms of number of museum resources. Despite this, the increase in the number of gastronomy museums in Turkey in recent years and that these gastronomy museums start to contribute museum diversity in the country can be considered as a positive development.

Many of the gastronomy museums in Turkey were established thanks to private initiatives of local authorities (chambers of commerce, municipalities, mukhtarships). It is particularly witnessed that these gastronomy museums are established by being designed and supplying fund from organizations providing various financial support (See: Table 4). It is likewise understood that museums are opened to reflect culinary culture of the region they are established or to inform manufacturing processes of a product that is manufactured peculiar to the region (See: Table 3). As for the museums established by private enterprises, it is understood when checking their websites that they are usually established for a commercial purpose and used as a marketing tactic. Examples for such type of museums include wine museums, olive oil museums, cheese museums etc.

The city of Gümüşhane, which is located at Black Sea region of Turkey, has a rich potential in terms of alternative tourism diversity. Besides, the city of Gümüşhane which has a structure for specific interest tourism rather than mass tourism, is a transition zone between the Black Sea and the Eastern Anatolian Regions and incorporates the cultural properties of two different regions. The different cultural structure of the city offers various eating and drinking alternatives to the region in gastronomy area. In this regard, the city has four distinctive gastronomic products. These are pestil (*dried fruit rollup*), köme (*churchkhela*), siron (*baked pastry rolls with yogurt*) and Gümüşhane bread (internet 7). When overall evaluated, it seems possible to open a gastronomy museum in Gümüşhane both in terms of culinary culture peculiar to the region and eating-drinking production areas peculiar to itself.

When we take a look at gastronomy museums in Turkey (See: Table 4), it is seen that there are gastronomy museums in every region. The only exception for that is the Black Sea Region. In other words, no gastronomy museum has been found in the Black Sea region. Although a new tea museum is planned to be opened in Rize city, there is no attempt to open up a museum that will reflect culinary culture of the Black Sea region. In this regard, a gastronomy museum to be opened in Gümüşhane is considered to be a pioneer museum for the region and will attract the attentions of tourists visiting the region. On the other hand, it can be predicted that a gastronomy museum to be opened in Gümüşhane will have a range of positive effects. Some of them are; increasing touristic product diversity in the city, transferring culinary culture to future generations, strengthening the image, identity and recognition of the city and enhancing cultural and recreational activity opportunities of the city. Likewise, it is thought that with a gastronomy museum to be opened in Gümüşhane will contribute to recovery of local economy through introducing Gümüşhane local products into the market. In this scope, by getting inspired from international and domestic gastronomy museums and taking gastronomic values of Gümüşhane into consideration, the recommendations to be able to establish a gastronomy museum peculiar to Gümüşhane might be as follows:

- **Gümüşhane Culinary Museum Can Be Established:** A museum which reflects culinary tools and materials; preparing, cooking, eating-drinking, keeping methods, foods

and beverages, words, symbols and recipes etc. of Gümüşhane cuisine can be established. Besides, Gümüşhane table manners can be revived in the museum with wax sculptures. When the existence of historical mansions particular to Gümüşhane are considered, one of these mansions can be used for gastronomy museum. In this scope, the project by Dulkadiroğlu Municipality in 2017 to restore a historical mansion and open it up as a culinary museum (internet 8) may be a guiding project for Gümüşhane museum.

- **Gümüşhane Pestil-Köme Museum Can Be Established:** An idle or unused pestil-köme factory can be turned into its state during production or an old mansion can be transformed to museum in order to obtain a different income from pestil-köme which the locomotive of Gümüşhane in economy is. In the museum to be established, general information and photographs on pestil-köme production stages in traditional and industrial style and on pestil-köme production can be exhibited. A museum to be established in such type may also be opened up within a pestil-köme factory which is already active.
- **A Pottery Museum Peculiar to Gümüşhane Can Be Opened Up:** In order to prevent forgetting pottery which is an important traditional handicraft in Dölek village of Gümüşhane, a pot museum can be opened. In this museum, stages of pot making, and pot types can be exhibited. Thus, in the study of Çalık and Ödemiş'in (2015) which they carried out regarding sustainability of non-tangible cultural heritage elements in Gümüşhane city, the necessity to establish a pot museum was emphasized.

When evaluated overall, it is seen that there are many gastronomic values with respect to establishing a gastronomy museum in Gümüşhane. It is considered that opening up a gastronomy museum which incorporates all these gastronomic values will provide quite important opportunities for Gümüşhane tourism. Establishing such kind of a museum may trigger Gümüşhane local people, domestic and foreign tourists planning to visit Gümüşhane, students and people who are interested in gastronomy; and lead to an influx of tourists towards the city.

Conclusion and Suggestions

Gastronomy museums have an important role in order to help improvement of tourism with a sustainable approach at a destination. In this study, gastronomy museums were focused on and gastronomic values that the city has were revealed in order to establish gastronomy museum in Gümüşhane. With an overall assessment, it was observed that important gastronomic resources were present to allow establishment of gastronomy museum in Gümüşhane. A gastronomy museum to be established in Gümüşhane is predicted to contribute product diversity of the city and increase tourism demand towards the region. In this scope, the following recommendations can be provided to relevant stakeholders:

- In the examinations carried out, it was identified that gastronomy museums in Turkey were opened through municipality, chambers of commerce, various supportive institutions and private individuals. In addition to this, a culinary project appears to be conducted by the initiations of Mardin University. In this regard, after determining the most appropriate person or institution in Gümüşhane, opening up the gastronomy museum can be realized.

- A gastronomy museum of Gümüşhane University circulating capital can be established. This museum can both help relevant departments for application/research courses and contribute to circulating capital of the university.
- The relevant departments of Gümüşhane University being in the first place, by cooperation of institutions i.e. Provincial Directorate of Culture and Tourism, governorate, municipality etc. and through other supportive organizations (DOKAP, KOSGEB, Chamber of Commerce and Industry); a new project can be conducted to open up gastronomy museum.
- Establishing the gastronomy museum will increase the diversity of the city's cultural and recreational activities. In this regard, the gastronomy museum can be thought to be established at city center or within the university.
- Especially on gastronomic routes being in the first place, opening up gastronomy museums in different cities with different themes should be promoted through relevant institutions and organizations.
- In order to sustain the products with geographic signs from various cities of Turkey and being able to obtain a different source of income from such products, gastronomy museums can be opened up by themes of those products.
- In the examinations carried out, it was remarkable that providing official figures about the exact number of gastronomy museums in Turkey was quite difficult and therefore, that the recognition of gastronomy museums was quite low. In this scope, the relevant institutions and organizations should take on important tasks for statistics and promotions of gastronomy museums. Therefore, the number of gastronomy museums should be determined as the first step and a map of gastronomy museums in Turkey should be prepared.
- Gastronomy museums in Turkey should be included in travel agency tours, particularly on gastronomy routes.
- When the studies carried out with gastronomy museums are reviewed, it is observed that either general conditions of gastronomy museums in the world and in Turkey or a certain gastronomy museum are focused on (See: Table 3 and Table 4). In this scope, considering the rich culinary culture of Turkey; conducting similar studies and projects that utilize the potential of different regions in terms of gastronomy museums can be recommended to researchers.

Limitations and Suggestions for Further Researches

The data in this study are based on secondary sources. It is thought that empirical studies to be carried out in the following researches on gastronomy museums will provide important contributions to the relevant literature. The said empirical researches can be carried out on domestic and foreign tourists who are interested in gastronomy as well as perceptions of local people and local authorities on the subject can be examined.

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