



# JOURNAL OF GASTRONOMY HOSPITALITY AND TRAVEL

ISSN: 2619-9548

Journal homepages: [www.joghat.org](http://www.joghat.org), <http://dergipark.gov.tr/joghat>

Journal of Gastronomy, Hospitality and Travel (JOGHAT)

2018 - Volume: 1 Issue: 1

Page: 3 - 10

Received: 11.01.2018

Revised: 06.02.2018

Accepted: 13.02.2018

Research Article

## TRAVEL AGENCIES AND GASTRONOMY TOURISM: CASE OF IATA MEMBER A-CLASS TRAVEL AGENCIES

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### ABSTRACT

This research was made in order to show to what extent IATA Member A-Class Travel Agencies, which operate in Istanbul, how benefit from the gastronomy tourism. Parallel to this aim data was collected via content analysis method from the 244 websites of the IATA member travel agencies, which are registered to TÜRSAB and operate in Istanbul, between November and December 2017. Maxqda program was used during the analysis process. In the wake of the data analysis it was detected that travel agencies do not directly organize gastronomy tours and they organize the travels related to the gastronomy tourism under culture tours. Moreover within the organized tours' content it was observed that the most distinguished gastronomic services are 'tasting' and the most distinguished products are respectively "wine", "çibörek", "Turkish delight", "lokum" and "meatball/köfte".

**Keywords:** Gastronomy Tourism, Food Tourism, Culinary, Travel, Travel Agency.

**To cite this document:** Cankül, D. ve Demir, İ. (2018). Travel Agencies and Gastronomy Tourism: Case of Iata Member A-Class Travel Agencies, Journal of Gastronomy Hospitality and Travel, 1(1), 3-10. **DOI:** 10.33083/joghat.2018.0

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