



Research Article

**INVESTIGATION OF GASTRONOMY VALUES IN TERMS OF AUTHENTICITY OF  
AFYONKARAHISAR PROVINCE IN THE UNESCO CREATIVE CITIES NETWORK**

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**Abstract**

With the effect of globalization, on the one hand, values tend to disappear, on the other hand, it is seen that the interest in the authentic and local is increasing day by day. The concept of authenticity is defined as the whole of the cultural components of a destination, such as works of art, clothing, language, belief, festivals, rituals, architecture, and cuisine. It is important that the city has the main historical features of the destinations with high authenticity. In this context, Afyonkarahisar province, which was included in the Creative Cities Network as a UNESCO Gastronomy City in 2019 and which hosts various culture, art and natural beauties as a historical city, was preferred in the research. Although Afyonkarahisar is a gastronomy city, the inadequacy of studies on the gastronomy elements and authenticity of the city in the relevant literature constitutes the importance of the research. For this reason, in this research, a conceptual framework is drawn for the authenticity of Afyonkarahisar in the field of gastronomy by analyzing documents for the province of Afyonkarahisar within the scope of the concept of authenticity and the UNESCO Creative Cities Network. As a result of the research, various opinions and suggestions have been developed for the authenticity of Afyonkarahisar's gastronomic elements.

**Keywords:** Gastronomy, Authenticity, UNESCO Creative Cities Network

**Introduction**

The industrial revolution has had a great impact on people's business life, daily life and culture. Therefore, in the globalizing world, people want to escape from the social structure and work routine they live in and tend to travel more through new explorations (Yordam and Akkuş, 2021).

The person who has a feeling of alienation in the society has been in search of authenticity since ancient times (Madak, 2019: 13; Atasoy, 2020: 16). From this point of view, the authenticity of cultural heritage sites both provides a competitive advantage and creates a pressure factor for the protection and sustainability of these regions. The demand for authentic experiences which based on local cultural qualities has accelerated tourism movements around the world day by day (Yüksek, 2016: 169). In this context, the search for authenticity, which the individual feels lacking in modern life, is seen as one of the main elements that lead tourists to travel (Polat and Polat, 2016).

The direction of the change in the tourism industry and tourist demands is mainly on the search for authenticity. Therefore, when the concept of identity and authenticity gains importance in terms of being a center of attraction for cities, city administrations also go to branding and marketing their cities through these concepts (Budak and Kavanoz, 2019: 125). Naoi (2004) emphasizes the importance of preserving cultural heritage sites in order to be reflected authenticity to tourists. Food and beverage related gastronomy activities, which constitute a significant part of tourism expenditures, are important in terms of the marketing of destinations due to individuals who want to have an authentic experience and tend to behave like the locals of the region they are traveling to rather than being a tourist, and who want to be intertwined with their culture (Duran and Meydan Uygur, 2022).

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UNESCO has established some programs for the transfer and protection of our cultural and historical values to future generations. One of these programs is the creative cities network program. Thanks to these programs, the authenticity of the cities is also preserved. As it can be understood from the definitions of the concept of authenticity, the fact that a destination has historical values ensures that destination is perceived as authentic. Afyonkarahisar is one of the important historical cities in Turkey. From this point of view, Afyonkarahisar province, which is in the gastronomy field of UNESCO's Creative Cities Network, was preferred in the research. Although Afyonkarahisar is a gastronomy city, the inadequacy of studies on the gastronomy elements and authenticity of the city in the relevant literature constitutes the importance of this research. Accordingly, in this study, the gastronomic values of Afyonkarahisar are examined conceptually within the framework of authenticity.

## Conceptual Framework

### Authenticity

The Turkish Language Association defines the word authentic, which has entered our language from French, as *“having the characteristics that have existed for a long time”* (Türk Dil Kurumu [TDK], 2023). When it comes to authenticity: indicators that are specific to a region or region that share a common culture, that act as a bridge between the past and the present, and that can also offer people different emotions from their daily life (Bulut and Gülcan, 2018).

The relationship between authenticity and tourism is evaluated entirely together with the modern tourism phenomenon (Dülger and Ünlüönen, 2019). Authenticity emphasizes the communication of an object, region or person. Tourism is a sector that affects the society for reasons such as psycho-sociological, socio-cultural and economic factors and is also affected by the society (Yıldız, 2021: 19). Therefore, authenticity, which is one of the important factors of tourism (Yılmazdoğan and Atanlar, 2021), is accepted as the perception of the quality of the place (Croes, Lee and Olson, 2013: 2) and a basic cultural tourism motivation that attracts visitors to a certain destination (Baydeniz, Başar, Kement and Doğan, 2022: 1772). The concept of authenticity is related to how real the tourists perceive the experience and how much they enjoy it (Kolar and Zabkar, 2010: 655).

Considering that authenticity existed in ancient times and primitive societies, the tourism industry has the opportunity to produce or address this originality. Therefore, while tourists are affected by the authentic elements of the culture, on the other hand, it paves the way for the rituals, cultural values and tourism market offered to them to be exposed to change (Chhabra et al., 2003). When the concept of authenticity is considered as a touristic product, it is seen that some dishes, buildings or clothes (Heitmann, 2011), in short, many different elements included in the touristic product are defined as authentic or non-authentic depending on whether they are exhibited in accordance with the culture of the local people (Reisinger and Steiner, 2006). Wang (1999) suggests three basic classifications, stating that authenticity has a complex structure in touristic experience. This classification is objective, structured and existential authenticity. The concept of authenticity is used in tourism in two ways. The first of these is the authenticity of the works or events, in other words the authenticity of the visited object, and the other is the authenticity of the touristic experience, which is a human quality that shows that the person is connected to his own self (Wang, 1999: 351).

Examples such as ‘authentic handicrafts, authentic tours, hotels and villages with authentic concepts and authentic food’, which are explained through the concept of authenticity in the tourism sector, are among the discourses of our age (Kaygalak, Usta and Günlü, 2013). In this context, the authenticity of food and beverage includes recipes, ingredients, cooking methods, food and beverage traditions, related ceremonies and festivals, and traditions such as hunting and farming (Akkuş and Korkmaz, 2022); It is related to the authenticity of local foods specific to a certain region and is accepted as the definition of local culture (Yordam, 2021: 46). Regarding the authenticity of food and beverage management in the related literature, George (2001), in his research on Chinese restaurants, determined that the first element in perceiving the restaurant as authentic is decoration. He determined that music and personnel clothes are other important elements.

Aksatan (2016) conducted a research aiming to determine the experience of authenticity, other elements that make up the experience, and the factors that affect the lived experience in businesses with ethnic themes. In this research on Turkish customers, it has been determined that the element of authenticity is an expectation for customers who will have a dining experience, and the elements that make up this concept of authenticity consist of the business name, human factors, the food and beverages offered, the restaurant's logo, atmospheric elements and the physical environment. In terms of creating authenticity, the interaction and sharing between

people who have a dining experience and restaurants has been seen as an important element. It has also been determined that the fact that the employees, customers and the owner of the business are composed of people affected by the relevant ethnic culture has a positive effect in terms of interaction power. It has also been determined that customers, who attach importance to the concept of authenticity, give importance to the diversity of the dishes available in the menus created in the enterprises, the originality of the dishes and tastes offered, and whether they are suitable for the concept of ethnicity that the enterprise is trying to create.

In their conceptual study, Özdemir and Seyitoğlu (2017) proposed three different types of tourists based on the relationship between gastronomy experience and the search of authenticity. Within this typology, tourists are classified as authenticity seekers, moderates and convenience seekers. Authenticity seekers have been described as active participants in food festivals, farm visits, wine trails, and museum visits, as the motivation to learn is central to their experience. Moderates see tour guides and travel agents as reliable sources for necessary information about the destination. They have a tendency to visit places they have traveled to before. In addition, for moderates, location was identified as an important factor in participating in the food experience. Because when it comes to long distances, it is seen that the desire to consume local and authentic foods decreases. Finally, it is stated that those who seek comfort are interested in ensuring that the food and environment are familiar and safe during their travels. Tourists prefer to eat familiar food with family members in a familiar atmosphere. For this reason, it is stated that they see restaurant chains as advantageous for themselves.

### **UNESCO Creative Cities Network and Afyonkarahisar**

The United Nations Educational, Scientific and Cultural Organization (UNESCO) published the Declaration on Cultural Diversity in 2001, which constitutes 17 standards of culture. In 2004, the organization added the UNESCO Creative Cities Network (UCCN) to its work (Yaldız and Olcay, 2020: 61). Creative cities were created as a new urban model that reawake creativity and its identity in art and culture by creating new economic areas to provide new opportunities in the industry and employment market. Creative Cities Network aims to create an “ideas bank” where innovations can be put forward by evaluating the imagination and abilities of individuals (Dağdelen and Pamukçu, 2021: 343).

In order to raise awareness of global and local socio-cultural values, UNESCO has registered cities with the title of “Creative Cities” in seven different themes in the fields of design, literature, craft-folk arts, music, media arts, cinema-film and gastronomy since 2004. With the inclusion of the gastronomic city phenomenon in the UNESCO Creative Cities Network, many countries have begun to accept gastronomy as a creative industry in social, cultural and economic interaction. The network’s determination of gastronomy as a theme, unlike other classifications, has been an important proof that local cuisines should be protected as a cultural heritage at national and international level (Akın and Bostancı, 2017). In the literature, the characteristics of gastronomic tourism are stated as the lack of an opportunity to taste the authentic taste elsewhere, the primary purpose of the trip to get to know the local food culture, its positive contribution to spreading the tourism season throughout the year, and its convenience to experience it at any time of the day and in any weather condition. The theme that these features focus on is gastronomic identity. Because the authenticity of the local cuisine in the gastronomic identity, the fact that it is difficult to imitate and only the geography, culture, history, climate, beliefs and interaction of the environment offer a unique dining experience to the tourists in the destination (Çalışkan, 2013: 45).

Gastronomy is an element of creativity for cities in terms of expressing the rich and different culinary tradition, which contains local characteristics and is shaped according to the geographical, historical and climatic characteristics of the city (Taştan and İflazoğlu, 2018: 385). There are 49 cities with the title of gastronomy city in the list of creative cities network around the world. In Turkey, cities with this title were registered by UNESCO as Gaziantep in 2015, Hatay in 2017 and Afyonkarahisar in 2019 (UNESCO Creative Cities Network, 2023).



It is possible to list some of the advantages of being a creative city as follows (Çitil, 2014);

- The gross national product of the city increases.
- It reveals new employment opportunities.
- It enables more tourists to come and increase cultural activities.
- It enables the city to become a congress, conference and fair center.
- It increases the occupancy rates of the hotels in the city and allows the hotel rooms to be sold at their real value.
- It increases the self-confidence of the people and develops the sense of belonging to the city.
- It increases the feeling of trust in the products produced and increases the sales of the products.
- If the brand is a city, it transforms historical, cultural riches and infrastructure investments into income.

Afyonkarahisar is a city rich in cultural resources. In the “*Phrygian Culture and Thermal Tourism Development Region*” covering the provinces of Eskişehir, Kütahya and Afyonkarahisar, the largest part of the land, which is defined as the Phrygian Valley, where the oldest civilizations of Anatolia lived and where ancient ruins are located, is within the borders of Afyonkarahisar. In addition, the battlefields where the Battle of the Commander-in-Chief took place, Afyonkarahisar Historical Houses, castle, mevlevihane, museums, festivals, handicrafts and dishes constitute other cultural tourism attractions of the province (Özdemir and Kervankıran, 2012: 125). Afyonkarahisar, which hosted the great victory, has a tourism potential with its archaeological remains reflecting the culture and art of civilizations of thousands of years, centuries-old structures, caves formed over millions of years, thermal wealth and natural beauties, ruins, handicrafts that have been going on for centuries, fairy chimneys, open-air temples and cuisine. It is a tourism paradise where there are many historical and natural beauties sought for domestic and foreign tourists apart from “sea-sand-sun”. Thermal tourism activities continue all year in Afyonkarahisar, which is among the few cities in Turkey in terms of thermal springs and hot springs (Afyonkarahisar Belediyesi, 2023). In addition to thermal tourism resources in the province, there are natural and cultural tourism attractions that will create resources for different types of tourism such as cultural tourism, eco-tourism, faith tourism, sports tourism, congress tourism, highland tourism, and battlefield tourism (Özdemir and Kervankıran, 2012: 140).

### **Methodology**

The aim of this research is to examine the gastronomic values of Afyonkarahisar province within the framework of authenticity. Document analysis as a qualitative data analysis method was used in the research. Document analysis is a systematic method used to examine and evaluate all documents, both printed and electronic materials. Like other methods used in qualitative research, document analysis requires the examination and interpretation of data in order to make sense of it, to form an understanding about the subject, and to develop empirical knowledge (Kıral, 2020). In this research, a conceptual framework is drawn for the authenticity of Afyonkarahisar in the field of gastronomy by analyzing documents for the province of Afyonkarahisar within the scope of the concept of authenticity and the UNESCO Creative Cities Network.

Since the research focused on document analysis and data did not collect from humans or animals (survey, interview, focus group work, experimental studies on humans or animals), an ethics committee report was not required.

### **Authenticity of Gastronomy Values of Afyonkarahisar Province**

In general, the authentic qualities and attractiveness of a destination are lifestyle of local people, clothes, culture, music, carnivals, weddings, festivals, agricultural tradition, traditional architecture, castles, museums,

shopping malls, theme parks, archaeological sites, art galleries, trains, birthplaces and tombs of famous people, mosques, churches, staged historical events, theaters, furniture, public places, rumors, legends, local people-tourist relations, ground tables, restaurants and ethnic cuisines (Avcıkurt, 2017). In the relevant literature, it is seen that there are some criteria for a local restaurant to be perceived as authentic. These criteria are food and beverages specific to the region, decoration, music, clothing, atmosphere, service equipment used and service quality (Molz, 2004; Ebster and Guist, 2005). As discussed in the related literature, activities for local products organized by destinations in the field of gastronomy, festivals, authentic atmosphere elements in local food and beverage management are among the important factors in the preference of destinations (Aksu and Ödemiş, 2022). From this point of view, in this research, the gastronomic values of Afyonkarahisar province, which has the title of UNESCO Creative Cities Network Gastronomy City, are examined in terms of authenticity.

The fact that the economy is based on agriculture and husbandry is seen as the main determinant in the formation of Afyonkarahisar's food culture. When the food of Afyonkarahisar is examined, it is known that it has a very rich cuisine with soups, meat dishes, vegetable dishes, pilafs, pastries and desserts. The intense use of some products grown in the region in local dishes creates a rich variety. The cuisine of the region varies due to the fact that different products are grown in almost every district. For example, fruit pickles are made in Sultandağı district, where fruit growing activities are intense. Within the provincial borders of Afyonkarahisar, people from various branches of the Turkish nation such as various tribes of Turkmens, Circassians, Azeris, Yoruks live together with the local people. Since the people living in the region are also influential in the differentiation of culinary culture, a unique cuisine understanding has emerged in each district, town and village (Mutlu and Sandıkçı, 2022: 1171). Afyonkarahisar has a lot of branded products (Kültür ve Turizm Bakanlığı, 2023). These branded products are listed in Table 1.

**Table 1. Gastronomy Products of Afyonkarahisar with Geographical Indication Registration**

Afyon Sucuk	Afyonkarahisar Manda Yoğurdu	Afyon İlibada Sarması
Afyon Kaymağı	Afyon Mercimekli Pilav	Afyon Ağzıaçığı
Afyon Pastırması	Bolvadin Mantısı	Afyon Bükmesi
Afyon Lokumu	Dinar Taptama Köfte / Dinar	Afyon Kebabı
Afyon Kaymaklı Ekmek Kadayıfı	Taplama Köfte	Afyon Patlıcan Böreği
Afyonkarahisar Patatesli Ekmeği	Sandıklı Kapama Yemeği	Afyon Velense Hamur Aşısı
Afyonkarahisar Çullama Köfte	Sandıklı Saç Eti	Çay İlçesi Vişnesi
Sultandağı Kirazı	Şuhut Keşkeği	Emirdağ Güveci
Sultandağı Gilli Kirazı	Emirdağ Yumurtalı Pidesi	Emirdağ Dolgulu Köftesi

Reference: [www.ci.turkpatent.gov.tr](http://www.ci.turkpatent.gov.tr).



Afyon Lokumu



Afyon Sucuğu



Afyon Kaymağı



Afyon Patatesi

In Afyonkarahisar, gastronomy is also an important part of socio-cultural life. Among the dinner meetings and invitations held in Afyonkarahisar, "Birth Invitations, Death Meals, Circumcision Feast and Invitation, Haji Invitation, Zinardı Invitation, Boy Henna Invitation, Bridegroom Invitation, Hand Kissing and Dowry Invitation, Gezek Dinners" can be counted (Aydin, 2015: 21). Afyonkarahisar's passion for gastronomy is also reflected in various festivals held in the region, such as the Gastro Afyon Festival and the Local Flavors Festival. These world-famous events attract many tourists and international chefs to the city by displaying local flavours such as pastries filled with Afyon oil and hosting traditional cooking workshops (UNESCO Yaratıcı Şehirler Ağı, 2023).

Smith and Xiao (2008) divide the typology of culinary tourism resources into four groups as facilities, activities, events and organizations in their research, which introduces the theory of supply chain and deals with its relationship with culinary tourism with a model. Based on this model, Duran and Meydan Uygur

(2022) examined the gastronomic elements of Gaziantep, Hatay and Afyonkarahisar provinces, which have the title of Gastronomy City in the UNESCO Creative Cities Network. As a result of the research, they determined the gastronomic elements of Afyonkarahisar which is in Table 2.

**Table 2. Gastronomy Elements of Afyonkarahisar**

<b>Facilities</b>	There are 6 food and beverage management with Tourism Operation Certificate in total. Afyonkarahisar Gastronomy House Afyonkarahisar Culture and Art House
<b>Organization</b>	Sultandagi Fruit Dissemination and Development Association Afyon Kocatepe University Faculty of Tourism Gastronomy and Culinary Arts Department Afyon Kocatepe University Emirdağ Vocational School Hotel, Restaurant and Catering Services Program Sandikli Vegetables and Chamber of Craftsmen of Fruits Afyonkarahisar Butchers, Sausage Shops and Restaurants Chamber of Craftsmen Afyonkarahisar Vegetables and Chamber of Craftsmen of Fruits Afyon Professional Chefs Association (AFPAD) Afyonkarahisar Cooks and Pastry Association (AŞPAD)
<b>Activities</b>	Gastro Park Promotion Days I. International Afyonkarahisar Gastronomy Workshop Sultan Divani Hz. commemoration and Healing Day of Ashura Flamingo and Egg Festival Bolvadin Traditional Cream Festival Ayazini Culture and Tourism Festival Carpet-Kilim and Cream Pastry Festival Cherry Festival

**Reference: Duran and Meydan Uygur, 2022.**

In this sense, it is possible to say that local dishes are closely related to the authenticity phenomenon as an expression of destination cultural attractions (Zhang, Chen and Hu, 2019). Traditions, legends, stories and symbols form the close relationship between local foods and authenticity. Tasting local food is not only a convenient way to explore the local culture, but it can also provide tourists with tips on what the locals eat, how they prepare their meals, and the taste of local food. This sensory cultural exploration can make the tourist experience feel authentic. Authenticity is one of the most important motivations for tourists to travel. Authenticity becomes an even more important element in the tourist's dining experience because tourists perceive authenticity in the process of looking, smelling, listening and tasting. Local dishes, which are usually traditional, are seen as a tool for tourists searching authenticity (Gün, 2022: 100). Restaurants and ethnic foods are another area where consumers seek authenticity in experiential products. The concept of authentic food, which is formed by sharing the local product offered in restaurants in a unique way, indicates that the products are prepared using the same content and process as in their homeland of ethnic, national or regional groups (İlsay, Şahin and Doğdubay, 2017: 172). In this context, Çelik, Sandıkçı and Cerit (2020), it has been determined that lamb tandoori kebab, Uzbek pilaf and buffalo cream bread kadayif served in Aşçı Bacaksız Restaurant, one of Afyonkarahisar's Artisan restaurants, have been cooked and served with the same methods and techniques from past to present. It has been concluded that Aşçı Bacaksız restaurant is an authentic restaurant with its atmosphere, menu and service elements.

### **Conclusion and Recommendations**

Authenticity, which is one of the important issues within the scope of cultural tourism in the tourism literature, is defined as a multidimensional phenomenon that includes historical structures, traditions, lifestyles, tools used, presentation styles, people's feelings and relationships with each other. Therefore, in tourists' perception of cultural heritage sites as authenticity; It can be said that the objective and non-objective values of these areas and the local people have an impact on presenting authenticity (Üsküdar and Temizkan, 2022).

While evaluating the attractiveness of a destination, tourists want to experience the food and beverages as well as the climate, accommodation and scenery. Food consumption not only meets the physical needs of tourists, but also provides an opportunity to learn about different cuisines, people, culture and traditions. Travel to a destination also affects the food preferences of tourists. In this context, experiencing authentic food is generally seen as one of the most preferred activities for tourists (Okumuş and Çetin, 2018: 340). Rid et al., (2014) and Ezeuduji (2015) in their research on which factors affect tourists traveling to rural areas, see authentic experience and tasting local food as a powerful motivation tool and show local food as an important element in promoting the destination. In their study on the authenticity of the winery, Kim and Bonn (2016) concluded

that the authenticity of the wineries positively affects the image of the destination and tourists tend to have positive behavioral intentions. Similarly, Jang and Ha (2015) emphasized in their research that in restaurants with ethnic themes, the element of authenticity in customers' cultural experiences develops positive feelings towards the destination and the value of food and beverages is perceived better.

In this context, Afyonkarahisar province, which is in the UNESCO Creative Cities Network, has some innovations and creativity in the field of gastronomy. It is seen as an important initiative with the Barrier-Free Gastronomy Cuisine and Therapy Center project, which Afyonkarahisar Municipality calls Social Gastronomy. This is important because it is one of the first social projects initiated by the local government in the field of gastronomy in Turkey. With this initiative, it is thought to represent a good example of reaching every individual who is interested in gastronomy and reintegrating disabled people into society. Similarly, the fact that Afyonkarahisar Municipality has issued certified UNESCO Gastronomy City commemorative coins to the General Directorate of Mint and Stamp Printing for promotional purposes for tourists visiting the destination can be counted among the important innovations (Afyon Belediyesi, 2023).

For this reason, considering the alternative tourism potential of Afyonkarahisar province, it is thought that the following propositions will positively affect the tourism image of the city. At the same time, it is thought that it would be beneficial to evaluate local food and beverage businesses within the scope of the concept of originality and to introduce the city within this framework with the suggestions developed. In order to provide competitive advantage in marketing with the richness and diversity of gastronomic elements specific to Afyonkarahisar province, the signified facilities, organizations, activities and events should be developed and brought to the fore in promotional activities.

Suggestions for food and beverages industries;

- Service equipment used in local food and beverage industries should be specific to the region. Thus, both the authenticity of the destination will be created and tourist satisfaction will increase.
- Establishment of local food and beverage industries by considering the historical and cultural authentic elements of Afyonkarahisar province, as well as enabling tourists to visit the destination again, is also important in terms of differentiating the destination.
- With the opening of ethnic-themed restaurants in certain historical and cultural regions of the city, the food and beverages of the region can be made with an authentic presentation in line with the ethnic theme. For example: A restaurant can be set up around the Utku Choragic Monument that will display the atmosphere of the Great Offensive during the war. In the menus of these restaurants, products that are consumed or eaten during wartime are included; special food and beverage tastings can be made with the presentation tools used at that time.

Suggestions for tourism stakeholders;

- Since the province provides its livelihood from agriculture and husbandry, various activities (cooking competition, food festivals, fairs, seminars, courses, trainings, etc.) can be organized within the scope of agro-tourism for tourists to have an authentic experience. For example; from picking the fruit to preparing the marinade, tourists can be involved in such experiences.
- Local governments, non-governmental organizations, universities and local people can meet on a common ground and gastronomy routes can be created in the creation of region-specific routes where tourists will perform their resting and eating-drinking activities in cultural tours.
- With the creation of gastronomic routes, production centers such as Poppy, Cream, Soujouk, which are the most known geographically indication products of the city, can be opened to visitors and tourists can directly participate in the activities of these production centers.

Suggestions for future researchs;

- As a result, although Afyonkarahisar, which was included in the list of UNESCO Creative Cities Network with the gastronomy theme in 2019, has gastronomy tourism diversity, it is seen that studies on the gastronomy of the city are not adequately addressed in the literature. With this research, a literature review has been made for the authentic perception of local food and beverage businesses in the promotion of the gastronomic elements of the province and certain suggestions have been developed within this framework. In future research, the perception of authenticity of the food and beverage businesses of the tourists coming to the destination can be measured by using qualitative or quantitative methods. At the same time, the dimensions of the perception of authenticity can be expanded with various studies on the destination.

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