



## Establishing a Seafood Route on the Abana-Inebolu-Cide Coastline and Bringing it to Tourism\*

### Abana-İnebolu-Cide Kıyı Şeridinde Deniz Ürünleri Rotasının Oluşturulması ve Turizme Kazandırılması

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#### Abstract

Seafood is marketed as a priority product, making it a common promotional strategy both for tourists in coastal destinations and attracting visitors focused on authenticity and gastronomy. In this context, seafood routes can be an essential attraction factor for tourists to get to know the seafood culture in coastal destinations and to eat seafood. This study aims to create a route for seafood in Abana, İnebolu, and Cide districts located on the coastline of Kastamonu province and bring it to tourism. For this purpose, data were collected between 06-09 October 2021 by visiting the mentioned districts and using semi-structured interview technique, one of the qualitative research methods, and field studies. As a result, a three-day tour program has been created, starting from the town of Cide, which includes activities such as visiting businesses, local markets, and historical sites, which are connected to each other and serve seafood for two nights and three days in İnebolu and Abana, respectively.

**Keywords:** Seafood, Route, Abana, İnebolu, Cide

#### Özet

Deniz ürünleri öncelikli ürün olarak pazarlanarak hem kıyı destinasyonlarındaki turistler için hem de özgünlük ve gastronomi odaklı ziyaretçileri çekmek için yaygın bir tanıtım stratejisi haline almıştır. Bu kapsamda deniz ürünleri rotaları, kıyı destinasyonlarında deniz ürünleri kültürünü tanımak, deniz ürünleri yemek amacıyla turistler için önemli bir çekicilik unsuru olabilmektedir. Bu çalışmada da Kastamonu ili kıyı şeridinde yer alan Abana, İnebolu ve Cide ilçelerinde deniz ürünlerine yönelik bir rotanın oluşturulması ve turizme kazandırılması amaçlanmaktadır. Bu amaç doğrultusunda söz konusu ilçeler ziyaret edilerek nitel araştırma yöntemlerinden yarı yapılandırılmış görüşme tekniği kullanılarak ve saha etütleri yapılarak 06-09 Ekim 2021 tarihleri arasında veriler toplanmıştır. Sonuç olarak Cide ilçesinden başlayarak birbirleriyle bağlantılı ve sırasıyla İnebolu ve Abana'da iki gece, üç gündüz olacak şekilde deniz ürünleri servisi yapan işletmelerin, yöresel pazarların ve tarihi alanların ziyaret edilmesi gibi faaliyetlerin yer aldığı üç günlük bir tur programı oluşturulmuştur.

**Anahtar Kelimeler:** Deniz Ürünleri, Rota, Abana, İnebolu, Cide

## 1. INTRODUCTION

With the growth of the tourism sector worldwide, a significant change has been observed in tourist motivations and tourism activities. Countries have also diversified their touristic products to increase their market shares by keeping up with this change (Alkan, 2018: 1017). In this context, tourism routes have increased significantly throughout the world, especially in developed countries, in recent years. It can be said that the reason for this is that the routes offer product development and distribution opportunities and at the same time meet the changing tourist demands (Meyer, 2004: 3). The primary purpose of tourism routes; to provide unity by connecting all kinds of areal, point and linear scale touristic values and activities, to diversify tourism, and to make it more attractive by spreading it from the point area to the general (Akın & Gül, 2020: 222). When tourism routes are evaluated in general, they are carried out to achieve one or more of the following objectives (Meyer, 2004: 3);

- Spreading visitors and income from tourism,
- Converting lesser-known products into touristic products,
- Increasing the overall attractiveness of the destination,
- Increasing the length of stay and spending of tourists,
- Attracting new tourists and ensuring repeat visits,
- To improve the sustainability of the touristic product.

Turkey contains many elements with different natural, historical and cultural characteristics (Halac & Benzer, 2019: 24). For this reason, it is possible to say that Turkey has significant potential in alternative tourism together with mass tourism movements. Tourism routes are one of the alternative tourism activities that can be evaluated in this context. At the same time, there are many academic studies (Rogerson, 2007; Nagy, 2012; Cakır, Ciftci & Cakır, 2017; Nergiz, 2017; Uwaisy, Baizal & Reditya, 2017; Alkan, 2018; Çavusoglu & Çavusoglu, 2018; Karasah, 2018; Arslan, 2019; Akın & Gül, 2020; Ayhan & Çağlıyan, 2021) on the development of alternative tourism routes. However, a route study for seafood has not been found among the national literature in question. The seas that surround Turkey from three sides and its numerous streams, lakes, ponds, and dam lakes offer vast opportunities in terms of aquaculture and aquaculture. The fact that a fishing vessel capable of using these resources, fishing technology, and aquaculture facility, technology, and human resources are available in Turkey (Republic of Turkey Ministry of Agriculture and Forestry, 2019: 28) makes a route to be created for seafood necessary. Based on this situation, this study aims to create a route for seafood in Abana, İnebolu, and Cide districts located on the coastline of Kastamonu province, which has the longest coastline of the Black Sea Region, and to bring it to tourism.

## 2. PURPOSE AND IMPORTANCE OF THE STUDY

This study aims to create a route for seafood in Abana, İnebolu, and Cide districts located on the coastline of Kastamonu province and bring it to tourism. Kastamonu is the province with the most expansive coast to the Black Sea with a coastline of 170 km. There are 6 districts on this coastline, namely Cide, Doğanyurt, İnebolu, Abana, Bozkurt and Çatalzeytin. The coasts of Kastamonu differ from the general structure of the Black Sea and the natural coves and shelters it hosts. On the beach; natural beaches, diving areas, and harbors. Among the mentioned districts, Abana, İnebolu, and Cide are at the forefront in terms of coastal tourism compared to other districts (Governorship of Kastamonu, 2021). Seafood is also marketed as a priority product, making it a common promotional strategy for tourists in coastal destinations and attracting visitors focused on authenticity and gastronomy. This has been a kind of economic diversification strategy for the shipping industry as well. Seafood collectors market niche products to local retailers and businesses in some coastal tourism destinations to capitalize on the local demand for quality

seafood (Jodice, Ramshaw, Sirima & Goris, 2018: 1). In this context, seafood routes can be an essential attraction factor for tourists to get to know the seafood culture in coastal destinations and eat seafood.

### 3. METHOD

Qualitative research methods were preferred as the research method to establish the seafood route. In this context, the research was carried out in two stages. First of all, the current studies and applications for the seafood route were examined in-depth, and a general framework was formed. A semi-structured interview form was created in line with the framework. The semi-structured interview technique was preferred because it provides flexibility to the researcher on a particular subject, helps obtain in-depth information, and eliminates the limitations in tests and questionnaires based on writing and filling (Yıldırım & Simsek, 2003). To finalize the form and ensure its validity, both the opinions of experts in the field of gastronomy and those who work on tourism routes were consulted. The criterion sampling method, one of the purposeful sampling methods, was used to determine the study sample. In this context, face-to-face interviews were held in the districts within the scope of the route between 06-09 October 2021 with people who have lived in the region for many years, who have experience in the tourism sector, who are engaged in commercial and amateur fishing, and businesses where seafood services are provided. In addition, field studies were carried out in the route area. The interviews lasted between 30-40 minutes. The data were recorded by writing the answers, date, and time of the interview on the interview form and using voice recorders.

### 4. FINDINGS

A descriptive analysis of the findings obtained with the semi-structured interview technique was made, and a 3-day seafood route was created, two nights and three days. While creating the route map, the map creation feature using Google Maps was used. The general map of the route created is given in Picture 1. The details of the said route are as follows.

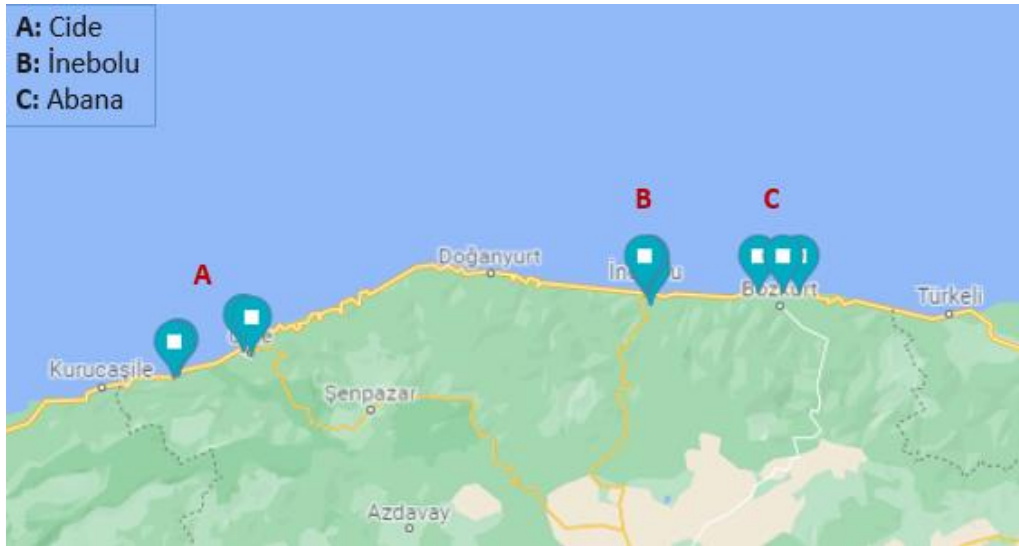


Figure 1. Seafood Route Map

Source: GoogleMaps

**Day 1:** The first day of the route, which starts in Cide, begins with breakfast at Han Bahce. After breakfast, Rifat Ilgaz Evi and Halime Kaptan Mausoleum, one of the heroes of the War of Independence, are visited. Afterward, a break for lunch is made at the establishment named "Girderoslu Kazım'ın Yeri", located in Cide harbor, where you can always find fresh and delicious fish in season. If you go in October, you can choose "whiting in the pan". If your visit to Cide coincides with a Friday, you can continue your tour with the local market, where local, organic

products and farmers from Cide villages are located. After with its history dating back to the BC. 15th century, its pure and calm water, a trip to the Gideros Bay is made. After the trip, the first day ends by going to the district center for accommodation after eating squid and shrimp in a stew at the establishment called Günbatımı Balık Evi, accompanied by the view of Gideros Bay.



Figure 2. Cide Tour Map

Source: GoogleMaps

**Day 2:** On the second day of the route, we depart from Cide and go to İnebolu. During the trip, you can go to the Loç Valley Wooden Observation Terrace, which is located on the route and 18 km from Cide, to take a photo and experience the natural beauties accompanied by a beautiful view. After the journey that takes about 2 hours, the trip to Inebolu starts with breakfast at Hanımeli Restaurant, located by the sea. At the same time, you can bring the fish you bought from the fishermen to the restaurant in question and have it cleaned and cooked.

After breakfast, the tour continues with the visit to İnebolu Türk Ocağı, where Mustafa Kemal Atatürk gave his Hat Speech dated 27 August 1925 during his visit to İnebolu. In the building, the Medal of Independence given to the İnebolu Bargemen's Guild (Boatmen's Association) for their heroism in the Independence War, the Wax Atatürk Statue, some materials Atatürk used during his visit to İnebolu on 25-26-27 August 1925, various items related to İnebolu's Independence Struggle, photographs and ethnographic artifacts belonging to İnebolu and its surroundings are exhibited. Afterward, a trip to the "İnebolu City Museum on the Road to Liberation" is made, which was established to carry the rich historical and cultural accumulation of İnebolu to the future with the mission of "urban memory" and to transfer it to the next generations in the best way possible. After the trips, you can consume fresh seasonal fish at the establishment called İne Balık ve Et Restaurant. After the meal, you can take a tour of the district center between old quarters and İnebolu houses in İnebolu, which is a historical settlement. If your visit coincides with Tuesday and Saturday, you can visit the village market in the district marketplace. You can also participate in the "İnebolu Heyamola International Maritime Festivals Culture and Art Festival" held in the third week of July every year. For the Inebolu district, the tour ends by going to Geriş Hill, which is 495 m high and has rich natural beauties where blue and green coexist.



**Figure 3.** İnebolu Tour Map

Source: GoogleMaps

**Day 3:** On the last day of the route, departing from İnebolu, the journey to Abana, which will take approximately forty minutes, begins. You can go to Bıçakçılar District by visiting Dibek Village, which is 17 km from İnebolu and on the Abana route. In addition, the Evrenye Knife produced here and registered with the Geographical Indication can be purchased. The Evrenye Knife got its name from the village of Evrenye, as it was more economically developed thanks to shipping activities, and knives were sold here. But production is mostly done in Dibek village. Afterward, breakfast is served in the establishment called "Patika Cafe and Restaurant". After breakfast, you can take a stroll in and around the harbor with the fishing boats in Abana harbor and take a walk on the Abana beach. Shrimp can be eaten with seasonal fish at Ayce Fish Restaurant for a lunch break, where fishing boats offer a visual feast. After seafood, the very popular semolina halva of the aforementioned restaurant can be preferred. After the meal, especially for photography lovers, you can go to the Haciveli Rocks in Haciveli Bay. Afterward, the route ends by going to Haciveli Canyon.

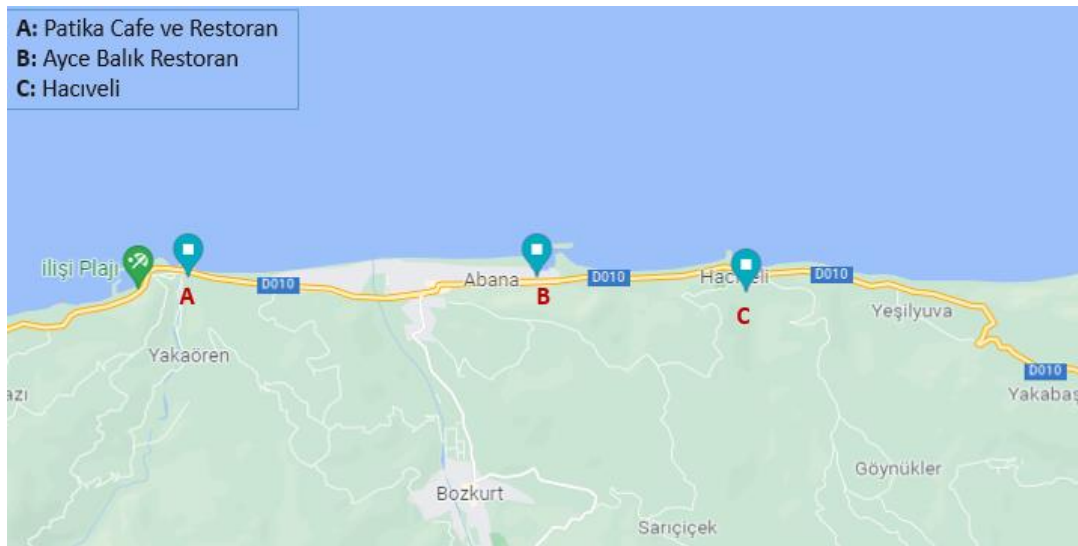


Figure 4. Abana Tour Map

Source: GoogleMaps

## CONCLUSION

In this study, which was prepared to create a route for seafood in Abana, İnebolu, and Cide districts located on the coastline of Kastamonu province and to bring it to tourism, activities such as visiting businesses that serve seafood for two nights and three days, local markets and historical sites. A three-day tour program has been established.

It is possible to say that the route developed within the scope of the study is very important in bringing tourism into alternative tourism activities. Alternative tourism is expressed in the form of turning to areas of special interest by avoiding narrowing the tourism activities and getting rid of the problems caused by them (Celik, 2018: 194) and preserves its tourism values and ensures that it is passed on to future generations (Celik-Uguz, 2011: 334).

It is possible to say that routes are a good opportunity for tourists who stay longer in destinations and spend more money to maintain their special preferences (Meyer, 2004: 5). Routes developed especially for food strengthen tourism products in a region by connecting consumers to a special product. It also helps local food production be sustainable and local businesses maintain and develop their vitality (Boyne, Hall & Williams, 2003). Using seafood by evaluating it as a touristic product will benefit local communities and local development in the destination (Hull, Jodice, Sassenberg & Sirima, 2009). In addition, the routes developed for seafood in popular coastal tourism destinations with an active commercial fishing appeal to gastro-tourists looking for authentic seafood, both protecting seafood and increasing the sustainability of commercial fisheries (Jodice, Ramshaw, Sirima & Goris, 2018).

This study is essential in terms of contributing to the deficiency in the existing literature. However, it is limited to the three districts of Kastamonu located by the sea. Future studies can improve route coverage by including districts such as Doğanyurt, Bozkurt, Çatalzeytin. A new route can be developed by integrating nature tourism into sea products with other districts located in the interior and having significant potential in terms of nature tourism. In addition, informative brochures and posters can be prepared for the promotion and marketing of the said route. Potential tourists can create awareness by cooperating with public and private institutions and travel agencies in the relevant districts.

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