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The Role of Brand Image in Gastronomic Destinations: An Analysis on Turkey and Malaysia Website*

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Abstract

The relationship between the forces of globalization, localization, and gastronomy puts particular emphasis on food as the source of regional and national identity and the advantages of economic development. Countries are expected to properly brand themselves in the international arena to create an intention to travel to countries they have never seen before. Effective use of websites is an important phase of this branding process. Thinking about the color, design, appropriateness, and attractiveness of the official websites where tourism products are represented will create an opportunity to create an effective image and increase the number of tourists. This research, which was conducted to determine the brand image of gastronomy on websites and to determine the representation of brand awareness, discusses the marketing strategies for gastronomy tourism in two countries with similar tourism potential. In this context, the comparative content analysis is carried out on Turkey's and Malaysia's websites. As a result of the research, it has been determined that gastronomy elements are used intensively on the websites of Malaysia. It has been determined that information sharing on gastronomy products on Turkish websites is incomplete and limited.

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INTRODUCTION

In the twentieth century, the scope and speed of the global flow of knowledge have expanded, first with technological progress and then with the globalization of markets, trade, and labor. Especially in the last few decades, the interfaces for global stock markets have been constantly changing and the interdependence of people around the world is increasing. Today, global connectivity permeates various spheres of local life experiences, making an increasingly powerful impact on people's daily life. Experiential roles that cover a significant part of life experiences form the basis of the tourism industry. Human beings make travel plans for reasons such as having a good time and getting away from the stressful environment by getting rid of the stress and fatigue experienced after the workload and intense working tempo of daily life. Therefore, the motivation of consumers to travel varies according to their interests and the attractiveness of the destinations.

Food-related tourism experiences have become increasingly popular in recent years, and this experience creates a new type of tourism for countries. Food is an important component in the sector shaped by experiential commodities. While food is an important part of the contemporary experience economy, it has played a much greater role in the globalizing modern world than nutrition. It is also an important part of all cultures, an important element of the global intangible heritage, and an increasing attraction for tourists (Boyne & Hall, 2004). The links between food and tourism also provide a platform for local economic development that can be strengthened by using food experiences for branding and marketing goals (Kivela & Crofts, 2005). Country administrations, which are aware of this value and that food experience contributes to the tourism economy, are planning studies on this issue. In this search for gastronomy tourists to gain new experiences, the information about the brand identity of the countries must be effective and accessible. In this context, marketing tools should be used correctly and effectively in product promotion. Sharing reliable and accurate information in the international arena is the responsibility of the authorities and is a very important element in creating the brand image.

Today, individuals resort to technology to research their needs. Brands that respond to these needs, are easily accessible, and concisely convey the necessary information, are in an advantageous position in this interaction (Köroğlu & Yağcı, 2018; Koç, 2021; Şahin & Koç, 2021). The internet is a very powerful branding tool when promoting a business or a destination. Creating online brand awareness is very important in sectors where visuality is a major attraction, as is the case with service providers and gastronomy experience. Therefore, it is preferred by many businesses and organizations because of its competitive advantage. In general, effective internet use that enables strong relationships (Shih et al., 2013) is used by many industries (Moss et al., 2013). The internet, which is distinctively different from traditional marketing methods, is a means of establishing a unique communication with consumers. It has a key role in reaching international audiences and consumers reaching brands through an interactive platform (Nikitina et al., 2012). It differs from traditional marketing channels in this role. Realizing the power of internet access, the tourism industry provides information to its customers through its websites (Liu, 2012; Ku & Chen, 2015). Websites that provide direct access to the consumer (Voorveld et al., 2013) and are seen as a strategic advance (Coyle et al., 2012) are particularly effective in brand formation. Creating strong brands is accepted as a critical marketing tool in the formation of brand image and brand identity. Barreda and his friends, in their studies (2016), investigated the relationship between brand information and brand value of website interactions in the hospitality industry. In the study, which developed a model using websites, it was concluded that user control and brand information positively affect brand awareness and brand value. Based on recent studies, this study, which aims to create positive brand knowledge and brand awareness to create a brand identity in the tourism industry as a strategic approach, focuses on the field of gastronomy tourism from niche markets.

This study is divided into 7 sections. Following this introduction, in which the relationship between websites and tourism is mentioned, the second part presents a literature review on the relationship between destination marketing and gastronomy. In the third part, gastronomy trails examined, Turkey and Malaysia presented literature examples. In the fourth chapter, while the methodology of the research is introduced, in the fifth chapter the findings are presented. Finally, in the sixth section, the results of the research are discussed in detail, specific recommendations for stakeholders are presented and the results of the research are discussed. In this context of gastronomy brand image projected on the websites in Turkey, the main objective of the research is to investigate in comparison with the website in Malaysia. In the research, the question asked whether the place of gastronomy products on websites, content, design, and brand image of the websites show similarities between the two countries.

DESTINATION MARKETING AND GASTRONOMY

Tourism is transforming into a political, ideological, geographical, or cultural activity around the world. A sense of professional identity has emerged as the tourism industry continues to grow and mature. Tourism has become an important part of the economic fabric of many communities, regions, and countries, and tourism activities have historically shown a general trend of increase in the number of participants and incomes. Tourism is one of the few

industries susceptible to economic fluctuations and is highly affected by adverse economic conditions or other environmental factors (Cook et al., 2017). At the same time, tourism is closely linked to local food production. Tourists need to eat, just like locals do. This can provide an important boost to the local economy if its demands can be met from local sources. If not available from local sources, tourism can increase the demand for imported food, damage local agriculture, increase imports, and reduce the economic benefits of tourism. In this context, it should be ensured that the tourist demands are perceived effectively by the destinations, and strategies suitable for the tourist demand are created by the destinations (Richard & Hjalager, 2002).

Today, modern marketing understanding is shaped around the demands and needs of consumers, purchasing preferences, and motivations that affect their preferences. Modern marketing develops completely customer-oriented strategies and determines its products or services according to consumer motivations. For this reason, destinations take tourist motivations into account while creating marketing strategies. When the tourist demands that make consumption in a touristic destination are examined, it is seen that all the attractive elements that make up the destination are used (Atay, 2003). All individuals have basic needs and motives. Usually, motives symbolize behaviors that may occur in the future, and when they are stimulated, they affect the behavior (Avcıkurt, 2020). Understanding tourist motivations is very important for the tourism industry. The concept of motivation is an important variable and a driving force in tourist behavior (Crompton, 1979). It is possible to mention many factors in the travel behavior of tourists. Each person's behavior is shaped according to his own personal preferences as well as socio-economic variables and social environment. Eating emerges as an important factor in human and social relations. Gastronomy is considered an integral part of the travel experience (Kivela & Crofts, 2005).

While creating the image of the destination, taking advantage of the attractiveness of gastronomy products is the most basic need in tourism activities. Destinations include local products in their marketing strategies to create loyal guests. Gastronomy products are very important in the tourism activities of the destination. Local products contribute to the formation of the brand value of the destination and it is shown by the research that it is an important element of the destination image (Horng et al., 2012; Hall et al., 2003; Seo et al., 2014). Brand value is examined through the consumer's perceptions of the image, quality, awareness, and loyalty of a brand in the relevant literature (Aaker, 1991; Keller, 1993; Yoo & Donthu, 2001). Determining the value of the local cuisine brand in terms of tourists and revealing its effect on the destination perceptions of tourists is very important for the destinations in terms of marketing and product development studies (Guan & Jones, 2015). Horng and his friends (2012) revealed that the elements that make up the gastronomy brand value (image, perceived quality, awareness, loyalty) have a positive effect on travel intention. Researchers have emphasized that the strongest effect on travel intention is in the brand loyalty dimension. Regarding the attractions that tourists seek in a destination, food, and local cuisine products are also among the attraction motivations of the destination (Kim et al., 2009; Bucak & Aracı, 2013; Şengül & Türkay, 2018a). There are some motivation sources behind the tourists' preference for local foods and the destinations where these dishes are produced. Tourist motivations in local cuisines consist of cultural experience, appealing to the senses, exciting experience, prestige, economic factors, escape from routine, health concerns, and togetherness (Getz, 2000; Kim & Eves, 2012; Everett & Aitchison, 2008; Şengül & Türkay 2018b).

Destinations use the values of culinary cultures as a marketing strategy in order to create brand value. Tourists are expected to have prior knowledge in order to be able to travel to a destination. The brand value created in terms of tourists in a tourism destination is the reason for attractiveness in terms of creating destination awareness. Culinary culture, which is used to introduce the identity and culture of a destination, can be used to improve the destination's image (Kim et al., 2009; Yarış, 2014). For this reason, tourists gain awareness of the destination as a result of experiencing local cuisine, reach the satisfaction of consuming quality products, and ensure that new guests arrive by spreading the destination word of mouth (Atalay, 2016; Uçkan Çakır et al., 2022; Aracı et al., 2014; Yeşilyurt et al., 2020; Okat et al., 2020; Okat & Taşkesen, 2022; Can, 2021).

When the local food is considered a tourism product, it is seen as a cultural activity, gaining status, health concerns, and so on. It has been preferred by tourists throughout their travels for such reasons. As much as the number of tourists exposed during their travels, there is also the number of tourists who go to only one destination for local cuisine. Among the marketing strategies realized by the destinations, activities such as local cuisine and culture festivals, grape harvest, gastronomy routes, courses, tasting days, and workshop visits are also used (Çağlı, 2012; Ocağ et al., 2021). Due to the decreasing interest in mass tourism in recent years, tourists have turned to alternative tourism types (Okat & Uçkan Çakır, 2021). As a result of this search, different alternative tourism types such as gastro tourism, eco-tourism, adventure tourism, and virtual tourism have emerged. As a result of these searches, tourists want to participate in activities that have never been tried and they desire to try the cuisine that has never been tried (Özdemir, 2014). In this context, destinations highlight the characteristics of their culinary cultures and benefit from technological developments in order to create a brand image of this culture in the international arena and to create attraction elements for tourists who intend to visit the destination.

2. GASTRONOMY ROUTES

The concept of gastronomic tourism is generally defined as "seeking all kinds of unique and unforgettable eating and drinking experiences" (Cunha, 2018). Gastronomy has significant potential to develop and market tourism regions around the World (Everett & Aitchison, 2008). Focusing on the food experience is a useful way to monitor the relationship between tourism and gastronomy, as both forms of consumption are increasingly important in creating images of gastronomic destinations. Gastronomy routes, new cuisines that are unlikely to be encountered at home, and experience tourism, where food is discovered, emerge as a trend whose demands are increasing day by day (Richards, 2002). Adventurous tourists are likely to look for traditional food that is not often found in upscale restaurants and hotels, or even if they are available, they have changed to suit many people's tastes due to their authentic taste. In gastronomy routes, there is a chance to experience foods in accordance with the way the local people consume. Tourists who experience these products are more likely to visit again (Zainal et al., 2010).

One of the main contributing factors in attracting tourists interested in gastronomy to the region is lifestyle. Gastronomic tourism is an authentic experience of a sophisticated lifestyle that gastronomic events should be about quality food and locally grown products (Kivela & Crotts, 2006, Cunha 2018). If gastronomy can be tied to specific countries or regions, it becomes a powerful marketing tool. Originality has always been seen as an important aspect of tourism consumption. Searching for authentic, local, and regional food can be the reason to visit a specific destination. Many countries and regions around the world have begun to realize this and use gastronomy products to market their own gastronomy markets (Richard & Hjalager, 2002).

Gastronomy tours have recently emerged as an important component of the tourism industry. Gastronomy tourists, who travel to attend cooking classes, seek to eat in unique places, do wine tastings, participate in food festivals and local farmers' markets, are observed to be richer, younger, and better educated than other travelers when their economic and demographic characteristics are examined (Cook et al., 2017). As a result of this determination, a tourist traveling for a gastronomy experience is likely to spend more than a normal traveler. Gastronomy routes are in the form of festivals, food fairs, events, farmer's markets, shows, and culinary shows, tasting of fine food products or any tourism activity related to food, an experiential journey to a region for recreational or recreational gastronomy (Hall & Sharples, 2003).

In improving the image of the gastronomy product; Developing high-quality and reliable promotional tools such as organizing gastronomy routes, effective use of media and social networks, and event organization are important factors. According to Smith and Costello (2009), food and gastronomy products are used as a differentiation tool in destinations within tourism activities. Destinations take advantage of numerous marketing stretches while offering the supply of these products to differentiate. Among these marketing strategies, information about the destination is provided by sharing promotional and attractive elements on the websites. An adequate and quality website design leaves a positive effect on the tourist who wants to visit that destination. Due to its low cost and high tourist interaction, destinations should reflect all the elements of attraction, offer a fast and active website and pay close attention to their formal features (Barreda et al., 2016).

Gastronomy routes may differ in the region and distance covered and may be international, local, or regional. It creates opportunities for the economic development of underdeveloped countries with valuable touristic resources (Kervankıran & Çuhadar 2014). At the same time, it can be revived in regions with low tourist demand, along with gastronomy routes. In this way, if the thematic differences of the routes are strengthened, attractiveness can be obtained in tourist marketing. Gastronomy routes differ in terms of distance and content developed and may have local, regional or international characteristics (Erşen et al., 2016).

Gastronomy Routes in Turkey

Turkey is a transcontinental Eurasian country. It is a semi-island country surrounded by the Aegean Sea in the west, the Mediterranean in the south, the Black Sea, and the Marmara between the continents of Asia and Europe. The history of the region has hosted various civilizations such as Anatolian peoples, Assyrians, Greeks, Thracians, Phrygians, Urartians, and Armenians. In the 11th century domination of Turks who dominated the region with the Ottoman Empire and Seljuk state it is still ongoing and the new Republic of Turkey. Turkey is one of the last few years in Germany and around the world with the highest number of foreign visitors from Russia's top ten destination countries (Özgüç, 2017).

Throughout history, geography, Turkey has hosted different civilizations and cultures. It is one of the most important and old cuisines of the world, together with the cultural heritages of these civilizations. Turkish Cuisine has authentic flavors from seven different geographical regions. The climatic and cultural differences of the geographical regions inhabited are one of the important factors affecting Turkish Cuisine (Dilsiz, 2010). Turkey's geography with thousands of years of history is the position as a preferred destination for tourists due to its rich cuisine and

gastronomic center of attraction to tourists. There are cities such as Adana, Gaziantep, Mersin, Hatay, Şanlıurfa, and Mardin that have successfully branded local flavors and have significant contributions to gastronomic tourism (Güzel-Şahin & Ünver, 2015). Gaziantep and Hatay provinces participated as gastronomy cities in the Creative Cities Network of the United Nations Educational, Scientific, and Cultural Organization (UNESCO) in 2017. In 2019, Afyon participated in the field of gastronomy in UNESCO's creative cities network (Gülduran & Saltık, 2020). The importance shown by registering products belonging to local cuisine cultures with geographical indications increases product awareness in gastronomy tourism. Many items in 3 regions of Turkey have been received under the protection of geographical indications taking the origin and source documents (UNESCO, 2021).

Another important indicator of diversifying and developing gastronomic tourism is museums. Gastronomy-themed museums, where destinations can learn about the traditions, techniques, and heritage of gastronomy history, are a motivation for gastro tourists (Çağlı, 2012). Today, there are 12 gastronomy-themed museums in Turkey (Can & Ağcakaya, 2019; Sandıkçı et al., 2019). The acceptance of gastronomy-themed museums, festivals, and festivities by the local people enables the culinary culture to be used as an attractive element for the tourists coming to the destination (Küçükkömürler et al., 2018). Turkey has long been among the rich culinary shows gastronomic tourism activities. However, the use of routes as marketing activities of gastronomic values in the country has increased in the last 10 years. Gastronomy routes and wine routes in Turkey are as follows;

Kızılırmak Basin Çorum Gastronomy and Hiking Trail; It is an ecotourism study that combines traditional and original food culture by evaluating the cultural, historical, and natural beauties of the settlements along the Kızılırmak basin. There are 25 tracks and 7 bicycle routes on the marked trekking routes. The route starts from Kırşehir Hırfanlı dam and passes through parts of Kırıkkale, Ankara, Çankırı, Çorum, Sinop and Samsun and reaches 702 kilometers. Hattusa, Yazılıkaya Alacahöyük Çorum museum and clock tower, İskilip castle and rock tombs, Uğurludağ Resuloğlu ruins and cultural locations such as the sunken clock tower can be seen on the route. Çatal soup, Wheat soup, madımak, keşkek, toyga soup, dried bean roast, poppy katmer, noodles, yanıç, cızlak, oğmaç, hingal, İskilip stuffed, hedik, tel tel, rose burma, hasıda, and black-bag halva possible to eat for a meal (Çorum Governorship, n.d.).

Marmara, Thrace Vineyard and Gastronomy Route; The Thrace Tourism Route project was planned between 2015-2016 with the support of the Trakya Development Agency (Çakır et al., 2017). There are faith, walking, flavor, and culture routes organized by highlighting the gastronomy values of the region (Cultures Routes Society, n.d.). Adakarası, Cabernet Franc, Cabernet Sauvignon, Chardonnay, Cinsault, Gamay, Kalecik Karası, Merlot, Papazkarası, Riesling, Sauvignon Blanc, Semillion, Shiraz (Shiraz, Syrah) It is possible to find wines made with different grape types such as Viognier (Duran et al., 2019). The historical, cultural, and gastronomic values of the region have been expanded with the names of History, Faith, Taste, and Nature routes. In Edirne and Kırklareli provinces, Edirne liver, Hardaliye, Almond paste, Edirne white cheese, Keşan Satır meat, Kırklareli Turbot fish, pumpkin dessert in lime, Demirköy honey, Poyralı molasses, Roasted goat, cheese halva in Tekirdağ province, Tekirdağ meatballs, sweets, Hayrabolu Local tastes of the region such as Tekirdağ cherry and watermelon are presented to the knowledge of gastronomy enthusiasts. Şato Nuzun vineyards, Barel vineyards, Umurbey vineyards, and Barbare vineyards in Tekirdağ province are among the local producers included in the vineyard route. Melen, Gülör, Chateau kalpak vineyards in Şarköy district and Vino Dessera, Arcadia, and Camlija vineyards in Kırklareli province are also included in the route. In Gallipoli, Gali, Suvla vineyards are among the vineyards included in the route (Trakya Tourism Operators Association, n.d.).

Wine productivity in many regions of the Aegean and Anatolia in Turkey is made. However, as a result of the fact that these producers do not take part in marketing activities and act individually, there is no content like the Marmara and Thrace vineyard route. With the rising the last 10 years of academic studies in the field of gastronomy, it has emerged route suggestions for some destinations in Turkey. Firstly, an example of Gökçeada flavor route made by Çavuşoğlu and Çavuşoğlu (2018) can be given. Turkey is aimed at introducing the largest island of Gokceada rich culinary culture. Information on gastronomy products in Gökçeada is a reference for gastronomy tourists. Kızılırmak, Ofluoğlu, and Şişik of gastronomy routes implemented in Turkey in the work they perform web-based analysis (2016) have analyzed the route of the existing gastronomic tour. Still, gastronomic tours are organized in Turkey but include only the activities of private enterprise work due to a lack of awareness that allows a promotional activity in the international arena. Gastronomy tours are included in cultural tours and the destinations cannot stand out with their gastronomic attractions. Şengül and Türkay (2016) stated in their study that Mediterranean cuisine culture should be used for hotel staff. Deniz and Atışman of the (2014) private sector and to build partnerships of public institutions in the marketing of gastronomic value of work they have done in order to detect deficiencies in the development of gastronomic tourism in Turkey and are mentioned lack of promotional tools.

In this context, it is concluded that the marketing activities of rich and diverse Turkish cuisine are limited and incomplete. Gastronomy routes in Turkey are included in the more day trips or 3-4 day culture. This deficiency arising

from the fact that the cuisine culture of the destinations is not emphasized by the local authorities creates a disadvantage in the formation of the brand image and tourism revenues.

2.2. Gastronomy Routes in Malaysia

Malaysia is an Asian country with high cultural and ethnic diversity, located in Southeast Asia, consisting of thirteen states and three federal regions. It has an ethnic diversity consisting of indigenous peoples of Malay, Indian, Chinese, Nyonya, Eurasia, and Borneo (Sabah and Sarawak). It can be said that it has a wide kitchen spectrum thanks to its ethnicity (Raghavan, 1977). The Meals prepared with various ceremonies and cutting techniques are fused with other cultures with the effect of globalization and migration. It is possible to encounter the effects of western civilizations in the Asian continent, where trade has been intense with the west since ancient times (Liu, 2010). With the preservation of the gastronomic heritage and the increase in income from interaction, Far Eastern countries have also concentrated on food-centered tourism activities.

Historically, "Indian Malaysian Cuisine" has been heavily influenced by traders from neighboring countries such as Indonesia, India, the Middle East, and China. There are strong links between local food and tourism in Malaysia. Promoting interesting local foods can create someone else's brand, help preserve the local culture and heritage by strengthening the local image. Owing their cultural heritage, the Malaysian Ministry of Tourism (MOTAC) was first reported on gastronomic tourism in 2001. Making important work to promote Malaysian Cuisine as a reflection of Malay, Chinese, and Indian Cuisine. They understood the importance of the tourism economy in development policies and invested in tourism policies for the welfare of the country. Investments made within the framework of gastronomic tourism and new business areas such as the production and marketing of spices are also defended by transforming them into the country's workforce. Ethnic diversity in the population is an important variable in the geographical positioning of local flavors in the country and in the creation of gastronomy routes. (Zainal et al., 2010; Baten, 2016; Dixit, 2019).

A collective effort is being made to promote Food Tourism in Malaysia. Festivals promoting food tourism are not held in Malaysia, but in the world to spread the news about Malaysia and its food (Mosbah & Saleh, 2014). Thanks to appropriate, effective marketing and promotion, Malaysian food becomes available in many countries. Malaysian gastronomy tourism adds gastronomy routes to food. These;

Sabah Gastronomy Route; On the route organized in the state of Sabah, a gastronomy map was drawn and eating and drinking places were determined in the town of Sandakan in the city of Kota Kinabalu. It is regarded as a tourism paradise with its natural beauties, turtle island, and original food (Mari Mari, 2002; Zainal et al., 2010).

Penang Gastronomy Route; It is an eating and drinking route organized in George Town, the capital of Penang state. They designed a map and brochure where local dishes such as Assam Laksa, Nasi Kandar, Wan Tan Mee can be found (Wei Li Ng, 2018).

Malacca Gastronomy Route; Malacca, which is among the UNESCO world heritage cities, offers the experience of eating and drinking among the British, Dutch, and Portuguese colonial structures and the breezes of multi-culture (Wei Li Ng, 2018; Wong, n.d.).

The KL Chinatown Route; is a food route consisting of local markets and restaurants in Chinatown, located in the center of Kuala Lumpur. It has been recognized as a tourism destination with its herbal desserts, street vendors, ancient Chinese temple, and cuisine of Chinese origins. It offers the experience of learning Kopitiam coffee and traditional Chinese medicinal plants (Tours by Local, n.d.; Isango, n.g.).

Ipoh Gastronomy Route; Ipoh, the capital of the state of Perak, is becoming a center of attraction with its British Colonial period buildings, natural beauty, and local food. Perak Tourism ministry has determined a route to eat halal food by listing 14 restaurants and cafes (Dixit, 2019).

Within the framework of Malaysian gastronomy tourism, both the state and the private sector have made great efforts, to increase tourism revenues and create new business opportunities in the country. Various tour agencies and local guides also contribute to tourism by organizing tour packages for festivals, gastronomy routes.

In recent years, tourism has been among the investment policies of many organizations and countries due to its economic gains. Malaysia and Turkey are among the fairly popular tourist destinations in the tourism sector. Both countries are developing economies with great potential in the sector (Ahmad et al., 2014). Providing an impressive growth performance since their outward-oriented economic policies in the 1980s, followed by Turkey with emphasis on import substitution likewise Malaysia (Athukorala & Menon, 1999; Kızılcıca & Ozcan, 2008). Both countries are very interested in development activities and economic integrations, and their policies are similar. Tradition interaction has been continuing between the two countries since the period of the Ottoman Empire. The interactions between the two temperate Muslim countries continue (Othman, 2005; Idris & Kurtbağ, 2013). In this context, the role

of gastronomy products in the touristic image of the two countries has been examined through their websites, considering their economic policies and their interactions in the historical process.

3. RESEARCH METHOD

This research focuses on the gastronomic supply in Turkey and Malaysia website. Determining the gastronomy product on the websites used to increase the awareness of gastronomy tourism has been determined as the aim of this research. There are positive interactions between destinations and tourists with websites that are frequently used to increase brand awareness and create a brand image in the tourism industry. In this context, content analysis of websites for the supply and promotion of gastronomy products of destinations was conducted.

The universe of the study is the gastronomy routes in the world. The sample of the study has been narrowed to Turkey and Malaysia. Malaysia is one of the leading countries in the market in terms of the studies they have done in the field of food and tourism in recent years. Activating gastronomy tourism in the country is included in the development plans of the country and contributes to the country's economy with its halal food studies, gastronomy routes, festivals, and new business lines (Baten, 2016). Malaysia has been realized due to the inclusion of sampling food handling similar concerns to Turkey. In this study, the promotional activities of two countries, which have strengths in terms of their gastronomic supplies, will be examined through their websites.

The content analysis method, which is one of the qualitative research methods, was used in order to create value in gastronomy tourism and to examine the gastronomy products and their frequency on the websites produced as part of the branding process. When examined conceptually, content analysis is a matter of researching the social truth by classifying the message contained in verbal, written, and other materials with a scientific approach, objectively and systematically in terms of meaning or grammar, converting it into numbers and making inferences (Stempel, 2003; Tavşancıl & Aslan, 2001). Content analysis; To reach the concepts and themes that can explain the data collected within the scope of the analysis (Strauss & Corbin, 1990). The main purpose of the content analysis method; is to interpret these concepts in a format that the reader can understand by bringing together similar data with the specified concepts and themes. Content analysis is used to make an objective, measurable and verifiable explanation of what is in the open and visible messages (Fiske, 2015).

In line with this main purpose, the coding stage, which is one of the stages used within the scope of the content analysis method, was used. Coding; The meaningful parts (such as words, paragraphs) among these data created by subjecting the data to the content analysis method are given new names. Purpose in the coding process; It is the division of the obtained data into sections, analysis, comparison, conceptualization, and association with each other (Strauss & Corbin, 1990). In order to analyze the content, the coding chart developed by Tanyıldızı and Karatepe in their work titled “Web Sites in Public Relations Studies of Municipalities: Two Different Countries and Two Different Municipalities” was used (2011). In order for the study to be ethically appropriate, permission was obtained from the authors of the scale before using the scale. Previously used to increase the reliability of the study were not created a new coding table in the study, reliability was checked by coding ruler themed gastronomic tourism of Turkey and Malaysia are adapted to their websites. The meanings of the sentences were not changed during the adaptation. Content-appropriate encodings were added to this adaptation later (See Table 3). The data were written on the coding chart and then analyzed.

The information pertaining to the data to be analyzed in the research was examined and selected as the websites that best express the recognition of the country in the international arena. The findings obtained by examining 8 websites determined within the scope of this research are shown in the following paragraphs. While analyzing the data, the researchers analyzed the research sample alone in accordance with the coding list. Then, the information about the data was combined.

4. FINDINGS

Turkey and Malaysia established for the promotion of the use of the scope of work and activities carried out by public and private organizations supported 8 websites is determined. The content analysis of these websites is planned in 3 stages. First, the formal access data of the websites were examined, and then the content analysis of the relevant sites related to gastronomy tourism was carried out. Finally, the content analysis was made by examining the formal data of the website design.

Table 1: The Address of Turkey and Malaysia Own Tourism Related Website**DATA SAMPLING**

Turkey Website	Code	Malaysia Website	Code
https://cultureroutesinturkey.com/tr/	T1	https://www.tourism.gov.my	M1
https://www.goturkey.com/	T2	https://www.malaysia.travel/tr-tr/tr	M2
https://visitturkey.com.tr/	T3	https://blog.tourism.gov.my/	M3
http://www.trakyabagrotasi.com/	T4	https://vm2020.malaysia.travel/	M4

The addresses of these websites and their codes used in the study are shown in Table 1. walk in which is represented by the T1 code from the website of the Turkey-priced Turkey and is the site of the introduction of gastronomic routes. T2 and T3 coded sites are websites conducted by the Tourism Ministry of Turkey. The project called the T4-coded site is the site of large-scale bond rods held in Turkey.

While the sites belonging to Malaysia, M1, M2, and M3 are sites operated by the Ministry of Tourism of Malaysia, M1 includes the activities of the Ministry of Tourism and general information about the country. M2 and M3 include information about tourism destinations, food culture. Finally, the M4 coded site is included in the sample as a site covering tours jointly created by the Malaysian Ministry of Tourism.

Table 2: Conformation Analysis of Websites

CONFORMATION ANALYSIS OF SITES	TURKEY	MALAYSIA
Can the site be found when typed in the Google search engine?	Yes	Yes
What rank does the site rank when it is searched in the Google search engine?	First	First
How long does the sites load time?	T1- 6 sec. T2- 1,5 sec. T3- 7 sec. T4- 6,45 sec.	M1- 2,88 sec. M2- 3,12 sec. M3- 6,15 sec. M4- 4,23 sec.

Table 2 contains formal analysis data regarding access to websites of codings. According to the table, there is no problem with accessing the websites. When the domain name is typed in the Google search engine, it is possible to enter the sites quickly. The T3 coded "visit turkey" site is in the second place when typed with a space between the words in the search engine, and is in the first place when typed without spaces. In order to ensure the integrity of the table, its version without spaces has been considered. Turkey entry times to the site, the site takes longer compared with Malaysia.

Table 3: Gastronomy Themed Content Analysis of Websites

CONTENT ANALYSIS OF SITES	TURKEY				MALAYSIA			
	T1	T2	T3	T4	M1	M2	M3	M4
Gastronomy Routes	√	X	X	√	X	X	√	X
Food Festivals	√	X	X	√	X	√	√	√
Events	√	√	√	√	√	√	√	√
Shopping	√	X	√	√	√	√	√	√
Restaurant	√	X	X	√	X	√	√	√
Accommodation	√	X	X	√	X	√	√	√
Transfer Channels	√	X	X	X	X	√	√	√
Cooking Schools	X	X	√	X	X	X	X	X
Places To Visit	√	√	√	X	√	√	√	√
Health Tourism	√	√	X	X	X	√	X	X
Religious Tourism	√	√	X	X	X	√	√	X
Wine Tourism	X	X	X	X	X	X	X	X
Exotic Food	X	X	X	X	X	√	√	√

Street Food	X	X	X	√	X	√	√	√
Traditional Foods	√	√	X	√	X	√	√	√
Local Foods	√	√	X	X	X	√	√	√

In Table 3, the status of the variables determined within the framework of gastronomy products on the site is examined. Considering the general situation of the table, the beliefs and cultural values of the countries have been developed as tourism destinations. There is insufficient and incomplete information on the promotion of local foods. Shopping opportunities are well developed. Food festivals have been used on websites as an effective factor in the promotion and marketing of the regions. Food classes and schools, among the gastronomy products that are frequently featured on Malaysian websites, are not included in the site in order to promote and spread local flavors. Natural and geographical beauties are brought to the fore. Malaysia stands out in exotic food and street food culture. no information is added to the site on halal food in Turkey. Malaysia has studies on halal food. In general, it is seen that Malaysia has a more detailed introduction in promoting the dishes belonging to their cultures.

Table 4: Format Analysis on Websites

FORMAT QUESTIONS	TURKEY				MALAYSIA			
	T1	T2	T3	T4	M1	M2	M3	M4
Is the home page simple, clear and straightforward?	√	√	√	√	√	√	√	√
Is there color usage on the pages?	√	√	√	√	√	√	√	√
Ground color	White	White Black	White	White	White	White Blue	White	White Blue
Is there any background music?	X	X	X	X	X	X	X	√
Integration between pages	√	√	√	X	√	√	√	√
Page length	X	√	√	√	X	√	√	√
Page margins	X	X	X	X	X	√	√	X
Use of photography in promotional activities	√	√	√	√	√	√	√	√
Operability of the buttons on the page	√	√	√	√	√	√	√	√
Icon and banner density on the pages	√	√	X	√	√	√	X	√
Are the articles written in a legible font and font size?	√	√	√	√	√	√	√	√
Are the texts, pictures or other graphics on the site in a balanced and pleasing way?	√	X	√	√	√	X	√	√
Are colors and patterns used in the background of the articles that prevent reading the text?	X	X	X	X	X	X	X	X
Are unnecessary pictures, images, texts and links included on the site?	X	X	√	X	X	X	√	X

Table 4 shows in Turkey and the formal analysis of data related to the overall appearance of the website of Malaysia. The most general conclusion to be drawn from the table is the ease of use. Web sites are straightforward to understand. Colors are used correctly on the sites and there is harmony between the pages. Button functionality on the page is also active. Web sites are generally designed to be pleasing to the eye, and no unnecessary data is included.

CONCLUSION AND DISCUSSION

Today, due to the increasing competition, there is pressure on globalized eating habits. It is anticipated that gastronomic tourism will make a remarkable development shortly, as the interest of the locals in both culinary and travel programs is constantly increasing. When studies on destination marketing and gastronomy tourism are examined in general, this study has similar to the studies. Research is mentioned assumed the role of gastronomy in destination marketing, the brand image also examined through websites created between Turkey and Malaysia. It has been concluded that countries should increase their gastronomy recognition on their websites and that countries should show the necessary importance to the online brand image. As the gastronomic element for the development of the tourism sector in Turkey and gastronomic routes that supply samples of the product for Malaysia's gastronomy tourism, regional cuisine, gastronomy, and tourism activities like street food products were included in the study. It has been determined that countries aiming to increase their tourism revenues are to increase their tourism revenues by seeking to market the heritage created by their ethnic diversity and cultures. Countries aiming to increase tourism revenues have sought to increase their tourism revenues by seeking to market the heritage created by their ethnic diversity and cultures. Since countries with a high number of tourists due to nature, sea, and cultural tourism accept

gastronomy tourism as a companion of the main meal, studies in this area are very limited. Due to interactions with other cultures, gastronomy should always be understood as part of the cultural experience of a country or region. With the increasing tourist demands and the efforts of the local people, the cuisine richness of a country will increase its popularity and protect its values with its gastronomic routes.

First of all, public institutions and organizations are advised that the relevant person should be shown to the brand image and the necessary improvements should be made. Tourism destination content and features as the sample because of the similarity of Turkey and Malaysia were selected. The common tourism values included in the coding list in the analysis made on their websites are among the factors that bring the two countries together on the same denominator. Among these countries, Turkish cuisine has a very rich culinary culture when evaluated in a historical context. However, the awareness of gastronomy has not been given enough space in the online brand image. Turkey in the international arena to promote the destination website that has first-hand information has been inadequate and incomplete. defeated the interface of this website with a deficiency in a technical sense, Turkey's improvement should be carried out to improve the image of the destination. As a result of this study, Malaysian websites have a fluent and attractive design, reflecting their tourism values with rich information in terms of destination marketing. Taking these findings of online Turkey has been discovered that use its website as effective publicity. When the Malaysia example is examined, effective communication channels turn into the country's economy as tourism income. In 2019 Turkey's Travel and Tourism Competitiveness measured 43 posts, while Malaysia has settled in well 29 (the World Economic Forum Report, 2019). While calculating the index, different variables were used in the business environment, security and privacy, health and hygiene, priority in tourism, international recognition, price competition, environment, environment transfer structure, location and spatial structure, tourism services, nature, and cultural resources, culture and business travel (Baten, 2016).

Based on the findings of this research, it can be said that it is advantageous to use websites in destination marketing due to their accessibility, convenience, low cost, and continuity. It found that Turkey's geographic location, climatic characteristics of various ethnicities and cultures are again leading positions in the creation of the brand image. When evaluated from these aspects, the promotion and necessary action will be done by turning it into the country's economy. Facilitating access to learning-rich cuisine on websites is an important step at this stage. Gastronomy tourism for travelers promotes has the motivation to increase awareness in the international arena for exploring the area targeted. In this context important to perform to serve the elimination of gastronomy's lack of supply in the websites located in Turkey and to ensure the development of the future of gastronomy tourism.

As a result of this study, some interesting suggestions are presented for institutions and organizations working in the tourism sector. The presentation of the destination image on the websites increases the tourist interaction. In their studies (2015), Rodriguez-Molina and his friends concluded that the information used on their websites positively affects the brand image of destinations. This study, in which the results of our study are similar, has been a source for our research while creating the content analysis categories. Another issue examined in the research is the factors that affect the tourists seeking information about the destination. In this context, websites that promote touristic destinations can improve the image of the destination with music, photos, history, culture, restaurants, activities, brief and concise information. Luna-Nevarez and Hyman in their study (2012) concluded that there are similarities between websites of global destinations. It focuses on the simple, functional, and aesthetic formal features of websites. It proposes to adapt the design of the websites to the users and to present the information regarding the needs of the visitors. At the same time, since the cultural, demographic, and performance criteria of this research are ignored, it is thought that our study will eliminate these deficiencies in the literature. In this context, in our research, it is thought that social media integration and add-ons that provide instant news and images will allow the development of the content created by the destination.

As with all research, we hope it will be a resource for future studies. It is suggested to employees and countries in the role of the manager in the marketing of a tourist destination in the future to share information about the background music, country's culture and history, intimate and appetizing photos, and the country's folklore and food culture, which will positively affect the brand image of the destination.

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Ethical Approval

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Researchers' Contribution Rate

The authors contributed equally to the study.

Conflict of Interest

There is no potential conflict of interest in this study.