The Role of Geographically Indicated Products in the Determination of Gastronomy Routes in Konya[1]

Konya'daki Gastronomi Rotalarının Belirlenmesinde Coğrafi İşaretli Ürünlerin Rolü

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Abstract: Gastronomy science also affects tourism activities because it reflects the food culture of a society or geography. In today's tourism understanding, travel agencies and tour operators appeal to different types of tourists with their gastronomic tours. Businesses determine many tour routes in line with the expectations of tourists. In this process, it is necessary to take effective and fast decisions that provide competitive advantage within the scope of gastronomy tours, which include alternative routes for businesses. Many methods are used for this. The aim of the research, prepared with this point of view, is to determine various gastronomic tour routes within the scope of geographically indicated products that Konya has. In order to determine the suitability of the routes determined within the scope of the research, the MULTIMOORA (Multi-Objective Optimization on Basis of Ratio Analysis) method, which was used for the first time in 2006 and is one of the most effective methods in the multi-criteria decision making process, was used. Accordingly, it has been determined that the most suitable gastronomic tour routes for Konya are Meram, Selçuklu, Karatay, Akşehir and Çumra districts.

Keywords: Geographically Indicated Product, Gastronomy Tour, Konya, Multi-Criteria Decision Making Methods, Multimoora Method, Gastronomy Tourism

JEL Classification: L83, L66, Q18

Öz: Gastronomi bilimi, bir toplumun veya coğrafyanın yemek kültürünü yansıtması sebebiyle turizm faaliyetlerine de etki etmektedir. Günümüz turizm anlayışında seyahat acenteleri ve tur operatörleri düzenledikleri gastronomi turları ile farklı turist tiplerine hitap etmektedir. İşletmeler turistlerin beklentileri doğrultusunda birçok tur güzergâhı belirlemektedir. Bu süreçte özellikle işletmeler açısından alternatif rotaları içeren gastronomi turları kapsamında rekabet avantajı sağlayan etkili ve hızlı kararların alınması gerekmektedir. Bunun için birçok yöntem kullanılmaktadır. Bu bakış açısı ile hazırlanan araştırmanın amacı, Konya'nın sahip olduğu coğrafi işaretli ürünler kapsamında çeşitli gastronomi turu güzergâhlarının belirlenmesidir. Araştırma kapsamında tespit edilen güzergâhların uygunluğunu belirlemek için, ilk defa 2006 yılında kullanılan ve çok kriterli karar verme sürecinde en etkili yöntemlerden biri olan MULTIMOORA (Multi-Objective Optimization on Basis of Ratio Analysis) yönteminden yararlanılmıştır. Buna göre Konya için en uygun gastronomi turu güzergâhlarının Meram, Selçuklu, Karatay, Akşehir ve Çumra ilçeleri olduğu tespit edilmiştir.

Anahtar Kelimeler: Coğrafî İşaretli Ürün, Gastronomi Turu, Konya, Çok Kriterli Karar Verme Yöntemleri, Multimoora Yöntemi, Gastronomi Turizmi

JEL Sınıflandırılması: L83, L66, Q18

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1. Introduction

With the technological innovations that have developed in recent years, the tourism sector also shows rapid development. Destinations and businesses aim to determine alternative tourism types and routes in order to gain a competitive advantage during the development phase. In tourism, which is accepted as one of the most dynamic and fast growing sectors in the world, it is seen that businesses are in an effort to discover new destinations in order to gain competitive advantage. For this reason, the desire of tourism enterprises to cooperate in order to promote different cultures and people is increasing day by day.

Geographically indicated products have a very important place for Türkiye. Geographically indicated products contribute to the sustainability of products in rural areas and destinations where local values are emphasized. It preserves the region's values, customs and traditions and cultural heritage. It actively contributes to the promotion and image of the region it belongs to by supporting agricultural production. When evaluated in terms of tourism, it provides an important tourism input by attracting tourists to the place where the cultural product is produced. It contributes to regional development by increasing the tourism value of the region. In this respect, it can be said that there is a close relationship between geographical indications and tourism.

In recent years, cultural tours have been extended to 12 months of the year, and different travel programs have been created in each period and various alternatives are offered to tourists. Gastronomic tours have been carried out around the world for many years within the framework of certain products. Gastronomy tours have also appeared in Turkey in recent years. In this research, aims to introduce the geographically indicated products in order to discover the cultural tastes of Konya and to prepare an alternative gastronomic tour route through these products. In this context, first of all, the relevant literature was searched and the effective factors of the districts where the gastronomy tour will be organized were investigated. After determining the factors, the most suitable districts for Konya in terms of gastronomy tour route were determined with Multimoora, which is one of the multi-criteria decision-making methods.

2. Geographical Indication

A geographical indication is an industrial property right that defines a product attributed to a region in terms of its reputation and characteristic features or that is unique to that geography by its origin (Yıkmış & Ünal, 2016: 74). A geographical sign is defined as "a sign indicating a product identified with the zone, area, region or country of origin in terms of its distinctive quality, reputation or other characteristics" (Türk Patent ve Marka Kurumu, 2022a). In other words, geographical indications are distinctive indicators, labels or signs of products that are

well known and respected by consumers. Therefore, they are specific indicators that guarantee the original regions and production methods of these products (Atay, 2013: 5).

Trade-Related Aspects of Intellectual Property Rigths (TRIPS) agreement is the international agreement in which the definition of a geographical indication is applied for the first time. According to paragraph 1 of matter 22 of TRIPS, a geographical indication is defined as: *"Geographical indications are marks used to identify products originating from the territory of a member state or from a zone or region on that territory, which are mainly attributed to that geographical origin by their distinctive character, reputation or other characteristics"* (Çalışkan & Koç, 2012: 196). Geographical origin can be a village or town, a city or a country as a region. Geographical indications mostly come from the name of the region where the product is grown or produced. The product is usually known by the name of the region where it is grown or produced (Tekelioğlu, 2019: 50). Some products are unique only because they are produced in a specific geographic region and have certain quality characteristics. Some special drinks and Basmati Rice can be given as an example. The important thing about these products is the link between the quality features and the geographical features of the region where they are produced. Such products are mostly agricultural products such as wine, cheese, rice, fruit and coffee (Jena v& Grote, 2010: 218).

Products with geographical indication registration are protected by law. For this reason, penalties are applied to those who produce similar products. (Hazarhun & Tepeci, 2018: 374). Geographical indications are located at the intersection of three hotly debated issues in international law. These; international trade, intellectual property and agricultural policy. Geographical indication, just like a trademark, defines which region a product of a certain quality originates from (Raustiala & Munzer, 2007: 337).

Geographical indications are legal activities for the reliable transfer of local products to future generations. In fact, the geographical indication registration of local products, the value of which is increasing day by day, is official proof. Geographically indicated products are products that can be used as a marketing tool for the region they offer, increasing income sources and increasing the welfare of the people of the region (Pamukçu et al., 2021: 2). In Turkey, geographical indications are generally given to agriculture, industry, handicrafts and mining products. In Europe, it is known that geographical indications are mostly given to agricultural and food products (Hazarhun & Tepeci, 2018: 374).

According to the "World Intellectual Property Organization (WIPO)", geographical indications are divided into two groups as origin (origin) name and origin (exit) mark. In addition, geographical indications are divided into two subjects as Protected Designation of Origin and Protected Geographical Indication (World Intellectual Property Organization,

2022). The traditional product name, on the other hand, is known as the products that have existed in the market for many years, which do not fall under the concept of origin and origin.

2.1. Designation of Origin

They are the names that describe the products coming from a zone, region or a country with geographical boundaries. The products that take their production, processing and all other processes from the natural or human factors of a certain geographical area and belong to that geography are called the designation of origin. For example; Finike Orange, Malatya Apricot and Aydın Fig are designation of origin. Such products cannot be produced outside of their region. Because the products are unique to that region and gain their characteristics only in the region where they are produced (Ozbag & Specialist, 2017).

2.2. Merchandise Mark

It is a sign that identifies products coming from a zone, region or a country. The cases where at least one of the production, processing or other operations associated with a particular region due to a feature or reputation takes place within the boundaries of a specified geographical area is called a merchandise mark. For example; Antep Baklava and Hereke Silk Carpet are products with the merchandise mark (Ozbag & Specialist, 2017).

2.3. Traditional Specialities Guaranteed

These are the products that do not fall into the definition of traditional specialities guaranteed, designation of origin and merchandise mark. In order to define a product in the market as a traditional specialities guaranteed, it must be proven that it has been used under that name for at least 30 years. For example; ezogelin soup, şevketibostan, doner is the traditional specialities guaranteed. In addition, for a product to be defined as a traditional specialities guaranteed, it must meet at least one of the following two items (Türk Patent ve Marka Kurumu, 2022b):

- It must originate from the composition of traditionally produced and processed or traditional products.
- It must be made of traditional raw materials and products.

Figure 1. Designation of Origin, Traditional Specialities Guaranteed and Merchandise Mark

Logos

Source: (Türk Patent ve Marka Kurumu, 2022a).

There are a total of 1120 products in our country, 790 of which are under the Merchandise Mark, 325 under the designation of origin and 5 under the traditional specialities guaranteed. In the European Union (EU), we have 7 products in total, including Antep Baklava, Aydın Fig, Aydın Chestnut, Bayramiç White, Malatya Apricot, Milas Olive Oil and Taşköprü Garlic (Türk Patent ve Marka Kurumu, 2022c).

In order for a product to be registered as a geographical indication, it must have certain elements. These elements are as follows (Gueye, 2020: 9):

- Product,
- A specific geography,
- Indication,
- Distinctive feature of the product
- Link between product distinctive features and geographic origin

Product

In order for a geographical indication to indicate its place of origin and to reveal distinctive features, it must be associated with a product. (Eren, 2018: 18). For a product to be the subject of a geographical indication, it must be included in any of the following groups (Tepe, 2008: 9):

- Natural products
- Agricultural products
- Mines
- Crafts and products
- Industrial products

A specific geography

In order for a product to be qualified as a geographical indication, the source of the product must belong to a region. Even though the geography showing the source of the product is

defined with similar expressions in national and international agreements, it shows some minor changes. According to the TRIPS agreement, geography is defined as "member country, a region or place in that country" (Tepe, 2008: 7). According to the Lisbon Agreement, the definition of geography is "geographic environment" and "a country, zone or region" (Eren, 2018: 18).

Indication

Geographical indication is a sign used to distinguish products and differentiate them from other similar products. The name, shape and expressions on the product are known as the indicator factor (Keskin, 2019: 12).

Distinctive feature of the product

A geographically indicated product is a product that has gained a certain characteristic due to the region in which it is grown, that is, it is distinguished from similar products. These distinguishing features may consist of climatic components such as soil, humidity and wind, as well as the production techniques of the region and the materials they use (Kan, 2011: 21).

Link between product distinctive features and geographic origin

According to this factor, the characteristics that make a product truly different must originate from its geographical origin. If this distinguishing feature is only the popularity of the product, there must be a link between the popularity of the product and the geographic region (Oğuz, 2016: 12).

3. Gastronomy Tours

Gastronomy tours mostly consist of products that reflect the culinary cultures of nearby destinations and present them as a touristic product. (Üzülmez & Akdağ, 2020: 52). During gastronomic tours, famous restaurants, countryside and festivals, gastronomical museums and local restaurants are visited. When gastronomy destinations are examined comprehensively, it is seen that gastronomy tourism has different aspects and sub-sectors. Accordingly, gastronomic tourism presentations include food and beverage products such as cheese, fish, meat, fruit, wine, beer, whiskey, coffee, tea. For this reason, gastronomy routes created for food and beverages appear as the most important element of gastronomy tourism (Akyürek, 2020: 72).

While gastronomic tours were organized as a complementary tour program in addition to other tourism types according to demand in the early days, today they are offered to tourists as a tour package on their own by many travel agencies. Today, travel agencies in Turkey still

organize gastronomic tours based on cultural tourism or festival events (Sezer, 2017: 48). The major gastronomic tours that come to the fore in the world are shown in Table 1:

Table 1. Some Gastronomy Tours Organized Around the World

TOUR NAME	PLACE	THEME
Food Discovery of Sri Lanka	Sri Lanka	Food and Beverage
Moroccan Real Food Adventure	Morocco	Food and Beverage
A Feast of Vegan Tastes in Delhi	India	Vegan Products
Wine and Tapas Tour	Spain	Wine and Tapas
Gourmet Cheese Tour	France	Cheese
China Tea Tour	Chinese	Tea
Mexican Real Food Adventure	Mexican	Food and Beverage
Mysterious Wine Tour	Italy	Wine
Korean Cooking Class at Local Home	South Korea	Cook
Street Food Tour	Thailand	Street Food
Small Group Tour: London Historic Pub Walking Tour	England	Historic Pubs
Small-Group Hanoi Street Food Tour with a Real Foodie	Vietnamese	Street Food
Thai and Akha Cooking Class in Chiang Mai	Thailand	Cook
Kentucky Bourbon tour	USA	Bourbon Whiskey
Chocolate Tour	Switzerland	Chocolate
Molecular Gastronomy Cooking Techniques and Dinner Tour in London	England	Molecular Gastronome
Sunset Wine and Cheese Tasting Tour by Boat on the Canal	Holland	Wine and Cheese
10 Tastings with Locals: Athens Favorite Food Tour	Greece	Food and Beverage
Catania Street Food Tour	Italy	Street Food
Berlin: Vegan Food Tour	Germany	Vegan food and drinks

Source: Akyürek, 2020: 81-82.

The main gastronomy tours organized in our country and which attract a great deal of attention from tourists are given in Table 2:

Table 2. Some Gastronomy Tours Organized in Turkey

TOUR NAME	PLACE	THEME
Antakya & Antep & Adana Gourmet Tour	Antakya-Gaziantep-Adana	Local Cuisine
Urla Artichoke Festival Tour	İzmir	Artichoke Dishes
Alaçatı Grass Festival Tour	İzmir	Weed
Cooking Alaturka	İstanbul	Cook
İstanbul on Food- Culinary Tours	İstanbul	Food and Beverage
Kemeraltı Gastronomy Tour	İzmir	Food and Beverage
Cappadocia Home Cooking	Nevşehir	Cooking class
Thrace Vineyard Route Tours	Edirne-Kırklareli-Tekirdağ	Wine

Mushroom Hunting and Walks	İstanbul-Kastamonu	Mushroom
Olive Harvest Tour	Balıkesir	Olive
Istanbul Cuisine Back Street Tours-Private Tour	İstanbul	Food and Beverage
Morel Mushroom Festival	Muğla	Mushroom
Bitter Herb Festival Tour	Muğla	Weed
Hazelnut Concentration Camp	Trabzon	Hazelnut
Tea Picking Tour	Rize	Tea
Konya Gastronomy Tour	Konya	Seljuk and Mevlevi Cuisine

Source: Akyürek, 2020: 83-84.

4. General Informatıon About Konya

Konya is Turkey's largest province in terms of area and the sixth most populous city. Its population is 2.277,017 and it consists of 31 districts in total. Konya Municipality, which was established in 1875, gained the status of "metropolitan city" in 1987 in accordance with the law numbered 3399. Since 1989, municipal services have been carried out according to this status.

Konya, which is one of the most developed cities of Turkey in terms of economy, is also important with its natural and historical riches. Çatalhöyük, one of the oldest settlements in the world, was included in the UNESCO World Heritage List in 2012. The city was the capital of the Anatolian Seljuks and Karamanoğulları in history. It is one of the most important industrial cities of Turkey. Etiekmek, okra soup, Mevlana pastry, oil loaf, tirit, Konya pilaf and oven kebab can be given as examples of Konya's local dishes. The most well-known symbol and most important museum of the city is the Mevlana Museum.

Table 3. Geographical Indications and Festivals/Events in Konya Region

DISTRICTS	GEOGRAPHICAL INDICATED PRODUCTS	FESTIVALS AND EVENTS
Ereğli	Ereğli Beyaz Kiraz (Eregli Starks Gold) Ereğli Koyun Yoğurdu (Eregli Sheep Yogurt) Ereğli Siyah Havucu (Eregli Black Carrot) Ereğli Uzun Kabağı (Eregli Long Squash)	White Cherry Festival
Hüyük	Hüyük Çileği (Hoyuk Strawberry)	Cherry-Strawberry and Culture Festival
Akşehir	Akşehir Hersesi (Aksehir Herse)	Nasreddin Hodja Festival Yörük-Türkmen Cultural Festival

	Akşehir Kirazı (Aksehir Cherry) Akşehir Peynir Helvası (Aksehir Chesee Halva) Akşehir Tandır Kebabı (Aksehir Tandoor Kebab)	Grape-Watermelon-Silk Carpets
Beyşehir	Akçabelen Şeker Fasulyesi (Akcabelen Sugar Bean)	Beyşehir Lake Festival Beyşehir International Paragliding Festival Living Seljuk Bazaar
Çumra	Çumra Kavunu (Cumra Melon)	Çatalhöyük Cultural Festival
Kadınhanı	Kadınhanı Tahinli Pidesi tahinli pide (Kadınhanı Tahini Pide)	Kadınhanı Tahini Pita Festival
Bozkır	Bozkır Tahini (Bozkır Tahini)	Bozkır Culture and Tourism Festival
Derbent	Derbent Fasulyesi (Derbent Bean)	Traditional Derbent Silk Road Culture and Art Festival
Central Districts	Badem Helvası (Almond Helva) Bade Bamya Çorbası (Gombo) Bütümet (Boiling the forearm, hind leg or rib portion of the middle mutton first and then frying it) Calla Yemeği (Prepared with meat with bones, plums and eggplant) Cimcik (It is a kind of Turkish ravioli) Domalan Yemeği (Made with truffles and meat) Ekmek Salması (It is pouring the roast on tandoori breads and filling it with roasting)	Nowruz Spring Festival One Thousand Breaths One Voice International Festival of Countries Making Theater in Turkish Tourism Week Events gastrofest Hıdrellez Culture and Spring Festival Museums Day Festival Hz. Mevlana's Birth Anniversary and International Konya Mystical Music Festival Hz. Mevlana's International Vuslat Anniversary Commemoration Events

	Ekşili Kabak (Sour zucchini) Etli Düğün Pilavı (Rice with meat) Etli Yaprak Sarması (Meat and rice wrapped in vine leaves) Etliekmek (Breah with meat) Fırın Kebabı etli ekmek (Roasted beef kebab) Haside Tatlısı (Dessert made with molasses) Hassaten Dolma Höşmerim (A sweet made of unsalted cheese) Ildız Kökü Yemeği (It is a dish cooked with carrots, potatoes, onions and tomato paste and served with garlic yogurt) Kakırdaklı Börek (Pastry scrambled with roasted tail fat) Kara Erik Kavurması (Black roasted plums) Kayısı Hoşafı (Apricot compote) Kenevir Helvası (Cannabis halva) Kikirdekli Kesme Çorbası (A type of soup made with dough) Kuru Kabak Sarması (Dried zucchini wrap) Kömbe (Bread wheat flour, warm	

	water, oil, butter, dry yeast and salt, mixed and baked in the oven)	
	Kıtırlı Mantı	
	(Crackly mantı)	
	Menekşeli Pilav	
	(Bulgur pilaf made with bulgur and green lentils)	
	Ovmaç Çorbası	
	(Ovmac Soup)	
	Paluzesi/Palize	
	(Ottoman dessert made with starch and sugar and served by sprinkling crushed walnuts on it)	
	Patlıcan Bayıldan	
	(Stuffed eggplant)	
	Patlıcan Tiridi	
	(It is a dish they make with their own tandoori bread and eggplant)	
	Paça Yahnisi	
	(Cooking lamb's feet with onion, tomato, pepper, tomato paste and salt)	
	Peynir Şekeri	
	(Cheese candy)	
	Reyhan Şerbeti	
	(Basil sherbet)	
	Sac Arası	
	(a sherbet dessert and served with sherbet or powdered sugar poured on it)	
	Tandır Çorbası	
	(Tandır soup)	
	Tandırda Çebiç	
	(Cooked lamb is brought to the table and can also be	

	prepared with "çebiç")	
	Tarhun Çorbası	
	(Made with roasted lamb meat and boiled chickpeas)	
	Topalağı	
	(prepared with bulgur, meat and chickpeas)	
	Tutmaç Çorbası	
	(Soup made with 1 tea glass of noodles, boiled green lentils and 1 tea glass of boiled chickpeas)	
	Vişne Tiridi	
	(It is a local dessert by pouring cherry sherbet on bread fried in butter or ghee)	
	Yağ Somunu	
	(Made with sourdough bread dough and moldy cheese)	
	Zerde	
	(Dessert made with rice, put in a bowl with saffron and turmeric and poured rose water on it)	
	Zülbiye/Sülbiye	
	(Unique meeting of shallots, garlic, chickpeas and meat)	
	Çirli	
	(Made with shredded lamb ribs, lamb cubes, butter, oil, tomato paste, onion, black seed raisins, black pepper, sugar)	
	Çullama	
	(It is a type of pastry prepared with chicken meat and rice.)	
	Çöpleme	
	(It is made by cutting meat,	

	onions and tomatoes into small pieces and arranging garbage bottles) İrmik Helvası (Semolina Helva) Şalgam Gallesi (a meal made with meat and turnips)	

Source: Created by Author

Konya currently has 64 geographically indicated products. It is in the second place after Gaziantep city in this area. 54 of these products are in the status of merchandise mark and 8 of them are in the status of designation of origin (Türk Patent ve Marka Kurumu, 2023). In addition, local festivals and events of many geographically indicated products of the city are held.

5. Methodology

5.1. Purpose of the research

Tourism is the most advantageous industry for developed and developing countries. The tourism industry contributes significantly to the sustainable economic, social, cultural and environmental development of a country. Institutions and countries that are aware of this are promoting different destinations and conducting marketing activities in order to benefit from tourism more effectively. As a result, there is intense competition in the tourism sector. The aim of the study, prepared with this point of view, is to develop a model for the creation of gastronomic routes for geographically indicated products in Konya.

5.2. Research Method

In this study, first of all, 12 districts with geographical indication products in the Konya region were discussed. The number of geographically indicated products in these districts, their bed capacities, their distance from the center and their touristic assets were determined. These obtained data were evaluated with the Multimoora Method and the most suitable districts to organize a gastronomic tour were determined.

The basis of the Multimoora method is the moora method. It was developed by Brauers and Zavadskas (2006). In recent years, it has facilitated effective decision-making by evaluating many criteria holistically among various alternatives. It is one of the most preferred methods for making decisions based on multiple criteria. The main reason for the preference of the Multimoora method is its features such as simple to use, short calculation time, and scarcity of mathematical operations.

5.3. Findings of the Research

The data required for the research were obtained in August-September 2022. For this, first of all, the number of touristic assets belonging to the regions prepared by the Konya Provincial Directorate of Culture and Tourism, the distances of the districts to the center and the number of beds were determined. Then, the products registered with the geographical indication of Konya, which was prepared by the Turkish Patent and Trademark Office, were determined and as a result, the following table was prepared.

Table 4. Regional Data and Decision Matrix in Determining Gastronomy Tours

Regions	Distance (Km)	Number of Beds	Geographical Product	Touristic Presence
Beyşehir	71	372	1	21
Akşehir	108	936	4	25
Hüyük	79	110	1	8
Bozkır	79	153	1	14
Derbent	45	0	1	3
Ereğli	143	694	4	14
Kadınhanı	48	10	2	13
Çumra	42	121	1	28
Cihanbeyli	102	130	1	3
Central Districts	5	8253	48	122

The data obtained were evaluated with the necessary formulas according to the Multimoora method. For this, the importance of the criteria determined first in terms of alternatives is considered to be minimum or maximum. It has been decided that the distance of the districts to which the gastronomic tour will be organized will be minimum and the other criteria should be maximum. The following table has been prepared to indicate the direction of decision according to the alternatives.

Table 5. Decision Directions of Criteria, Sum of Squares and Square Root of Sums

Decision Direction	Min	Max	Max	Max
Regions	Distance (Km)	Number of Beds	Geographical Product	Touristic Presence
Beyşehir	5041	138384	1	441
Akşehir	11664	876096	16	625
Hüyük	6241	12100	1	64
Bozkır	6241	23409	1	196
Derbent	2025	0	1	9
Ereğli	20449	481636	16	196
Kadınhanı	2304	100	4	169
Çumra	1764	14641	1	784
Cihanbeyli	10404	16900	1	9
Central Districts	25	68112009	2304	14884
Sum of Squares	66158	69675275	2346	17377

Square root of sum	257,212	8347,172	48,436	131,822

After the decision matrix and the direction of the decisions were determined, the normalized matrix was prepared. While creating the normalized matrix table, first the squares of the values taken by the alternatives according to the criteria are summed up and the process is completed by dividing the obtained number by the square root. The following table has been prepared for the normalized matrix created with the data obtained as a result of this.

Table 6. Normalized Matrix for Regions and Geographical Indications

Regions	Distance (Km)	Number of Beds	Geographical Product	Touristic Presence
Beyşehir	0,276	0,045	0,021	0,159
Akşehir	0,420	0,112	0,083	0,190
Hüyük	0,307	0,013	0,021	0,061
Bozkır	0,307	0,018	0,021	0,106
Derbent	0,175	0,000	0,021	0,023
Ereğli	0,556	0,083	0,083	0,106
Kadınhanı	0,187	0,001	0,041	0,099
Çumra	0,163	0,014	0,021	0,212
Cihanbeyli	0,397	0,016	0,021	0,023
Central Districts	0,019	0,989	0,991	0,925

After the normalized matrix is created, sorting is done according to the ratio method for research. When sorting with the ratio method, the maximum and minimum values in the normalized matrix are added separately. After the addition process, the results obtained by subtracting the minimum values from the maximum values are sorted and the process is concluded. The following table has been prepared for sorting according to the ratio method created with the data.

Table 7. Values and Ranking of Alternatives by Ratio Method

Regions	Yi*	Ranking
Beyşehir	-0,052	5
Akşehir	-0,036	3
Hüyük	-0,213	8
Bozkır	-0,162	7
Derbent	-0,132	6
Ereğli	-0,284	9
Kadınhanı	-0,046	4
Çumra	0,084	2
Cihanbeyli	-0,338	10
Central District	2,886	1

In order to make the most effective decision, ranking is made according to the determination of the reference point, apart from the ratio method. For this purpose, reference points, which are maximum points if the goal is maximization, and minimum points if the goal is minimization, are determined for each criterion and sorting is made accordingly. As a result of this, the following table has been prepared according to the determination of the reference points created with the data obtained.

Table 8. Determination of Referance Point (RP)

Decision Direction	Min	Max	Max	Max
REGIONS	Distance (Km)	Bed S.	Geographical Product	Touristic V.
Beyşehir	0,276	0,045	0,021	0,159
Akşehir	0,420	0,112	0,083	0,190
Hüyük	0,307	0,013	0,021	0,061
Bozkır	0,307	0,018	0,021	0,106
Derbent	0,175	0,000	0,021	0,023
Ereğli	0,556	0,083	0,083	0,106
Kadınhanı	0,187	0,001	0,041	0,099
Çumra	0,163	0,014	0,021	0,212
Cihanbeyli	0,397	0,016	0,021	0,023
Central Regions	0,019	0,989	0,991	0,925
Reference Point	0,019	0,989	0,991	0,925

After preparing the table showing the reference points, it is also required to sort according to the reference point approach in order to make the most accurate decision. To do this, a new decision matrix is created by subtracting the criteria that are effective in selecting each region from the number in the reference point. Sorting is done by taking their maximum values. With the reference point approach, the following table has been prepared for sorting created with the data collected.

Table 9. Sorting by Reference Point Approach

Districts	Min.	Max.	Max.	Max.	Maximums	Order
Beyşehir	0,276	0,944	0,970	0,766	0,970	7
Akşehir	0,420	0,877	0,908	0,735	0,908	9
Hüyük	0,307	0,976	0,970	0,864	0,976	3
Bozkır	0,307	0,971	0,970	0,819	0,971	6
Derbent	0,175	0,989	0,970	0,902	0,989	1
Ereğli	0,556	0,906	0,908	0,819	0,908	9
Kadınhanı	0,187	0,988	0,950	0,826	0,988	2
Çumra	0,163	0,975	0,970	0,713	0,975	4
Cihanbeyli	0,397	0,973	0,970	0,902	0,973	5
Central Regions	0,257	0,944	0,970	0,766	0,970	7

Data is sorted by reference point approach. Then the decision matrix is created according to the full multiplication form and a new order is made with this method. While creating the decision matrix according to the full multiplication form, the minimum values are divided by the criteria, and the maximum criteria are multiplied to obtain the necessary data. As a result of this, the following table has been prepared for sorting according to the full multiplication form created with the data obtained.

Table 10. Sorting by Exact Product Form

DISTRICT	Full Multiplying Form	Ranking
Beyşehir	0,020	7
Akşehir	0,059	2
Hüyük	0,030	6
Bozkır	0,038	5
Derbent	0,001	10
Ereğli	0,059	2
Kadınhanı	0,759	4
Çumra	0,052	4
Cihanbeyli	0,012	9
Central Regions	0,018	8

A fter all these examinations, a new table is created in order to compare the dominance values according to the ratio, reference and full multiplication form. With the help of the prepared table, all three rankings are summed up and a ranking is made again by taking the averages. As a result of this ranking, the most appropriate regions for the determination of the gastronomic tour are listed according to their geographically marked products.

Table 11. Dominance Comparison and Ranking

DISTRICT	Ratio Method	Reference Point	Full Mutliplying Form	Multi Moora Method	Ranking
Beyşehir	-0,052	0,970	0,020	0,925	4
Akşehir	-0,036	0,908	0,059	0,892	5
Hüyük	-0,213	0,976	0,030	0,773	8
Bozkır	-0,162	0,971	0,038	0,822	7
Derbent	-0,132	0,989	0,001	0,857	6
Ereğli	-0,284	0,908	0,059	0,644	9
Kadınhanı	-0,046	0,988	0,759	1,195	2
Çumra	0,084	0,975	0,052	1,076	3
Cihanbeyli	-0,338	0,973	0,012	0,639	10
Central Regions	2,886	0,970	0,018	3,862	1

6. Conclusion and Recommendations

The tourism industry not only for developing countries but also for all countries and destinations plays a vital role in improving their economy. the sector has features that can achieve the fastest results in terms of a touristic structure. For this reason, there is an intense competition environment between countries, businesses and destinations that want to gain profit maximization from the tourism sector. In order to gain a competitive advantage, it is necessary to make the right plan and make effective decisions. When the relevant literature is examined, it is seen that the number of studies on determining a gastronomic tour for geographically marked products is not mentioned by the authors sufficiently. This study was carried out to eliminate the deficiencies and lack of previous studies. This study has been prepared to help determine the gastronomic tour routes to be organized within the provincial borders of Konya, which is rich in geographically indicated products.

In order to determine the route of the gastronomic tour according to the geographically marked products of the Konya region, first of all, decision making techniques were examined and a comparison was made between them. As a result of this comparison, it has been concluded that the simplest and most reliable decision can be made with the MULTIMOORA technique. For this, first of all, the data were analyzed with the help of MS EXCELL in order to be evaluated with appropriate formulas. As a consequence of the operations performed, the results were obtained with the Ratio Method, Reference Point and Exact Product Form approach. It has been determined that the most suitable gastronomic tour routes for Konya are listed as Central districts, Akşehir and Çumra by taking the sum of the three results with the prepared tables and determining the average. It is seen that Hüyük, Bozkır and Derbent regions are the most disadvantaged regions in terms of gastronomy tour routes.

The following suggestions are presented in order to make the region more attractive by evaluating geographically indicated products within the scope of gastronomic tour routes for Konya province:

- More place and information should be given to geographically indicated products on websites that provide information about Konya, especially public institutions.
- Geographically indicated products should be introduced to students studying in Konya and coming from outside the province by organizing activities, and these products should be distributed free of charge in small packages and tasted.
- Agencies organizing tours to Konya should include geographically indicated products in their tours and ensure that these products are tasted.
- Local businesses should include geographically indicated products belonging to Konya in their menus by providing more accessible opportunities.

- The number of local festivals in Konya should be increased. Local people should be made aware of the advantages of geographically indicated products in terms of tourism in these festivals.

This research was carried out within the scope of 12 districts in Konya that have geographical indication products. It is important to carry out more detailed studies that examine the gastronomic features of destinations in depth. For this reason, new studies can be conducted to examine the relations between geographically indicated products and gastronomic tourism of different regions in Turkey or in the world. These studies can be carried out within the scope of positive or negative effects for each tourism stakeholders in the region.

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