



Destination plate: the relationship between place identity and gastronomic landscape in the context of deterritorialisation, homogenisation, and mcdisneyisation¹

Destinasyon tabağı: yersizyurtsuzlaşma, homojenleşme ve mcdisneyleşme bağlamında mekân kimliği ve gastronomik peyzaj arasındaki ilişki

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ABSTRACT

The gastronomic landscape, extending beyond culinary culture and represents the natural resources and cultural heritage interwoven with the local community, is an integral aspect of fundamental everyday practices and symbolic interactions. Furthermore, it is also a key component of cultural landscapes and destinations, strengthening place identity and enriching the tourism experience. However, as deterritorialisation intensifies and spreads, driving homogenisation, it becomes harder for any element within the social structure, including tourism to remain unaffected. Under these threats, gastronomic landscape elements may become profit-driven, developed and utilised without cultural sensitivity, thereby paving the way for McDisneyisation. This process simplifies the tourism experience, undermines place identity, and further deepens its loss of meaning. Ultimately, the destination resembles a plate filled with uniform items of uncertain substance, raising concerns about its nutritional value. Accordingly, the study's distinctive contribution lies in its novel integration of place identity and the gastronomic landscape through an explanatory approach and an integrative literature review, placing tourism at the core within key sociological concepts, primarily deterritorialisation, homogenisation, and McDisneyisation. As a result, the study highlights the gastronomic landscape's crucial role in enhancing place identity, shedding light on its multidimensional connection to a destination's culture, and promoting gastronomic diversity and authenticity.

Keywords: Tourism sociology, place identity, gastronomic landscape, tourism experience, sustainability.

Öz

Gastronomik peyzaj, mutfak kültürünün ötesine uzanarak yerel toplulukla iç içe geçmiş doğal kaynakları ve kültürel mirası temsil etmekte olup temel gündelik pratiklerin ve sembolik etkileşimlerin ayrılmaz bir parçasıdır. Ayrıca, kültürel peyzajların ve destinasyonların önemli bir bileşeni olarak mekân kimliğini güçlendirirken turizm deneyimini de zenginleştirmektedir. Ancak, yersizyurtsuzlaşmanın şiddetlenip yayılması ve homojenleşmeyi tetiklemesiyle birlikte, turizm de dâhil olmak üzere toplumsal yapının herhangi bir unsurunun bu süreçten etkilenmemesi giderek mümkün olmayan bir hâl almaktadır. Bu olumsuz koşullar altında gastronomik peyzaj unsurlarının salt kâr odaklılığa bürünmesi, kültürel duyarlılıktan uzak bir şekilde geliştirilip kullanıma sunulması gibi McDisneyleşme'nin önünü açan faaliyetler artabilecektir. Böylece turizm deneyiminin yalınlaşması, mekân kimliği kaynaklarının zayıflaması ve anlam kaybının derinleşmesi söz konusu olacaktır. Nihayetinde destinasyon, besleyiciliğine dair şüphe duyulan, içeriği sorgulanmaya müsait, tek tip yiyecekte mütessakkil bir tabağı andıracaktır. Bu doğrultuda çalışmanın özgün katkısını; keşifsel bir yaklaşım ve bütünleştirici literatür taraması aracılığıyla mekân kimliği ile gastronomik peyzaj ilişkisinin özellikle yersizyurtsuzlaşma, homojenleşme ve McDisneyleşme gibi temel sosyolojik kavramlar bağlamında turizmi merkeze alarak ortaya koyması ve irdelemesi ifade etmektedir. Sonuç olarak çalışma, gastronomik peyzajın mekân kimliğini güçlendirmedeki önemli rolünü vurgulamakta, destinasyon kültürüyle olan çok yönlü bağlantısına ışık tutmakta ve gastronomik çeşitliliği ve otantikliği teşvik etmektedir.

Anahtar Kelimeler: Turizm sosyolojisi, mekân kimliği, gastronomik peyzaj, turizm deneyimi, sürdürülebilirlik

INTRODUCTION

It is expected that individuals, particularly since the mid-20th century (Crutzen & Stoermer, 2000), would tend to see the world as a human creation, within the scope of the cultural environment. In this context, the image of humans as social and relational beings, who have found existence through interaction with the physical and socio-cultural environment (Kurt, 2008, p. 8; Macionis & Plummer, 2012, p. 869; Sullivan, 1937, p. 849) -and as "a product of the world" as described by Adler (2002)- becomes prominent, thus altering their perspective on the world. When referring to the *world*, it is more likely to evoke thoughts of all objects infiltrating daily life through technological development (Hughes, 2004), and the large material cultural structures predominantly situated on the Earth's crust such as cities and countries (Schneider, Friedl & Potere, 2009), rather than its core and mantle layers (Garnero, 2004).

¹ This study, presented at the 8th International Gastronomy Tourism Studies Congress held from 17-20 October 2024 in Kuşadası/Aydın/Türkiye and published as an extended abstract, has been transformed into an article, with all aspects substantially revised, to the extent that it is almost entirely rewritten.

This inclination is not only abstract but also supported by the fact that more than half of the world's population resides in cities (United Nations Human Settlements Programme, 2022), which on one hand signifies the physical increase of urban areas on a global scale (Angel et al., 2011; Seto, Güneralp & Hutya, 2012), and on the other hand brings forth the concept of deterritorialisation (Bakhshi, 2024; Ritzer, 2011). The widespread deterritorialisation in countries and their cities, which are categorically destinations, is significant as the destination is fundamental to the tourism experience (Murphy, Pritchard & Smith, 2000), necessitating discussions within the related framework (Bryman, 1999; Ritzer & Liska, 2004; Erdoğan, 2022).

Concepts such as deterritorialisation, homogenisation, and McDisneyisation, when considered in relation to tourism experience and tourism in general, naturally highlight the place identity within a sociological framework. Place identity is a matter that concerns the entirety of a destination in a broad sense with its multilayered and composite structure. One of these aspects is the gastronomic landscape, which is a distinct part of the cultural landscape, fundamental everyday practices, symbolic interaction, tourism products, and experiences. In this regard, the research questions/RQ that direct the research process and form the basis for its execution are as follows:

RQ 1: What is the relationship between place identity and the gastronomic landscape?

RQ 2: What is the role of deterritorialisation in shaping the relationship between place identity and gastronomic landscape?

RQ 3: What is the role of homogenisation in shaping the relationship between place identity and gastronomic landscape?

RQ 4: What is the role of McDisneyisation in shaping the relationship between place identity and gastronomic landscape?

In light of the research questions, this study aims to explain the relationship between the gastronomic landscape, an important component of a destination, and the place identity through an explanatory approach and integrative literature review -placing the tourism and tourism experience at the core- within the context of sociological concepts outlined above.

CONCEPTUAL FRAMEWORK

Involving a sense of continuity, identity is defined as (American Psychological Association/APA, 2018) "an individual's sense of defined by a set of psychological, and interpersonal characteristics that is not wholly shared with any other person and a range of affiliations (e.g. ethnicity) and social roles." The source of this sense is not limited to the subjects alone, objects also play their part both directly and indirectly manner. Therefore, the environment cannot be considered as a mere framework or a valueless context arises from the compulsory physical space, as also pointed by Krupat (1983), but a part of the person. Considering that the sensory and perceptual experiences of an infant are crucial for individuation, and that these experiences are largely tied to the physical world, place identity can be conceived of (Proshansky, Fabian, & Kaminoff, 1983 as cited in Proshansky & Fabian, 1987, p. 22) "as substructure of the person's self-identity that is comprised of cognitions about physical environment that also serve to define who the person is."

By activating a less familiar interaction space, participation in tourism activities -an element of a non-shared environment- promotes ego visibility and facilitates the gathering of self-related information. This process contributes to self-identity through place identity, as clarified by studies such as Wang (1999), Desforges (2000), Wearing and Deane (2003), and Bond and Falk (2013). From a tourism perspective, the interaction space becomes a destination. This destination, in turn, comprises a segment of the landscape, defined as "an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors" (Council of Europe, 2018, p. 31). A destination naturally contains tourism products. Recalling Smith's (1994, pp. 587-588) illustration and explanation that a tourism product consists of five elements, one of these, the physical plant -which forms the core of any tourism product- includes not only the site, natural resource, or facility, but also factors such as weather, water, and crowding. Thus, the link between the tourism product, destination, landscape, and place identity becomes much clearer. Since the gastronomic landscape encompasses the relationship between food, culinary traditions, related cultural practices, and geography as can be seen from related studies (Bahri et al., 2024; Fitria et al., 2021; Timothy & Ron, 2013), it contributes both to the distinctiveness of a region and to place identity, primarily within the context of cultural landscape.

The spatial association of cultural landscapes, particularly their tangible elements, has weakened to an unprecedented extent and, in some instances, has even been disrupted. The widespread manifestation of this detachment on a global scale is also evident, serving as a conceptual foundation for Deleuze and Guattari's (1972/1983; 1987/2005) notion of deterritorialisation. Although not a desirable situation, as is often the case in the social sciences, the scope conveyed through the term deterritorialisation can vary (Holland, 1991) and is subject to expansion or restriction across different disciplines (Abdul-Jabbar, 2019; Cocco, 2007; He & Timothy, 2024). Within the scope of this study, the term is defined, drawing on the foundational works of Deleuze and Guattari (1972/1983; 1987/2005), as "the separation of a cultural element from its origin and its traditional and historical foundations, which define its original context and set its boundaries.". The detachment of cultural elements from their origins also disrupts their fundamental sources of vitality, primarily their spatial and social connections. If a culture does not entirely vanish after this separation, it is redefined within a new framework, stripped of its source of distinctiveness, and reconstituted in a rootless form (see the term reterritorialisation). The process of diminishing cultural differences, leading to cultural convergence and societal uniformity, is expressed through the term homogenisation/cultural homogenisation, a phenomenon highlighted by several researchers, including Beck (1992), Robertson (1992), and Ritzer (1993), from a sociological perspective.

The spread of homogenisation into organs of the social structure, such as the economy, also shapes the tourism industry and, as a whole, the spatial entity of destinations. This process, specifically addressed in the context of tourism, is examined through the example of Disneyland and, based on fundamental principles such as predictability, efficiency, calculability, and control, has been conceptualised and studied as McDisneyisation by Ritzer and Liska (2004). Ultimately, it has been pointed out that destinations, by becoming spaces dominated by consumption (Weaver, 2006, p. 390), characterised by pseudo-events (Boorstin, 1992), and transforming into placeless areas (Augé, 1995), lose their potential to provide rich tourism experiences.

The study offers clear and accessible explanations of the key concepts while also incorporating references to fundamental works wherever possible, ensuring that readers have the opportunity to engage in further exploration and deeper understanding of the subject matter. The following section provides a detailed account of the methodology applied in the research process undertaken within the scope of the study. Subsequently, under the heading Findings and Evaluation, the interrelations among the examined concepts are explored.

METHOD

The study adopts an explanatory approach, which aims to clarify the underlying mechanisms and dynamics involved in the relationship between gastronomic landscapes and place identity. To support this investigation, as Snyder (2019) suggests, an integrative literature review methodology is employed, enabling a comprehensive examination of existing research, providing a more integrated structure of the topics, and facilitating a deeper understanding within the tourism context.

The essential terms, which can be revisited throughout the study for reference purposes, are clarified under the heading of the conceptual framework to provide a foundation for the subsequent section. Following this, the relationship between place identity and the gastronomic landscape has been examined from different angles using credible English sources, including articles, books, reports, and official websites (as no direct Turkish sources on this topic were identified). The aforementioned relationship was subsequently evaluated in connection with macro-level, widespread factors such as homogenisation and globalisation which have significant impacts on tourism in general and has a relation with deterritorialisation. In addition, this relationship was scrutinized from the perspective of destinations, together with locals and tourists in tourism experience context, particularly within McDisneyfication settings. This broader analysis allowed for a more nuanced understanding of how these forces influence the interaction between place identity and gastronomic landscape.

Strengthening the validity and supporting the reliability of the research involved providing detailed descriptions to the extent permitted by the word limit and employing data triangulation techniques. Additionally, efforts were made to ensure clarity and transparency throughout the process, with meticulous attention given to maintaining a high level of methodological rigour in every aspect of the study.

The distinctive contribution of this study is rooted in its novel amalgamation of place identity theory and the concept of gastronomic landscape within the framework of tourism. The study investigates the role of gastronomic landscape in fostering and sustaining the authenticity and uniqueness of tourist destinations. By highlighting the significance of safeguarding gastronomic diversity, the study underscores the necessity of preserving local culinary traditions, viewing them as vital to maintaining cultural richness. This emphasis on gastronomic landscape as a fundamental element of

place identity not only enriches our understanding of the intricate relationship between food and tourism but also provides a robust foundation for future research and practical applications in the field. Through this lens, the study opens avenues for further exploration into how culinary practices and gastronomic landscape in general can enhance the overall tourist experience and contribute to the sustainability of local cultures while considering macro sociological factors as deterritorialisation and related concepts.

FINDINGS

The question of 'who we are' is often deeply connected to our surroundings. Likewise, 'where we are' influences how we perceive ourselves and understand our identity (Dixon & Durrheim, 2000, p. 27). Our identity is inherently influenced by the places we occupy, as the physical and cultural attributes of these locations play a critical role in shaping our sense of self. Consequently, understanding personal identity is inseparable from the context of place, making place identity an integral part of self (Sarbin, 1983).

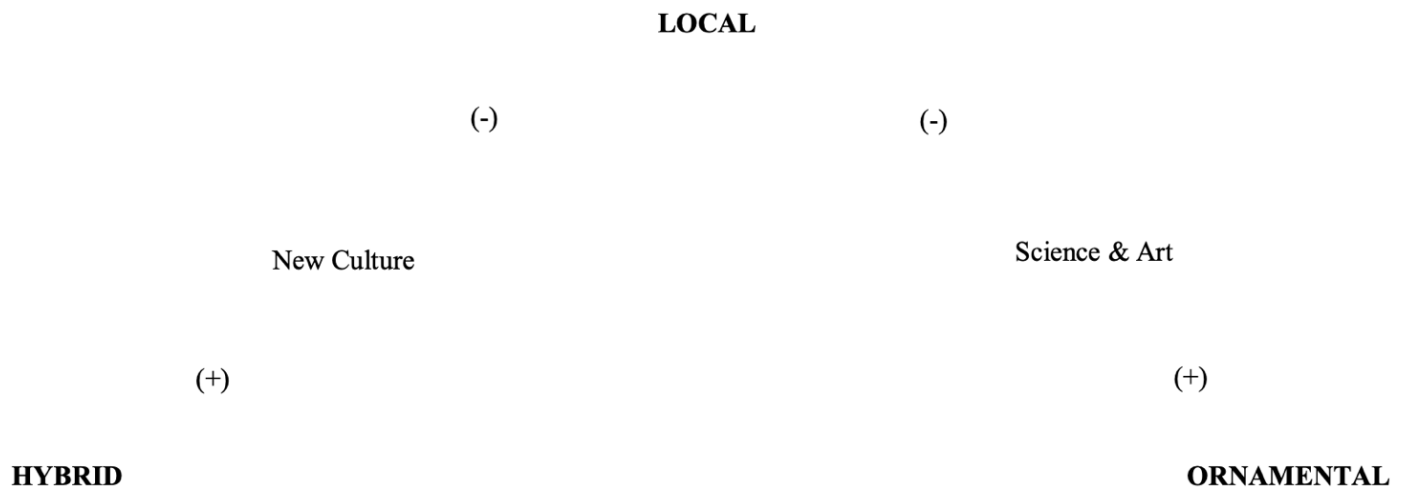
The strong sense of attachment that individuals develop towards their place of residence and, more broadly, their country leads to a generally more positive evaluation of the elements that constitute these places, such as destinations and tourism products. Indeed, it is recognized that an increase in place attachment significantly influences an individual's positive perception of the associated location (Bonaiuto, Breakwell & Cano, 1996). As a factor related to quality of life rather than direct economic returns and exchange, it is anticipated that place identity will be positively perceived, which in turn is expected to result in strong support for tourism activities carried out within that particular locale (Wang & Chen, 2015, p. 27). This approach will facilitate an increase in both the satisfaction and income levels of the local community, as well as an enhancement of the tourism experience for visitors. Therefore, emphasising the distinctive influence of local cultures will contribute to supporting growth in tourism, countering the standardising and homogenising effects of globalisation (Dredge & Jenkins, 2003, p. 386), together with McDisneyisation of the destination (Schwarz, 2020). One of the most significant resources for establishing this diversity within a destination is gastronomic elements (Okumus, Okumus & McKercher, 2007; Suna & Alvarez, 2021). Serving as a vital indicator of culture and identity, the gastronomic landscape naturally plays a contributory role in -also- the branding of the place (Gulisova, 2022).

Following the evaluation based on local residents in relation to place attachment, when examining tourists who may not possess any place attachment to a given destination, it becomes immediately evident that elements forming the gastronomic landscape still serve as a primary motivation for travel. Furthermore, gastronomic tourism products significantly contribute not only to the overall tourism experience but also to the intention of revisiting the destination (Kivela & Crotts, 2006). Some related influences are further highlighted within the scope of the study conducted by Levitt and his colleagues (2019), it was determined that among the factors influencing *desire* -such as food involvement, attitude, and group norms- the strongest effect stemmed from *anticipated positive emotions* in tourists whose primary motivation for engaging in tourism activities revolves around the consumption of local food and beverages. Additionally, the influence of *self-identity* on *desire* was also noted. Furthermore, the study highlighted that the key determinant shaping *intention* was the *frequency of past behaviour* [Similarly, in the study conducted by Ryu and Jang (2006), attitude and past experiences were identified as strong indicators influencing tourists' behavioural intentions in tourism experiences centred on local culinary product consumption.].

Anticipated positive emotions and self-identity, identified as key factors in shaping desire, appear to be strongly associated with the type of tourist, specifically referred to as a food tourist in the Kivela and Crotts's (2006) study. Of course, developing place attachment to previously visited destinations through past tourism experiences is not a prerequisite for this tourist type to take on a more distinct form. Nevertheless, it is reasonable to expect that the pleasure derived from consuming local culinary products within the scope of the gastronomic landscape as a tourism product, along with the positive emotions evoked and the overall sense of satisfaction, would shape expectations for future experiences and contribute to the formation of the tourist type. Additionally, it is possible to view the place identity, reflecting the gastronomic landscape or its relevant part that frames the tourism experiences focused on local culinary products, as a source that nourishes the tourist's self-identity. Nevertheless, as highlighted in the study, while the frequency of past tourism experiences related to the consumption of food and beverage-based tourism products within the scope of local cuisine may be a key driving factor for food tourists, it does not necessarily ensure neither that tourists will not seek superficial experiences (Cohen, 2003, p.101) nor the gastronomic landscape predominantly features traditional and authentic local culinary products (Polat & Aktaş-Polat, 2020).

Drawing on a structuralist approach, Polat and Aktaş-Polat (2020) adopt Lévi-Strauss’s culinary triangle model, which analyses social structure through the culture-nature dichotomy via the three forms of food as defined by him. Focusing on the role of cultural and artistic factors, they illustrate and explain the transformation of local cuisine through gastronomy tourism, using *the culinary triangle in gastronomy tourism* as a framework for visualisation (see Figure 1). The authors examined the significance of the three stages that form the culinary triangle for the local community, tourists, and the destination. In particular, the positioning of local and hybrid cuisines as tourism products within the destination, the meaning they convey to tourists, and their place within the tourism experience have been explained in a way that clearly highlights their positive aspects.

Figure 1. The Culinary Triangle in Gastronomy Tourism



Source: Polat & Aktaş-Polat (2020, p. 248).

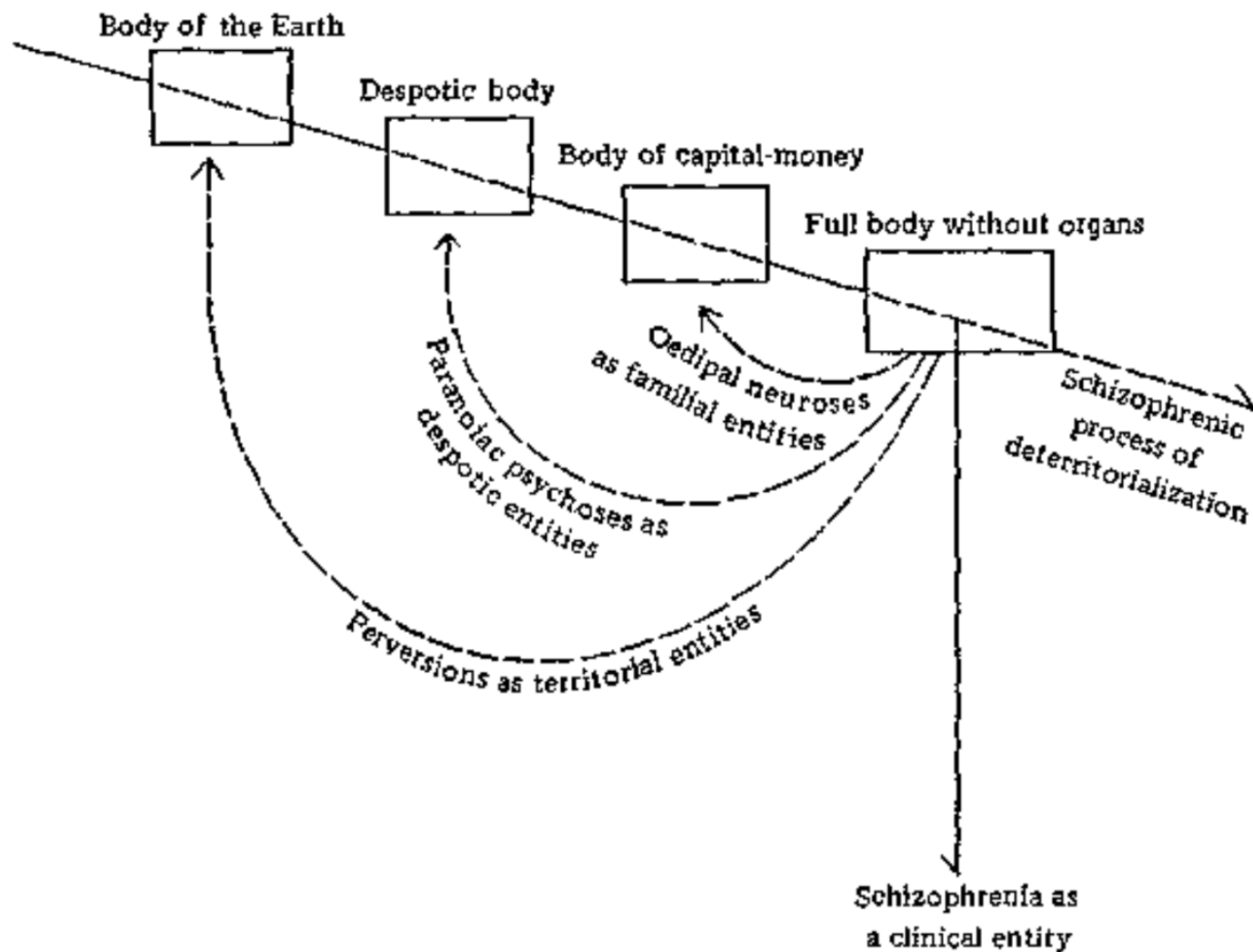
Ornamental culinary, which prioritises appearance over authenticity and exaggerates superficiality, inherently carries more negative aspects than the other local culinary stages (for detail see Polat & Aktaş-Polat, 2020); however, the authors highlight the significance of sustainability principles in each transformation phase. By addressing the layered structures and interconnections of local culinary stages, the gastronomic landscape has been made more visible. In this context, strong emphasis has been placed on the threats of deterritorialisation and homogenisation that arise when local culinary products become solely profit-driven, lack strategic planning, and are developed and utilised without dedication or cultural sensitivity. This situation also paves the way for McDisneyisation, simplifying the tourism experience and further deepening its loss of meaning.

It is an undeniable reality that the loss of meaning in the tourism experience through deterritorialisation is not the only negative outcome associated with tourism. In fact, Deleuze and Guattari (1972/1983) provide an explanation of the deterritorialisation process by focusing on the fundamental factor that gives cultural elements their primary meaning and establishes their boundaries. They explore this process through the lens of social structure changes, drawing connections to psychoanalytic concepts to deepen the understanding of this dynamic relationship. Accordingly, deterritorialisation, beyond the tourism experience itself, significantly influences many elements under the umbrella of tourism, particularly the tourism product and destination; in fact, it affects the entire social structure, along with its other components. To illustrate how the source of this influence has undergone a transformation throughout the process, the authors have employed the visual representation below (see Figure 2).

Progressing from the top left to the bottom right, the first of the four stages shown in Figure 2 visualises that, in the absence of central authority and the concept of ownership, nature itself becomes the fundamental source of meaning and the defining element of the cultural product. The absence of a normative framework, as well as the lack of limitations, has been linked to psychoanalysis through the concept of perversion. The second stage highlights that the fundamental source of power lies in strong central authorities, such as monarchies or theocracies. It also highlights that the high power distance, associated with traits like scepticism, hypersensitivity, and excessive control, is psychoanalytically linked to paranoid psychoses. The third stage situates the fundamental source within the context of modern capitalism, incorporating monetary circulation and market rules. In this regard, it positions the individual as a byproduct of consumer culture, linking the cultural product to the production-consumption machinery. Based on the

dissolution of family boundaries during the process of individualisation and particularly the involvement of economic forces to the process, the concept of oedipal neurosis is employed to establish the psychoanalytic connection. The fourth stage represents the most advanced phase of the deterritorialisation process, emphasising the dissolution of all codes within the fundamental source and the eradication of boundaries. On one hand, deep-rooted contexts and foundations are dismantled, while on the other, new rootless connections are formed within the infinite consumption cycle of capitalism. In this context, the psychoanalytic relationship is established through schizophrenia, based on the division between the self (source) and the processes of thought (meaning).

Figure 2. The Transformation of Deterritorialisation



Source: Deleuze & Guattari (1972/1983, p. 282)

As the intensity of deterritorialisation increases and its prevalence expands, it becomes increasingly difficult for any element within the social structure to remain unaffected. Given that a destination is interconnected with various components of the social structure, tourism is unlikely to be exempt from this influence. For instance; it is evident that the gastronomic landscape, which serves as a key indicator of a society’s identity and encompasses events related to gastronomy, such as cooking workshops, culinary series at museums, and gastronomy festivals, has the potential to enhance five core characteristics that define a place’s quality: diversity, vibrancy, innovation, creativity, and openness/tolerance (Razpotnik Visković, 2021). Additionally, it naturally strengthens the sources of place identity while also contributing to the destination’s competitive advantage (Richards, 2002). Among these events, gastronomy festivals, noted for their versatility, have a particularly strong association with the identity of a place. They offer a unique opportunity to present and celebrate local culinary traditions. Regardless of whether they are part of festivals, food and beverages, which form the basis of gastronomic products, are an important component of a destination’s identity.

Culinary culture is a contemporary output adorned with symbolic values, representing the natural resources and cultural heritage that the local community integrates with, as Čaušević and Fusté-Forné (2022) also emphasised. At the same time, it serves as a resource that contributes to the sustainable development of both the destination's urban and rural areas. In this regard, it also constitutes a significant tourist attraction (Bessière, 1998), enriches the tourism experience (Bessiere & Tibere, 2013), and additionally supports the destination's image and loyalty (Hernández-Rojas & Huete Alcocer, 2021). However, despite this strong connection, the authentic elements of culinary culture are vulnerable to the forces of globalisation and other relevant forces examined in the study. Over time, these elements may gradually lose their distinctive local influence, leading to a gradual erosion of authenticity and a shift towards more homogenised offerings that cater to broader, international tastes (Lanquar, 2018; Polat & Aktaş Polat, 2020) as deterritorialisation suggests. In this context, it is crucial not only to maintain the public sharing of traditions fostered by gastronomy festivals but also, more broadly, to protect the shared traditional values promoted by the gastronomic landscape in community life. Efforts should be made to ensure that the gastronomic landscape support cultural diversity and contribute to a variety of tourism activities, thereby preserving its multifaceted significance (Aher & Deshpande, 2020). In light of the points discussed, it is evident that the effect of deterritorialisation may lead to the erosion of the gastronomic landscape, causing many of its potentials to remain unfulfilled. As a result, the distinctive character that a destination gains through its gastronomic landscape also becomes diluted, weakening its competitiveness. Indeed, in this scenario, not only the food and beverages presented as part of the tourism product, but also other components of the culinary culture may fall short of meeting the expectations of tourists who seek authentic experiences and value the search for meaning. Ultimately, the impact of deterritorialisation will also be observed in the supply chain, and even the economic dimension of sustainable development will not remain unaffected by this detrimental influence.

CONCLUSION AND RECOMMENDATIONS

The framework developed as a result of the research has provided a clearer perspective on how the gastronomic landscape -an essential component of the destination, and part of the broader cultural landscape- extends beyond its basic functions of nutrition and socialisation. It has shed light on its broader reflections and impacts at various levels, including individuals, tourists, destinations, and society as a whole. Consequently, a foundation has been laid for enriching discussions across a diverse array of topics, from the impact of spaces encompassed by gastronomy to the formulation of tourism products, effective destination management, and the exploration of culture and identity studies. This framework allows for a more in-depth examination of how the dynamics of place, identity, and tourism intertwine, while also demonstrating the extent to which sociology-based concepts such as deterritorialisation, homogenisation, and McDisneyisation are relevant and contribute to developing an understanding of the subject.

This study emphasises the vital importance of gastronomy in maintaining place identity within the tourism industry. By demonstrating how local cuisine (in a broader perspective; gastronomic landscape) serves as a concrete link to the culture of a destination, the research advocates for the safeguarding and promotion of gastronomic diversity. This viewpoint urges stakeholders, such as policymakers and tourism operators, to incorporate local culinary traditions into their tourism strategies, thereby creating a more authentic and enriching experience for visitors and naturally for residents, people. This authenticity will significantly assist the local community in reconnecting with and revitalising its own cultural heritage. As a result, the character of the destination will be considerably enriched, creating a more vibrant and appealing environment for both residents and tourists. Visitors engaging with the destination -particularly in connection with the gastronomic landscape- will have the opportunity to encounter the unfamiliar within a non-shared/extraordinary environment, allowing for unique experiences that differ from their everyday lives/mundane environment. These interactions will not only enhance their understanding of the local culture but will also foster a process of knowledge acquisition about both the other and oneself, ultimately supporting an identity exploration, partly shaped by place identity.

The increasing and widespread impact of deterritorialisation can pervade entire societies and their social structures. Consequently, cultural elements that have been uprooted may acquire a global nature, raising concerns about homogenisation. The invisibility and decontextualisation of the characteristic traits of cultures, alongside the widespread homogenisation of these traits, make it inherently impossible for tourism products in destinations to reflect cultural richness. It is a matter of concern that tourism, which can serve as a vehicle for processes such as enculturation and socialisation, risks being deprived of its deeper potential, one that encompasses dimensions like the search for meaning. Furthermore, it may become constrained within the framework of highly McDisneyfied destinations, which prioritise the accumulation of shallow and synthetic tourism experiences. The detachment of the gastronomic

landscape -a key element of both culture and tourism products- from its symbolic, historical, authentic, and socio-cultural foundations will severely constrain its capacity to foster identity discovery. As with other tourism products affected by similar adverse processes, this disconnection will render its contribution to place identity increasingly difficult. When a destination -expected to comprise tourism products that integrate multiple components- takes on a homogeneous structure heavily laden with pseudo-events, a natural hallmark of deterritorialisation and McDisneyisation, it resembles a plate filled not with wholesome, balanced nutrients, but with uniform items of questionable substance, thereby raising concerns about its nutritional value.

The potential key risks are explicitly outlined, and the necessary actions are also implicitly conveyed. Nevertheless, it is considered appropriate to include some concrete recommendations for practitioners. For instance, gastronomy can be utilised as a means to facilitate access to cultural heritage. Food and beverages play a significant role in enabling local communities to re-engage with certain aspects of their cultural heritage and contribute to its preservation. However, as noted by Mohd Fikri, Abdul Rahman, and Noh (2021), it is crucial to prioritise authenticity while also fostering the involvement of younger generations. This, in turn, will help mitigate the risk of homogenised and simplified food and beverage practices becoming dominant within the culture. As highlighted by Cook and Crang (1996) and Wilkes (2019) in various aspects, the prevalence of homogenised and deterritorialised food and beverages, disconnected from local contexts and presented in a standardised manner, can be reduced. This, inevitably, has direct implications for both destinations and tourists. Destinations striving to counter McDisneyisation by offering authentic food and beverages -moreover, by maintaining an authentic gastronomic landscape- facilitate tourists' engagement with this gastronomic sphere, which remains an integral part of contemporary everyday life practices rooted in local heritage. Moreover, participating in the preparation, presentation, and consumption processes of food and beverages from different cultures is not merely an act of nourishment or sustenance; rather, it constitutes an experience of engaging with an alternative cultural sphere (Long, 1998; Bessiere & Tibere, 2013). Therefore, beyond the mere commodification of authentic food and beverages (Harrington, 2005), it is essential to consider aspects such as the production process, history, traditional cooking techniques, beliefs, dining etiquette, and other related cultural elements. To achieve this, collaboration should be established not only among businesses but also among stakeholders on a broader scale (Seyitoğlu & Ivanov, 2020; Đurkin Badurina, Klapan, & Soldić Frleta, 2023), ensuring that such cooperation is reflected in destination management.

This study enriches academic discourse by connecting sociological concepts such as deterritorialisation, homogenisation, and McDisneyisation to the fields of tourism and gastronomy, thus opening avenues for further interdisciplinary research. Future research should incorporate empirical studies by gathering widespread data from stakeholders such as tourists, local authorities, businesses, and local communities and take into account diverse geographic areas. Accordingly, primary limitations of this study are its openness to be strengthened empirically and its lack of diverse analyses. The main reason for this is the distinct scarcity of research in the field regarding the topic. Therefore, before conducting various analyses and accelerating empirical studies, it is believed to be essential to clarify the relatively unexplored concepts addressed here and to establish the relationships among them. Otherwise, the foundations of future research may not be sufficiently solid. This situation may increase the likelihood that the results will not be at the desired level of accuracy, ultimately calling into question the justification for the existence of the studies.

Through qualitative or mixed methods, a more comprehensive understanding of the issue can be facilitated by focusing on the key aspects among aforementioned stakeholders. In this context, by identifying the tourism products that most significantly serve as cultural carriers within the gastronomic landscape, the level of deterritorialisation, risk factors, steps to mitigate and reverse existing negative impacts, and the degree of inter-institutional cooperation and integration required to implement and enforce these measures can be explored. Attention could be directed towards, as Cankül and Ünver's (2023) study focuses, regional variations and distinct local contexts that have the potential to greatly impact the gastronomic landscape. The central concepts of this study, along with the topic of alienation (Aktaş Polat & Polat, 2016; Vidon & Rickly, 2018; Yamaç Erdoğan & Erdoğan, 2022), the relationship between tourism and authenticity (MacCannell, 1973; Cohen, 1988; Wang, 1999), and an analysis of the contributions of tourism products within the gastronomic landscape to place identity based on the destination's McDisneyfication level (Erdoğan, 2022), can be examined. Additionally, the study can delve into destination categorisation by considering the destination life cycle (Butler, 1980) and the psychographic positioning of the destination (Plog, 1974). By investigating the topics outlined in the article in alignment with local residents' perceptions and attitudes towards tourism, utilising tools such as Doxey's (1975) irritation index, Ap's (1992) residents' perception through the lens of social exchange theory

framework, or Ap and Crompton's (1993) resident tourism impact response framework, and analysing tourist typologies (Cohen, 1972; Aktaş Polat, 2015; Erdoğan & Kingır, 2024) and the various dimensions of the tourism experience (Cohen, 1979; Erdoğan & Kingır, 2020), possibly shed light on several areas in the field that require further research. Ultimately, in its simplest form, the implementation of the studies mentioned within the scope of gastronomy -which has a strong practical aspect in terms of cuisine and culinary arts- will also strengthen the theoretical dimension of the field, where the need for nourishment is clearly evident.

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