Araştırma Makalesi/ Research Article

The Impact of Popular Food and Beverage Establishments Operating in the Field of Local Cuisine on Tourist Attraction and Recognition: The Case of Bursa Province

Yerel Mutfak Alanında Faaliyet Gösteren Popüler Yiyecek İçecek İşletmelerinin Turistik Çekiciliğe ve Tanınırlığa Etkisi: Bursa Örneği

Doç. Dr. Sibel AYYILDIZ iD
Karabük Üniversitesi
Turizm Fakültesi
E-posta: sibelayyildiz@karabuk.edu.tr

Melike KÖYLÜ iD
Karabük Üniversitesi
Turizm Fakültesi
E-posta: 2428245501@ogrenci.karabuk.edu.tr

Abstract

This study aims to explore the contribution of popular food and beverage enterprises operating in the field of local cuisine to the recognition and cultural promotion of the Bursa region. Utilizing a qualitative research approach and a case study design, the research initially involved an examination of online platforms followed by a field visit to Bursa for observation and data collection. In-depth, face-to-face interviews were conducted with selected businesses to evaluate various dimensions such as customer service concepts, the use of local food ingredients, traditional cooking techniques, distinguishing characteristics from competitors, target customer profiles, and social media practices. The findings indicate that certain dishes, particularly Cantık, Bursa Kebabı, Pideli Köfte, and Tahinli Pide, are highly favored by both domestic and international tourists. Furthermore, the popularity of these establishments is significantly influenced by their historical legacy, emphasis on high-quality local ingredients, adherence to traditional culinary practices, and effective use of social media platforms. These factors collectively contribute to the enhancement of Bursa's culinary identity and its visibility in gastronomic tourism.
Keywords: Local cuisine, Regional businesses, Bursa gastronomy, Popular food establishments

Öz

Bu çalışma, Bursa'da yerel mutfak alanında faaliyet gösteren ve popüler olarak kabul edilen yiyecek içecek işletmelerinin bölgenin tanınırlığına katkısını nitel araştırma yöntemiyle incelemiştir. Durum deseni ile yürütülen çalışmada öncelikle çevrim içi platformlar incelenmiş daha sonra durumla ilgili gözlem ve alan araştırması yapabilmek için Bursa ili ziyaret edilmiştir. Yüz yüze görüşmeler ile gerçekleştirilen bu çalışma, yiyecek içecek işletmelerinin müşteri karşılama konseptleri, kullandıkları yerel gıda unsurları, geleneksel pişirme yöntemleri, işletmeleri diğer rakiplerinden ayıran özellikleri, hedef müşteri kitleleri ve sosyal medya kullanımları gibi çeşitli faktörlerle ele alınmıştır. Çalışmanın sonucunda işletmelerde yerli ve yabancı turistler arasında yoğun ilgi gören lezzetlerin daha çok Cantık, Bursa kebabı, Pideli köfte, Tahinli pide olduğu tespit edilmiştir. Bu işletmelerin popülaritesinde, tarihi geçmişe sahip olmaları, yerel ve kaliteli ürünler kullanmaları, geleneksel pişirme yöntemlerini tercih etmeleri ve sosyal medyayı etkili bir şekilde kullanmaları gibi unsurların önemli bir rol oynadığı belirlenmiştir.
Anahtar Kelimeler: Yöresel mutfaklar, Yerel işletmeler, Bursa mutfağı, Popüler işletmeler

Extended Summary

Purpose

The present study aims to examine the impact of food and beverage businesses-operating within the scope of local cuisine in Bursa and identified as popular in the public sphere-on touristic appeal and destination recognition. Bursa holds a deep-rooted gastronomic heritage, incorporating significant elements of Ottoman culinary culture (Demirel and Baydan, 2017).

Background

In the current century, food consumption by tourists has transformed from a functional necessity into a highly experiential and sensory-driven activity. As a result, culinary experiences have become a key factor in the selection of tourist holiday destinations (Kumar, 2024). The sustainability of food and beverage establishments is not limited to the quality of the flavors they offer; rather, it is closely associated with consumer perception, visibility across digital platforms, and the implementation of effective marketing strategies (Vural et al., 2024). With the rise of gastronomy tourism, the impact of digitalization has also become more pronounced. Today, tourists increasingly turn to social media platforms to explore culinary experiences and enhance their motivation for gastro-tourism (Ibrahim et al., 2025). Today, consumers consider not only traditional flavors when making food choices but also the social reputation and popularity of the establishments offering these tastes (Binbaşıoğlu and Türk, 2018; Akgün, 2020; Sancak and Geçgin, 2024). In this context, the success of food and beverage businesses that serve local delicacies depends not only on the quality of their products but also on how effectively they manage their popularity (Zengin and Çakmak, 2019).

Method

In this study, a qualitative research method was adopted to provide a detailed description of the phenomenon under investigation within its context and to develop an in-depth understanding. In line with the focus of the study, a case study design was employed, which allows for an in-depth examination of a specific event, program, activity, process, or individuals. Accordingly, the study was supported by face-to-face interviews, on-site observations in food and beverage establishments, and document analysis encompassing new media representations of Bursa cuisine (news websites, social media, and YouTube content) produced between 2023 and 2025. Food and beverage enterprises operating within the local culinary domain of Bursa were initially examined through online platforms, where user reviews and evaluations were systematically analyzed. The online dataset comprised 20 digital news articles, 50 social media posts, and 10 video materials related to Bursa's local cuisine published between 2023 and 2025. User reviews and ratings were analyzed to obtain preliminary insights into the popularity of these establishments. Subsequently, field research was conducted through an on-site visit to Bursa to

observe and evaluate this popularity in context. As a result of the observations, it was confirmed that the establishments identified through preliminary online research indeed received high demand, as evidenced by the constant queues of customers in front of these venues. Therefore, all actions taken were consistent with the case study design. Within this framework, the popular local businesses were selected using purposive sampling, one of the sampling methods commonly employed in qualitative research. The primary criterion for this sampling method was the popularity of the establishments, both in terms of high consumer demand and favorable evaluations on online platforms as well as through on-site observations.

Findings

Bursa's culinary culture and the establishments representing it are strongly aligned with the principles of sustainable gastronomy and play a vital role in this regard. One of the noteworthy findings of this study is the increasing influence of social media in the context of gastronomy tourism. It was identified that both domestic and international tourists in Bursa tend to research the culinary culture of their intended destinations prior to traveling.

Results

This study reveals that Bursa's local culinary establishments play a pivotal role in strengthening the city's gastronomic identity and enhancing its national and international visibility. The findings demonstrate that the preservation of traditional cooking techniques, the use of geographically indicated products, and close collaboration with local producers not only sustain culinary authenticity but also foster economic and cultural resilience. Through qualitative analysis, it was observed that digital platforms have become crucial spaces where local gastronomy is reinterpreted, promoted, and transmitted across generations. Social media engagement has emerged as a determining factor shaping consumer perceptions, destination image, and tourist loyalty. In this context, Bursa's cuisine exemplifies how cultural heritage can be revitalized through contemporary marketing tools while maintaining its traditional essence. The city's food enterprises thus contribute to sustainable development by integrating cultural preservation, economic growth, and social participation. Overall, Bursa's gastronomic landscape confirms that local foods serve not merely as culinary products but as strategic elements in destination branding and cultural sustainability.

1. Introduction

Gastronomy has emerged as a significant attraction within the scope of a destination's touristic appeal. Gastronomic tourism, in this context, serves as a crucial means of revitalizing local cuisines of destinations (Jerez, 2023). Food plays a major role as a primary motivation for tourists when choosing a particular

destination (Castillo-Villar, 2020). In the current century, food consumption by tourists has transformed from a functional necessity into a highly experiential and sensory-driven activity. As a result, culinary experiences have become a key factor in the selection of tourist holiday destinations (Kumar, 2024).

Local foods, as one of the essential components of the tourist experience, enhance both the attractiveness and brand identity of a destination (Estrada et al., 2024). Numerous studies have demonstrated that the image of local gastronomy has a significant influence on tourists' intentions to visit a particular destination. In this context, an increasing number of destinations are strategically utilizing media tools to establish a prestigious destination brand (Vukolic et al., 2025). The sustainability of food and beverage establishments is not limited to the quality of the flavors they offer; rather, it is closely associated with consumer perception, visibility across digital platforms, and the implementation of effective marketing strategies (Vural et al., 2024). With the rise of gastronomy tourism, the impact of digitalization has also become more pronounced. Today, tourists increasingly turn to social media platforms to explore culinary experiences and enhance their motivation for gastro-tourism. Individuals who actively use these platforms share their experiences related to food and beverage establishments, and such content significantly influences the destination choices of potential tourists (Ibrahim et al., 2025).

Today, consumers consider not only traditional flavors when making food choices but also the social reputation and popularity of the establishments offering these tastes (Binbaşıoğlu and Türk, 2018; Akgün, 2020; Sancak and Geçgin, 2024). In this context, the success of food and beverage businesses that serve local delicacies depends not only on the quality of their products but also on how effectively they manage their popularity (Zengin and Çakmak, 2019). Based on this premise, the present study aims to examine the impact of food and beverage businesses-operating within the scope of local cuisine in Bursa and identified as popular in the public sphere-on touristic appeal and destination recognition. Bursa holds a deep-rooted gastronomic heritage, incorporating significant elements of Ottoman culinary culture (Demirel and Baydan, 2017). The city's cuisine, which draws considerable interest from both local residents and domestic and international tourists, stands out with its unique and iconic dishes such as Iskender kebab, pideli köfte (meatballs on pita), tahini pide (flatbread), and candied chestnuts. In this regard, Bursa contributes to its prominence on both national and international gastronomy platforms.

2. Literature Review

Gastronomy tourism is regarded as a fundamental component that enhances overall tourist satisfaction by integrating with the cultural identity and attractiveness of a destination through the experience of local flavors (Okumuş and Çetin, 2018; Mora et al., 2021; Rico Jerez, 2023). Today, gastronomic experiences rank among

the top travel motivations for visitors, directly influencing many tourists' destination choices (López-Guzmán et al., 2017). Gastronomy has now become one of the primary elements of attraction and has gained importance as an independent reason for travel (Mengual-Recuerda et al., 2020). With the increasing significance of gastronomy tourism, local foods have become a crucial component of destination marketing strategies. Destination marketing is defined as the process of promoting the touristic assets of a region and creating a brand identity; in this context, gastronomic elements are among the key factors that enable cultural differentiation. Local cuisines not only reinforce the identity of the destination but also offer cultural experiences for visitors, thereby positively influencing the perception of the destination (Du Rand and Heath, 2006).

There exists a strong relationship between a destination's food perception and tourist behavior, and positive perceptions play a significant role in increasing both tourist satisfaction and loyalty (Prayag et al., 2017; Tsai and Wang, 2017; Toudert and Bringas-Rábago, 2019). Moreover, a strong tourism destination image (TDI) also significantly affects tourist satisfaction, loyalty, and the overall success of the destination (Moreira et al., 2025). The image of a touristic destination is shaped by various components, such as the destination's history, cultural values, natural attractions, and gastronomic elements. Recent studies have revealed that gastronomic experiences have a determining impact on the destination image (Prayag et al., 2017; Hsu and Scott, 2020). Gastronomy events are regarded by local administrators as a means to create and develop place image. Such events can enhance the destination image and serve as a powerful tool for authorities to communicate the identity and personality of destinations, and to strategically market them within the context of destination branding (Folgado-Fernández et al., 2017).

There is a strong relationship between tourists' perceptions of a destination's food and their behavioral intentions, and positive perceptions play a significant role in enhancing tourist satisfaction and loyalty (Prayag et al., 2017; Tsai and Wang, 2017; Toudert and Bringas-Rábago, 2019). Favorable impressions gained by tourists regarding local cuisine significantly contribute to the spread of word-of-mouth marketing through the sharing of these experiences within their social circles (Prayag et al., 2017; Kim, 2018). Especially with the influence of digitalization, an increasing number of consumers today consult online restaurant and food reviews before making dining decisions in order to gather information and form opinions about the quality of the meals offered. Additionally, individuals tend to evaluate the services they receive and share their positive or negative opinions with other users via social media platforms (Azim and Nair, 2021). Nowadays, social media platforms, online review systems, user-generated content, and destination marketing activities directly influence the visibility and preference levels of tourism-related businesses among target audiences, thereby contributing to their competitive advantage (Zengin and Çakmak, 2019). Tourists who experience local flavors gain insights into the culture of the destination while discovering fascinating

facts about the region's history. Local foods can enhance the image of a destination and attract more tourists. Consequently, tourism facilitates greater market access for local food producers and contributes to the sale of a wider variety of products (Wani et al., 2024).

2.1. The Contribution of Local Cuisines to Destinations and the Culinary Culture of Bursa

Tourists' desire to learn more about the origins of food and their tendency to personally experience food by witnessing the production processes increase interest in local cuisine. Local foods offered in tourist destinations are perceived as attractive because they differ from tourists' routine dietary habits, which in turn enhances their spending tendencies. In this context, local foods are considered effective tools that contribute to the sustainable development of destinations and play a significant role in fostering sustainable tourism experiences (Apak and Gürbüz, 2023).

Geography, climate, agriculture, and historical background are key determinants in the shaping of local cuisines. For example, in China, the Sichuan, Jiangsu, Shandong, and Cantonese cuisines—serving as pillars of gastronomic tourism—have developed distinctive cooking techniques and flavor profiles influenced by varying climatic and geographical conditions (Zhang and Ma, 2020). Moreover, local cuisines are among the most important elements that constitute a destination's cultural identity (Meléndez Torres and de la Fuente, 2012; Tsai and Wang, 2017; Rousta and Jamshidi, 2020; Stone et al., 2022). Core factors such as the quality and variety of local food, culinary reputation, and authenticity shape tourist perceptions. In this way, local foods influence the image of a destination and directly contribute to its overall attractiveness (Hso and Scott, 2020; Apak and Gürbüz, 2023; Anubha et al., 2025; Ibrahim et al., 2025).

Local foods, which significantly contribute to the promotion and development of destinations (Anubha et al., 2025), have assumed a central role in destination marketing strategies and are positioned as key components of destination brand identity (Du Rand and Heath, 2006; Monika, 2019). Destinations strategically utilize local cuisine as a means of branding and as a tool for fostering regional economic development (Rousta and Jamshidi, 2020; Stone et al., 2022; Esen, 2022). In this context, the local foods offered to tourists have a significant impact on the economic, socio-cultural, and environmental sustainability of destinations (Apak and Gürbüz, 2023). However, several challenges are also highlighted, such as the vital importance of implementing sustainable practices and the necessity of preserving authenticity within culinary culture (Sharma and Bose, 2024).

Bursa, one of Turkey's prominent culinary regions, possesses a deep and rich gastronomic heritage. Historically, its status as a major commercial center during the Ottoman Empire, its proximity to the imperial palace, and its

demographically diverse population shaped by waves of migration have all contributed to the development of a distinctive and diverse culinary identity (Taş, 2015; Demirel and Baydan, 2017). Notably, following the conquest of Istanbul, many supplies required by the imperial palace were known to have been sourced from Bursa, underlining the city's historical connection with palace cuisine (Bilmez, 2022). Thus, Bursa is not only significant in terms of regional gastronomy but also represents an important historical culinary legacy. Furthermore, Bursa ranks among the leading provinces in Turkey in terms of the number of geographically indicated products (TürkPatent, 2022), which reflects the sustained preservation and official recognition of its local food items. These characteristics make the city a valuable destination for gastronomic tourism. In this context, the selection of Bursa for this study is justified by its rich gastronomic heritage and the opportunity it presents to examine the intersection of this heritage with tourism. The city offers a meaningful and representative case for exploring how culinary experiences contribute to the promotion of local cuisine and the gastronomic identity of the destination.

3. Material and Method

In this study, a qualitative research method was adopted to provide a detailed description of the phenomenon under investigation within its context and to develop an in-depth understanding. Qualitative research aims to understand and interpret a phenomenon in a rich and multidimensional manner by focusing on participants' experiences, perspectives, and the meanings they attribute to the phenomenon, using verbal and visual data instead of numerical data (Denzin and Lincoln, 2011). In line with the focus of the study, a case study design was employed, which allows for an in-depth examination of a specific event, program, activity, process, or individuals (Creswell and Creswell, 2017). The case study approach is recognized as an effective method for exploring phenomena in modern life. This approach involves the systematic analysis of multiple data sources such as interviews, observations, and documents (Yin, 2009). Within this scope, food and beverage establishments operating in the field of local cuisine in Bursa were initially examined through online platforms. Accordingly, the study was supported by face-to-face interviews, on-site observations in food and beverage establishments, and document analysis encompassing new media representations of Bursa cuisine (news websites, social media, and YouTube content) produced between 2023 and 2025. Food and beverage enterprises operating within the local culinary domain of Bursa were initially examined through online platforms, where user reviews and evaluations were systematically analyzed. The online dataset comprised 20 digital news articles, 50 social media posts, and 10 video materials related to Bursa's local cuisine published between 2023 and 2025. User reviews and ratings were analyzed to obtain preliminary insights into the popularity of these establishments. Subsequently, field research was conducted through an on-site visit to Bursa to observe and evaluate this popularity in context.

As a result of the observations, it was confirmed that the establishments identified through preliminary online research indeed received high demand, as evidenced by the constant queues of customers in front of these venues. Therefore, all actions taken were consistent with the case study design. Within this framework, the popular local businesses were selected using purposive sampling, one of the sampling methods commonly employed in qualitative research. The primary criterion for this sampling method was the popularity of the establishments, both in terms of high consumer demand and favorable evaluations on online platforms as well as through on-site observations. A total of six establishments in Bursa met these criteria; however, two of them declined to participate in the interviews. Consequently, interviews were conducted with four establishments between April 12 and April 23, 2025. In order to carry out the fieldwork in Bursa, ethical approval was obtained from the Karabük University Social and Human Sciences Research Ethics Committee with decision number 40, meeting number 2025/03, dated March 28, 2025. Information regarding the themes and codes derived from the interview questions is presented in Table 1.

Table 1: Themes and Codes of the Study

Themes	Codes
Theme 1. Information About the Businesses	**Code 1.** The concept through which the businesses serve their customers **Code 2.** Characteristics that differentiate the businesses from competitors **Code 3.** The customer profile of the businesses
Theme 2. Use of Local Culinary Elements in the Business and Their Relationship with Gastronomy	**Code 1.** Local food elements used in the businesses **Code 2.** The relationship between the use of local food ingredients and the popularity of the business **Code 3.** The impact of using high-quality, locally sourced food ingredients on increasing business popularity **Code 4.** The contribution of traditional cooking methods and equipment used in the businesses to brand recognition
Theme 3. Motivations Related to Business Recognition and Popularity	**Code 1.** Reasons contributing to the increase in business popularity **Code 2.** The relationship between business popularity and social media **Code 3.** The impact of business popularity on Bursa's culinary culture and gastronomy tourism

Source: Compiled by the authors

As presented in Table 1, based on the interviews conducted with popular local food and beverage establishments offering regional products, a total of three themes and fourteen codes were developed: (1) information about the business, (2) the use of local culinary elements in the business and their relationship with

gastronomy, and (3) motivations related to business recognition. In this study, which investigates the impact of popular food and beverage establishments operating in the field of local cuisine on touristic attractiveness and recognition, a word cloud was generated using the WordArt program based on the data obtained. The data obtained from these themes and codes were interpreted in the findings section using descriptive analysis.

The study was approved by the Karabük University Social and Human Sciences Research Ethics Committee with the decision dated 12.03.2025 and numbered E 420037.

4. Findings

The findings section presents the three main themes-information about the businesses, the use of local culinary elements and their connection to gastronomy, and motivations related to business recognition and popularity-along with the corresponding codes derived from these themes. Demographic information about the participating establishments is provided in Table 2.

Table 2: Demographic Characteristics of the Participants

Participants	Position in the business	Business operating period (year)	Kitchen Concept
P1	Business owner	40	Köfte/Pide
P2	Business owner	46	Traditional Turkish Bakery
P3	Business owner	67	Pide
P4	Business owner	19	Kebab

Table 2 presents the key characteristics of the four businesses included in the study. The participants are coded from "P1" to "P4". Each participant was analyzed in terms of business name, position within the business, and years of operation. All interviewees hold the position of "owner," which is significant in that the data were obtained firsthand from individuals in decision-making roles. An analysis of the years in operation reveals that the oldest business has been active for 67 years, while the most recently established business has been operating for 19 years. This diversity allows for insights into business experiences across different generations. The themes and codes addressed in the study are examined under the following headings:

Theme 1: Information About the Businesses

In order to obtain information about the businesses, codes related to their customer hospitality concepts, distinguishing features from competitor businesses, and target customer profiles were analyzed.

1.1. Customer Service Concept of the Businesses: According to the research, it was found that the majority of well-known and popular business concepts in Bursa primarily focus on kebab and pita-based dishes. Among the local dishes offered at these establishments are cantık, pide, Bursa kebab, pideli köfte (meatballs on pita), tahinli pide (pita with tahini), Bursa Turkish delight (lokum), and milk halva (süt helvası). It was observed that pideli köfte, Bursa kebab, and süt helvası were served at two businesses, while the other dishes were offered by only one establishment each. Although these traditional dishes are also available at various other venues in Bursa, both domestic and international tourists were found to prefer these specific establishments to experience such specialties. Participant comments on this topic include:

"…We produce nearly 50 varieties of baked goods, especially those with geographical indication status from Bursa cuisine, including pide and tahinli pide..." P2

"…In our establishment, we only prepare pideli köfte, Bursa kebab, and süt helvası. These are the most important dishes of our historical culinary heritage. They are the most popular among both domestic and foreign tourists..." P1 and P4

In an article published on November 8, 2023, in Sözcü Newspaper titled "Bursa's Forgotten Flavor 'Cantık' Rediscovered," the efforts of local bakers to promote and revive traditional recipes through social media platforms were highlighted. In connection with this, a YouTube video released in May 2024, entitled "What to Eat in Bursa? The City's 5 Legendary Dishes," which reached 430,000 views, showcased five emblematic dishes representing the city's gastronomic identity: İskender kebab, cantık kebab, milk halva (süt helvası), meatballs with pita (pideli köfte), and candied chestnuts (kestane şekeri). Furthermore, on Instagram, under the hashtag #BursaLezzetleri, approximately 38,000 posts shared between 2023 and 2025 were found to include user comments and food experience narratives particularly related to İskender, cantık kebab, and İnegöl meatballs. These findings indicate that Bursa's culinary heritage has regained visibility in digital spaces and that social media plays an increasingly vital role in promoting and sustaining local gastronomic culture.

1.2. Distinguishing Features of the Businesses Compared to Competitors: Interviews conducted with the owners of food and beverage establishments revealed several key factors that distinguish these businesses from their competitors. These include their historical background, location within historically significant venues, direct involvement of the owners in managing business

operations, adoption of affordable pricing strategies, offering complimentary treats alongside orders, preference for geographically indicated products, and long-standing collaboration with the same master chefs. Participants particularly highlighted the distinctive characteristics of businesses P3 and P4 with the following statements:

"Food and beverage management is only sustainable through collaboration with skilled master chefs. Our business has been working with the same chefs for the past 30 years. We have been hands-on in every part of the operation for years, closely monitoring all processes." P3

"…yes, unlike other traditional businesses that are considered our competitors, we offer an innovative takeaway service. We also serve complimentary items such as Gedelek pickles and roasted eggplant herse, both of which are geographically indicated products." P4

On the social media platform TikTok, the hashtag #BursaKebabı gained significant traction in 2024, reaching approximately 5 million views. Among the shared content, videos featuring the "smoke effect" and craftsmanship narratives of local masters stood out prominently. In 2025, videos created by younger users under the "first time trying" theme, particularly those tagged with #PideliKöfte, emphasized the authenticity, flavor, and price–performance balance of Bursa's traditional dishes. This trend illustrates how Bursa's culinary culture is being reinterpreted and re-experienced by younger generations through social media engagement.

1.3. Customer Base of the Businesses: Based on the interviews, it was found that the businesses in question are frequently visited not only by foreign tourists but also by domestic tourists of all age groups. While weekends are marked by a significant influx of both domestic and international visitors, some businesses indicated that their weekday customer base mainly consists of local tradespeople and residents. The following statement from Participant P2 reflects this situation:

"…we have a broad customer network. Since we offer traditional local dishes, we serve a large number of foreign tourists visiting Bursa. Weekends are especially busy, with an additional influx of domestic tourists. This culinary culture doesn't exist in every city." P2

Theme 2: Local Culinary Elements Used in the Business and Their Relationship with Gastronomy

This section aims to reveal the interaction between the local culinary elements utilized in the business and the discipline of gastronomy. In this context, a comprehensive analysis was conducted on the local food ingredients preferred by the business, the contribution of these ingredients to the business's popularity, the

impact of traditional cooking techniques and equipment on brand recognition, and the role of region-specific and high-quality raw materials in enhancing the overall value of the business.

2.1. Local Food Ingredients Used in the Businesses: Interviews conducted with businesses identified as popular revealed that these establishments mainly offered products unique to Bursa. However, in certain cases—such as during supply shortages or when reinforcement was necessary—products were sourced from various regions of Türkiye. For instance, while butter made from a mixture of cow and goat milk, grape molasses, and Karacabey onions were procured locally from Bursa, in some instances, red meat and wheat flour were obtained from neighboring provinces. Some of the participants' statements were as follows:

"...We produce the butter and dairy products used in our kebabs ourselves. Sometimes, we also bring the flour used for making yufka from Çanakkale. Using local ingredients is the most important guarantee of high-quality production." (P3)

"...We procure all our food products from regions where the best quality is available. For example, when we encounter supply problems, we occasionally source our meats from Balıkesir and its surroundings." (P4)

2.2. The Relationship Between the Use of Local Food Ingredients and Business Popularity: Business owners stated that offering local culinary products that are fresh, meet specific quality standards, and are organic constitutes a significant reason for consumer preference, positively influencing both the recognition and popularity of their establishments. Additionally, sourcing raw materials from local producers was reported to enhance reliability in the supply process and contribute to economic sustainability by supporting domestic production. This finding reveals that managers of popular food and beverage establishments operating in Bursa possess a high level of awareness and consciousness regarding local gastronomy. Participant P4 emphasized this point by stating:

"…unlike our competitors, we do not use industrially processed products. We are preferred because we mainly use natural, organic, and geographically indicated food products. Therefore, this is the main reason for our popularity." P4

2.3. The Impact of Using Locally Sourced and High-Quality Food Ingredients on Business Popularity: Interviews with business owners revealed that the use of locally sourced and high-quality ingredients in the dishes served reinforces customer trust and enhances overall satisfaction levels. The use of local products emerges as a key preference criterion, particularly for consumer profiles who seek authentic flavors and value gastronomic experiences. This tendency contributes to the expansion of the customer base of food and beverage businesses and, in turn,

positively influences brand image, public recognition, and perceived popularity among consumers. Participant P2 expressed this perspective as follows:

"…in order to grow the share on the road, stakeholders must be strong. In other words, the stronger and higher-quality the supplier providing ingredients to the business, the higher the quality I can deliver in production. When customers receive quality service, their satisfaction increases, which in turn enhances the business's popularity." P2

2.4. The Contribution of Traditional Cooking Methods and Equipment Usage to Business Recognition: It has been identified that the majority of the establishments included in the scope of the study in Bursa place considerable importance on the use of traditional cooking techniques and equipment passed down through generations. In particular, cooking over a wood fire remains a commonly preferred method in many of these establishments. For example, a restaurant serving Bursa kebab reported using oak charcoal, while another establishment preparing cantık stated a preference for hornbeam wood. Furthermore, the owner of a bakery producing tahinli pide (a sesame paste flatbread) emphasized their deliberate use of wooden spoons, explaining that stainless steel spoons negatively affect the unique aroma of tahini. Based on the interviews, business representatives believe that traditional cooking methods and equipment positively influence the flavor profile of their products, thereby contributing to increased business recognition and favorable customer perception. In this context, local culinary elements are seen as enhancing brand value and visibility of enterprises while also supporting the emergence of the destination as a gastronomically driven attraction center. Selected participant quotations reflecting this perspective include the following:

"...using traditional preparation and cooking methods sets us apart from other establishments..." P1

"...the spoon we use for pouring tahini is still made of wood-stainless steel alters the taste. We operate an oldstyle oven fueled by wood fire. Customers are aware of this, and it is one of the main reasons they choose us-because these methods enhance the flavor." P2

"...maintaining the oven temperature above 450°C is essential to enhance the flavor, and this is achieved with hornbeam wood. This is one of the key secrets of our taste, and nowadays customers are aware of such details, which increases both their preference and satisfaction levels." P3

Theme 3: Motivations Related to Business Recognition and Popularity

This study aims to analyze the motivations influencing the recognition and popularity levels of food and beverage establishments. Within this scope, the

factors contributing to the high popularity of businesses, the relationship between customer density and social media engagement, and the ways in which such popularity contributes to Bursa's gastronomic heritage and culinary culture were evaluated based on participant insights.

3.1. Factors Increasing the Popularity of Local Businesses: According to participant opinions, the primary factors contributing to the popularity of local businesses operating within the scope of gastronomy tourism are not limited to profit-oriented strategies. On the contrary, they are largely associated with a customer-oriented service approach. In this context, it was emphasized that the provision of warm, sincere, and high-quality service enhances customer satisfaction and strengthens the business's preference rate. Additionally, participants highlighted that maintaining local identity in product offerings and giving priority to geographically indicated products are perceived as value-added elements by consumers. The strategic location of these businesses in historically and culturally significant areas of Bursa was also identified as a key factor reinforcing their popularity. Finally, the ability to sustain high-quality standards alongside affordable pricing policies was noted to increase the preference of local businesses among both domestic and international tourists. This situation can be considered a strategic advantage for the sustainability of gastronomy tourism through local enterprises in Bursa.

3.2. The Relationship Between the Popularity of Businesses and Social Media: Participants particularly emphasized the influence of social media on destination preferences. It was noted that both domestic and international tourists nowadays tend to research the culinary culture of destinations they plan to visit in advance. Therefore, the influential power of social media as a promotional tool cannot be overlooked. In this regard, it was found that business owners actively utilize social media platforms to promote their products; some businesses even collaborate with professional social media consultants. The feedback obtained through these consultancy services has been reported to contribute to an increase in customer demand. Participants expressed the following views:

"We use social media 100%. We are present on every network and every platform where we can reach people. In this way, we can reach a much larger audience at a much lower cost." P1 and P4

"We conducted serious advertising campaigns on social media. Because both domestic and international tourists gather opinions from social media before they travel… we are aware of the powerful influence of social media." P2

"We also have social media consultants... The visit of renowned gourmets like Vedat Milor to our business has also increased our visibility. The most important factor is communication tools." P3

Between 2023 and 2025, analyses of new media content related to Bursa's culinary heritage reveal that the city's gastronomic identity has become increasingly visible in digital environments. Within this context, reports published on national news websites, social media posts, and video-based materials indicate that themes such as *authenticity*, *historical heritage*, *visual appeal*, and *"Bursa as a brand city"* have come to the forefront. For instance, an article published on April 12, 2024, in *Hürriyet Seyahat*, titled *"Bursa Cuisine on the Road to UNESCO: Geographically Indicated Delicacies Promoted,"* emphasized the international promotion of products such as İskender kebab, *pideli köfte* (meatballs with bread and sauce), and *kestane şekeri* (candied chestnut).

3.3. The Contribution of Business Popularity to Bursa's Culinary Culture and Gastronomy Tourism: Business owners stated that Bursa's culinary heritage significantly contributes to regional gastronomy. According to interviews, a major motivation for tourists visiting Bursa is the opportunity to experience the city's local delicacies. One of the main reasons for this is the preservation of Bursa's culinary traditions through generations, maintained with authentic methods. This continuity enhances the city's appeal as a gastronomy tourism destination. Many of the businesses operating in the region play a key role in attracting both domestic and international tourists by being located in historical venues, maintaining traditional flavors over many years, and utilizing effective promotional strategies. Furthermore, some businesses are actively engaged in promoting Bursa's culinary culture on an international scale. Their participation in regional gastronomy festivals illustrates their dedication to the field.

"...the fact that our establishment is located in the historical Hanlar district has a significant impact. The strong gastronomic structure that Bursa has preserved from the past makes our area attractive." P2

"...when people ask on social media what to eat in Bursa, traditional local dishes such as Iskender, pideli köfte, tahinli pide, and cantık are the most frequently mentioned. Our business, which has remained loyal to its heritage and served customers for many years, ranks among the top in terms of popularity. We believe that our efforts contribute to gastronomy tourism." P3

"...domestic and international tourists are aware of our efforts to pass this culture on to future generations. This awareness is our greatest motivation to bring Bursa's culinary culture to international platforms." P4

In recent years, Bursa has embarked on a process of repositioning its local culinary identity on both national and international scales. In this process, the popularity of local businesses and entrepreneurs has made a direct contribution to the city's gastronomy tourism. Notably, the article titled "Gastronomy Tourism Boom in Bursa: Local Flavors on the World Stage" published on February 22, 2025, by NTV.com.tr discussed strategic initiatives aimed at promoting Bursa's

cuisine internationally through gastronomy festivals and digital campaigns. During these events, posts shared by gastronomy writers and social media influencers not only facilitated information dissemination but also strengthened digital engagement. For instance, posts shared under the hashtag #BursaGastronomiFestivali received over 15,000 interactions, demonstrating the influence of digital visibility on regional branding. Similarly, the newspaper article titled "Bursa's Forgotten Delicacy 'Cantık' Rediscovered" highlighted the efforts of local bakers to reintroduce traditional recipes via social media. This development indicates that the popularity of culinary enterprises supports not only commercial success but also cultural sustainability. Through digital promotion and media visibility, the revival of once-forgotten local dishes can be considered a significant advancement in preserving Bursa's culinary heritage and diversifying its gastronomy tourism.

Overall, the findings suggest that Bursa's cuisine is represented in digital media as authentic, heritage-based, and sustainable. The most engaging content on new media platforms tends to combine traditional flavors with historical identity. Moreover, through the involvement of influencers, gastronomy writers, and user interactions, Bursa's culinary culture is increasingly positioned as a gastro-touristic attraction center.

Word Cloud: In this study, which investigates the impact of popular food and beverage establishments operating in the field of local cuisine on touristic appeal and recognition, the qualitative data obtained were visualized through a word cloud created using the WordArt program. The research was conducted in the province of Bursa, and the word cloud reflects the frequency and intensity of the terms most commonly used by the owners of these establishments regarding the subject matter (Figure 1). This visualization provides both visual and contextual insights into the concepts prioritized by local gastronomy entrepreneurs.

Figure 1. Word Cloud of the Research

Figure 1 presents a word cloud generated based on the statements of local food and beverage establishments in Bursa. The words most prominently displayed in the visualization—"Products," "Bursa," "Social Media," "Tourists," "Pide," "Customer," "Domestic," and "Dishes"—reflect the concepts most frequently mentioned during the research process. This indicates that the businesses place particular emphasis on product variety, local identity (Bursa), digital promotional tools (social media), a tourism-oriented service approach, and raising awareness. Other highlighted terms such as "Domestic," "Foreign," "Popular," "Heritage," "Traditional," "Geographical," "Establishment," and "Culinary" suggest that geographically indicated and traditional products are popular among both domestic and international tourists, which contributes to enhancing the recognition of these businesses. Furthermore, the terms "Social Media" and "Platform" demonstrate that the establishments actively use digital channels for promotion and customer engagement. In conclusion, the word cloud visually summarizes the efforts of local gastronomic enterprises in Bursa to highlight traditional products, expand their customer base through digital media, and enhance their touristic appeal. This finding supports the role of local cuisines in sustainable tourism.

5. Conclusion and Discussion

This study adopted a qualitative research approach to examine the contributions of popular food and beverage establishments operating within Bursa's local culinary sector to the region's recognition. Based on face-to-face interviews, field observations, and the analysis of social media sources (including news sites, social media platforms, and YouTube content representing Bursa cuisine between 2023 and 2025), it was revealed that traditional cooking methods and utensils positively influence the flavor profiles of dishes. This enhancement, in turn, strengthens business recognition and shapes customer perceptions. In this context, Bursa cuisine emerges as a significant medium of cultural transmission. As noted by Recuero-Virto and Arrospide (2024), food quality, cooking techniques, and modes of presentation influence visitors' attitudes, perceptions, and travel experience preferences. The growing reputation of establishments that successfully preserve and promote the authenticity of Bursa's distinctive flavors has positioned the city as a prominent gastronomic destination both nationally and internationally.

The thematic analysis, structured around three main themes, revealed that the enterprises possess extensive experience accumulated over the years, a service philosophy centered on customer satisfaction, a rich variety of traditional products, and effective promotional strategies conducted through social media. The inclusion of geographically indicated products such as pideli köfte, süt helvası, cantık, and tahinli pide in their menus grants these establishments a distinctive identity at both local and national levels. This finding highlights the importance of intergenerational transmission in achieving sustainable gastronomy. Moreover, the rising reputation of businesses that successfully deliver authentic tastes unique to Bursa contributes significantly to the city's recognition as an important gastronomic

destination on both national and international scales. This development not only revitalizes the local economy but also ensures the preservation and transmission of the city's rich cultural heritage to future generations.

Today, the sustainability of food and beverage enterprises is closely associated not only with the quality of the products they serve but also with consumer perception, visibility on digital platforms, and the implementation of effective marketing strategies (Vural et al., 2024). Bursa cuisine exemplifies this interrelation. The present study demonstrates that Bursa's culinary culture has regained visibility in digital environments and that the local gastronomic heritage is being sustainably promoted through social media. For instance, the newspaper headline "Bursa's Forgotten Flavor 'Cantık' Rediscovered" brought attention to the efforts of local bakers who have been reintroducing traditional recipes through social media platforms. This example reveals that the popularity of an enterprise supports not only commercial success but also cultural sustainability. Consequently, the recirculation of gastronomic values on digital platforms contributes to the preservation of collective memory and the safeguarding of local identity.

Furthermore, Bursa cuisine is increasingly represented in digital media as authentic, heritage-based, and sustainable. The most engaging posts in new media environments are those that integrate traditional flavors with their historical identities. Through influencers, gastronomy writers, and user-generated content, Bursa cuisine has been positioned as a gastro-touristic attraction hub. This indicates that digital promotion has evolved beyond a mere marketing tool to become an active component in the reconstruction of destination identity. However, sustainability extends beyond digital promotion processes. As observed in the Bursa case, collaboration with local producers in sourcing raw materials enhances reliability in the supply chain and supports domestic production, thereby contributing to economic sustainability. Such partnerships with local suppliers strengthen the socio-economic resilience of gastronomic destinations and foster sustainable development at the community level. Consistent with this, Apak and Gürbüz (2023) emphasize that local foods are effective instruments supporting sustainable tourism experiences and the sustainable development of destinations. Similarly, Jeelani et al. (2022) and Wani et al. (2024) underline that the diversity of local dishes offered to tourists significantly affects the economic, cultural, and environmental sustainability of tourism destinations. In this regard, Bursa's culinary culture and the establishments representing it align closely with the principles of sustainable gastronomy and play a vital role in this context. As Stalmirska (2024) also points out, local foods not only serve as an effective tool in destination marketing but also offer significant advantages in supporting sustainable tourism. Therefore, the use of local products can be considered a strategic element contributing to the multidimensional development of a destination.

In gastronomy tourism literature, the role of local foods in destination branding has been frequently emphasized (Du Rand and Heath, 2006; Okumuş and Çetin, 2018). The Bursa case strongly supports this argument through the use of geographically indicated products and the preservation of traditional production techniques. Moreover, the location of food establishments in historical venues and their service orientation focused on enhancing customer experience have been found to increase tourist satisfaction and strengthen destination loyalty. This finding is consistent with the work of Prayag et al. (2017), which highlights the influence of positive dining experiences on destination image and tourists' revisit intentions.

Another notable finding of this study concerns the growing influence of social media within the context of gastronomy tourism. It has been observed that both domestic and international tourists visiting Bursa tend to research the local culinary culture of their destination prior to travel. Business owners were found to use social media effectively as a promotional tool and to be aware of its influence. The study also revealed a clear relationship between business recognition and social media engagement in Bursa. Social media platforms—particularly Instagram, TikTok, and YouTube—play a decisive role in the pre-travel information-seeking behavior of both local and international tourists, while enterprises actively use these channels for promotion. Hence, digital marketing has created a new sphere of visibility for gastronomy tourism in Bursa. These findings align with those of Vukolić et al. (2025), who emphasize that advancements in information and communication technologies enable tourists to rapidly access up-to-date information through digital sources such as social networks, online reviews, and blogs. Similarly, Binbaşıoğlu and Türk (2018) and Zengin and Çakmak (2019) report that social media platforms play a determining role in shaping consumer preferences.

This study also demonstrates that digital visibility is a significant factor that directly influences business success. The findings of this study are consistent with numerous studies in the existing literature. In particular, the relationship between destination perception and local food experience, as identified by Hsu and Scott (2020), is clearly observable in the case of Bursa. The following practice-oriented recommendations can be drawn from the findings of the study:

• Within the scope of gastronomy tourism, the integration of historically and culturally significant destinations with local culinary elements can enhance both the marketability and the touristic appeal of these destinations. In the case of Bursa, historical sites can be transformed into authentic venues where traditional flavors are experienced. In this regard, it is considered that Bursa actively contributes to destination development strategies based on gastronomy. For gastronomy-based development to be reflected at the business level, restaurant operators should create menus that highlight local products while appealing to both domestic and international tourists, considering the diversity of the customer base. This approach could help Bursa, already well-recognized nationally for its culinary culture, to gain greater international recognition.

• Bursa's geographically indicated products and unique culinary heritage should be more prominently featured in national and international promotional campaigns as elements of cultural branding. In promotional activities, the use of non-traditional social media tools should be encouraged to reach wider international audiences. It is also recommended to produce informative content about local products through these media channels and support such content with campaigns. These campaigns can both attract tourist attention and strengthen the local community's connection to its gastronomic heritage.

• Local governments should develop certification systems aimed at supporting businesses that preserve traditional culinary elements. In this context, local governments and tourism promotion offices can collaborate with local restaurant businesses to design certification-based training programs and gastronomy routes that will ensure the sustainability of Bursa's cuisine. These activities are expected to contribute to the recognition of the destination's local culinary identity at both national and international levels.

• Incentive mechanisms should be established to protect businesses that possess historical and cultural value. Additionally, tourism promotion offices can contribute to gastronomy-based destination marketing by preparing guides and digital maps that introduce Bursa's distinctive dishes and the long-established establishments that serve them.

This study revealed the strategic role of gastronomic elements in the identity construction of local businesses and provided data that can serve as a basis for institutional, managerial, and promotional practices. In this context, according to the findings, popular food and beverage enterprises operating within the scope of local cuisine in Bursa have a significant influence on the city's touristic appeal and recognition, thereby contributing to the sustainable development of Bursa's gastronomy tourism potential. The research offers an approach that can serve as a model for other gastronomy cities in Turkey and proposes a strategic framework for promoting local cuisines in the era of digital gastronomy. However, the study has certain limitations. Since the research is limited to a specific group of popular local cuisine establishments operating in Bursa, the generalizability of the findings is constrained. Future studies involving larger sample groups and employing mixed research methods may yield more comprehensive and comparative results.

6. Reference

Apak, Ö. C., & Gürbüz, A. (2023), "The effect of local food consumption of domestic tourists on sustainable tourism". *Journal of Retailing and Consumer Services*, 71, 103192.

Anubha, Hussain, S., Gavinolla, M. R., Gowreesunkar, V. G., & Swain, S. K. (2025), "Retrospective overview on global food tourism and related research: a bibliometric analysis", *Journal of Foodservice Business Research*, 28(1), 65-94.

Azim, R., & Nair, P. B. (2021), "Social media influencers and electronic word of mouth: the communication impact on restaurant patronizing", *Journal of Content, Community and Communication*, 14(8), 46-56.

Bilmez, E. (2022), Yöresel mutfakların sürdürülebilirliği kapsamında mutfak şeflerinin düşüncelerinin araştırılması: Bursa ili örneği, Yüksek lisans tezi, Nevşehir Hacı Bektaş Veli Üniversitesi, Sosyal Bilimler Enstitüsü, Nevşehir.

Binbaşıoğlu, H., & Türk, M. (2018), "Y kuşağının yiyecek-içecek işletmesi tercihlerinde sosyal medyanın etkisi", *Turizm Akademik Dergisi*, 5(1), 221-237

Castillo-Villar, F. R. (2020), "Destination image restoration through local gastronomy: the rise of Baja Med cuisine in Tijuana", *International Journal of Culture, Tourism and Hospitality Research*, 14(4), 507-523.

Creswell, J. W. & Creswell, J. D. (2017), *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 5th Edition, Thousand Oaks, CA: Sage Publications.

Demirel, H., & Baydan, S. (2017), "Bursa yeme içme kültürü ve değişimi üzerine bir alan araştırması", *Journal of Tourism & Gastronomy Studies*, 5(3), 343-358.

Denzin, N. K., & Lincoln, Y. S. (Eds.). (2011). "The sage handbook of qualitative research", Sage.

Du Rand, G. E., & Heath, E. (2006), "Towards a framework for food tourism as an element of destination marketing", *Current issues in tourism*, 9(3), 206-234.

Esen, M. K. (2022), "Yöresel lezzetlerin gastronomi turizmi açısından önemi: Türkiye'deki helvalar", *Aydın Gastronomy*, 6 (2), 283-294

Estrada, M., Moliner, M. Á., Monferrer, D., & Vidal, L. (2024), "Sustainability and local food at tourist destinations: A study from the transformative perspective", *Journal of Sustainable Tourism*, 32(5), 1008-1026.

Folgado-Fernández, J. A., Hernández-Mogollón, J. M., & Duarte, P. (2017), "Destination image and loyalty development: the impact of tourists' food experiences at gastronomic events", *Scandinavian Journal of Hospitality and Tourism*, 17(1), 92-110.

Hsu, F. C., & Scott, N. (2020), "Food experience, place attachment, destination image and the role of food-related personality traits", *Journal of Hospitality and Tourism Management*, 44, 79-87.

Ibrahim, M. A., Wan Mohd Zain, W. M. A., Mior Shariffuddin, N. S., Azinuddin, M., Mohd Salim, M. N. H., & Zainul, N. H. (2025), "Crafting food destination image in the social media age: dynamics of consumption, experience and culture differences", *Journal of Hospitality and Tourism Insights*, 8(5), 1907-1926.

Jeelani P, Shah SA, Dar SN, Rashid H. (2022), "Sustainability constructs of mountain tourism development: the evaluation of stakeholders' perception using SUS-TAS", *Environment, Development and Sustainability*, 25(8):1–19.

Jerez, M. R. (2023), "Tourism marketing of the Autonomous Communities of Spain to promote gastronomy as part of their destination branding", *International Journal of Gastronomy and Food Science*, 32, 100727.

Kim, J. H. (2018), "The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction", *Journal of travel research*, 57(7), 856-870.

Kumar R, G. (2024), "Food tourism research in India–current trends and future scope", *Tourism Review*, 79(3), 640-657.

López-Guzmán, T., Uribe Lotero, C. P., Pérez Gálvez, J. C., & Ríos Rivera, I. (2017), "Gastronomic festivals: Attitude, motivation and satisfaction of the tourist", *British Food Journal*, 119(2), 267-283.

Meléndez Torres, J. M., & de la Fuente, G. M. C. (2012), "Traditional Regional Cuisine as an Element of Local Identity and Development: A Case Study from San Pedro El Saucito, Sonora, Mexico", *Journal of the Southwest*, 599-620

Mengual-Recuerda, A., Tur-Viñes, V., & Juárez-Varón, D. (2020), "Neuromarketing in haute cuisine gastronomic experiences", *Frontiers in psychology*, 11, 1772.

Monika, B. A. (2019), "Local cuisine- a tool to promote destination", *Journal of Emerging Technologies and Innovative Research*, 6(1), 124-131.

Mora, D., Solano-Sanchez, M. A., López-Guzmán, T., & Moral-Cuadra, S. (2021), "Gastronomic experiences as a key element in the development of a tourist destination", *International Journal of Gastronomy and Food Science*, 25, 100405.

Moreira, P. H. D. O., Fraga, C., Lavandoski, J., & Cardoso, L. (2025), "Improving the strategic management of unesco creative cities of gastronomy: integrating sensitivity analysis and tourism destination image based on analytic hierarchy process", *Sustainability*, 17(3), 1008.

Okumuş, B., & Çetin, G. (2018), "Marketing Istanbul as a culinary destination", *Journal of Destination Marketing & Management*, 9, 340-346.

Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017), "Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend", *Journal of travel research*, 56(1), 41-54.

Recuero-Virto, N., & Arróspide, C. V. (2024), "Culinary destination enchantment: The strategic interplay of local gastronomy in regional tourism development", *International Journal of Gastronomy and Food Science*, 36, 100931.

Rousta, A., & Jamshidi, D. (2020), "Food tourism value: Investigating the factors that influence tourists to revisit", *Journal of vacation marketing*, 26(1), 73-95.

Sancak, E. T., & Geçgin, E. (2024), "Tüketicilerin yiyecek ve içecek işletmesi tercihlerinde sosyal medyanın etkisi: Van ili örneği", *Journal of Academic Tourism Analysis,* 5(1), 11-23.

Sharma, V., & Bose, D. I. (2024), "Explorıng the gastronomıc legacy of braj regıonal cuısıne and ıts ımpact on tourısm development", *Journal of Tourism Insights*, 14(1), 18.

Stalmirska, A. M. (2024), "Local food in tourism destination development: The supply-side perspectives", *Tourism Planning & Development*, 21(2), 160-177.

Stone, M. J., Migacz, S., & Wolf, E. (2022), "Learning through culinary tourism and developing a culinary tourism education strategy", *Journal of Tourism and Cultural Change*, 20(1-2), 177-195.

Taş, Ç. (2015), *Bursa keşif rehberi,* s.34. T.C. Bursa Valiliği İl Kültür ve Turizm Müdürlüğü. ISBN 978-605-4866-01-4

Toudert, D., & Bringas-Rábago, N. L. (2019), "Destination food image, satisfaction and outcomes in a border context: tourists vs excursionists", *British Food Journal*, 121(5), 1101-1115.

Tsai, C. T. S., & Wang, Y. C. (2017), "Experiential value in branding food tourism", *Journal of Destination Marketing & Management*, 6(1), 56-65.

Türkpatent (2022). "Geographical ındication registration data", Id https://www.turkpatent.gov.tr/ access date: 17.06.2025.

Vukolic, D., Gajić, T., & Penic, M. (2025), "The effect of social networks on the development of gastronomy–the way forward to the development of gastronomy tourism in Serbia", *Journal of Tourism Futures,* 11(1), 124-139.

Vural, Ş. Y., Aksu, S. C., & Yavuz, E. (2024), "Yiyecek ve içecek işletmeleri yönetiminde sosyal medyanın rolü: Ankara'da bir örgütsel performans değerlendirmesi", *Journal of Tourism & Gastronomy Studies*, 12(3), 2209-2232.

Wani, M. D., Dada, Z. A., & Shah, S. A. (2024), "Can consumption of local food contribute to sustainable tourism? Evidence from the perception of domestic tourists", *International Journal of Sustainable Development & World Ecology*, 31(2), 163-178.

Zengin, B., & Çakmak, M. (2019), "Sosyal medya kullanımının tüketicilerin yiyecek içecek işletmesi tercihlerine etkisi", *Diyalektolog-Uluslararası Sosyal Bilimler Dergisi*, (21).,

Zhang, N., & Ma, G. (2020), "Nutritional characteristics and health effects of regional cuisines in China", *Journal of Ethnic Foods*, 7, 1-10.

Participants

Participant	Position in the Company	Term of Operation (years)
P1-Yeşil Pideli Köfte	Business owner	40
P2-Taş Fırın	Business owner	46
P3-Acı Dayı Cantık	Business owner	67
P4-Tophane Kebapçısı	Business owner	19

Katkı Oranı Tablosu

Hakem Değerlendirmesi: Dış bağımsız.	**Bilgilendirilmiş Onam Formu:** Tüm taraflar kendi rızaları ile çalışmaya dâhil olmuşlardır.
Teşekkür: Katkılarından dolayı hakemlere teşekkür ederiz. (Teşekkür edilecek kişiler yazılmalıdır)	**Araştırmacıların Katkı Oranı:** Sorumlu Yazar: %60 Diğer Yazar: %40
Destek Bilgisi: Herhangi bir kurum ve/veya kuruluştan destek alınmamıştır. (Destek alındı ise belirtilmelidir)	**Etik Kurul Onayı:** Karabük Üniversitesi Sosyal ve Beşerî Bilimler Etik Kurulu tarafından 12.03.2025 tarihli ve E 420037 numaralı kararla onaylanmıştır.
Çıkar Çatışması: Yazarlar arasında çıkar çatışması yoktur.	