Branding destinations through local culinary culture:

The Case of UNESCO Creative City of Gastronomy

AFYONKARAHİSAR
AFYONKARAHİSAR
at a glance
AFYONKARAHİSAR at a glance

A city where traditional culture and modernity can exist inclusively...

Centre of **Marble Industry, Thermal Tourism, Opium-poppy** (Afyon in Turkish), **lokum** (Turkish Delight) and **sausage** in Türkiye...
A member of **the European Route of Historic Thermal Towns**; a cultural route certified by the Council of Europe...
Wellness and **gastronomy tourism** destination..
UNESCO CREATIVE CITY of Gastronomy

Afyonkarahisar is 3rd UNESCO Creative City of Gastronomy in Türkiye (2019) after Gaziantep and Hatay.

WHY?

✓ Deep agricultural history and culinary heritage
✓ A unique food culture with rich product variety
✓ Whole food chain combining biodiversity and creativity
✓ Sustainable and inclusive socio-economic development at the rural-urban levels
✓ Strong culinary communities with local chefs, folk-rural cooks and housewives
✓ Success driven by teamwork and collaboration among local governmental bodies, NGO’s and local community.
CREATIVITY IN LOCAL food culture

✓ Creative interpretation of traditional foods
✓ The word « Afyon » (opium) as a reflection of the region’s top product.
✓ Creative traditional pastries and cured meats
✓ **Lokum with “kaymak”** (clotted cream of Ayfonkarahisar)
✓ **Local food culture** linked with historical, cultural and traditional events like wedding, funeral ceremonies and religious days
✓ Ceremonial dishes such as **keşkek** (UNESCO Representative List of the Intangible Cultural Heritage of Humanity)
WHAT to taste?

✓ More than 600 local recipes
✓ Unique artisan products / 36 Geographical Indications
✓ Afyon Kaymaklı Ekmek Kadayıfı (Sweet pastry with cream and syrup)
✓ Afyon Kaymağı (Clotted buffalo milk cream)
✓ Afyon Sucuğu (Sausage)
✓ Mineral Water
✓ Haşhaş (Poppy seed used in many pastries)
✓ Kaymaklı Afyon Lokumu (Clotted Cream Turkish Delight)
PLACES OF TASTE
and knowledge

Egg Museum
✓ Türkiye's first Egg Arts Centre/Museum

International events
✓ International GastroAfyon Festival
✓ Local Flavours Festival
✓ MXGP Afyonkarahisar World Motocross Championship

Local Bazaars
✓ Taşhan Alem-i Bazaar, a historic market for artisan foods and handcrafts

Ongoing Community Projects
✓ Zero-Waste project
✓ Culinary Therapy Center for People with Disabilities
✓ Gastronomy Street
MXGP of Afyonkarahisar
Motocross World Championship
CITY/DESTINATION BASED promotion strategy

7 Regions
81 Cities

City/Region stakeholders

Strategy - Coordination Communication
Republic of Türkiye Ministry of Culture and Tourism + Türkiye Tourism Promotion and Development Agency (TGA)

Local & National Promotion
Promotion & Development
Digital Advertising Website Social media TV - Magazine

Tourism and Culture Product promotion and marketing from a single source
✓ Stakeholder training on promotional materials
✓ Sharing promotional materials on GoTürkiye platform
✓ Organization of traditional/digital marketing and influencer hosting

Destination Master Plan and Destination Management and Marketing Model (DMO)
✓ Developing an exemplary model
✓ Adaptation of Cities/Regions according to their characteristics
✓ Sharing private digital data/trends with destinations

Consultancy for Tourism Product Development
81 Cities ve 7 Regions

Destination Brands
İstanbul, Antalya, İzmir, Bodrum, Kapadokya, Kuşadası, Şanlıurfa...

50 Experiences
Gastronomy, Vineyards, Blue Voyage, Golf, Cruise, Faith...

10 Languages

On goafyonturkiye.com microsite, the city is promoted with 5 senses.
See, Smell, Taste, Listen, Touch

The city’s website dedicated to local gastronomy: gastroafyon.org/
EXPECTED OUTCOMES

- Sustainable Growth in Tourism & Food Economy
- International recognition and collaboration
- Sustainable socio-economic development in rural areas
SAFE TOURISM in Türkiye

✓ Türkiye’s Safe Tourism Certification Program is announced as of June 1, 2020, through all channels including the Ministry & TGA websites. More than 11,000 facilities and vehicles have received certificates.

✓ For the facilities that obtained safe tourism certificate, certification and inspections are realized by internationally recognized auditing institutions.

✓ Safe Tourism Certification Program is mandatory for accommodation facilities have 30 and more rooms.
thank you.