

4th ULUSLARARASI
INTERNATIONAL

GASTRONOMI



İZMİR
6-8
ARALIK
DECEMBER
2018

TURİZMİ KONGRESİ PROGRAMI

gastronomic tourism congress programme

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4. Uluslararası
Gastronomi Turizmi
Kongresi *izmir*
4th International
Gastronomic Tourism
Congress *izmir*

Congress visitor hours

6 December 15:00 - 18:30

7-8 December 10:00 - 18:30

Guest City: "Lisbon"

ACADEMIC
SESSIONS
& PANEL
SESSIONS

-6 DECEMBER-

CONGRESS OPENING SESSION / 15:00 - 16:00

ACADEMIC SESSIONS

1st SESSION / 16:10 - 17:10

Session Chair: Prof. Dr. Atilla Akbaba

• 16:10 - 16:25

GASTRONOMY AS A CHALLENGE AND OPPORTUNITY FOR TOURISM: THE PORTUGUESE EXPERIENCE

Keynote Speaker: Antonio Melo

• 16:25 - 16:40

TRADITIONAL BREAD TYPES IN TURKISH CUISINE AND ALTERNATIVE SOLUTIONS FOR THOSE WHO HAVE GLUTEN INTOLERANCE: GLUTEN-FREE BREAD SAMPLE

Speakers: Gözde Türköz Bakırcı, Aynur Zeyrek

• 16:40 - 16:55

HEDONISM AND FOOD ATTRIBUTES AS PREDICTORS OF STREET FOODS CONSUMPTION

Speakers: Bahattin Özdemir, Zeynep Karsavuran, Gökhan Yılmaz

• 16:55 - 17:10

THE EVALUATION OF CARICATURE THEMED RESTAURANT ATTRIBUTES

Speakers: Berrin Güzel, Ceren İşçi, Erhan Kuznek, Azer Dilara Abiş, Muhammet Yıldız, Reşit Baydar, Pınar Güven

2nd SESSION / 17:30 - 18:30

Session Chair: Prof. Dr. Kemal Birdir

• 17:30 - 17:45

INNOVATIVE GASTRONOMIC TOURISM AS A NEW TREND: EVIDENCE FROM KAZAKHSTAN

Keynote Speaker: Almaz Sandybayev

• 17:45 - 18:00

GASTRONOMIC SOUVENIR BUYING BEHAVIORS OF LOCAL TOURISTS : A SCALE DEVELOPMENT STUDY

Speakers: Hakan Yılmaz, Gamze Çidem

• 18:00 - 18:15

GASTRONOMY-TRAVEL BASED TV PROGRAMS AND FUNCTIONS

Speakers: Hakan Yılmaz, Pınar Şenel

• 18:15 - 18:30

EVALUATION OF LOCAL FOOD WITHIN THE CONTEXT OF GASTRONOMY TOURISM, EXAMPLE OF LOCAL FOOD IN DENİZLİ PROVINCE

Speaker: Şahin Kaymaz

-7 DECEMBER-

1st SESSION / 10:00 - 11:00

Session Chair: Dr. Ferika Özer Sarı

- 10:00 - 10:15
DEVELOPMENT PROJECT OF TURKEY'S GASTRONOMY TOURISM
Keynote Speaker: Dr. Metin Çelik
- 10:15 - 10:30
AN EVALUATION OF RESTAURANT ESTABLISHMENTS
Speakers: Serap Alkaya, Serkan Bertan
- 10:30 - 10:45
POTENTIAL OF IZMIR AS A CULINARY TOURISM DESTINATION
AND STAKEHOLDERS' PARTICIPATION IN IMAGE DEVELOPMENT
Speakers: Feray İrigüler, Cengiz Demir
- 10:45 - 11:00
DEVELOPING MENU BY EXAMINING THE EXPECTATIONS OF
THE CUSTOMERS COMING TO VEGAN RESTAURANTS:
CASE OF YAŞAM VEGAN CAFE
Speakers: Roya Rahimi, Turgay Bucak, Pınar Güven

-8 DECEMBER-

1st SESSION / 10:00 - 11:00

Session Chair: Dr. Gözde Türköz Bakırcı

- 10:00 - 10:15
THE DETERMINATION OF FOODIE ACTIVITIES OF GEN Z
Speakers: Burhan Kılıç, Aydan Bekar, Nisan Yozukmaz, Ezgi Sayman
- 10:15 - 10:30
FRUIT DISHES IN ERZİNCAN LOCAL CUISINE
Speakers: Burak Başar, Yener Silahşör, Necibe Şen, Fatma Başar
- 10:30 - 10:45
TARHANA PREPARATION IN CULINARY CULTURE IN
ERZİNCAN REGION AND ITS EVALUATION IN TERMS OF
GASTRONOMY TOURISM
Speakers: Yener Silahşör, Burak Başar, Necibe Şen, Fatma Başar
- 10:45 - 11:00
GASTRONOMY TOURISM POTENTIAL AND
RECOMMENDATIONS FOR DEVELOPMENT IN TURKEY
Speaker: Mehmet Uysal

PANEL SESSIONS

-7 DECEMBER-

- 11:30 - 12:15

PANEL: MARKETING STRATEGIES BY GASTRONOMY IN SUSTAINABLE TOURISM

Moderator: Ferika Özer Sarı

Speakers: Teoman Alemdar, Aylin Öney Tan, Pelin Omuroğlu

- 13:45 - 15:00

PANEL: THE ROLE OF TRAVEL AGENCIES IN THE DEVELOPMENT OF GASTRONOMIC DESTINATIONS AND ROUTES

Moderator: Hande Arslanalp

Speakers: Kemal Birdir, Ebru Erke, Ferzan Kırhan

- 16:00 - 16:45

PANEL: THE PLACE OF GASTRONOMIC ACTIVITIES IN THE PROMOTING DESTINATIONS

Moderator: Turgay Bucak

Speakers: Düriye Bozok, Müge Akgün, Gökmen Sözen

-8 DECEMBER-

- 11:30 - 12:15

PANEL: THE RELATIONSHIP BETWEEN GASTRONOMIC TOURISM AND CREATIVE TOURISM

Moderator: Betül Öztürk

Speakers: Hazer Amani, Gamze İnceci, Zafer Yenil

- 13:45 - 15:00

PANEL: THE PLACE OF LOCAL CUISINE IN GASTRONOMIC TOURISM

Moderator: Sırma Güven

Speakers: Derman Küçükaltan, Gülsen Kırbaş, İlhan Koçulu

- 16:00 - 16:45

PANEL: TRAVEL MOTIVATIONS OF GASTRO-TOURIST

Moderator: Bülent Akgerman

Speakers: Nedim Atilla, Serdar Çelenk, Mehmet Ulusoy

SEMINAR / place: seminar room

-7 DECEMBER-

- 15:15 - 16:15

SEMINAR: INTRODUCING AND MARKETING OF GASTRONOMIC TOURISM TOUR PACKAGES

Educator: Erdal Çeri

TASTING STORY / place: tasting room / tickets are available on *biletix*

Moderator: Sırma Güven

-7 DECEMBER-

- 11:45 - 13:00

"Which one you prefer?", "Galao or Gimbalino?"

Pedro Miguel Sousa Marmelo

• 13:45 - 15:00

"HONEY LAB"

Elvan Uysal Bottoni,
Ahmet Güzelyağdöken

• 15:45 - 17:00

**"3 Fermenteds: Anatolian
Cheese & Bread with Beer"**

Oğul Türkkän

• 17:45 - 18:30

"Selected Turkish Wine's Tasting"

Yunus Emre Kocabaşođlu

-8 DECEMBER-

• 11:45 - 13:00

"Wine & Water Pairing"

Alican Akdemir, Arnau Marco

• 13:45 - 15:00

**"The Role of Olive Oil in Mediterranean
Cuisine & Food Pairing"**

Şef João Sá & Müge Nebiođlu

• 15:45 - 17:00

"İzmir South Vineyard Route's Wine Tasting"

• 17:45 - 18:30

"Journey to the Secrets of Turkish Drink: Rakı"

Mehmet Yalçın

COOKING STORY / place: workshop area

-7 DECEMBER-

• 10:30 - 11:15

"Bread Tasting and Pairing with Mine Ataman"

• 15:00 - 16:00

"Lisbon Cuisine with Chef João Sá"

• 16:45 - 17:45

"Chef Kogure Tsuyoshi"

-8 DECEMBER-

• 15:00 - 16:00

"Chef Hazer Amani"

• 16:45 - 17:45

"Bocuse d'Or Session"

Moderator: Sırma Güven

Chef Mehmet Gök President of Bocuse d'Or Turkey

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