

Branding destinations through local culinary culture:



The Case of
UNESCO Creative City of Gastronomy

AFYONKARAHİSAR

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at a glance



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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..

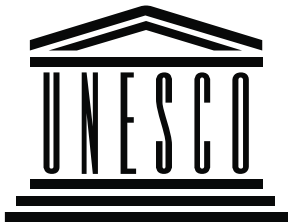


UNESCO CREATIVE CITY of Gastronomy

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

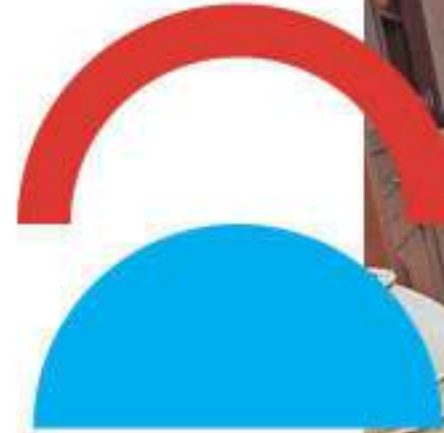
- ✓ International GastroAfyon Festival
- ✓ Local Flavours Festival
- ✓ MXGP Afyonkarahisar World Motocross Championship

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



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



GOTÜRKİYE

digital experience platform

81 Cities ve 7 Regions

Destination Brands

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

50 Experiences

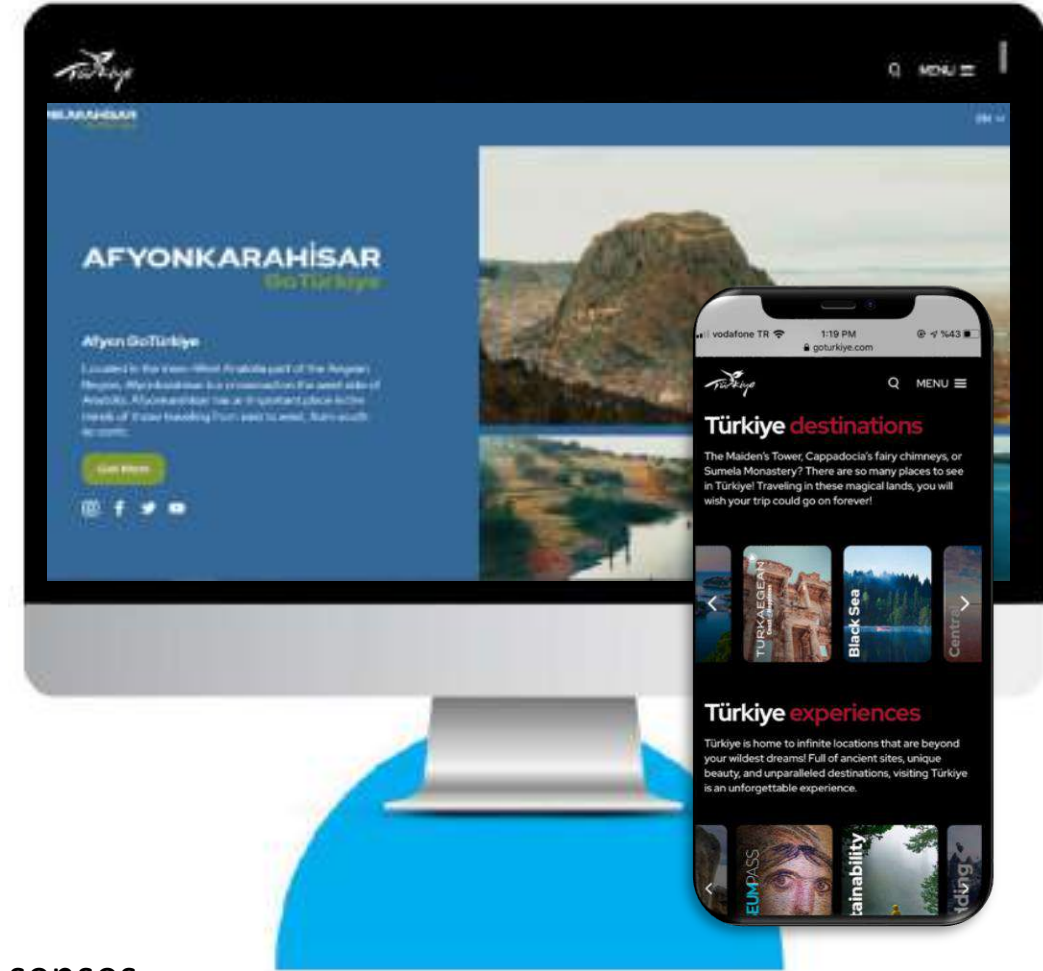
Gastronomy, Vineyards, Blue Voyage, Golf, Cruise, Faith...

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.

