

## A SWOT Analysis Study on Gastronomy Tourism in Kayseri Province

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### Abstract

Kayseri province with its historical, cultural and natural beauties has a tourism potential. Kayseri, a settlement with thousands of years of history, is at literally a culture cradle because of hosting of many cultures with different characteristics. Kayseri's such a cultural richness shows itself in Kayseri's cuisine and traditional delicacies. The purpose of the study is to evaluate the Kayseri cuisine for the potential of gastronomic tourism. In this direction, firstly literature search was performed, then SWOT analysis of Kayseri province and evaluation of Kayseri cuisine in terms of gastronomy products was made. After the data was evaluated, opinions about the potential of gastronomy tourism in Kayseri province were revealed. According to result, it is found that Kayseri should increase the share of gastronomy tourism in order to gain competitive advantage, to become brand and to contribute local economy.

**Keywords:** Gastronomy, Gastronomy tourism, City branding, Kayseri cuisine.



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