

Chapter 8

Creative Cities in the Scope of Sustainability in Gastronomy: The Case of Türkiye

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ABSTRACT

The present study examines the concepts of sustainability, creative economy, prosperity, gastroeconomy, and UNESCO creative cities, and discusses the momentum that gastronomy can gain by collaborating with tourism. The concepts discussed in the study are numerous; however, all of them are related to each other, and the conclusion includes recommendations. A high level of prosperity is one of the ultimate aspirations of every person in the world. In achieving this level of prosperity, it is necessary to be guided by the principles of economic, social, and environmental sustainability. In this study, creative cities in gastronomy are discussed within the framework of Türkiye. In particular, it has been argued that gastronomy tourism in these cities could contribute to both sustainability and prosperity.

INTRODUCTION

Sustainability has become a concept that has been on the agenda, especially in recent years, and while the concept of sustainability is the spontaneous continuation of any situation or phenomenon, the act of sustaining means that this continuity is carried out by others. If something has sustainability, it is continuous (Kurnaz, 2017).

Conceptually, the most descriptive and broadest definition of sustainability is provided in the World Charter for Nature adopted by the International Union for Conservation of Nature and Natural Resources

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(IUCN) in 1982. Accordingly, sustainability is defined as ensuring a consumption method based on the optimum level of protection of atmospheric, land, and marine resources that all living things in the ecosystem benefit from (Gencer, 2023). The concept of sustainability is also defined in the literature as the state of sustainability of any situation, event, occurrence, or existing thing in a progressive process (Basiago, 1999). The concept of sustainability, taken from a broad perspective, suggests that people respect nature and act with the needs of future generations in mind. Therefore, the concept of environmental awareness and sustainability is an essential issue that ensures the survival of businesses, societies, and countries in the ever-evolving global competitive environment (Ipar, Babaç, & Kok, 2020). Sustainability and gastronomy is a concept that aims to improve the cultural and social structure that prioritizes the health of consumers as well as ecological sustainability, and the biggest factor in the growing importance of sustainability is diminishing resources. Sustainable gastronomy is a system that protects local producers and recommends that traditional products be unearthed, processed, and used by businesses that position their presence in the competitive environment. In this regard, it is essential that the product produced not harm the environment during the production process and in the future (Akay, Yılmaz, Cicek, 2023).

Sustainable development has three generally accepted pillars.

As the table shows, sustainability has environmental, social, and economic dimensions. The economic dimension involves making long-term economic plans with environmental and social considerations at their core. The environmental dimension is based on the intensive use of natural resources and their transfer to future generations, and the social dimension includes education, distributional equality, health and gender equality, justice, the adequacy of social services for all segments of society, and the inclusion of society and people in decision-making processes (Gün & Kılıç, 2022).

Gastronomy is an economic lever for the prosperity of societies and involves various processes, ranging from the harvesting of food in the field to its purchase, preparation, consumption, and sharing. These processes require the cooperation of producers and consumers. For without consumption, no production

Table 1. Principles of sustainable development

Principles of Sustainable Development	
Environmental Dimension	<ol style="list-style-type: none"> 1. Conservation of the Earth's life and diversity 2. Protection of life support systems 3. Sustainable use of renewable resources 4. Minimizing the use of non-renewable resources 5. Minimizing pollution and damage to the environment and the health of all living things 6. Protection of the cultural and historical environment
Social Dimension	<ol style="list-style-type: none"> 1. Allowing improvement in human quality of life 2. Promoting social justice among peoples 3. Taking cultural and social integrity into account 4. Raising self-confidence and self-will 5. Encouraging cooperation and participation in decision-making at all levels, from individual to international 6. Providing opportunities for community empowerment and capacity building
Economic Dimension	<ol style="list-style-type: none"> 1. Promoting justice across nations and generations 2. Avoiding unequal exchange 3. Avoiding the impoverishment of one group to enrich another group 4. Ensuring true cost pricing 5. Promoting ethical procurement and investment policies 6. Promoting equitable distribution of costs and benefits 7. Supporting local economies

Source: Yayla, 2021.

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