

THE ASSESSMENT OF THE PRODUCTS WITH GEOGRAPHICAL INDICATIONS IN TERMS OF THEIR AVAILABILITY IN RESTAURANTS BASED ON MULTI-MOORA METHOD

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Abstract

Local cuisines constitute a significant heritage for the respective regions, and the promotion, sustainability, and certification of this heritage are crucial. The Konya cuisine, which is a rich local cuisine in Turkey, encompasses various products with geographical indications. The registration of these geographical indications helps prevent confusion. The presentation of region-specific and registered products in local restaurants is essential for preserving and sustaining the local culinary heritage and enabling tourists to experience local flavours. Consequently, it holds significance for businesses. The primary objective of this research is to determine the inclusion status of geographically indicated products in restaurant menus and provide recommendations to restaurant managers to contribute to the development of Konya cuisine. Initially, geographically indicated dishes and soups specific to the Konya region, as well as products in the categories of bakery, pastry, dough-based products, and desserts, were identified. The inclusion status of these products in local restaurant menus was evaluated as a criterion. Data were obtained from restaurant officials for criteria such as cooking time (minutes), the number of staff involved in preparation, portion material cost, daily sales portion, and portion profit (%). The Multi-Moora method, an objective approach for determining the most suitable decision based on multiple criteria, was employed for ranking. The research concludes that the most crucial geographically indicated products to be offered in restaurants in Konya are meat bread (a type of meat bread), bread spread (bread with meat), hoşmerim (a local dessert), and bamya çorbası (okra soup). The results were analyzed to provide recommendations for the sector.

Keywords: Restaurant, Menu, Multi-Criteria Decision-Making, Multi-Moora

INTRODUCTION

The word "mutfak," which is derived from the Arabic word "matbah," has entered the Turkish language and is defined as the place where food is cooked and preserved, encompassing the entire culinary culture (Hatipoğlu and Batman, 2014: 63). Nowadays, almost every cuisine has its own distinct features. Local dishes specific to each cuisine have become a defining characteristic that sets them apart (Ertaş et al., 2017: 53). Values and history unique to societies also influence the eating and drinking habits of those societies. Therefore, the

presence of different culinary cultures between societies plays a fundamental and determining role in distinguishing one regional cuisine from another (Bulut Solak and Eken, 2021: 372).

When Turkish cuisine is examined, the country's historical background, geographical location, and its connection with various civilizations stand out. It is observed that the different characteristics and living conditions among regions have influenced the formation of regional Turkish cuisine. Regional cuisine can be defined as the food and beverages that have become tradition over time, identified with the local culture, and consist of products grown in a specific region (Seçim and Esen, 2020: 280). In Konya province, located in the Central Anatolia Region of Turkey, grain production, small-scale livestock farming, and sugar beet production are widely practiced. This situation is reflected in the distinctive dishes of Konya cuisine, as well as in dishes made with dough and various sweets (Seçim and Akyol, 2022: 180). In general, when examined, the soup category specific to Konya cuisine includes dishes made with flour, dough, okra, and yoghurt; the meat and vegetable dishes category includes dishes made with meat, eggplant, green beans, bread, and dough; the rice category includes dishes made with meat, rice, and bulgur; the pastry category includes dishes made with homemade dough; the compote category includes dishes made with dried fruit, water, and sugar; and the dessert category generally consists of sweets made with flour and bread (Büyükşalvarcı et al., 2016; Seçim and Akyol, 2016: 180; Temiz, 2019: 42-44). Until the 1960s, trying to maintain its classical traits, the decreasing knowledge of local dishes and cultivated areas did not harm the traditional structure significantly, although it caused some changes in the local cuisine (Büyükşalvarcı et al., 2016: 166). Konya cuisine has survived until today and is present both in special banquet meals and in the daily meals of Konya families (Çölbay and Sormaz, 2015: 1731). Local cuisines, which are particularly important for gastronomy tourism, have various region-specific food and beverages in different geographical regions of Turkey. To prevent the devaluation and disappearance of these foods and beverages over time, they are registered by the Turkish Patent and Trademark Office under certain conditions. The registration of regional food and beverages also contributes to the promotion of the region and socio-economic development.

Tourism, which makes a significant contribution to the country's economy, has focused on promoting cultural and traditional values. In this context, "Geographical Indications" are granted to products with tourist value and economic contribution to the region through a law prepared to ensure the preservation of regional values without any confusion (Orhan, 2010: 243).

It is highly important for restaurants serving in destinations where geographical indication products are registered to include these products in their menus. This helps promote the gastronomic values of the destination and holds significant importance for the restaurants

themselves. Objective methods should be employed to determine which geographical indication products should have a greater presence in restaurant menus. Nowadays, various scientific methods are being used for decision-making in this regard. These methods are primarily based on minimizing costs and maximizing profits. The main objective of this research is to determine the inclusion status of geographically indicated products in restaurant menus and to be offered to restaurant managers in making recommendations, thereby contributing to the development of Konya cuisine.

THEORETICAL BACKGROUND

A geographical indication is referred to as "CI" (Gökovalı, 2007; Doğan, 2015; Tekelioğlu, 2019) in Turkish and as "geographical indication" abbreviated as "GI" (Raimondi et al., 2020; Török et al., 2020; Kimura & Rigolot, 2021) in English. It represents a quality mark that indicates the origin, characteristics, and the relationship between these characteristics and the geographical region, providing consumers with a guarantee. This indication protects products with a reputation for quality, tradition, the use of local raw materials, and local characteristics (Turkish Patent and Trademark Office, 2023a). Geographical indication ensures the protection of local products or values within the scope of specific laws (Sezen Doğancılı, 2020: 248).

Geographical indications are classified as "designation of origin" and "geographical indication." If a product's all or essential characteristics are composed of natural and human factors specific to a certain geographical region, it is referred to as a "designation of origin." In order to obtain this designation, the entire production, processing, and other stages of the product must take place within the designated geographical region. In this context, geographical indications that are registered as designations of origin have a strong connection to the geographical region they originate from. Geographical indications that are associated with a specific geographical region due to a distinct characteristic, reputation, or other features, where at least one of the stages of production, processing, or other processes takes place within the designated geographical region, are referred to as "geographical indication." While one stage, such as sourcing, production, or processing, occurs within the region for a product registered as a geographical indication, the other stages can be carried out in different regions (Turkish Patent and Trademark Office, 2023a). Products that do not fall under the scope of designation of origin or geographical indication but have been traditionally used in the relevant market for at least thirty years, stemming from traditional production or processing methods, traditional composition, or traditional raw materials or ingredients, are referred to as "traditional product name" (Celep and Akdemir, 2022: 552).

The benefits provided by geographical indication products and the interest shown in these products also contribute to an increased demand for the products. The desire to possess products with this designation, driven by the interest in these products, leads to visiting the destination where the products are produced, resulting in tourist mobility. Individuals participating in tourism activities for various reasons also show interest in geographical indication products specific to the destinations they visit. Therefore, the interest shown in geographically indicated products both directly and indirectly during tourism activities contributes to the regional economy and rural development (Bahar et al., 2019; Paslı, 2021: 94). Geographical indication products are generally prepared using locally sourced ingredients. Therefore, offering geographically indicated products not only contributes to the business but also benefits the local community. This practice has a significant impact on the preservation and sustainability of local products.

Upon reviewing the relevant literature, it can be observed that there are numerous studies on geographical indication products. Some of these studies include the consumption of geographical indication products and the willingness to pay more for these products (Toklu et al., 2016; Menapace et al., 2011), the economic evaluation of geographical indication products (Requillart, 2007; Moschini et al., 2008), the relationship between geographical indication products and branding (Acar, 2018; Uygurtürk and Güner, 2021), and the presence of geographical indication products in restaurant menus (Yılmaz and Çilingir Ük, 2021; Murat and Ergen, 2022; Şahin and Güçlütürk Baran, 2022).

In the literature, studies on geographically indicated products are generally focused on defining the number, types, and regions of local dishes (Usta and Şengül, 2022; Denk, 2021; Kızıltuğ et al., 2017). Research on geographically indicated products featured in restaurant menus is limited. İflazoğlu and Yaman (2020) examined the presence of local dishes on menus in Mardin, finding that out of 34 dishes, 14 were not included in restaurants located in tourist areas. Ercan and Bayesen (2022) investigated the presence of geographically indicated products on menus in Diyarbakır restaurants and concluded that only a limited number of products were included.

Studies examining the inclusion of geographically indicated products in restaurant menus in the literature generally conclude using qualitative methods. There is a limited number of studies that provide recommendations for determining geographically indicated products to be presented to restaurant managers. What distinguishes this research from previous studies is the methodology employed. In addition to qualitative research, this study combines quantitative research to examine geographically indicated products featured on restaurant

menus. By ranking these products based on specific criteria, recommendations have been formulated regarding which products would be more advantageous for restaurants to include in their menus.

The inclusion of geographically indicated products on restaurant menus featuring local cuisine contributes to the promotion, branding, and potential for repeat visits of the destination. In this context, in order to evaluate the presence of geographical indication products specific to Konya province in restaurant menus and make decisions regarding the inclusion of these products in restaurant menus, Tab. 1 has been prepared, which showcases the geographical indication products in the categories of meals/soups and bakery, pastry products, dough products, and desserts specific to Konya province.

Table 1 Geographical Indication Products in the Categories of Meals/Soups and Bakery, Pastry Products, Dough Products, and Desserts specific to Konya Province

Year	The Name of the Meal/Soup
2022	Akşehir Hersesi
2020	Akşehir Tandır Kebab
2021	Konya Okra Soup
2021	Konya Bütümet/Orta (Boiling the forearm, hind leg or rib portion of the middle mutton first, then frying it)
2022	Konya Calla Dish (Prepared with meat with bones, plums and eggplant)
2021	Konya Cimcik (It is kind of Turkish ravioli)
2021	Konya Domalan Dish (Made with truffles and meat)
2022	Konya Bread Salmas (It is pouring the roast on tandoori breads and filling it with roasting)
2022	Konya Sour Squash (Sour zucchini)
2011	Konya Wedding Pilaf with Meat (Rice with meat)
2021	Konya Meat Stuffed Rolled Grape Leaves (Meat and rice wrapped in vine leaves)
2022	Konya Fırın Kebab/Fürün Kebab (Roasted beef kebab)
2021	Konya Hassaten Lokma
2021	Konya Ildız Root Dish (It is a dish cooked with carrots, potatoes, onions and tomato paste and served with garlic yogurt)
2021	Konya Kikirdekli Kesme Soup (A type of soup made with dough)
2021	Konya Stuffed Dry Zucchini
2021	Konya Crispy Manti
2021	Konya Violet Rice (Bulgur pilaf made with bulgur and green lentils)
2021	Konya Ovmaç Soup
2021	Konya Stuffed Eggplant
2022	Konya EggplantTirid
2022	Konya Trotter Stew (Cooking lamb's feet with onion, tomato, pepper, tomato paste and salt)
2022	Konya Tandır Soup
2021	Konya Çebiç in Tandır (Cooked lamb is brought to the table and can also be prepared with çebiç)
2022	Konya Tarragon Soup (Made with roasted lamb meat and boiled chickpeas)

Table 1 (continued)

Year	The Name of the Meal/Soup
2022	Konya Tirid
2022	Topalak (Prepared with bulgur, meat and chickpeas)
2021	Tutmaç Soup (Soup made with 1 tea glass of noodles, boiled green lentils and 1 tea glass of boiled chickpeas)
2022	Konya Zülbiye/Sülbiye (Unique meeting of shallots, garlic, chickpeas and meat)
2022	Konya Çirli (Made with shredded lamb ribs, lamb cubes, butter, oil, black seed raisins, black pepper, sugar)
2022	Konya Çullama (It is a type of pastry prepared with chicken meat and rice)
2021	Konya Çöpleme (It is made by cutting meat, onions and tomatoes into small pieces and arranging garbage bottles)
2021	Konya Şalgam Gallesi (a meal made with meat and turnips)
Year	Bakery and Pastry Products, Dough Products, Desserts
2021	Aksehir Cheese Halva
2022	Cihanbeyli Gömec Bread
2013	Kadınhanı Tahinli Pidesi
2022	Konya Almond Halva
2017	Konya Meat Bread
2021	Konya Haside Tatlısı (Dessert made with molasses)
2022	Konya Höşmerim (a sweet made of unsalted cheese)
2021	Konya Crunchy Börek (Pastry scrambled with roasted tail fat)
2021	Konya Roasted Black Plum
2021	Konya Hemp Halva
2021	Konya Paluze/Palize (Ottoman dessert made with starch and sugar and served by sprinkling crushed walnuts on it)
2021	Sac Arası (a sherbet dessert)
2021	Konya Sour Tirid (It is a local dessert by pouring cherry sherbet on bread fried in butter or ghee)
2022	Konya Fat Roll (Made with sourdough bread dough and moldy cheese)
2021	Konya Zerde (Dessert made with rice, put in bowl with saffron and turmeric and poured rose water on it)
2021	Konya Semolina Halva

Source: (Prepared by the researcher from the website of the Turkish Patent and Trademark Office, 2023b, accessed on April 1, 2023).

When Tab. 1 is examined, it can be seen that as of April 1, 2023, there are 33 products in the food and soup category and 16 products in the bakery, pastry products, dough products, and desserts category, which are geographical indication products belonging to the province of Konya. Tab. 1 shows the names of these products and the years in which they were registered.

DATA AND METHODS

The presence of geographical indication products in restaurant menus is important both for presenting the product in its place of origin and for promotional purposes. It is crucial to determine the extent to which geographical indication products from Konya province are

included in restaurant menus that cater to the local Konya cuisine as well as which of these products would be appropriate to include in the menus. The research was conducted with local restaurants located in the central district of Konya, particularly those in close proximity to the Mevlana Museum, which holds significant tourist value. This choice was motivated by the crucial role that geographically indicated products play in introducing the local cuisine to tourists. In the region, there are a total of 32 restaurants providing local cuisine services (Tripadvisor, 2023; Foursquare, 2023). Restaurants with multiple branches and those exclusively focusing on a specific product or its varieties (such as a tirit restaurant) were not included in the study. Restaurants offering at least 6 different geographically indicated products on their menus were included. Additionally, only one branch of restaurants with multiple branches in the same region was included due to identical menus. In line with these criteria, data was obtained through face-to-face interviews using a semi-structured questionnaire with 7 restaurant officials who voluntarily participated in the research. The collected data were then processed and evaluated in accordance with the methodology. In this context, the research has been conducted following the methodology outlined below.

In the research, the presence of geographical indication products (in the categories of food and soup, as well as bakery, pastry products, dough products, and desserts) in the menus of local restaurants in Konya province was examined using content analysis method. Content analysis is primarily based on a classification system. The aim of content analysis is to determine the existence of categories in the classification system, understand their meaning, and determine their overall significance (Yeniçiftçi, 2016: 103). Based on the obtained information, the geographical indication products included in the menus were identified. To evaluate why these products, have the highest presence in the menus and assess their significance for the restaurants, the Multi-Moora (Multi-Objective Optimization on the basis of Ratio Analysis) method, which is one of the multiple decision-making methods, was utilized. The process generally followed in decision-making using the Multi-Moora method and aiming to achieve an effective outcome is as follows (Akgöz & Salieva, 2019);

- A decision matrix is created, including numerical data for all identified criteria related to each alternative.
- After the decision matrix, the direction of the data is determined. If a criterion provides an advantage to an alternative, it is designated as a maximum value; if it creates a disadvantage, it is designated as a minimum value.

- After obtaining the maximum and minimum values of the criteria, a normalized matrix is created by calculating the sum of squares for each criterion and taking the square root of the sums.
- Based on the maximum and minimum values of the criteria, rankings are made using the ratio method.
- In the Multi-Moora method, in addition to the ranking based on the ratio method, a new matrix table is prepared for the reference point approach. This table uses the maximum values to create a new ranking.
- After the reference point approach, a new decision matrix is prepared according to the full conjunctive form, and a separate ranking is made for it as well.
- After all the processes, using the rankings prepared based on the ratio, reference, and full multiplicative forms, a dominance table is created. In the dominance table, all values are summed, and their averages are taken to determine the most effective decision based on the final ranking.

Geographical indication products are not offered in all restaurants. Therefore, the limitation of the research is that it mainly focuses on local restaurants where it is assumed that geographical indication products are available. Accordingly, the menus of 7 local restaurants serving in Konya province were examined, and data were obtained from the authorities of these restaurants in May 2023. Another limitation of the research is that the examined restaurant menus do not consist of the same products across all menus. The questions directed to the authorities of the selected restaurants regarding the geographical indication products in their menus include cooking time (in minutes), the number of staff involved in the preparation process, portion ingredient cost (₺), daily sales portion, portion profit (%), and the number of restaurants where the product is found, obtained through analyzing the menus of the restaurants.

RESULTS

The research focused on 7 local restaurants serving in Konya province. The menus of these restaurants were examined, and based on the analysis, it was observed that most of the geographical indication products from Konya province were not included in the menus. As a result of the menu analysis, it has been observed that in some restaurants, the geographically indicated products included in the menus are either not referred to by their full or certified

names, and/or visual representations are absent. Additionally, discrepancies have been noted in the ingredients used in some geographically indicated dishes, indicating a deviation from their original composition. The evaluation of the restaurants within the scope of the research was based on selected criteria, including the total number of restaurants offering geographically indicated products, cooking duration, the number of staff, ingredient cost, the number of portion, and profit rate. In these processes, excluding the criterion of the number of restaurants, the data obtained for the other criteria were divided by the total number of restaurants offering geographically indicated products. For instance, the cooking duration for a specific dish (e.g., tutmaç soup) was calculated by dividing the total cooking time by the number of restaurants offering that dish (e.g., 120/1). Arithmetic averages were then computed for each criterion by considering the ratio of the specific criterion to the total number of restaurants. Subsequently, these arithmetic averages for each criterion were used to create Tab. 2, allowing for a comprehensive evaluation of the restaurants based on the specified criteria, while taking into account the influence of the number of restaurants offering geographically indicated products.

Table 2. Data and Decision Matrix for the Geographical Indication Products

Geographical Indication Product	The Number of the Restaurants	Cooking Duration	The Number of Staff	Ingredient Cost (₺)	The Number of Portions	Profit Rate (%)
Okra Soup	7	145	1	57	65	33
Tutmaç Soup	1	120	1	15	23	20
Tarragon Soup	1	150	1	65	110	15
Tandır Soup	3	60	1	42	18	36
Hassaten Lokma	1	30	1	40	13	15
Meat Stuffed Rolled Grape Leaves	2	157	4	50	58	42
Fırın/Fürun Kebabı	7	364	1	86	66	28
Tirit	7	138	1	106	48	28
Bütümet/Orta	1	270	1	175	48	5
Meat Bread	5	11	3	60	162	30
Konya Wedding Pilaf with Meat	3	133	1	93	60	31
Bread Spread	1	30	1	60	60	75
Sac Arası	5	114	2	28	27	48
Höşmerim	6	130	1	32	45	42
Almond Halva	1	45	2	15	23	25

Minimum and maximum importance levels have been determined for the restaurants. In determining the decision direction, the criterion of “the number of restaurant” has been set to a minimum, as offering geographically indicated products to a lesser extent in the business provides a differentiation advantage. Additionally, “cooking duration” has been set to a minimum as it is crucial for reducing both time and energy expenses. “Number of staff” and “ingredient cost” have also been minimized since they contribute to reducing the overall expenses of the business. On the other hand, the “profit rate” and “number of portions” of geographically indicated products offered in the establishment have been evaluated in a maximum direction, considering their positive impact on the business’s revenue. In this context, considering that the number of restaurants where the product is available, cooking time (in minutes), the number of the staff, and portion ingredient cost (Turkish Liras (₺)) should be minimized, while the number of portion and portion profit (%) should be maximized, Tab. 3 has been created to determine the direction of the decision.

Table 3. Decision Direction of the Criteria, The Sum of the Squares, Square Root of the Total

Decision Direction	Min	Min	Min	Min	Max	Max
Geographical Indication Product	The Number of the Restaurants	Cooking Duration	The Number of Staff	Ingredient Cost (₺)	The Number of Portions	Profit Rate (%)
Okra Soup	49	21025	1	3249	4225	1089
Tutmaç Soup	1	14400	1	225	529	400
Tarragon Soup	1	22500	1	4225	12100	225
Tandır Soup	9	3600	1	1764	324	1296
Hassaten Lokma	1	900	1	1600	169	225
Meat Stuffed Rolled Grape Leaves	4	24649	16	2500	3364	1764
Fırın/Fürun Kebabı	49	132496	1	7396	4356	784
Tirit	49	19044	1	11236	2304	784
Bütümet/Orta	1	72900	1	30625	2304	25
Meat Bread	25	121	9	3600	26244	900
Konya Wedding Pilaf with Meat	9	17689	1	8649	3600	961
Bread Spread	1	900	1	3600	3600	5625
Sac Arası	25	12996	4	784	729	2304
Höşmerim	36	16900	1	1024	2025	1764
Almond Halva	1	2025	4	225	529	625
Total Square	261	362145	44	80702	66402	18771
The Square Root of the Total	16,155	601,785	6,633	284,081	257,686	137,007

After creating the decision matrix and determining the direction of the decision, a normalized matrix is constructed. For the normalized matrix, the squares of the values of the geographical indication products for each criterion are combined and the resulting value is divided by its square, revealing Tab. 4 for the normalized matrix.

Table 4 Normalized Matrix of the Geographical indication Products

Decision Direction	Min	Min	Min	Min	Max	Max
Geographical Indication Product	The Number of the Restaurants	Cooking Duration	The Number of Staff	Ingredient Cost (₺)	The Number of Portions	Profit Rate (%)
Okra Soup	0,433	0,241	0,151	0,201	0,252	0,241
Tutmaç Soup	0,062	0,199	0,151	0,053	0,089	0,146
Tarragon Soup	0,062	0,249	0,151	0,229	0,427	0,109
Tandır Soup	0,186	0,100	0,151	0,148	0,070	0,263
Hassaten Lokma	0,062	0,050	0,151	0,141	0,050	0,109
Meat Stuffed Rolled Grape Leaves	0,124	0,261	0,603	0,176	0,225	0,307
Fırın/Fürun Kebabı	0,433	0,605	0,151	0,303	0,256	0,204
Tirit	0,433	0,229	0,151	0,373	0,186	0,204
Bütümet/Orta	0,062	0,449	0,151	0,616	0,186	0,036
Meat Bread	0,309	0,018	0,452	0,211	0,629	0,219
Konya Wedding Pilaf with Meat	0,186	0,221	0,151	0,327	0,233	0,226
Bread Spread	0,062	0,050	0,151	0,211	0,233	0,547
Sac Arası	0,309	0,189	0,302	0,099	0,105	0,350
Höşmerim	0,371	0,216	0,151	0,113	0,175	0,307
Almond Halva	0,062	0,075	0,302	0,053	0,089	0,182

After constructing the normalization matrix, in order to perform ranking using the ratio method, the maximum and minimum values obtained from the normalization matrix are separately summed. Subsequently, the difference between the maximum and minimum values is calculated, and the obtained results are ranked to determine the most suitable decision. Tab. 5 has been created to determine the ranking established based on the ratio method.

Table 5 The Properties and the Ranks of the Geographical Indication Products Based on Ratio Method

Geographical Indication Products	Yi*	Rank
Okra Soup	-0,533	11
Tutmaç Soup	-0,230	5
Tarragon Soup	-0,154	3
Tandır Soup	-0,251	7
Hassaten Lokma	-0,243	6
Meat Stuffed Rolled Grape Leaves	-0,632	12

Table 5 (continued)

Geographical Indication Products	Yi*	Rank
Fırın/Fürun Kebabı	-1,031	14
Tirit	-0,796	13
Bütümet/Orta	-1,055	15
Meat Bread	0,144	2
Konya Wedding Pilaf with Meat	-0,426	9
Bread Spread	0,307	1
Sac Arası	-0,444	10
Höşmerim	-0,370	8
Almond Halva	-0,219	4

Upon analyzing Tab. 5, it has been determined that among the 15 geographical indication products found in the menus of local restaurants in Konya, the province where the research was conducted, the most advantageous choice is "ekmek salması" (bread spread) with a value of 0.307. Following that, "etliekmek" (meat bread) with a value of 0.144 and "tarhun çorbası" (tarragon soup) with a value of -0.154 are considered favourable options. On the other hand, the product that should be least preferred is "bütümet/orta".

In order to determine the most effective decision, ranking is also conducted based on the reference point approach. When determining the reference point, maximum points are identified if the goal is to maximize a criterion, and minimum points are identified if the goal is to minimize a criterion. Subsequently, Tab. 6 has been created by calculating the distances of each criterion to its respective reference point.

Table 6 Determining the Reference Points of the Geographical Indication Products

Decision Direction	Min	Min	Min	Min	Max	Max
Geographical Indication Product	The Number of the Restaurants	Cooking Duration	The Number of Staff	Ingredient Cost (₺)	The Number of Portions	Profit Rate (%)
Okra Soup	0,433	0,241	0,151	0,201	0,252	0,241
Tutmaç Soup	0,062	0,199	0,151	0,053	0,089	0,146
Tarragon Soup	0,062	0,249	0,151	0,229	0,427	0,110
Tandır Soup	0,186	0,100	0,151	0,148	0,070	0,263
Hassaten Lokma	0,062	0,050	0,151	0,141	0,050	0,110
Meat stuffed rolled grape leaves	0,124	0,261	0,603	0,176	0,225	0,307
Fırın/Fürun Kebabı	0,433	0,605	0,151	0,303	0,256	0,204
Tirit	0,433	0,229	0,151	0,373	0,186	0,204
Bütümet/Orta	0,062	0,449	0,151	0,616	0,186	0,037
Meat Bread	0,310	0,018	0,452	0,211	0,629	0,219
Konya Wedding Pilaf with Meat	0,186	0,221	0,151	0,327	0,233	0,226

Table 6 (continued)

Decision Direction	Min	Min	Min	Min	Max	Max
Geographical Indication Product	The Number of the Restaurants	Cooking Duration	The Number of Staff	Ingredient Cost (₺)	The Number of Portions	Profit Rate (%)
Bread spread	0,062	0,050	0,151	0,211	0,233	0,547
Sac Arası	0,310	0,189	0,302	0,099	0,105	0,350
Höşmerim	0,371	0,216	0,151	0,113	0,175	0,307
Almond Halva	0,062	0,075	0,302	0,053	0,089	0,183
Reference Points	0,062	0,018	0,151	0,053	0,629	0,547

Once Tab. 6 is created, the ranking based on the reference point approach should be performed to determine the most suitable decision. In this approach, a new decision matrix is formed by subtracting the values of each criterion that influence the selection of each alternative (geographical indication product) from the reference point. Subsequently, Tab. 7 is created by taking the maximum values of each alternative (geographical indication product) for the purpose of ranking.

Table 7. Ranking the Geographical Indication Products based on their Reference Points

Decision Direction	Min	Min	Min	Min	Max	Max	Maximum	Rank
Geographical Indication Product	The Number of the Restaurants	Cooking Duration	The Number of Staff	Ingredient Cost (₺)	The Number of Portions	Profit Rate (%)		
Okra Soup	0,371	0,223	0,000	0,148	0,377	0,307	0,377	2
Tutmaç Soup	0,000	0,181	0,000	0,000	0,539	0,401	0,539	9*
Tarragon Soup	0,000	0,231	0,000	0,176	0,202	0,438	0,438	4
Tandır Soup	0,124	0,081	0,000	0,095	0,559	0,285	0,559	10
Hassaten Lokma	0,000	0,032	0,000	0,088	0,578	0,438	0,578	12
Meat Stuffed Rolled Grape Leaves	0,062	0,243	0,452	0,123	0,404	0,241	0,452	6
Fırın/Fürun Kebabı	0,371	0,587	0,000	0,250	0,373	0,343	0,587	13
Tirit	0,371	0,211	0,000	0,320	0,442	0,343	0,442	5
Bütümet/Orta	0,000	0,430	0,000	0,563	0,442	0,511	0,563	11
Meat Bread	0,248	0,000	0,302	0,158	0,000	0,328	0,328	1
Konya Wedding Pilaf with Meat	0,124	0,203	0,000	0,275	0,396	0,321	0,396	3*
Bread Spread	0,000	0,032	0,000	0,158	0,396	0,000	0,396	3*
Sac Arası	0,248	0,171	0,151	0,046	0,524	0,197	0,524	8
Höşmerim	0,310	0,198	0,000	0,060	0,454	0,241	0,454	7
Almond Halva	0,000	0,057	0,151	0,000	0,539	0,365	0,539	9*

Once the ranking is determined based on the reference point approach, the decision matrix is formed according to the full multiplication form to perform ranking. The decision matrix is created by dividing the minimum criteria and multiplying the maximum criteria. Tab. 8 is then constructed to represent the ranking obtained through the calculation of the decision matrix using the full multiplication form.

Table 8. Ranking of Geographical Indication Products Based on the Full Multiplication Form

Geographical Indication Product	Full Multiplication Form	Rank
Okra Soup	1,817	4
Tutmaç Soup	0,256	11
Tarragon Soup	0,169	12
Tandır Soup	0,771	6
Hassaten Lokma	0,163	13
Meat Stuffed Rolled Grape Leaves	0,155	14
Fırın/Fürun Kebabı	0,413	10
Tirit	0,643	7
Bütümet/Orta	0,005	15
Meat Bread	12,273	1
Konya Wedding Pilaf with Meat	0,451	8
Bread Spread	2,500	3
Sac Arası	1,015	5
Höşmerim	2,726	2
Almond Halva	0,426	9

Afterwards, to determine the most suitable product, a dominance comparison is made based on the values obtained from the ratio method, reference point approach, and full multiplication form. The rankings from these three methods are combined in the Multi-Moora method, and then their averages are taken to determine the final decision. Tab. 9 has been created for this purpose.

Table 9 The comparison and Ranking of the Geographical Indication Products Based on Dominance

Geographical Indication Product	Ratio Method	Reference Point	Full Multiplication Form	Multi-Moora Method	Rank
Okra Soup	-0,533	0,377	1,817	0,554	4
Tutmaç Soup	-0,230	0,539	0,256	0,188	8
Tarragon Soup	-0,154	0,438	0,169	0,151	10
Tandır Soup	-0,251	0,559	0,771	0,360	6

Table 9 (continued)

Geographical Indication Product	Ratio Method	Reference Point	Full Multiplication Form	Multi-Moora Method	Rank
Hassaten Lokma	-0,243	0,578	0,163	0,166	9
Meat Stuffed Rolled Grape Leaves	-0,632	0,452	0,155	-0,008	13
Fırın/Fürun Kebabı	-1,031	0,587	0,413	-0,010	14
Tirit	-0,796	0,442	0,643	0,096	12
Bütümet/Orta	-1,055	0,563	0,005	-0,162	15
Meat Bread	-0,144	0,328	12,273	4,152	1
Konya Wedding Pilaf with Meat	-0,426	0,396	0,451	0,140	11
Bread Spread	0,307	0,396	2,500	1,068	2
Sac Arası	-0,444	0,524	1,015	0,365	5
Höşmerim	-0,370	0,454	2,726	0,937	3
Almond Halva	-0,219	0,539	0,426	0,249	7

Upon analyzing Tab. 9, it is observed that the most suitable geographical indication product to be offered in restaurants operating or to be operated in Konya province is "meat bread" (etlikmek). Following that, "bread spread" (ekmek salması), "höşmerim," and "bamya çorbası" (okra soup) are ranked accordingly. The product that is least suitable to be offered is "bütümet/orta".

It would be appropriate for local restaurants in Konya to include meat bread, bread spread, höşmerim, and okra soup in their menus. Furthermore, incorporating other geographically indicated dishes not currently featured in the menus could contribute to diversity, competitive advantage, and the promotion of local products in restaurants. Therefore, the presentation of geographically indicated products in restaurants can serve as a compelling travel motivation, particularly for gastronomy tourists who travel to taste local products. Furthermore, it can add value to businesses as an effective tool for building a positive image and enhancing promotion and marketing efforts. Geographically indicated products are generally prepared with local products, so they can also contribute to the local people who grow these products benefiting from touristic income.

DISCUSSION AND RECOMMENDATIONS

Local cuisines, which hold an important place in the food and beverage sector, carry the identity of their respective destinations. Preserving this important heritage and preventing its gradual disappearance are crucial. The national or international registration of geographically

indicated products serves as a quality mark that identifies the origin, characteristics, and the relationship between these features and the geographic region, providing consumers with assurance. The presentation of geographically indicated products in local restaurants is also important as it reflects the connection between the products and the geographic region.

Including geographically indicated products from their respective regions in the menus of local restaurants can be intriguing. However, due to the limited production capacity of local restaurants, it becomes challenging to produce and offer all geographically indicated products specific to the region to the target audience. In this context, restaurant managers need to consider certain criteria to determine the products they will offer in their establishments.

In this research, the menus of seven local restaurants in Konya province were examined. It was found that most of the geographical indication products were not included in the menus. The most frequently featured items on these menus were identified as bamya çorbası (okra soup), fırın/fürun kebabı (oven-baked kebab), and tirit. Additionally, it was noted that the names of geographically indicated products were written on menus using similar or different names without employing their full or certified names.

The study employed the Multi-Moora method, an objective approach for determining the most suitable decision based on multiple criteria, to rank geographically indicated products. As a result, it was concluded that the most crucial geographically indicated products to be offered in restaurants in Konya, in order of priority, are meat bread, bread spread, hoşmerim, and okra soup. The least preferred product was identified as bütümet/orta. According to the research findings, it would be appropriate for local restaurants in Konya to include meat bread, bread spread, hoşmerim, and okra soup in their menus. Furthermore, incorporating other geographically indicated dishes not currently featured in the menus could contribute to diversity, competitive advantage, and the promotion of local products in restaurants.

Yılmaz (2020) evaluated the menus of local restaurants in Trabzon and found that local dishes were significantly underrepresented. Similarly, Kurnaz and İşlek (2018) noted in their research on restaurants in Marmaris that local dishes were not adequately featured in the menus. The current study evaluating the menus of local restaurants in Konya yielded similar result. It was determined that geographically indicated dishes lacked a distinctive symbol on the menus. The insufficient representation of geographically indicated dishes in the menus of local restaurants may not only hinder the formation and promotion of the destination's image but also contribute to the fading of these specific culinary items. Therefore, recommendations for restaurant managers specializing in local cuisine are as follows:

- The use of objective methods to determine and present the most suitable dishes on the menu can be advantageous in the selection.
- Employing knowledgeable and experienced staff or providing training to existing staff about the specific geographically indicated products unique to the destination where the restaurant is located can enhance the authenticity of the offerings.
- Ensuring that geographically indicated products are prepared in accordance with standard recipes without deviating from their original formulations preserves the uniqueness of the dishes. Kitchen controls should be implemented to ensure adherence to the recipes and maintain the originality of the dishes.
- Consideration may be given to placing geographically indicated products at the top of the menu list or in a special section, emphasizing their significance.
- Including a brief expression (such as making geographically indicated dishes as CI) or an image of the dish in the menu can help customers recognize and choose these registered local meals.
- Incorporating geographically indicated products not found in competitors' menus can serve as a differentiation strategy, leading to a competitive advantage.
- To contribute to rural development, geographically indicated products need to be promoted, protected, and awareness needs to be raised in the community (Kan et al., 2012). This could involve organizing fairs and festivals, with the participation of all stakeholders through collaboration between the public and private sectors.

Considering the preference for objective methods in decision-making, it is important to evaluate criteria beyond a single criterion to reach the most suitable decision. This research is expected to contribute to studies on local restaurants, which constitute a valuable portion of the food and beverage sector, as well as to other research in terms of methodology. Future researchers are recommended to assess restaurant menus in different cities and opt for objective methods in the decision-making process.

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