

The 2nd International Symposium on
"Traditional Foods from Adriatic to Caucasus"

ABSTRACT BOOK



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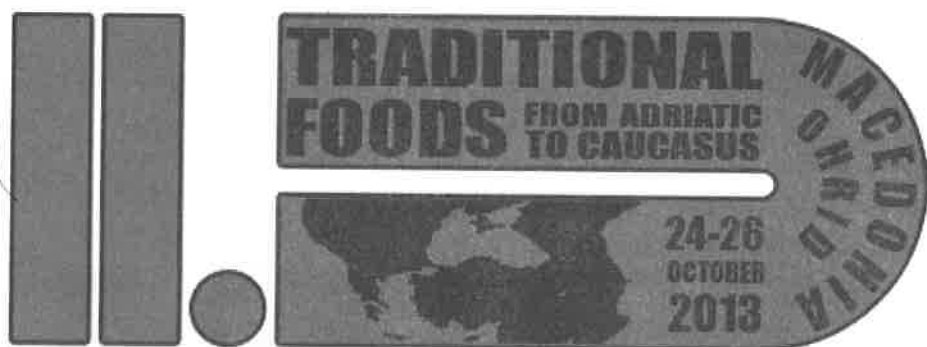


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**A Field Study of the Place of Traditional Desserts Produced with Molasses (Pekmez) in
Cappadocia in the Hotel Restaurants' Menus**

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Gastronomy has an important role in the marketing of tourist destinations. Today, tourists not only want to see local culture, historical and natural resources in the area, but they want to taste traditional dishes and different tastes as well. Cappadocia region is a privileged touristic center with its natural beauty, cultural heritage, geographic location and original local foods. This region with an ever increasing tourism potential has many foods and beverages which are produced traditionally. Various local tastes such as köftür, bulamaç, pelte (jelly), ceviz sucuğu (walnuts sausage), zerderi yahnisi, düğü kavurması, armut hak yahnisi, erik yahnisi, kaşikk dökmesi (kaygana), patates dolazı, bulgur unu helvası, and aside have been traditionally produced using molasses (pekmez) in the region. Although desserts produced with molasses have a significant place in traditional Capadocian Cuisine, they are not often included in the hotel restaurant's menus. This study is carried out upon this observation. In this study, firstly traditional desserts including molasses produced in Cappadocia are mentioned, and then the reasons for not including desserts with molasses in the hotel restaurant's menus are stated through a semi-structured interview that is one of the qualitative research techniques. A related field study is carried out with chefs and sous chefs employed in the hotels in Cappadocia. Suggestions to include traditional desserts with molasses more in the restaurant's menus are made.

Keywords: Cappadocia, gastronomy, molasses (Pekmez), traditional desserts