INNOVATIVE TRENDS IN TOURISM

HUMAN FACTORS IN AVIATION, GASTRODIPLOMACY AND SENSORY SECRETS OF FOOD AND CULTURAL COMMUNICATION

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Innovative Trends in Tourism: Human Factors in Gastrodiplomacy and Sensory Secrets of Food and Cultural Communication

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PREFACE

Tourism is closely linked to people's desire to travel, experience different cultures and discover new places. In this sector, which is associated with current innovative trends, the human factor plays an important role, as the expectations, preferences and experiences of travelers shape the tourism experience. Tourists' motivations influence their travel choices. While some want to see new places with the desire to explore, others travel to relax and discover new flavors. These motivations determine destination choices and travel styles. This book takes a broad view of the role of human factors and cultural interactions in tourism, emphasizing the links between different topics in tourism, such as aviation, gastronomy, sensory evaluation and the sustainability of cultural communication.

The first part of the book, entitled "The Effects of Human Factors in the Aviation Industry: The Case of Overconfidence" explores the effects of human psychology, trust and overconfidence on safety and performance in aviation. This is directly relevant to the safety standards and processes of the travel industry. Topics in different fields such as tourism, aviation, gastronomy and sensory evaluation can create interesting links in the combination of human factors and perception.

The second part of the book, "Secrets of Flavor: Sensory Evaluation in Food and Beverages" examines the various elements of flavor, sensory evaluation and consumer perception of these flavors. Understanding this can contribute to knowing flavor profiles in the gastronomy world and improving product quality. Discovering the flavor secrets in food and beverages can offer an important window into the food and beverage industry. Sensory evaluation is an important factor to consider in marketing new flavors and foods, understanding consumer habits and product development.

The third chapter of the book, "The neophobic approach to sensory evaluation", discusses the fear of novelty in food tasting as

one of the psychological behaviors that consumers have towards new foods and beverages. In addition to the causes of neophobia, the study also offers suggestions to reduce neophobia.

In the fourth chapter of the book, culture and gastronomy greatly influence tourism experiences. "From African Cuisine to the World Table: Gastronomy Diplomacy" explores the cultural unifier of African cuisine and how it can be used as a tool for gastronomy diplomacy. This shows the role of cultural interactions in the tourism sector and how tourism can strengthen cultural ties. Gastrodiplomacy reveals, through a systematic analysis, the links between gastronomy and cultural diplomacy. These different topics provide a rich insight into understanding the role of human perception and cultural interactions in tourism.

The fifth chapter of the book, "A Concrete Proposal for the Sustainability of Human and Cultural Communication between Religious and Ethnic Communities in North Macedonia", argues that human and cultural communication is an important tool to reduce conflict and discrimination between different religious and ethnic communities. Communication helps individuals to get to know each other, understand each other's cultures and develop common values. The study describes what needs to be done to ensure the sustainability of human and cultural communication between religious and ethnic communities living in North Macedonia.

Today, with the increasing interest in different areas of tourism, this book consists of five chapters in which the trends that will shape the sector next year are discussed in detail. We believe that this book will benefit academics, students and those interested in tourism in the society.

We would like to thank all our authors for their devoted and meticulous work and hope that this book will be useful to all readers.

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CHAPTER I

Effects of Human Factors in Aviation Sectors: Case of Overconfidence

Alihan ÇELTEK[1]
Özlem ALTUN[2]

Introduction

The aviation industry is as difficult as it is popular. There are many problems experienced in the sector, the biggest of which is the accidents that occur before, after, and during the flight. There are many reasons for these accidents, and human factors are among these reasons (Neff, 2022). According to research, three out of every four accidents in the aviation industry are caused by errors caused by human performance (Tamer, 2021). The human factor is revealed by research on understanding people's limits and performances (Aksoy,

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2006, p. 4). Twelve factors influence people to make mistakes and cause poor performance. These factors include communication problems, Overconfidence, lack of information, mental confusion and distraction, inability to adapt to teamwork, stress, fatigue, lack of resources, lack of self-confidence, and deficiencies in awareness and norms (Tamer, 2021).

Self-Confidence or Lack of Self-Confidence

People's Overconfidence and lack of self-confidence also cause problems. As a pilot gains experience in any subject, knowledge increases, and this can cause people to feel extremely relaxed. Therefore, increasing self-confidence increases the feeling of competence, which can lead to wrong results in some cases. This situation may cause disruptions, especially in jobs that require continuity. Routine checks may seem very common and simple, but they are of great importance. The comfort of the familiarity of routine tasks, along with the feeling of self-confidence, may make you think that there is no need to use some checklists, as they become tasks that are done by heart. Therefore, it may mean that situations that may be overlooked during the control may arise. Such seemingly simple events can pave the way for some details to be overlooked and many problems to arise (Di Bucchianico et al., 2019, p. 334).

It is necessary to confidently defend what you know is right, to express it, and to be persistent about it to implement it. It can be one of the cornerstones of teamwork, especially in the aviation industry. Some factors sometimes cause employees not to be persistent. Sometimes, the cabin crew may be afraid of the cabin chief, and the co-pilot in the cockpit may be afraid of the captain pilot. Therefore, they may hesitate to convey even the subject they are sure of, and as a result, it should not be forgotten that this situation can cause many fatal accidents (Tamer, 2021; Seedhouse et al., 2019, p. 15).

On the other hand, a lack of self-confidence is defined as the inability to express one's thoughts, ideas, and beliefs comfortably.

Lack of self-confidence is of great importance in fulfilling the factors that make a person human. It has been proven that lack of self-confidence is one of the biggest reasons why many accidents occur (Seedhouse et al., 2019, p. 14).

Overconfidence is contagious. This may affect all participating team members, even in the cockpit, where teamwork is required. One's physiological bias can change the entire crew's mind (Liang et. al., 2022). Communication is complex and easily affected by many factors. One of the factors is Overconfidence (Eurocontrol, 1997). Cockpit Resources Management (CRM) works positively in safety matters (Salas et.al., 2001). The dynamically changing flight phases and unexpected abnormal situations require more effort in the communication process, not only between pilots but also communication between aircraft systems, air traffic controllers, and so on (Bondaruk et.al., 2017).

CRM; Team Integrity Training Definition

CRM starts from the moment the pilots who will perform the mission come together. A person who has never met before evaluates the other person mostly based on general daily conversation. Sometimes, a conversation may not take place, and the captain may block this communication with his body language. There is a widespread tendency to think that strong CRM is only for captains (Federal Aviation Administration, 2004). This shows that CRM training cannot be useful and is one of the main factors in CRM-related flight crew accidents. According to the CAP 737 book, a good CRM, comfortable communication, and open communication positively affect the first impression of flight crew who have never met each other before.

It is like a flight briefing, but it helps the team to share information easily. In another way, as mentioned in the book, the captain politely tells the pilot next to the other pilot that he will abide by the rules, manuals, and callouts and that if there is any deviation, let's correct each other and make a declaration to the pilot that do not

go beyond the standards (Flight-crew human factors handbook CAP 737,2023)

'As we haven't flown together before, let us set the scene. I am a great believer that we enjoy each other's company and the flight - and of course, we will also try to do things properly. So, if at any stage you aren't sure of what I'm doing, if I'm not doing it properly, or if you have a suggestion - please say. And I will do the same - does that make sense?'

Lack of captain communication causes an accident, especially during final approaches and go-around maneuvers. According to investigations and analysis, the captain follows his/her Overconfidence and burdens the CRM, where this training is a guide to reducing many human factors. In a company that provides effective CRM training, this positively affects people's attitudes and helps the crew to establish a minimum standard duty CRM in advance (Ya-jie and Jing, 2011). In the following stages, there will be Workload and Destruction, and the Flight Crew will be able to manage moments where they can share their help or information freely. As a result, with a good CRM and teamwork, workload, stress, information, emergency, and more can positively break the chain before a failure multiplies over time (Leveson, 2001). In companies that have good standard operation procedure procedures (SOP), some pilots still do not comply with standards with individual hazardous attitudes. However, with a good CRM company culture, minimizing these pilots' attitudes to protect the standard with effective training (Neff, 2022).

Necessity of safety culture

Companies can enlarge their Safety Culture, and pilots can change their attitudes through company standards. This in-house standard can help in spreading acceptable pilot attitudes (Nielsen, 2014). Also, company management's attendance to informative and developing trainings, workshops, and past occurrences in previous flights is a challenging point of Safety Culture and also communication between every participating worker for safe flights.

Not only can managerial workers decide, but pilots can also give their feedback to improve the culture and evaluate companies' safety records. In a good safety culture environment, there is a lot of innovative work, and some of those are audits, reporting systems, and others that collect data from pilots. But unluckily, assigning new training and materials can cause a cost to some companies. (Von Thaden et.al., 2003). According to the ICAO Safety Manual, in Figure 1, there is a cover of companies as bankruptcy. Companies should show their efforts to monitor safety and, in the end, manage every possible event.
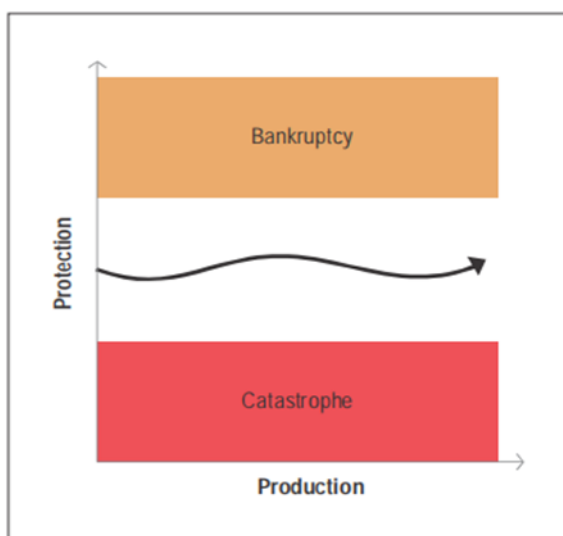
Figure 1. Concept of a safety space (ICAO Doc 9859 Safety Management Manual, 2018)

In a better safety culture, there is a chance to report anyone in the company who is against the safety concerns or the company's culture. To remove a reporter's fear about appearance, confidential reports protect his or her name, and the related department doesn't judge the reported information's strength. In general, there are many ways to encourage pilots to change their Overconfidence to acceptable levels through Safety Culture (Von Thaden et.al., 2003).

Communication Relationship with Overconfidence

The communication problems are reflected in the cockpit, and there is a distance between the team (Cheng, 2015). The company's safety awareness provides constant competitive communication between pilots. As mentioned before, if the Overconfident Pilot is still on duty and it has not been reported by the company and others, another pilot with good communication skills may correct an undesired attitude in flight. As one of the latest pilot incapacitation final reports, good communication between the first officer, Air traffic Controller, and cabin crew blocked the chance of a serious incident or accident. Good company standards and followers were successful, and no safety recommendation was proposed (AAIA, 2023). Apart from the good communication example above. Also, an overconfident pilot in other events can be related to an incapacitated pilot because unconsciousness with Overconfidence can deny published procedures, cause too many deviations, and cause a lack of CRM in the end. If the overconfident pilot is not recognized or stopped, this contagious attitude will affect a mission because he or she is already incapacitated against the rules. The overconfident pilot can decide anything consciously or unconsciously (Moore et al., 2017). Overconfidence is highly tied up with all psychological biases (Wen et al., 2023). To count as an incapacitated pilot, being unconscious is enough, and according to the ICAO manual, "any physiological or psychological state or situation that adversely affects performance."(ICAO, Doc 8984 AN/895, 2012).

The link mentioned under complacency to define overconfidence 5 Hazardous Attitude is Overconfidence is directly connected to complacency, and this is one of the hazardous attitudes for pilots. This should be a challenging mitigation with endless learning. With a wide-modified knowledge, pilots can evaluate and be open to correcting themselves. Knowing the company's standard operating procedures can help the other crew to correct any hazardous attitudes during the mission (Neff, 2022). When it comes to a knowledge of standard operating procedures, it brings

complacency in poor communication, hazardous attitudes, high trust in automation, and fewer monitoring instruments like call-outs (Parasuraman et.al., 1993). Another reason for standards is that it is dangerous to under-confidence as much as overconfident. Therefore, there are acceptable definitions in the field of aviation. They are corrected over the standards set (Moore et.al., 2011).

Overconfidence Biochemical, Hormonal Relevance

Overconfidence is universal, and this issue will not change to adopt more safe flight teams in aviation. In other words, we see that Overconfidence is valid for everyone and that it may be beneficial for authorities, companies, and flight teams (Muthukrishna et.al., 2014). Overconfidence affects the decision-making mechanism and is considered a mental phenomenon, and there are reasons for biochemicals like Euphoria. Euphoria may bring Overconfidence in cases where adrenaline and other hormones are secreted, along with the vital moments of pilots during their tasks. Confidence adjustments have been handled by philosophers for centuries (Russo et.al., 1992). Adrenaline hormone gives pilots a question to continue or disregard. According to any abnormal emergencies, pilots should continue to solve the conflict, and thus readiness for that action is mostly tailored from procedures, manuals, and training, especially simulator training, so correct action has been known before the accident (Bloguţ, 2015). Plausibility is a possible barrier between the captain and first officer rank, and it affects communication from the first moment when they are not in the flight stage. While the captain does not even take the sincerity of the first officer, the information and the integrity of the team may affect security at the advanced stages of the flight. Also, epistemic vigilance varies on how we receive or reply to messages from each other (Müller, 2016).

Association with Preliminary (not final) Accident reports;

Pakistan's Safety Investigation Board (SIB, 2020) published a preliminary report on a deadly accident in 2020, and it is still in more detailed research, but some of the reasons for the accident are

obvious, such as Overconfidence. According to FDR and CVR records, it was found to be insufficient in the standard pilot call-outs. In some parts, except fatigue and other factors, excessively experienced pilots don't follow most of the call-outs from time to time, and they tend to underestimate their knowledge. They have no communication before the flight, so they have a fear of being misunderstood, inadequate knowledge about specific knowledge, or evaluation of every word and feeling of another pilot. On the contrary, inexperienced first officers can overestimate their knowledge and abilities (Pavel et al., 2012). Many Call-outs can be followed by modern ergonomic flight instruments in the cockpit, and there is no need to call every state of an aircraft, but call-outs mostly support awareness, vigilance, possible correction of undesired conditions, and cross-check correction by another pilot. Early or on-time call-outs will let the pilots correct the undesired moment (IATA, 2017). Positive behaviours should be reinforced and discussed and ensure the other pilot is standardized. Readiness and preparedness to fly start before flight. Both the captain and first officer should be centered on safety. Having open communication is vital while in conflict, where clear communication is a CRM training subject (FAA, 2004). If the required action is not performed, the warnings in the other category trigger as Caution and Warning. Usually, there are call-outs to break this chain from the beginning and increase the situational awareness of the pilots. Accordingly, it is minimal to be a vigilant pilot, to fulfil the training and requirements and manuals given in the company, and to share the situation with the other pilot with the magic of Call-outs. However, a special approach is needed because letting overconfident students know their limitations in CRM training is difficult, and Overconfidence may cause an accident (Pavel et al., 2012). Another reason was the lack of CRM adherence in most phases of flight. Effective CRM requires feedback, crew monitoring, and cross-checking between each other. Overconfidence played a role in crew management, where following a good CRM brings standardized pilots, and, in this flight, many abnormal factors affected the

hormones of pilots where biochemically connected like plausible deniability. Epistemic vigilance varied a lot, with many abnormal and stressful moments between pilots, aircraft, and air traffic controllers.

Pilots didn't follow a required descent profile, and they were away and higher than the aircraft's performance. Stable Approach where authorities and followers require a maximum 1000ft/minute sink rate in the final Approach and fully configured landing configuration, Instrument Landing System (ILS) within one dot of the glide-slope and localizer where not met. According to the analysis, most of the destabilization has resulted in accidents. Not only being unstable but also trapped in air traffic controller advice, and later on Enhanced Ground Proximity Warning System (EGPWS) warning (IATA, 2017).

IATA(2017) Staying high in descent requires more workload and stress, but a go-around maneuver is mandatory, while the final approach is a factor that disrupts stability, and it is a hot spot in simulator training to make stability a habit. Apart from training, standard operating procedures are written guides by companies where good SOP adherence is a correcting factor. Also, ignorance of the EGPWS warning and several other warnings can be related to Overconfidence, as pilots want to continue approaching and disregard the aircraft's safety warnings. Effective communication is important in those conditions (FAA, 2004). EGWPS's automated warning system must be overcome by pilots' actions. With standard monitoring of an aircraft's automation, it is easier to go back to manual reversion flying. Over-speed, but no orbit was executed, and an approach was continued. There are many contributing factors, but being too confident to continue an unstable approach is a key point.

According to aviation pioneer Wilbur Wright (Wright Brothers), carelessness and Overconfidence were more dangerous than accepting an orbit maneuver advised by the Air Traffic Controller (Wright, 1916). The landing was performed with the gear retracted, where no technical issues were found, and the gears were

fully operational. After that, the aircraft landed on its engines, but pilots performed a go-around with scratched and deformed engines. Pilots lost two engines while airborne again. The chain wasn't broken, and errors were multiplying. The Go-around decision brought a fatal accident at last (FAA-H-8083-5, 2012). There were many escape moments from this fatal accident, but pilots were confident in what they were doing and ignored most of the things. The communication problems were also reflected in the cockpit and between pilots. One of the involved persons could have changed the accident's appearance, but Overconfidence made the pilots continue with their knowledge. It is also counted as latent failure where many pilot decisions were made before the crash and failed in following standard operating procedures and poor CRM, decisions in Overconfidence. In the end, incorrect actions of Go-Around broke down all possible defenses (ICAO 240-AN/144, 1993).

Accident Example 2

The accident shows that both pilots' flight time was more than 10000 hours; therefore, they were experienced pilots familiar with the airport, and as DGAG said, they failed to be a team. The attitudes of the pilots were suppressed again on the flight time experience. Once again, the importance of CRM, especially Overconfidence, as reported, came into force. Communication between each pilot was not standard. Not enough usage of aircraft instruments can be connected to that attitude. Another unsterilized approach ended in a fatal accident (DGAC Chile, 2013).

Accident Example 2

Icelandic Law on Transportation Accident Investigation opened a separate title for Overconfidence and, again, experienced pilots in aircraft operated B200 with knowledge of aircraft's manuals and characteristics. Apart from environmental factors, one of the adverse attitudes was Overconfidence and lack of proper briefing and planning under the keynotes of CRM. The report found that they were overconfident in using a misleading assumption about special

ferry flight permits. The briefing can be connected as a communication tool where pilots can express their questions and additions and knowledge. To go above the aircraft's limitations creates a negative effect, and also, a deviation from standards was accepted. The weather was below their minimums and the Ireland Transportation Safety Board (ITSB) has a rule not to plan or perform a flight if it's under visual meteorological conditions (RNSA, 2013). When flying, a planned Visual Meteorological condition (VMC) in Instrument Meteorological Conditions (IMC) is dangerous; Overconfidence results in poor visibility and accidents(Ayiei et al., 2020).
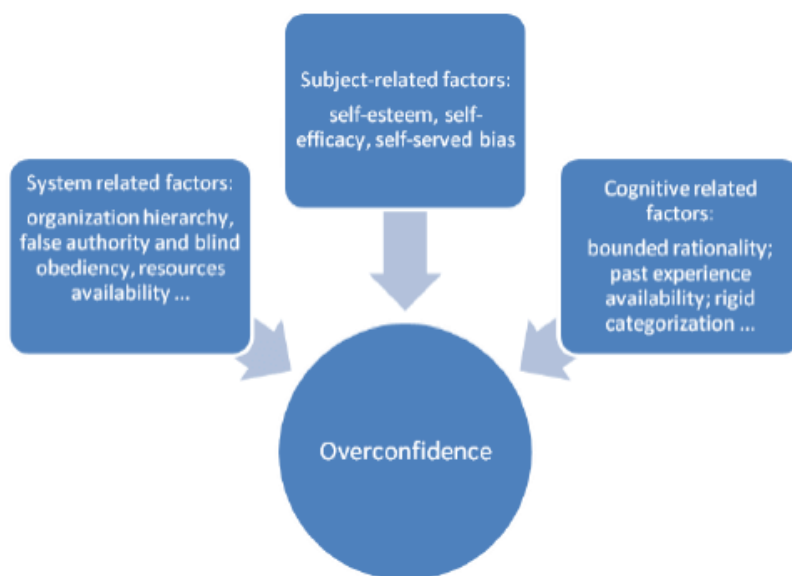
Figure 2. Sources of overconfidence bias (Lucchiari et al.,2012).

In almost every human factor-related accident report, with a common idea of the above-studied accident reports and research, the danger of overconfidence has been shown between the results where, according to Figure 2, few overconfidence biases are explained in this study. Organizational safety culture, adequate training, CRM and reporting, communication, pilots or anyone involved in the

safety and pilots' attitude, impacts of another team member, adherence to aircraft system or authority, manufacturer rules, and challenging knowledge are highly related to Overconfidence.

Conclusion

Companies' investment versus safety is directly proportional. An increased company budget on safety increases awareness as mentioned in Safety Culture (Fardnia et al., 2021). However, according to Figure 1, too much investment in safety brings bankruptcy. For the management part of safety, Safety Risk Management (SRM) department has been introduced to provide continuity in safety culture, and good management needs to be in proactive methodology threshold, which brings in an advanced solution of accidents and provides safety risk controls feedback to other departments to train pilots by evaluating companies' safety grade (ICAO Doc 9859, 2018).

As stated in the examples, even being very experienced in in-flight time, the high familiarity with the aircraft type has not prevented accidents. When a pilot loses his or her situational awareness, automation can bring situational awareness back to a standard level. However, overconfidence in automation and disregarding the aircraft warning system are not safe at all (Antonovich, 2008). Wilbur Wright said, "It is possible to fly without motors, but not without knowledge and skill." This knowledge is more weighted to the knowledge of yourself to believe how risky you are if you can continue your overconfidence (Renstrom et al., 2003). An Overconfident pilot still adversely affects the whole company with proof of the accident reports, the continuously published authority manuals, and the aviation pioneers. This danger still has not been prevented yet, so as Donald Berwick said, "We must accept human error as inevitable - and design around that fact."(Donald et al., 2023).

To be a good pilot mostly requires standards. Some of those need good communication, effective company safety culture and adherence to Standard Operating Procedures, openness to widen the

knowledge and training outcomes acceptance, other trained colleagues, an effective reporting system, and a required level of confidence. The latest aircraft technologies and new brands have reduced human factors, but it will not help pilots if they are not aware of the aircraft's systems. Also with consideration to Scott A. Snook's theory of practical drift, pilots need to pay utmost attention to new technologies where technology can create a failure (Snook et al., 2000). As Walter Alexander Raleigh said, "The engine is the heart of an airplane, but the pilot is its soul.". Don't let your hazardous attitude stop your and others' heart (Raleigh et.al., 1922).

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CHAPTER II

Neophobic Approach in Sensory Evaluation

Gülçin ALGAN ÖZKÖK[1]

Introduction

The food and beverage market is being updated and changed over time. With these changes, food and beverage businesses stand out in the sector by offering different and new applications to consumers that have not been applied before. In this context, although consumers who are open to innovation approach new services positively, there are not always consumers who approach new and different food and beverages positively (Hoş & Çiftçi, 2022: 139). The psychological behavior of consumers towards new foods and beverages is effective in the processes of consuming or not consuming foods and beverages. This psychological behavior is called "neophobia" (Keskin & Sezen, 2020: 1592). Recent research shows that there has been a significant increase in interest in the field

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of psychology on neophobia (Smith, 2021). This concept refers to the fear of a new experience or food, and studies on its psychological effects are quite extensive. Neophobia is defined as not preferring new foods and avoiding trying unknown foods or fearing new foods (Darth & Rehult, 2020: 5). Similar to this definition, the American Psychiatric Association (2022) and Rozin (1988) define neophobia as a fear of new things or situations, while in gastronomy, neophobia is defined as an unwillingness or fear of trying new foods. In general, neophobia is defined as a concept in which consumers are against consuming new foods and beverages due to various factors (Frommelin & Rosendahl, 2018: 2; Üzülmez, 2018: 46; Birdir & İflazoğlu, 2020: 349).

Neophobic approach in gastronomy can be defined as a "fear of novelty" against trying new foods. This approach is also known as "neophobia" (Rozin, 1988; Pelchat & Pliner, 1995; American Psychiatric Association, 2022). Neophobia refers to a situation in which individuals show anxiety and resistance to new or unknown things (Johnson, 2018; Johnson & Brown, 2019). Smith (2020) defines neophobia as distrust, fear or resistance to the new or unknown. This resistance can be seen in the face of any unusual change or innovation and can be effective in different areas of individuals' daily lives (Robinson et al., 2020). This can be manifested by individuals' reluctance to new ideas, technologies or changes (Smith & Brown, 2020). Neophobia can be seen in both children and adults. In children, neophobia is most common between the ages of 18 months and 3 years. At this age, children may be more reluctant to try new foods as they are developing their ability to recognize and evaluate new tastes. Neophobia can be a serious problem that can affect daily life. For example, it can make it difficult to try a new restaurant or experience a different cuisine. In adults, neophobia can be a symptom of an underlying health problem, such as anxiety disorder, autism spectrum disorder, or some personality disorders (Rozin, 1988; Pelchat & Pliner, 1995; American Psychiatric Association, 2022).

The Causes of Neophobic Approaches to Food

In various studies, it has been emphasized that the cautious approach to new foods emerges due to cognitive and motivational, that is, psychological factors. In fact, it is stated that there is a connection between the excessive consumption of sugar and fat, which occurs with obesity or malnutrition, and the hesitation to new foods and beverages as a continuation of unhealthy consumption habits (Özgen & Türkmen, 2018: 231). According to a different definition, food neophobia is the reluctance of consumers to include, accept, or consume different or new products in their current consumption habits and existing eating and drinking cultures (Birdir et al., 2020: 349).

Almost everywhere in the world, people seek diversity in their consumption because they want to consume nutritious and beneficial products, while at the same time they are prejudiced against new foods and beverages in order not to consume products that may harm them. Herein lies another reason for the origin of neophobia (Frommelin and Rosendahl, 2018: 2). It is claimed that neophobia has existed since the beginning of human existence. It is even known that the first people protected their health thanks to neophobia (Palmujoki, 2013: 21).

Factors that affect individuals' food and beverages can be innate as well as learned later. In short, neophobia is most likely to be hereditary, but it can also be the result of the environment in which individuals are raised. Examples of environmental causes include the way individuals imitate their peers or the family, and the way the family educates the individual. At the same time, factors such as education level, socio-demographic factors, lifestyle, income level, urbanization level, social media and various advertisements lead to the formation of neophobia (Soylu et al., 2021: 155). In their study, Tuorila et al. (1994) explained the factors affecting neophobia as the level of knowledge about the newly encountered food, sensory analysis of the food and personal factors.

Neophobia tendency appears as people's behavior of avoiding different or new foods and beverages. With this behavior,

consumers with neophobia continue their eating behavior safely. This situation creates an environment for people to have fear and suspicion against new foods and drinks (Üzülmez, 2018: 46). The causes of neophobia in gastronomy are not fully understood, but a combination of genetic and environmental factors are thought to play a role (Rozin, 1988; Pelchat & Pliner, 1995; American Psychiatric Association, 2022).

Genetic Factors

Genetic factors have an important influence on the perception and evaluation of new tastes. By influencing the structure and function of taste buds, genetic factors can shape how we perceive and evaluate new tastes. Taste buds are small organs on the surface of the tongue that detect flavors. Taste buds have different taste receptors. These receptors detect different taste compounds and send signals to the brain (Bachmanov et al., 2008; Breslin & Beauchamp, 2009).

Genetic factors can influence the structure and function of taste buds, altering how we perceive and evaluate different taste compounds. For example, in some people, taste buds may be more sensitive to perceive bitter or salty flavors. This may cause them to perceive these flavors to be more intense in novel foods (Bachmanov et al., 2008; Breslin & Beauchamp, 2009; Beauchamp & Mennella, 2011). According to genetic differences, some people may perceive novel flavors as more risky or dangerous. This may cause these people to be more reluctant to try new foods (Rozin, 1988; Pelchat & Pliner, 1995). In one study, it was found that people with genetic differences in the structure of taste buds perceived bitter and salty flavors in new foods more intensely (Bachmanov et al., 2008). In another study, it was found that people with genetic differences in the evaluation of new flavors were more reluctant to try new foods. The influence of genetic factors on the perception and evaluation of new tastes continues throughout life. However, environmental factors can also change this effect (Rozin, 1988; Pelchat & Pliner, 1995).

Environmental Factors

Societies have their own unique pattern of behavior and beliefs. This way of life is formed by the behaviors and teachings of the family and the environment. Environmental factors that cause a neophobic approach may include a negative new food experience, neophobic behaviors of parents or cultural norms (Rozin, 1988; Pelchat & Pliner, 1995; American Psychiatric Association, 2022). As a result of studies on the subject, it has been determined that interacting factors such as culture, socioeconomic factors, family influence, peer group pressure, media, and nutrition education at school trigger neophobic behaviors. These sources include media elements such as the internet and television. Advertising and marketing also have a great influence on food preferences. In addition, among the factors affecting individuals' food consumption, nutrition supervision and nutrition education programs have positive effects (Edwards & Hardwell, 2002; Algan, 2011).

The Effects of Neophobic Approaches in Sensory Evaluation

The concept of neophobia is an important factor affecting our daily lives. Smith's (2021) research on psychology revealed important findings on how the fear of a new experience affects individuals' preferences. This can especially affect shopping preferences and cultural activities. Neophobia can also vary across different cultures and social groups. Possible effects of neophobia in gastronomy can be listed as follows:

- Dietary inadequacy: Neophobic individuals may be at risk of nutrient deficiencies because they do not try new foods.

- Social isolation: Neophobic individuals may avoid social situations because they are reluctant to try new foods.

- Psychological problems: Neophobia can lead to psychological problems such as anxiety, depression and low self-esteem (American Psychiatric Association, 2022; Rozin, 1988; Pelchat & Pliner, 1995; Arvola et al., 1999).

Lee et al. (2019) reported that in some societies, certain foods or traditions may be more accepted than others. This shows how neophobia is shaped by cultural and social context. In their study, Darth and Rehult (2020) aimed to learn the perceptions of kindergarten staff about children's willingness to eat where they work and their reactions when a child does not want to eat. As a result of the study, it was revealed that most of the children were hesitant to consume new foods and after refusing to consume, they were given different meals by the staff. Frommelin and Rosendahl (2018) aimed to examine children's acceptance, preference and experience of different types of biscuits in relation to their degree of food-related neophobia. At the end of the study, it was shown that there were various differences between neophobic and non-neophobic groups in children's favorite biscuit preference and children's imaginary biscuit identification, but in general, most of all children preferred chocolate biscuit. Neophobic children preferred soft biscuits, while non-neophobic children preferred crunchier biscuits. Ceylan and Şahingöz (2019) aimed to determine the level of food neophobia of consumers living in Turkey and to explain the relationship between this level and demographic factors of consumers. As a result, it was determined that the geography where consumers live, eating habits, culinary culture, experiences and country conditions affect the level of food neophobia and cause changes. It has been revealed that the food neophobia levels of university graduates and individuals who tend to travel abroad are lower than other consumers. Hoş and Çiftçi (2022) examined the effect of individuals' lifestyles on food neophobia orientations in their study. As a result of the study, they found that traditional lifestyles have a positive effect on food neophobia, while experiential lifestyle has a negative effect. At the same time, it was concluded that factors such as age, gender, educational status and health concerns of individuals also affect food neophobia. In the study conducted by Keskin and Sezen (2020), it was concluded that there was no significant difference between marital status and gender of consumers and neophobia and neophilia, there was a significant

difference between income levels and age and neophobia and neophilia, and there was a significant difference only between education level and neophilia. In their study, Yiğit and Doğdubay (2017) aimed to measure the food neophobia levels of the students of Balıkesir University Faculty of Tourism, Department of Gastronomy and Culinary Arts with the FNS (Food Neophobia Scale) scale. As a result, it was revealed that these students were reluctant to consume foods and beverages from new and different cultures. Taşpınar and Türkmen (2020) aimed to reveal the effects of consumers' perception of healthy eating and food neophobia on behavioral intentions towards edible insect products. As a result of the study, they found that consumers' healthy eating attitude has a positive effect on neophobia, while neophobia attitudes have a negative effect on behavioral intentions towards edible insect consumption. Acuner and Küçük (2021) aimed to test the relationship between the neophobia tendencies of local people in Rize and their perception of tea tourism. It was concluded that as individuals' neophobia tendencies increase, they focus on the negative effects that tea tourism can create, while as their neophobia tendencies decrease, they focus on the positive effects that tea tourism can create. In their review, Dematte et al. (2014) examined the concept of food neophobia and the relationship between neophobia and olfaction. Łoboś and Januszewicz (2019) prepared a study in which they examined food neophobia in children. Birdir et al. (2019) aimed to measure the level of food neophobia and attitudes towards food among tourism guidance department students. Soylu et al. (2021) aimed to determine the food neophobia levels of domestic tourists coming to Mersin, to examine the differentiation of food neophobia levels according to demographic factors, and to determine which of the street flavors offered in Mersin they would not prefer to consume. At the end of the study, it was revealed that the majority of the tourists who participated in the study had a neutral attitude towards food neophobia. It was determined that a certain number of tourists had food neophobia, and that the neophobia levels of tourists differed according to their education level and gender. At the end of

the study, they also made suggestions to overcome neophobia towards street food. Pelchat and Pliner (1995). Their study shows that children's neophobia is the result of a combination of various factors such as maturation, learning and environmental factors. The study also showed that children's aversion to new foods decreases with age. However, children's exposure to positive information about novel foods helped to reduce neophobia. The findings of the study provide important information for families and educators to help children learn to eat new foods.

Various Approaches to Reducing Neophobia

Exposure: This approach involves introducing new foods gradually and regularly to reduce neophobic behaviors (Rozin, 1988; Pelchat & Pliner, 1995; Arvola et al., 1999). Neophobia refers to the aversion or reluctance to try foods other than the usual foods according to the individual's current diet (Pliner & Hobden, 1992:105; Schulze & Watson, 1995:230; Pliner & Salvy, 2006; Topçu & Altundağ, 2023). Although people are born with a liking or dislike for certain tastes, these preferences can be changed. Exposure to the same taste is important in childhood. There are several mechanisms by which food preferences can be learned by exposure to different tastes in early childhood, and repeated exposure is one of them (Liem, 2004). It has been suggested that taste preferences learned in the early stages of life are strong and influence taste preferences later in life (Haller et al., 1999). Previous studies have shown that exposure to flavors is essential to increase liking for a food during childhood (Liem, 2004).

Systematic Desensitization: Systematic desensitization, developed by South African psychiatrist Joseph Wolpe, is a technique used to treat phobias (Kınık, 2022). It is applied to reduce avoidance behavior in relation to a specific stimulus (Rachman 1967; Kafes, 2021). This approach involves gradually reducing anxiety towards new foods to reduce neophobic behaviors (Rozin, 1988; Pelchat & Pliner, 1995; Arvola et al., 1999; American Psychiatric Association, 2022). However, for this technique to be

effective, the individual must accept his/her fear and be willing to face it (Kınık, 2022).

Relaxation Techniques: Relaxation techniques can be an effective way to reduce neophobia. These techniques help to reduce the person's anxiety and stress and reduce their reluctance to try new foods (Rozin, 1988; Pelchat & Pliner, 1995; Arvola et al., 1999; American Psychiatric Association, 2022). Arvola and colleagues' (1999) study showed that relaxation techniques can help reduce children's reluctance to try new foods.

Conclusion

In this study, fear of novelty in taste perception is discussed as one of the psychological behaviors that consumers have towards new foods and beverages. In gastronomy, neophobia is the tendency to avoid trying or accepting new and different flavors. To reduce this, the following suggestions may be useful:

- Educational Experiences: Organizing interactive events or experiences to explore new flavors can encourage people to try new tastes. Activities such as food events, tasting seminars or cooking classes can help people open up to new flavors.

- Slow Acclimatization: It is important to get used to trying new flavors slowly. Starting with small portions and allowing time to taste and get used to new flavors can reduce resistance to neophobia.

- Combining Traditional and New Flavors: Combining new flavors with familiar and popular flavors can help people feel more comfortable trying new flavors. When a new flavor is served in or alongside a familiar recipe, people are often more willing to try it.

- Informing and Learning: Explaining the health benefits of new flavors, the cultural context in which they are used, and the flavor profile can increase people's willingness to try new flavors. Topics such as the origins of flavors, health benefits or different cooking techniques can make people curious.

- Diverse Cuisines: Being open to cuisines from different cultures is a great opportunity to try new flavors. Visiting local restaurants or shopping at different ethnic markets can encourage people to discover new flavors.

- Experience Sharing: Creating platforms for people to share their experiences can increase people's willingness to try new flavors. Platforms such as social media or food blogs can encourage people to talk about new flavors.

Reducing neophobia starts with encouraging people to keep an open mind. Creating curiosity to explore new flavors and encouraging people to share their experiences can be important steps in this regard.

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CHAPTER III

Secrets of Flavor: Sensory Evaluation in Food and Beverages

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Introduction

Human beings need nutrition in order to survive. It is important to meet this need in a balanced and adequate way, but nutrition is not only for sustaining life, but also for the satisfaction of the person by using the senses and evaluating other interdisciplinary effects. In order for food to be consumed, its appearance, smell and taste must attract and satisfy people. This is important in order to consume all of the food without wasting it. Tasting is an action that gives people pleasure. Taste, which is one

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of the most important factors for food to be consumed, is a very important factor. There are foods with many different flavors in nature. If we talk about taste types, there are bitter, sweet, salty, sour, sour umami fatty flavors. Taste differs from person to person, this is because the stage of a person's life, the diseases they carry, and the actions they take affect the perception of taste and reveal differences, so it is a very broad research topic.

Definition and History of Sensory Evaluation

Sensory analysis is the scientific discipline used to measure, analyze and interpret the characteristics that people perceive through the five senses of hearing, sight, taste, smell and touch (Murray, Delahunty, & Baxter, 2001).

The first studies of sensory evaluation in history date back to the 18th century. In England in 1753, an organization called "Women's Union" published "Food Shopping Guidelines". The issues specified in this directive include what to pay attention to when purchasing food and how to make controls with sensory evaluation. In the 1920s, the importance of sensory analysis in the food industry increased and different test methods started to be developed. The "Systematic Sensory Analyses" initiated by Pangborn during the war period in order to provide quality food to the American forces and the triangular test developed in Scandinavia constituted the basic steps in this period. The development of rail and sea routes led to increased transportation and long-distance food transportation caused changes in product quality. With the development of commercial life, sensory tests gained a legal nature and the importance of sensory analysis increased while determining the prices and quality of products. In this process, various products such as tea, coffee, butter and wine were classified based on standards (Akkaya, 2017). In 1975, the British Standards Institute (BSI) published a dictionary containing definitions and sensory tests, and in 1976, it published the draft "Standard for Sensory Analysis Methods" (MEB, 2012). In Turkey, in 1957, it started to be legally used in food controls of wine and fruit juices (Cherry Juice) and in 1983, the "Taste Sensitivity" standard was issued (Gönül, 1983).

Today, it is carried out within the framework of ISO (International Organization for Standardization), which includes 28 standards. Sensory evaluation is becoming an indispensable tool in determining food quality and ensuring consumer satisfaction in the present and future (MEB, 2012).

Basic Tastes

Taste perception is a vital sensory experience that improves an individual's quality of life, encourages healthy eating and prevents the consumption of harmful foods (Kurtuldu, Derindağ, Miloğlu, & Özdoğan, 2018). Living things perceive the taste of food through the tongue. There are small protrusions on the tongue and these protrusions are called tongue papillae. Tongue papillae have thousands of protrusions that can be seen even with the naked eye. There are approximately 2000 to 5000 taste buds on the tongue (Boron & Boulpaep, 2003). The sense of taste is realized thanks to the nerve endings and taste buds on the tongue. Scientists first proposed in the 1900s that there are 4 main tastes (Sweet, Salty, Bitter, Sour) and that these tastes are accessed from different parts of the tongue (Batu, 2017). Today, it is possible to classify the tastes as follows. These are;

Sweet: The nutrients found in foods such as confectionery, honey, fruit (apple, banana), baklava, grape molasses are rich in energy and provide high energy. As a result of eating sweets for long periods of time, the body can be negatively affected. If we look at the effects, the pancreas gets tired and can lead to diabetes. If we look at the positive aspects, it contributes to the secretion of happiness hormone and the fulfillment of brain function (Batu, 2017).

Salty: It is known as the taste of products containing sodium chloride. Salt is found in foods such as cheese and olives. Some alkali metals also give the taste of salt. As a result of long-term nutrition with salt, kidney disorders may occur. The chloride, bromide, iodide, nitrate and sulfate compounds of potassium and lithium often present a complex and diverse flavor profile. These various chemical compounds affect our taste buds in a variety of ways and generally do not leave a familiar or distinct flavor

(Karadeniz, 2000).

Bitter: It can be felt in foods such as cocoa, some spices, coffee, pepper, chocolate. Bitter refers to the word burning. Bitterness is expressed in terms of threshold (perception) and varies from person to person. Bitterness is associated with some chemical substances. Bitter flavors have some positive effects. Some of these are the thoughts that bitter flavors may have antioxidant effects (Karadeniz, 2000; Batu, 2017).

Sour: It refers to the feeling left in the mouth by acidic substances. It is found in foods such as lemon, vinegar and sour cherries. The degree of acidity is measured by an index as in salt. While the sourness of hydrochloric acid is one (1), the sourness of lemon citric acid is 0.46. Sourness is perceived by hydrogen ions in taste receptors (Batu, 2017).

Umami: It is found in fish, meat, milk, tomatoes and some vegetables rich in glutamate. It is delicious and appetizing and rich in protein. In Turkish cuisine, most products are fermented, pickled or dried, and these processes enrich the product in terms of umami flavor. Umami flavor plays a very important role in the variety of cheeses. Umami substances have some positive effects. These; It can be said that it stimulates pancreatic exocrine secretion, gastric juice, gastritis acid and insulin secretion, increases salivation and most importantly leads to the formation of new recipes (Cömert & Güdek , 2017).

Kokumi: Kokum is a Japanese word meaning "rich taste" or "delicious". Kokum is considered a flavor enhancer activated by glutamyl peptides naturally found in fermented foods. It is a healthy and innovative food for food producers. It has positive effects on human health and product flavor. Some of its positive effects are; enriching the eating experience, increasing appetite, providing a feeling of satiety, facilitating digestion and strengthening the immune system. Kokum also helps to reduce harmful components such as salt, sugar and fat, thus increasing the nutritional value and quality of foods. When we look at the areas of use, it can be used in different products in the food industry. These products can be found

naturally in fermented foods, cheese, yogurt, salami, sauces, soups, bread, beer, wine, tea, coffee, etc. or added as an additive. Odorants can also occur in plant foods, such as vegetables, fruits, grains, legumes, mushrooms, mushrooms and algae. The most important feature is that it offers an important opportunity to develop new products, improve existing products, meet consumer expectations and provide competitive advantage in the food industry (Yılmaz & Altuntaş, 2022).

Metallic Taste: Metallic taste is a type of taste that occurs for various reasons. It can be caused by metals such as aluminum, iron and copper. It is caused by health problems or equipment. Factors caused by equipment can be caused by cutlery, metal containers, tools used for dental treatment and similar equipment. Foods and beverages need to be stored in inappropriate conditions, contact with contaminated materials or during packaging. If we talk about health problems, it can be caused by medications, infections, pregnancy, cancer, chemotherapy, food allergies. To prevent metallic taste, it is necessary to reduce smoking, consume plenty of water, pay attention to oral care, and avoid consuming foods cooked with metal products. In a study, it was concluded that a patient who used some medications for one (1) month tasted metallic taste in water and after ten (10) days could not taste sweet, salty and sour tastes. The use of the drugs was stopped in consultation with specialist physicians (Bayar, Şenol Güven, & Ak, 2014). As found in many studies, metallic taste is the most commonly used taste type to explain the taste perception of patients undergoing chemotherapy. In cases where the treatment should continue, they provide psychological support to their patients by recommending chewing gum, consuming cold foods, eating products in plastic containers, and eating sweets after eating meat products because they alleviate the taste (Özkan & Eroğlu, 2022).

Bitterness: Since there is no special receptor for astringent taste in the mouth, it is related to the sense of touch. Therefore, it is thought to be a taste sensation obtained by stimulating the sense of touch. Bitterness is often confused with bitterness and is felt in the nasal

cavity as well as on the tongue. It occurs when substances containing tannins or polyphenols, especially in some foods, react with proteins in saliva and form a precipitate. Tea is one of the most common foods. While astringency may be a desirable feature in some cases, in some cases it is encountered as an undesirable situation. In addition, it has some advantages. For example, it adds a characteristic taste to drinks and adds a different dimension to the flavor. Astringency taste perception may vary from person to person. This shows that flavor preference depends on factors such as personal, cultural, economic status and family (Batu, 2017).

Fatty Taste: Fatty Oily flavours are a factor depending on the type and quality of oils used in foods. It is a type of taste that leaves an oily feeling in the mouth as a result of eating fatty foods. It is an important factor in determining the flavour, texture and quality of food. When a fatty food is taken into the body, taste receptors send signals to the brain with the help of nerve cells, allowing us to understand whether the food is fatty or not. Fatty foods cause the effect left in the mouth to be more, which makes the taste of the food in the mouth to be felt for a longer time. Factors such as salinity, acidity and bitterness affect the oily taste. While some foods (chocolate, cheese, cream, nuts) increase the feeling of oily taste, some foods (lemon, vinegar, mustard, pickle) decrease the feeling of oily taste. The perception of oily taste differs according to the socio-cultural and genetic factors of the individual (Karagöz, 2017; Özkurt & Seymen, 2022). As a result of the spillage of petroleum wastes into the seas or lakes, oily properties may occur in fish (Krishnaswami & Kupchanko, 1969).

Factors Affecting Taste Perception

It may vary according to age, gender, family, culture, preparation of samples, presentation of samples, panelist selection and training, sensory analysis method and design. These factors are examined in detail below.

Sensory studies were carried out to reveal individual differences in taste perceptions. These differences are not only limited to easily identifiable characteristics such as age, gender and Body Mass Index (BMI), but may also be associated with more subtle personal characteristics. In taste, odour and mouth irritation studies, individual differences have been found in absolute and discriminative sensitivity, perceived quality, salivation rate and receptor sites (Muslu & Gökçay, 2020).

Taste buds provide the formation of taste perception by showing differences between individuals. Climate, culture and personality traits of individuals play an effective role in shaping taste perceptions. The climate of the agricultural products grown and the mountainous or maritime characteristics of the geographical region contribute to the formation of taste culture. Factors affecting individuals' taste perception include age, gender, genetic characteristics, diseases and treatments, medications, hormones and pregnancy, smoking, colours and taste perception (Karaman & Çetinkaya, 2020). The factors affecting taste perception are examined in more detail below in line with the research.

The liking or disliking of sensory properties occurs as a direct effect. For example, if we like or dislike the colour, smell, taste, texture or sound of a food, we prefer or dislike that food. In the indirect effect, the sensory attributes of foods give clues about other attributes such as food quality, healthiness, satiety and satisfaction. For example, the bright colour of a food may indicate that it is fresh and delicious; the hardness of a food may indicate that it is stale and bad (Smith, 2018).

Age

People's characteristics (such as age, life stage, educational status, occupation, place of residence) affect what they prefer, so there are changing wants and needs of each age period (Albayrak, 2015). The aging process may cause sensory losses. These losses may reduce the eating experience by affecting the eating activity and

desire. Losses in senses may lead to social distancing, leading individuals to eat alone. As a result of these effects, nutrient intake may decrease, which may result in deficient intake of nutrients. Inadequate consumption of nutrients is known to negatively affect taste perception. However, there are both supportive and refuting findings on the decrease in taste sensitivity of older adults (Karakuş, 2013). The aging process may cause taste disturbances due to changes in the sense of taste as well as decreased salivary gland secretion and inability to chew food completely. In addition, beyond physiological aging, taste disorders due to drug use, zinc deficiency and systemic diseases can also be observed in elderly individuals (Kurtuldu, Miloğlu, Özdoğan, & Derindağ, 2018).

Gender

Although biologically men consume more than women, the patriarchal system aims to keep women away from decision-making mechanisms by leaving them in the background in production and perceiving them almost as the "consumer gender". Women are compressed in a secondary position by the patriarchal system within the food, nutrition activities, activities and production-consumption cycle (Nahya, 2017). As a result of the researches conducted, it is said that there is no difference in taste sensation of sweet, sour, salty and metallic taste according to gender, but there is a significant difference for bitter and umami tastes (Karaman & Çetinkaya, 2020)."Miişoğlu and Hayoğlu (2005) conducted a research on the perception of threshold degrees of four basic tastes. According to the results of the research, it is known that women have more taste sensitivity than men."(Miişoğlu, Hayoğlu 2005; cited in Karaman & Çetinkaya, 2020).

Family

It is a social institution where social integration begins by ensuring the continuation of the generation of individuals derived from the same ancestral origin and having the same ethnic origin, and where relationships based on sincerity, sincerity and trust are

established between spouses and between parents and children, and at the same time economic activities take place to various degrees (Hakan, 2001). The family factor also plays an important role in the development and change of taste perception. Family factor includes situations such as the quality of family relationships, eating habits of family members, substance use or addiction in the family. These factors can affect taste perception both directly and indirectly. In the first trimester of pregnancy, the taste thresholds of pregnant women are higher than those of non-pregnant women, indicating that the taste function decreases during this period (Şeren Karakuş, 2013).

Pregnancy is a critical life stage in which a woman encounters a series of important physical, biological, psychological and social changes. In this process, taste and smell perceptions of the expectant mother also undergo changes. In particular, the increase in the hormone estrogen leads to enlargement of the taste buds and changes in taste sensitivity. Therefore, during pregnancy, the expectant mother may experience changes in taste preferences, cravings and loss of appetite. At the same time, the food and drinks consumed by the expectant mother can affect the baby's taste perception. The baby's taste perception starts with the amniotic fluid in the womb and may vary depending on the eating habits of the expectant mother. In the postnatal period, breast milk is a factor that significantly shapes the baby's taste perception. Breast milk has different tastes and aromas depending on the diet of the expectant mother. The baby discovers and gets acquainted with different flavours with breast milk. It has been observed that breastfed babies accept and like a wider range of flavours in the transition to solid foods. It has been determined that these babies show less interest in sweet foods, but show more interest in salty foods. During infancy and childhood, the eating habits of family members are an important environmental factor affecting taste perception. The foods consumed by family members play a key role in the development and change of taste perception. The dietary preferences of family members shape children's taste perception and determine their taste preferences. For example, family members' preference for salty foods may lead

children to like salty foods and find salty foods more attractive. In addition, family members' eating habits influence children's eating behaviour. For example, if family members watch television during meals, it may distract children's attention from the food and reduce their perception of taste. Substance abuse or addiction in the family is an important factor that affects taste perception both by genetic factors and environmental factors. It is emphasised that individuals with substance abuse or addiction have a genetic predisposition in taste perception. It is known that these individuals have certain polymorphisms in taste receptors and these genetic variations may alter taste perception. It is also emphasised that children of individuals with substance abuse or addiction in the family may have similar tendencies and this may affect taste perception (Nanou, Brandt, Weenen, & Olsen , 2016; Weenen, et al., 2018; Muslu & Gökçay, 2020;).

Economic Status

The income status of individuals is an important factor in determining their consumption habits. These habits are generally shaped depending on the financial resources, income levels and economic status of individuals. Individuals with low income levels generally tend towards more budget-friendly options and therefore have high price sensitivity. Individuals with low income levels generally tend towards foods that are more satisfying in their food preferences. This often leads to a preference for more affordable and energy-dense foods to meet basic nutritional needs. In addition, these individuals usually focus on staple food items, giving more importance to their satiating properties than their nutritional value.

On the other hand, individuals' dietary preferences may change as income level increases. Individuals with high income levels generally prefer healthy, varied and high-quality foods with high nutritional value. These individuals may focus more on supporting their dietary habits with not only filling but also healthy and nutritious foods. In addition, the preference for organic products may become widespread with the increase in income level.

Individuals with higher income levels may prefer organic products, considering their environmental impact and because they believe that they are healthier. Since organic products are generally produced without the use of pesticides and chemical fertilisers, they are believed to be healthier and therefore may be preferred by individuals with high income levels. In conclusion, income status of individuals is an important factor affecting their consumption habits. While individuals with low-income levels generally tend towards budget-friendly and satisfying foods, individuals with high income levels may focus more on nutritious, diverse and healthy foods, and may even prefer organic products (Karaman, 2019; Karaman & Çetinkaya, 2020).

Sensory analysis method and design

This is the last factor affecting taste preferences. The sensory analysis method and design can influence how taste preferences are measured, analysed and interpreted. For example, the sensory analysis method may use different scales, tests, questions, statistics to determine taste preferences. The design of sensory analysis may use different experimental designs, blocks, replications, randomisations to control factors that may affect taste preferences (MEB, 2012).

Preparation of Samples

Processes such as preparation, storage, heating, cooling, mixing, cutting, measuring of samples to be used in sensory analysis may change the sensory properties of the samples. Therefore, standardisation and control of these processes are important for the result.

Presentation of Samples

Presentation of samples is another factor affecting taste preferences. Presentation of samples is a very important factor because it affects the visual, auditory, tactile, and olfactory

properties of foods. For example, factors such as colour, shape, size, order, packaging, sound, texture and smell are the main factors affecting taste preferences.

Selection and Training of Panelists

In sensory evaluation tests, people called panellists evaluate the sensory properties of foods. Panellists are divided into two as trained panellists and consumer panellists. Trained panellists are specially selected, trained and calibrated. These panellists undertake the task of objectively identifying and classifying the sensory properties of foods. They take part in tests such as different tests and descriptive analyses. Consumer panellists, on the other hand, represent general consumers and evaluate subjective characteristics of foods, such as likability, acceptability, and preference. The selection and training of both groups of panellists varies depending on the purpose, scope, and method of testing. The sensory abilities, motivation and adaptability of trained panellists are measured by various tests. They also learn sensory terms, references and protocols. Consumer panellists are selected on the basis of their demographic, socio-economic and psychographic characteristics and receive basic information. Consequently, panellist selection and training in the sensory evaluation process is critical to obtain reliable and valid results. This process is an important tool for quality control, product development and consumer satisfaction in the food industry (MEB, 2012; Bratcher, 2013; Diako, Cooper, & Ross, 2018).

Nutritional Requirements

Nutrition is very important for sustaining the life of every living being, meeting the energy needed by human beings, nutrition is very important in terms of health as well as sustaining life. Continuous malnutrition can lead to obesity, diabetes and cardiovascular diseases (Sayan, 1999). Nutritional requirements are determined according to factors such as age, gender, physical activity and disease.

Hunger Level

The feeling of hunger and the desire to consume food arise in response to homeostatic hunger states such as decreased glucose levels and increased free fatty acid levels in the body. In other words, the effort to maintain balance within the body leads to the individual's feeling of hunger and the desire to consume nutrients to meet this need. Food consumption is a complex process determined by the interaction of biological, psychological and environmental factors (Gündüz, Akhalil, & Sevgi, 2020). For example; emotional eating is the name given to situations that push people to eat more food as a result of positive or negative (stress, anger, happiness, excitement) situations (İnalkaç & Arslantaş, 2018). Compared to physical hunger, the symptoms of emotional hunger are different. While physical hunger is characterised by symptoms such as stomach upset, bitterness and a drop in blood sugar, emotional hunger tends to satisfy emotional needs instead of consuming food (Serin & Şanlıer, 2018).

Appetite

Appetite is the desire to eat. This desire arises from the need for nutrition necessary for human survival. Appetite varies according to physical and mental state, age, gender, climate, habits and culture. Appetite is also affected by factors such as the quality, variety, presentation and odour of the food. Appetite, which is a very important factor for human health, disrupts the body's balance and leads to various diseases. To increase appetite, methods such as light exercise before eating, choosing fresh and aromatic foods, presenting food in a colourful and attractive way, drinking water or fruit juice between meals, chatting and listening to music during meals can be applied. To reduce appetite, methods such as drinking coffee, tea, wine or liquor before or after a meal, eating bitter or spicy foods, presenting meals in a simple and simple way, drinking milk or yoghurt between meals, being quiet and calm during meals, and sleeping after meals can be applied (Brillat-Savarin, 2016).

Physical Activity Level

It is important to pay attention to nutrition in order to maintain physical activity effectively. Individuals should plan and perform their physical activities by considering factors such as age, gender, body size and health status. Nutrition can increase the efficiency of these activities and contribute to individuals to maintain a healthy lifestyle (Karaman & Çetinkaya, 2020). The effect of physical activity on taste perception depends on factors such as intensity, duration, frequency, type and timing of the activity. For example, increasing the intensity of moderate and high intensity exercises may decrease the tendency to emotional eating depending on the type of food. Furthermore, physical activity may increase the perception of sweetness by increasing the sensitivity of taste receptors. This, in turn, may decrease or increase the consumption of sweet foods (Kaldırım & Vergi, 2021;Soylu, Turğut, Canikli, & Kargün , 2021).

Genetics

The individual's taste receptors in the tongue and their interaction in taste experience affect taste perception. The effect of genetic variations on taste perception has been known since the 1930s. The perception and sensitivity to taste compounds of factors such as bitter, sweet, etc. through genetic coding varies according to the genetic differences of individuals. Reluctance to try new foods is a common feature seen in children aged 18 months to 2 years. According to Harris (2008), genetic factors are one of the main factors affecting children's choices in food acceptance (Yağcı, 2021).

Diseases Factors that cause impaired taste sensation are quite diverse. These include dry mouth, myasthenia gravis, Parkinson's disease, head traumas, local antiplaque agents, diabetes, pregnancy, gastroesophageal reflux disease, hypothyroidism, smoking, ear surgeries, excessive alcohol use, liver diseases, sinusitis, sense of smell disorders, upper respiratory tract infections, burning mouth syndrome, These include vesiculobullous lesions, hairy tongue,

metallic dental restorations, removable dentures, nutritional deficiencies, dental local anaesthesia, some surgical procedures such as extraction of impacted teeth, chemotherapy, radiotherapy of the head and neck region, and use of drugs containing sulphydryl group such as captopril and penicillamine (Kurtuldu, Miloğlu, Özdoğan, & Derindağ, 2018). The senses of taste and smell are damaged by diseases and medications, and flavour perception deteriorates (Muslu & Gökçay, 2020).

Psychological State

According to Lanfer (2012), factors affecting taste preferences include psychological, sociodemographic, genetic and environmental factors. Psychological factors include factors such as exposure and learned taste (Kılıçlar, Şahin, Sarıkaya, & Bozkurt, 2017). Our psychological perception is reflected and interpreted in different forms with the combination of sense organs. When a person eats or drinks something different from normal, no matter how different this food is, he/she immediately tries to match it with a similar food or taste. This perception also applies to foods that have never been experienced before (Cankül & Uslu, 2020).

Pregnancy

It is observed that extreme sensitivity is noticed during pregnancy, especially in terms of taste and smell. Various studies have been conducted to fully understand the changes in taste and food preferences during pregnancy. According to the results of these studies, food and beverage preferences that occur during pregnancy are due to metabolic changes together with changes in the sense of smell and taste.

Changes in salty taste preference are observed due to the sodium requirement and changing physiological mechanisms due to the increase in tissue fluid and blood volume during pregnancy. It has been determined by various studies that the increase in salt consumption is guided and motivated by the effect of taste sensation.

The increased need for sugar during pregnancy is estimated to be due to increased energy requirement (Ersoy & Mamak, 1991).

Obesity

Obesity is a chronic disease in which body fat mass increases in proportion to lean body mass as a result of the excess of energy intake over expenditure. This is an important health problem that can lead to various disorders and even deaths by affecting all organs and systems of the body, especially the cardiovascular and endocrine systems (Altunkaynak & Özbek, 2006). Individuals with normal weight have a more sensitive taste perception than those with above normal weight. As BMI or body weight increases, the level of perception of sweet and bitter tastes also increases. However, the relationship between obesity and perception of different tastes is not yet clear enough due to the different results in the studies (Karakuş, 2013).

Smoking

Smoking causes significant health problems. Smoking can cause nasal congestion, yellowing of teeth, gum problems, lung diseases and vital problems. In addition to these problems, it is known to have negative effects on taste perception. In a study in which the threshold for recognising the taste of salt was measured, it was observed that the taste thresholds of smokers were higher than those of non-smokers (Karakuş, 2013). At the same time, it is known that panellists are selected among non-smokers during sensory evaluation. If a smoker takes part in the sensory evaluation, he/she should not smoke at least one (1) hour before and during the tasting. The change in the taste perception of smokers varies according to the duration of smoking, the age of the smoker, and the amount of cigarette consumption (MEB, 2012; Karaman, 2019). After quitting smoking, taste perception improves over time.

Beliefs It affects how people's lives will be shaped as long as they continue their lives. This effect is seen both psychologically and

physiologically. When we look at the psychological aspect, it is related to which foods the religious belief of the individual can eat, which foods are prohibited or which foods are considered sacred. These factors also affect the individual's taste preferences. Physiologically, the signals sent by the nervous systems to the brain and the stress level of the person and other hormones can affect the taste preferences. At the same time, it is a very important factor in taste preference, as it is believed that that food will have a bad effect with beliefs (Karaman & Çetinkaya, 2020).

Conclusion

Flavour, taste types and factors affecting taste perception play an important role in the perception of foods and beverages. Studies on these issues are of great importance in understanding the taste profiles of consumers and trying new flavours. In this study, the concepts of taste and flavour, which occur as a result of sensory evaluation in food and beverages, were explained and the factors affecting taste were focused on. Flavour is the general taste experience that a person gets from something he/she eats or drinks as a result of the combination of sensory stimuli such as taste, smell, texture and visuality. Flavour can be influenced by factors such as dietary habits, cultural background, personal preferences and even psychological state. Therefore, flavour perception may vary from person to person. Taste consists of sweet, salty, sour, bitter and umami, the five basic tastes perceived by the taste buds in the mouth. In addition to these, different flavours have recently emerged, such as kokumi, metallic taste, oily and astringent taste. Taste perception is the process by which chemical signals perceived by the taste buds are sent to and interpreted by the brain. Sensory evaluation varies according to age, gender, genetic factors, diseases and treatment, medications, hormones and pregnancy, smoking status.

Understanding flavour can provide many potential benefits to the food industry. Producing better tasting food is possible by understanding the basics of flavour. Thus, food companies can produce more flavourful foods. This can both increase consumer

satisfaction and help increase sales. Understanding flavour can support food companies to develop new products, providing consumers with more choice and increasing market share. In addition, understanding flavour helps food companies to better understand consumer preferences, enabling them to make products more attractive to consumers.

In this context, suggestions can be made to improve flavour perception by considering the factors affecting sensory taste perception:

Different flavour combinations should be tried to improve flavour perception. For example, consuming foods containing basic tastes such as sweet, sour, salty, bitter and umami can enrich the perception of flavour. Different combinations of these tastes offer different flavour experiences. For example, a combination of sweet and sour tastes can create a fruity flavour, while a combination of salty and bitter tastes can create a spicy flavour. Enriching the perception of flavour can make the eating experience more enjoyable. It can also encourage people to try new foods and explore different cultures. Understanding flavour can help food companies develop foods that are better for health. This can help consumers to eat healthier.

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CHAPTER IV

From African Cuisine to the World Table: Gastrodiplomacy

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Introduction

Africa is a continent known not only for its immense natural beauty, but also for its distinctiveand rich culinary culture. These cuisines are more than just delicious dishes; they are cultural treasures that reflect a country's history, culture and geographical diversity. Africa's culinary wealth has the potential to be not only a source of food satisfaction, but also a means of tellingthe continent's story and sharing its cultural richness across the globe. (Nani, 2019; Samuel, 2019) Gastrodiplomacy is an effective strategy for promoting a country's culinary culture around the world, strengthening cross-cultural ties and enhancing diplomatic relations.

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Africa's efforts in this area are of great importance, not only in promoting traditional delicacies, but also in celebrating cultural diversity and highlighting the continent's distinctive identity (Rockower,2012).

By addressing Africa's gastrodiplomacy, this paper aims to understand how traditional cuisines are not just food, but also a cultural expression and a diplomatic tool. How is Africa's culinary heritage used not only in terms of taste but also as a powerful tool of cultural dialogue? What kind of diplomatic influence do African countries exert through their food and cuisine? The answers to these questions aim to understand how Africa's cuisines play a role on a global stage and how they create an impact through gastrodiplomacy.

CONCEPTUAL FRAMEWORK

Gastrodiplomacy

Gastro-diplomacy is a sub-branch of public diplomacy that emerged as an integral part of cultural diplomacy and refers to a field of diplomacy in which food, culinary cultures and meals are used as an effective tool in relations between countries. This concept brought a new dimension to cultural diplomacy in the bipolar international politics of the 20th century. Historically, food has been seen to play an important role in the communication and interaction of pre-state communities.

Food and spices have been used for centuries in economic and diplomatic missions to build or strengthen relationships. Gastro-diplomacy stands out as a means of bringing different communities together and communicating in an environment where cultural elements become more prominent and differences are combined in the process of globalization. It has been stated that sharing a meal leads to positive social interactions among those who eat together. The positive mood of individuals increases in gatherings where food is shared, which contributes to the strengthening of social interactions. In this context, gastro-diplomacy is not only a diplomatic tool, but also

aims to establish and strengthen positive social ties between societies. (Kargiglioğlu, 2017; Kul, 2019) While gastro-diplomacy refers to the gathering of executives, ithas started to be realized at the public level with the changes in international politics. Food and cuisine place diplomacy more prominently at the level of social communication and interaction, and play an effective role in the protection and promotion of cultural heritage. (Algan Özkök, 2022)

Soft Power

Soft Power is a concept that allows a country to exert influence over other countries without exerting political or economic pressure. The term was introduced by Harvard University professor Joseph Nye in the 1980s. Soft Power refers to a country's ability to create a favorableperception and influence in other countries through its culture, values, policies and attractiveness.

Soft Power is based on the strategy of using culture, education, technology, art, language, mediaand other "soft" elements to gain the appreciation of others. This aims to build a more positiverelationship with other countries, strengthen alliances and generally promote national interests. For example, a country's music, movies, literature or science and technology achievements canmake it attractive to others. This means that a country has an attractiveness based not only on its military or economic power, but also on its cultural and ideological elements.

Soft power can be used in international relations in combination with hard power (such as militarism or economic pressure) to create a more comprehensive and effective foreign policy strategy. Especially in a globalizing world, soft power is becoming increasingly important in interactions between countries.

In this context, it can be said that African countries have the potential to increase their soft power and become more influential in the global arena by promoting their culinary cultures andgastronomy on international platforms.

Key Strategies and Achievements in African Gastrodiplomacy

Africa is home to different cuisines due to its historical, geographical, ethnic and cultural diversity. This richness points to a significant potential for gastronomy tourism and gastrodiplomacy. In line with this potential, African countries use various gastrodiplomacy strategies to promote their culinary culture internationally and strengthen relations between countries. These strategies include food and gastronomy festivals, chef exchange programs, agriculture and food cooperation, food innovation and sustainability. These activities include;

1.Food and Culinary Festivals:

Food and culinary festivals organized in many countries in Africa are important events that celebrate rich cultural heritage and diverse culinary traditions. Such events make Africa stand out in terms of both tourism and gastronomy. Some of these events are as follows;

a. Marrakech Gourmet Festival - Morocco:

Marrakech is known as the cultural capital of Morocco, and the Marrakech Gourmet Festival brings together renowned chefs to showcase Morocco's uniquely flavorful cuisine. At the festival, Morocco's traditional pastillas, harira, zaalouk and other specific dishes of the countryare introduced.

b. Ghana Food Festival- Ghana:

This festival in Ghana highlights the rich diversity and local flavors of Ghanaian cuisine. In addition to local chefs, international chefs also participate in the festival, encouraging cultural exchange and contributing to the country's economy and tourism.

c. Nairobi Food Festival - Kenya:

The Nairobi Food Festival is known as an event where Kenyan chefs and local producers cometogether. The festival aims to

promote the country's street food as well as traditional dishes from various regions of Kenya.

d. Cape Town Food and Wine Festival - South Africa:

Held in Cape Town, South Africa, this festival brings together food and wine lovers. The festival showcases South Africa's unique wines, culinary delicacies and agricultural products. It is also famous for its cherry festival and dishes such as brai and boewors.

e. Lagos Food and Culinary Festival - Nigeria:

Taking place in Lagos, Nigeria, this festival offers tourists a wide range of Nigerian cuisine. With the participation of local chefs and cooks, products such as falafel, hot dogs, oysters and hamburgers are on the menu at Nigeria's traditional food festival.

2.Chief Exchange Programs:

In Africa, famous chefs and cooks come to the continent from time to time, and chefs and cooksfrom Africa travel to various parts of the world. They also make visits within the continent. Forexample, Turkey, Indonesia and South African countries are included in this program from timeto time. Chefs from Turkey come to Africa thanks to Yunus Emre Institute. They teach how tomake bagels, pastries, bread varieties and soups, and cooks from the continent come to Turkeyfor food fairs. Tourists from Indonesia come to Africa thanks to the Kramat Festival, where Indonesian cooks and local cooks prepare meals together and complete the festival. In South Africa, events such as the cherry festival are organized. These events have at times pushed thecontinent forward in terms of gastrodiplomacy.

3.Agriculture and Food Cooperation:

Many countries in the African continent are increasing their efforts to cooperate with each other in the agriculture and food sectors, which are an important element of economic development. These cooperation initiatives aim both to support the development

processes within thecountries themselves and to create a stronger economic integration at the regional level.

f. Trade in Agricultural Products and Market Access:

Regional market access is being strengthened through agreements on trade in agricultural products between countries such as Tanzania, South Africa, and Ethiopia, as well as between Nigeria and Kenya. In this way, the agricultural potential of each country is being made available to a wider geography.

g. Agricultural Technology Transfer and Innovation:

Countries such as Ghana, Zimbabwe and Algeria are implementing cooperation projects to increase technology transfer in the agricultural sector. Within the scope of these projects, knowledge and experience are shared in areas such as irrigation technologies and seed quality improvement methods.

h. Sustainability and Environmental Compliance:

Countries such as Mauritania, Mali and Benin are working together on water resources management and combating climate change by developing joint projects on sustainability and environmental adaptation in agriculture. These projects aim to increase agricultural production while minimizing environmental impacts.

4. Food Innovation and Sustainability:

There are a number of important efforts and initiatives in the area of food innovation and sustainability in Africa. These efforts aim to advance food security, agricultural productivity, sustainable agricultural practices and food technologies. Here are some examples of food innovation and sustainability in Africa:

i. Agritech Innovations:

FarmCrowdy (Nigeria): An online platform that provides financial support and agricultural expertise to farmers. The platform

allows farmers to invest in agricultural projects and optimizetheir farming processes.

Twiga Foods (Kenya): Twiga Foods offers a digital platform to connect farmers and retailers. This platform works to reduce food waste by optimizing the supply chain of agricultural products.

j. Sustainable Agriculture Projects:

Kilimo Salama (Kenya): Kilimo Salama is an initiative to provide farmers with insurance and financing against climate risks. This enables farmers to compensate for crops lost due to adverse weather conditions.

Injaro Agricultural Capital Holdings (Ghana): This company promotes sustainable agriculturalpractices and contributes to rural development by providing financial support to smallholder farmers.

k. Food Technologies and Innovation:

mPedigree (Ghana/Nigeria): This company uses mobile technology to prevent counterfeiting of pharmaceutical and food products. It allows consumers to check the authenticity of products and promotes safe food consumption.

FarmDrive (Kenya): FarmDrive is a digital credit assessment platform that provides farmers with access to financial services. This helps farmers to build their financial history so that theycan get a loan.

l. Sustainability and Combating Climate Change:

The African Agricultural Technology Foundation (AATF): This organization focuses on developing more efficient and sustainable agricultural technologies that are resilient to various

climatic conditions. In particular, it focuses on innovations such as drought and disease resistantseeds.

m. Food Processing and Preservation:

Solar Freeze (Kenya): This initiative provides solar-powered mobile refrigeration solutions. These solutions help farmers, especially in rural areas, to preserve their produce for longer.

Gastrodiplomacy in Africa's Rich Economies

Gastronomic diplomacy is a factor that is significantly shaped by a country's economy, geographical location, population structure and food culture. The prestige that a country gains in the field of gastronomy is that it contributes to economic returns, often by stimulating tourism. Especially in tourist areas, gastronomy tourism generates economic vitality through local restaurants, chefs and local products, and geographical location affects the diversity of agricultural products through the country's climate and soil structure. In addition, the composition of the population and cultural diversity diversify and enrich a country's food culture. This diversity has contributed to the emergence of local recipes, traditional dishes and gastronomic heritage. In this article, the most powerful countries of the African economy in terms of gastrodiplomacy are analyzed. These are;

Morocco:

Morocco is a country located in northwest Africa, with a population of nearly 38 million in 2022 and a gross domestic product of 142 billion dollars, and has a vast area extending from the foothills of the Atlas Mountains to the Atlantic Ocean. Its geographical location allows the country to host unique natural beauties. The Atlas Mountains form a barrier that stretches across the center of the country, while the coastline stretches along the Mediterranean and Atlantic coasts, encompassing the tourist areas. The Sahara Desert offers an impressive landscape in the southeast of the country. Morocco's economic structures include agriculture, mining, textiles and tourism. Agriculture is an important source of income, especially banana, citrus and olive production. The country is strategically located at the crossroads of trade with the Middle East

and Europe. These economic dynamics contribute to Morocco's strengthening on the international stage.

Historically, Morocco has been under the influence of many civilizations from ancient times to the present day. Great cultures such as the Phoenicians, the Roman Empire, the Arabs and the Ottoman Empire have shaped Morocco's history and left a rich legacy. Morocco's historic cities, medinas and palaces are architecturally unique and steeped in history. Known for its proximity to the European continent, Morocco has experienced considerable developments in terms of gastrodiplomacy as it is constantly interacting with the continent. Gastronomy and gastrodiplomacy is one of the important elements that reflect Morocco's cultural richness, as its history is deep-rooted and its geography is suitable.

Moroccan cuisine offers a gastronomic experience characterized by its rich history and cultural heritage. This unique cuisine includes many unique dishes such as bastilla, harira soup, kefta tagine, zaalouk, mrouzia, as well as tagine and couscous. Tajin is an iconic dish prepared with a long cooking technique over low heat and includes lamb, dried fruits and various spices. Couscous is a light and flavorful dish that combines wheat grain and various ingredients. Bastilla is a traditional cake made with a skillful blend of chicken, almonds, eggs and spices.

Harira soup is a nutritious soup made with red lentils, chickpeas, vegetables and spices. Kefta tagine is a type of tagine prepared with minced beef or lamb, spices and vegetables. Zaalouk is a fried sauce made with roasted eggplant, tomatoes, peppers and spices. Mrouzia is a stew dish usually made with lamb and flavored with special spices and dried fruits. In terms of tourism, Morocco's historical and cultural richness attracts millions of tourists every year. The historical atmosphere of Fes, the fascinating markets of Marrakech and the modern fabric of Casablanca offer different experiences to tourists. At the same time, festivals such as the Kalaat Mgouna Rose Festival with whirling dervishes and chanting, the Fez World Festival of Sacred Music with dance and song inspired by the

Berber, Arab and African people, the Essaouira Gnaoua and World Music Festival with famous singers, cooks and fortune tellers from all over the world are Morocco's gastrodiplomatic gesture. Colorful markets, bazaars full of handicrafts and traditional clothing offer tourists unique shopping experiences.

In conclusion, Morocco's diverse geography, economic dynamics, deep historical and gastronomic heritage make it a unique and worth exploring destination, and all these elements contribute to Morocco being more than just a tourist destination, but a rich cultural, historical and economic experience.

South Africa

With 60 million inhabitants, South Africa is a country of diverse geographical features, occupying an important position on the continent. Bordered by the Indian Ocean to the southeast and the Atlantic Ocean to the west, the country offers an impressive landscape and biodiversity. Natural formations such as the Table Mountains and the Drakensberg Mountains highlight the country's geographical diversity. Economically, it holds a revenue of 360 billion dollars in 2022. South Africa is a country active in the mining, agriculture, manufacturing and service sectors. Mining is characterized by activities related to gold, platinum, diamonds and other minerals. At the same time, the country's tourist areas, safari parks and natural reserves ensure that tourism also plays an important role in the economy.

Historically, South Africa has a rich ethnic diversity and a complex history. The apartheid era (white supremacy over the black race) was an important historical event in the country and the anti-apartheid struggle led by Nelson Mandela laid the foundations for a democratic South Africa. Although these conflicts seem to be harmful to the country's culture, they have also led to cultural interactions and different gastronomic dishes have emerged. For this reason, South African cuisine stands out with its diverse flavors and unique cooking methods. Open-air barbecues called "braai" are not

only a way to cook meat, but also a social event that brings family and friends together. It is also a recreational activity that makes this dish special. The rich range of cuisine includes Bobotie, the country's national dish, the street food Bunny Chow, slow-cooked Potjiekos and Sosaties, marinated meat skewers. Chakalaka, prepared with vegetables, spices and special sauces, is a common side dish. Melktert adds a different dimension to desserts with its cinnamon milk tart. South African cuisine reflects historical, cultural and geographical diversity and stands out with its homemade and traditional flavors. Gastronomically, South African cuisine is known for its use of local ingredients and meat-based dishes. These dishes have been promoted through events such as festivals and promotional programs. Some of these festivals are the Freedom Day Festival, which commemorates the Apartheid political event with military force by coming together with braai food, the Cape Town Jazz Festival, which is the most popular event in South Africa and attended by the world's most famous artists, the Cherry Festival to promote in the agricultural field, the Oyster Festival to promote Seafood and the Cheese Festival where almost everything is made of cheese are the leading festivals of South Africa. On the agricultural side, South Africa's agricultural sector has the capacity to produce a variety of products for both the domestic market and for export. However, challenges in the sector include factors such as water shortages, climate change impacts and land use issues. For this reason, various projects and policies are being developed, such as The African Agricultural Technology Foundation (AATF), which focuses on the sustainability and productivity of agriculture.

In conclusion, when all these factors are analyzed, it is seen that South Africa's activities in the fields of agriculture, economy and gastronomy support the gastrodiplomatic movement.

Ethiopia:

Ethiopia is a country located in East Africa with 120 million inhabitants and has distinct geographical features. Among the various regions of the country are important natural formations such

as the High Plateau and the Rift Valley. With a rich historical past, Ethiopia has been home to important cultural heritage such as the Aksum Empire and the stone churchesin Lalibela.

Economically, Ethiopia is a country operating in agriculture, livestock and service sectors. Witha total area of 1.12 million square kilometers, 45% of Ethiopia is suitable for agriculture. The country is also one of the largest coffee producers in Africa. According to the data announced by the Ethiopian Ministry of Culture and Tourism, in 2020, 37.2 million dollars of income wasrecorded from 9,925 Chinese visitors. At the same time, the tourism sector plays an important role in the country's economic dynamics.

Ethiopian food is based on a large round bread, often served with a fermented bread called "injera" and eaten with various sauces. Injera is usually made from fermented teff flour and is especially eaten for breakfast. One of the most popular Ethiopian dishes is "Doro Wat". This spicy chicken stew is prepared with onions, garlic and various spices. Doro Wat, which is usually served on injera, is a dish frequently consumed on the country's traditional holidays and special occasions. Another important dish is "Kitfo". This is a meat dish prepared by mixing raw red meat with spices and oil. The spice level can vary depending on preference and is often served with injera. Ethiopian cuisine also includes various linzo dishes. "Misir Wat", a red lentildish, is a common delicacy in Ethiopian everyday cooking. This dish is prepared with onions, garlic, ginger and spices and served over injera. One of the gastronomic specialties of Ethiopiais a traditional honey mead called "Tej". This drink is made by fermenting honey, water and traditional herbal ingredients and is usually drunk at special celebrations.

In conclusion, Ethiopia's diverse geography, economic structure, deep history and rich gastronomy make this country attractive for those who wish to explore it.

Nigeria:

With 213 million inhabitants, Nigeria is a country spread over a large geographical area in WestAfrica and attracts attention with its natural beauty. The vast savannah areas in the northern part of the country offer suitable land for livestock breeding, while the tropical rainforests in the south create an ecosystem rich in biodiversity. The Niger River, which runs from west to east, is the longest river in the country and is surrounded by fertile lands and its delta is suitablefor agricultural activities. The high plateaus in the central part stand out with their cool climatesand agricultural potential. The southwestern and southern coastal plains are home to large agricultural lands and port cities with intensive trade. The area around Lake Chad in the northeast is characterized by wetlands and fishing activities. Nigeria's geographical diversity creates a rich mosaic of different climates, ecosystems, and natural resources.

With a gross domestic product of 506 billion dollars, Nigeria is one of Africa's leading economies, characterized by the energy sector, particularly oil and natural gas production. Agriculture, services, mining and construction also play significant roles in the economy. Agricultural products contribute to the domestic market as well as foreign trade revenues, whilethe service sector supports the diversification of the economy by developing in areas such as finance, telecommunications and tourism. Trade and finance reflect a vibrant business environment brought about by a large population and a growing consumer market. However, the economy's sensitivity to oil prices, external dependence and structural challenges have led Nigeria to diversification efforts. This contributes to the diversification of economic activities and the overall wealth of the country.

In terms of tourism, different ethnic groups in the country reinforce its cultural diversity with traditional dances, colorful festivals and handicrafts. The fact that Nigeria has been under the influence of many civilizations throughout history has led to the existence of many historical and archaeological sites in the country.

Sites such as Benin City, Osun-Osogbo Temple and Nok Culture are among the attractive places to visit for history buffs. In terms of natural beauty, the impressive scenery of Zuma Rocks, the mesmerizing nature of Erin Ijesha Falls and the coolclimate of Obudu Cattle Ranch attract nature lovers. At the same time, the coastal regions, such as Badagry Beach and Tarkwa Bay, are ideal destinations for tourists, with beautiful beaches and relaxing atmospheres. The vibrant nightlife in the big cities continues to be alive with nightclubs and restaurants in areas such as Victoria Island in Lagos. Offering tourists entertainment and shopping, these areas attract those who want to enjoy modern life and culturalinteraction. However, Nigerian tourism faces challenges such as security concerns and infrastructure deficiencies. The country aims to further increase its potential by continuing various efforts to promote tourism and develop the sector.

It is an undeniable fact that Nigeria is a rich country in terms of gastronomy. For example, themain ingredients of Nigerian cuisine include root vegetables, cereals, meat (especially chicken,lamb, beef and fish), legumes and various oils. The skillful combination of these ingredients results in dishes that grace the table on special occasions and traditional celebrations. Jollof rice, for example, is a delicious pilaf cooked with tomato sauce, pepper and spices. Pounded Yam and Egusi Soup, another important delicacy of Nigerian cuisine, is known as a hearty soupcontaining egusi seeds, vegetables and meat as well as yam crushed with a special method. Oneof the street delicacies, suya bread, is a light and crispy bread obtained by cooking a special dough over water. Considering all these factors, Nigeria is a successful country in terms of gastronomy, tourism and gastrodiplomacy.

Egypt:

Egypt is one of the leading countries in northeast Africa with a population of nearly 110 million(10-15% Christian) and a rich geographical, historical, cultural and economic history. This comprehensive assessment aims to understand the complex nature

of Egypt and its gastrodiplomacy efforts by looking at its various elements. Historically, Egypt is a country synonymous with ancient civilizations. Famous for its pyramids, temples and hieroglyphics, ancient Egypt has left an important mark on human history. The Great Pyramid at Giza represents the highest level of ancient architecture and engineering, while the temples of Luxorand Karnak stand out as monumental structures dedicated to ancient gods. This makes Egypt also important in terms of tourism. In addition, the Nile River is a determining factor in Egypt'sgeographical texture. This river, which has a great potential in agriculture thanks to its fertile soils, has shaped the life and economy of Egypt throughout history. The fertile lands offered bythe Nile River have formed the basis of the economy by supporting the agricultural sector.

Economically, Egypt achieved a gross revenue of 471 billion dollars in 2022. Sources of income include agriculture, textiles, construction and tourism. Agricultural areas irrigated by the Nile River play a key role in food production. Tourism, on the other hand, increases foreign exchange inflows to the country with various attractions such as ancient ruins, museums and coastline. However, although political and security problems sometimes negatively affect the tourism sector, revenues are increasing every year.

Egypt's festivals are important events that emphasize cultural diversity. Artistic events such asthe Sandbox Music Festival, where artists from abroad come, singing various songs and consuming snacks, Eid al-Adha, the Muslim festival of sacrifices, the Abu Simbel Sun Festival,which is held on two certain days of the year using statues of the sun god and accompanied bymusic and Egyptian local food, and finally the Coptic Orthodox Christmas festival organized by Christians after 43 days of fasting help promote Egypt. Local festivals are important eventsthat highlight Egyptian cuisine and traditional dishes. By showcasing the talents of local chefs,these festivals highlight Egypt's rich gastronomic identity and increase recognition on international platforms. In this way, Egypt's food culture becomes a globally recognized brand for its traditional flavors. By using these flavors as a bridge to the international arena,

Gastrodiplomacy effectively promotes Egypt's cultural richness and gastronomic heritage. Gastrodiplomacy is a strategic tool used to effectively promote Egypt's culture and cuisine around the world. Egyptian cuisine is characterized by its unique flavors and rich variety of ingredients. Cereals, vegetables and especially fish dishes form the basis of Egyptian cuisine. For example, "Kushari" is a traditional dish of Egyptian cuisine. This delicious concoction is a skillful combination of rice, pasta, green lentils, onions and spices. All ingredients are carefully prepared and served flavored with unique sauces. Kushari is considered to be a reflection of Egypt's rich culinary culture and has firmly established itself on the international gastronomic scene. Another important Egyptian dish is "Ful Medames". This delicious dish is usually served for breakfast and includes boiled fava beans, olive oil, garlic and spices. Ful Medames is a traditional option that represents Egypt's breakfast culture and attracts international palates with its flavor. Another favorite dish of Egyptian cuisine is "Mahshi". This dish is usually prepared by stuffing vegetables. Vegetables such as zucchini, peppers or cabbage are stuffed with rice, meat and spices and cooked. Mahshi is a gastronomic example that reflects Egypt's traditional food culture and stands out with its rich combinations of ingredients. In conclusion, this assessment has helped us to better understand the evolution of Egypt from the past to the present, the promotion of its cuisine and its position on the world stage by addressing various aspects of Egypt, bringing together geographical, historical, economic and cultural elements.

FINDINGS

The main objective of the study was to analyze Africa's gastrodiplomacy strategies using its rich cultural diversity and culinary heritage. The findings of the systematic literature review and the analyses are as follows:

1.Future Perspective of African Gastrodiplomacy Strategies

The research assessed the success of African countries in promoting their traditional foods andorganizing gastronomic events internationally. The findings show that countries such as Egypt, Morocco, South Africa, Nigeria and Ethiopia, in particular, are promoting their cultures through gastronomy festivals, food competitions and the promotion of local chefs on international platforms. At the same time, investments in food innovation, food sustainability and food technologies have opened a new window in the African continent in terms of gastrodiplomacy and can be beneficial for the future generations of the continent.

2.Gastronomic Riches of Africa

Considering factors such as history, tourism and geography, Africa is a very rooted continent. The continent's most important source of development is natural wealth. The country, which has rich mines such as oil, gold, silver and platinum, also has rich soils in agriculture. For this reason, it has been observed that gastronomy has also developed as agriculture has developed in regions with abundant water such as the banks of the Nile River. This highlights the unique cuisines and local flavors of each region of Africa. In particular, unique dishes such as Egypt'sSun Festival and pyramids, Nigeria's Benin City, Osun-Osogbo Temple and South Africa's braai culture have the potential to represent Africa's rich culinary heritage in the international arena. (Ayyıldız, 2019; Durlu Özkaya, 2019)

3.Economic and Cultural Contributions of Gastrodiplomacy

Gastrodiplomacy is a soft power that bridges the gap between public diplomacy and culinary diplomacy. The concept of soft power, which comes from the word Soft Power, is called conducting diplomacy without any coercion. Gastrodiplomacy plays an important role in the economic development of countries by engaging in activities such as tourism, gastro festivals,branding of local products. (Nye, 2004) The concept of gastrodiplomacy has increased international cultural exchange with the rapid development of gastronomy science and gastronomy tourism. By

branding their own culinary cultures, countries promote local products in the international arena and contribute to economic development. (Sancar, 2016; Soner, 2020)

4.Challenges and Opportunities

Africa's gastrodiplomacy faces a number of challenges, including promotion, marketing,sustainability and colonial pressure from external states. However, these challenges also present important opportunities for the continent to embrace its culinary culture internationally. Africa is a continent of abundant natural resources and incomes are determined by the abundance of these natural resources. (Alcoe, J. 2016). Although there are economic problems in African countries, it is understood that these incomes can be turned into opportunities in terms of gastrodiplomacy. As a result of the information obtained as a result of the researches, it is seenthat countries with strong economies in Africa also stand out in terms of gastrodiplomacy. It has been observed that countries such as Nigeria, Egypt, Morocco, Ethiopia and South Africa are in a good position in terms of gastronomy and gastrodiplomacy compared to other Africancountries. Table.1 shows the data of developed African countries for the year 2022.

TABLE 1		
Country	GDP (2022, Billion USD)	Population (2023)
Nigeria	506	213 million
Egypt	471	110 million
South Africa	301	60 million
Ethiopia	95	120 Million
Morocco	142	37 million

According to the table; Nigeria is in the first place with a GDP of 506 billion dollars, Egypt is in the second place with a GDP of 471 billion dollars, South Africa is in the third place with a GDP of 301 billion dollars, Morocco is in the fourth place with a GDP of

142 billion dollars, and finally, Ethiopia is in the fifth place with a GDP of 95 billion dollars.

Literature Review and Conclusions

This article is the result of a systemic literature review on Africa's gastrodiplomacy. The article is based on the keywords African food, gastronomy, gastrodiplomacy and soft power, and platforms such as dergipark, piri reis, google scholar were searched. As a result of these searches, it was seen that the literature was very limited, but it was examined on platforms such as The Economist, JOTAC, Research Gate. As a result of these reviews, the article was prepared through traditional systematic review. In the article, suggestions are made for the development of Africa and ideas are given about the opportunities that may arise.

Conclusions and Recommendations

This paper examined the potential for the rich and diverse culinary cultures of African countries to be promoted and valorized around the world through gastrodiplomacy. Gastrodiplomacy involves the concept of using a country's cultural richness to strengthen its external relations through its food and traditions. Each region of Africa is known for its unique cuisines and local flavors. This diversity can enhance gastronomic richness and strengthen relations between countries on international platforms. In particular, unique dishes such as Ethiopia's doro wat, Nigeria's egusi soup, South Africa's bobotie culture can represent Africa's rich culinary heritage in the international arena. Gastrodiplomacy not only boosts tourism, but also contributes to economic development by promoting local products in international markets and strengthening trade. African countries can tap into this potential by branding their local products and promoting traditional dishes in international restaurants and events. However, tasty food is not enough to make gastrodiplomacy successful. It also requires compliance with hygiene standards, sustainability and a culturally sensitive marketing strategy. African countries should adopt a strategic approach to

promote their culinary cultures to a wider audience by combining traditional and modern elements and make effective advertising moves. In addition, data on theAfrican continent is very limited. As a recommendation, more research should be done on the continent and we should get to know the continent more closely in every sense.

In conclusion, African gastrodiplomacy offers the potential to effectively promote and share the countries' cultural richness across the globe. This should include not only gastronomic delights, but also local stories, traditions and hospitality. By seizing the chance to be understood and appreciated worldwide, Africa's culinary heritage can combine with a comprehensive gastrodiplomacy strategy and prove to the world that it is rich in everything.

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A Concrete Proposal for The Sustainability of Humanitarian and Cultural Communication Between Religious and Ethnic Communities in Northern Macedonia

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Introduction

As a natural consequence of the practice of global life, concepts such as "identity" and "othering" are increasingly becoming a subject of curiosity and research among academics working in the field of social sciences and humanities. Because it is known that there is an accumulation of contradictions between the phenomenon of globalization, which forces every individual living on earth to become a citizen of the world, and these concepts, which spread the

seeds of tension and conflict in society by stubbornly showcasing local elements. Today, from academia to the corridors of parliaments, marginalization and discrimination based on race, culture, gender and sexuality, as well as intercultural communication and identity politics, have become fixed agenda items that are intensely discussed. In political theory, conflicts based on religion and ethnicity, and indeed in all studies of international relations, the concept of "identity" is of central importance. Undoubtedly, many questions and problems shaped around "identity" in political theory in general influence numerous debates in relation to liberalism and its opposing structures.

It should be noted that the list of things that can be done to minimize the negative effects of marginalization and discrimination and to improve intercultural communication is getting longer every day, based on a colorful mosaic of religions and ethnicities formed as a result of historical migration phenomena, ideological changes and political developments all over the world. It was not possible to say that the Balkans and Macedonia in particular were left out of this historical destiny. Considering that the region has a much richer religious and ethnic diversity than many other parts of the world, and is even home to some ethnicities not seen elsewhere in the world, it becomes more understandable that it has experienced and may experience some problems of identity and marginalization from time to time.

This study, which is based on a literature review, aims to portray the current state of the culture of coexistence and human solidarity between Turks and other ethnic communities living in the region, as well as to investigate the contributions that "Documentary Tourism" can offer in the development of cultural communication between these communities. Within the scope of the research, social media content should be produced through documentary film. Shootings in the region, face-to-face interviews with well-known personalities and opinion leaders of all ethnic communities living in the region should be included in these contents, and promotional documentary films containing concrete suggestions based on the

findings based on the analysis of the collected data should be shared on various Youtube channels. It is foreseen that cooperation with universities in North Macedonia can make significant contributions to the concretization of the recommendations to be presented by the project.

Thus, it will be possible to make concrete recommendations on strengthening communication among all ethnic communities living within the borders of North Macedonia, which is defined as the heart of the Balkans, as well as developing a culture of coexistence, cooperation, and solidarity.

It is known that there have been and are publications about the region on individual social media channels; however, it is certain that much more rational, systematic and permanent contributions can be made within the scope of the project presented.

The Concept Identity

It can be said that the concept of "identity", which occupies an important place in the social sciences, took flesh and bones in the twentieth century. As of today, the concept of identity is seen as a key term in sociological and psycho-dynamic theories and is defined as a produced and constructed process; however, it should be added that this concept is also shaped in socialization processes. In the process of socialization, each individual develops a sense of identity, independent thinking performance and action ability. In the light of this information, it seems possible to conclude that the concept of identity is the totality of feelings, thoughts, opinions and behaviors that enable the individual to be recognized in a certain way while both constructing himself/herself and expressing himself/herself outwardly during the socialization process (Giddens as cited in Temizkan, 2011: 8). "The future of a particular community's relations with other ethnic communities within or around it can basically emerge in three different ways: The first is assimilation, which forces the foreign ethnicities that enter it to adopt its language and culture. The second is the melting pot, in which there is no such

coercion, and different ethnic groups, ideas and beliefs coexist and to some extent fuse. The third is pluralism, in which many ethnic communities and groups in a country coexist while preserving their own cultures and participate in commercial, economic and political life together on equal terms. As a matter of fact, the backbone of this study is the cultural pluralism and culture of coexistence mentioned in the third point (Giddens, 2000: 251-255). It is certain that humanity is much closer to adopting a culture of cultural pluralism and coexistence in the digital revolution process in which information and communication systems are developing at a dizzying pace. Because in the process of globalization, every individual, local actor and culture living on the peripheries of the world has become accessible to the world and gained an international identity. Today, anyone with a mobile phone can set up their own television channel, become a media mogul and instantly share any issue with the whole world. Therefore, every individual today has become a "citizen of the world". Under these circumstances, it is highly visible that the human world has entered an era of intermingling and melting into the same pot, not only culturally but also physically. Moreover, thanks to the digital technology revolution, which enables instantaneous information sharing, this melting is taking place at an astonishingly faster rate than ever before in history. In fact, the most obvious characteristic of globalization is that all the different cultures of the world have begun to melt into the same pot and become identical in accordance with the laws of physics. It seems that at the end of the road, everyone will be "the same" to some extent, and the concept of the "other" will naturally expire and be removed from the stage.

To mention the views of some other social scientists who speak of an opposing development to this process, it should be underlined that the themes of identity and multiculturalism have been the subject of intense debate since the 1980s. These debates have been going on, especially in academic circles. According to social scientists who insist on keeping both concepts on the agenda, a political tendency based on the perception of identity in stark

contrast to globalization is becoming increasingly evident in the world, thus opening the doors to a new era. This can be seen as a period in which local identities are rediscovering their essence and making efforts to realize it. Thus, they try to establish their own spheres of dominance in the places where they live. It is natural and inevitable that the efforts made in this direction will also have repercussions in the political sphere. Because while globalization in all its glory and power reveals its desire to dominate the capillaries of the world, it is quite understandable that local identities will show reflexes to open a new living space for themselves as a reactionary movement against this. As for the hard reality, the process of globalization is introducing all religious, ethnic and cultural identities to each other, bringing them closer and even physically joining them together. One of the consequences of this real fusion is the increase in migration all over the world. This has led to the proliferation of far- right, nationalist and conservative politicians in every country, who take up arms to turn the anger of the locals against foreigners into votes and develop a harsh discourse that sometimes approaches hate crimes (Bauman as cited in Duman, 2009; 100-103).

Post-modernism opposes the policies of nation-states that seek to uniformize their own populations and exclude other communities. It advocates the idea that religious, ethnic, political and ideological groups, even marginalized groups such as homosexuals and hippies, should be treated on an equal basis with others. Everyone should be recognized as equal not only before the law but also before society. Everyone should be able to express themselves openly and freely (Best and Kellner, 1991: 280-291). In other words, when it comes to post- modernism, Bauman emphasizes that we are talking about a situation that transcends modernity. This movement tries to activate existing religious, ethnic, political and ideological differences, and tries to open the doors to a more magical and imaginary world by emphasizing the concepts of difference, tolerance and freedom in complete opposition to the concepts of equality, freedom and fraternity, which are the main

discourses of modernism. It seems that post-modernism makes its most brutal criticism of modernity through identity politics. For this very reason, Bauman argues that identity politics is a path full of anger, aggression and noise (Bauman, 1998: 43-46).

The Phenomenon of Marginalization in the Contemporary World

Despite the positive intellectual atmosphere created by post-modern approaches in the name of "the unity of all differences in the world", it is a fact that there have been many incidents of aggression and violence in many parts of the world due to provocations based on identity politics shaped in line with the desires of exclusion and marginalization. It is not possible to think of the concepts of "other" and "marginalization" independently from the concept of "identity" outlined above. This is because the other and marginalization are related to the reactionary attitudes developed against the world outside one's own identity due to negative judgments about it. Everyone and every group outside of one's own identity is potentially recorded in the list of "others" and positioned as an element of threat. In various parts of the world, natural antipathy towards religious, ethnic and political "others" can be provoked by certain policies. A government can demonize a religious or ethnic community that it perceives as a threat to its own political calculations in the country through intensive propaganda to the point of "dehumanization" in the eyes of the society, and then subject it to genocide. As is well known, dehumanization is a state of social schizophrenia and mass insanity that results from intense propaganda or perception management. Adolf Hitler is recognized as the most characteristic practitioner and example, if not the inventor.

In such a process, society begins to see the targeted person or group not as a human being, but as a different creature and feels the desire to destroy them. The horrible devil, who is produced by negating all human qualities (Kaufmann et al., 2011: 85) and put on the target board, must be destroyed as soon as possible because he poses a great danger and threat to both society and the state.

Identity-based marginalization is related to national, religious, sectarian, ideological or political identities rather than civic identity. From this point of view, it seems possible to say that social conflicts often occur as a result of the deepening and bleeding of such identity differences. Differences of opinion between different national, political, ideological, religious or even sectarian affiliations within the same religion, as well as between congregations and sects based on different interpretations of religion, can be a cause of aggression, violence and conflict as an element of othering. Undoubtedly, one of the hottest examples of sectarian conflicts today is the Shia-Sunni conflict in the Islamic world. However, such attitudes of separation and marginalization and the violence they cause are not unique to the Islamic world. Human history has witnessed and is witnessing examples of such incidents from time to time in different periods and geographies. The main point to underline here is that identity plays a dominant role in the processes of defining and producing the "other".

According to the findings of the Loyola Institute's July 2007 report, marginalization manifests itself in the denial and destruction of opportunities and sources of income for those "living on the margins", and in the provision of opportunities and the opening of sources of income for those "in the center". In this sense, marginalization involves discrimination and social exclusion. It undermines human dignity, denies inherent and acquired human rights, and especially destroys the principles of equal citizenship and equal opportunity. Looking at the current picture, it can be argued that ongoing discrimination excludes certain segments of society from social interaction or directly excludes them from society, with privileged segments in the center enjoying the benefits of globalization to the fullest while those living on the margins are deprived of these opportunities (Loyota Institute, 2007: 1). However, contrary to this claim, it is important to underline the fact that mass communication technologies, which have developed at a dizzying pace during the globalization process, have brought different dimensions to the concepts of identity and marginalization. Because

even people living in the remotest parts of the world can now communicate instantly with people from all other nations and share a wide range of information. No one can deny that today an ordinary farmer or shepherd living in a remote village in one of the underdeveloped countries of the third world has the opportunity to set up his or her personal television channel. It is possible for anyone with a cell phone to own a TV channel on Youtube and thus become a media mogul. As the big capitalist states and corporations in the center move towards the shores of the world to expand their sphere of influence and sell their

products, the "others" living on those distant shores have also reached the center of the world. Communication and prejudice act in inverse proportion to each other. The more intense the communication, the weaker the prejudices. In this respect, there is no doubt that globalization has led to an inevitable familiarity and identification between the different identities of the world, and thus to a significant amelioration of the typical symptoms of marginalization. In other words, it is quite obvious that humanity in all its colors is now rapidly transforming into a single mass and a single nation that can be defined as "the people of the earth". Because while a member of a marginalized group, for example a FEMEN member, can be easily tolerated in a metropolis, it is almost impossible to find the same social tolerance in rural areas where stereotypes are harsher. This is because urban dwellers have a certain familiarity with the "others" as they are more in contact with people who have adopted looks or lifestyles that are contrary to their own identities. This is one of the positive effects of the globalization process on world public opinion. Therefore, the world seems to be closer than ever to the concept of "global citizenship" and "global brotherhood".

In a world where humanity has turned into a global family, the masses assume moral obligations towards the outside world independently of the identities imposed by nation states. Because they are aware of what is happening not only in their own countries but also in other countries. This situation makes them happy or sad

because of the events taking place in the most distant countries. This means that everyone now has ethical responsibilities as well as emotional and intellectual ties to the whole world, apart from political authority. Thus, each individual can be expected to reach a sufficient awareness of the contributions they can make for a better quality, cleaner and livable world (Dower, 2010: 550-569).

Cross-Cultural Communication and Culture of Living Together

Communication, which can be defined in its simplest form as "any kind of interaction between individuals in a social context" (Fatımayın, 2018: 1), is one of the basic needs for humans, who are defined as a social being.

As for intercultural communication, it, like communication, is one of the most basic needs among different nations and cultures. More importantly, intercultural communication has become a vital need among all different cultures more than ever before, especially in the process of globalization in which information and communication technologies are highly developed. This is because the phenomenon of globalization, which has gained astonishing speed with the Internet, has not only increased commercial, economic and political transitivity among the different nations, ethnic and religious communities of the world, but has also brought an extreme speed and intensity to cultural communication. At this point, it is important to note that, due to the temporal and periodic difficulties of realizing it as an ideal, it was not possible to find frequent examples of intercultural communication in previous eras. Despite this, there seems to be a general consensus that one of the most successful examples of intercultural communication and coexistence in history is the Ottoman Empire.

As is well known, the Ottoman Empire was founded in the west of Anatolia and expanded to three different continents for six centuries. In this vast geography, it naturally governed a wide variety of nations and ethnic communities. During that time, some communities, especially in Eastern Europe, converted to Islam,

while others maintained their own religious beliefs. However, there were also ancient Christian and Jewish communities in Anatolia. Known as the "others" in Ottoman society, these non-Muslim communities maintained their religious beliefs and cultural identities for centuries thanks to the tolerance of the Ottoman Empire. On the other hand, ethnic communities that were originally Muslim, such as Arabs and Kurds, also came under Ottoman rule. In this way, a state emerged that peacefully coexisted for six centuries with an unprecedented number of religious and ethnic communities. Undoubtedly, this is enough to prove how far the Ottoman Empire pursued a policy of tolerance and how successful it was in intercultural communication (Aydın, 2012: 161-165).

Macedonia's Past and Ethnic Communities Living in the Country Today

Macedonia was a province of the Ottoman Empire until the Balkan Wars. On July 13, 1878, when the Treaty of Berlin was signed, the plan to dismember the Ottoman Empire and turn its lands into semi-colonies was officially put into practice. This is the real origin of the issue known in history books as the "Eastern Question". The states that had previously sided with the Ottoman Empire in the Crimean War and the Paris Congress changed their fronts after the signing of this treaty and entered into a close alliance with Russia. Thus, in addition to Russia, the powerful states of the period, such as France, England, Austria and Germany, began to think long and hard about how they could perform a surgical operation on the Ottoman Empire, which they defined as the "Sick Man", and how they could solve the oriental issue in their favor. In this sense, the first step taken by the Christian Western bloc was to uproot the Ottoman Empire from the Balkans and expel it to Anatolia. According to the plan, the principalities of Bulgaria, Romania, Serbia and Montenegro were to be established and proclaimed in the Balkan Peninsula, and then these principalities were to be transformed into independent states and Ottoman sovereignty in the region was to be ended. On the other hand, the Reform Project was

prepared for the Rumelia territories, which were left for later years because they did not fully coincide with the political and economic interests of these great powers, and the Ottoman Empire was forced to implement this project.

According to them, the project would bring peace, tranquility and stability to the region. The region whose partition was postponed for a while under the spell of the word "reform" was the territory inhabited by Macedonians and Albanians. The Albanians, who were not seen as an actor and were not taken into account at all during the Berlin Congress, emerged as a new party at that time. This means that by the time the Balkan War broke out in 1912, almost the entire territory of Rumelia had already been divided into pieces with the support of Western powers, small states had already been established on those pieces, and the political sovereignty of the Ottoman Empire had already been erased from the region. The region of Macedonia was then, as it is now, a mosaic of religious and ethnic communities. Ethnicities such as Albanians, Serbs, Greeks, Bulgarians, Bulgarians, Turks, Jews and Vlachs; various religions and sects such as Muslims, Christians, Catholics and Orthodox; and communities speaking different languages lived side by side and intertwined, but at every opportunity they were at each other's collars and throats. Each religious community was an extension of a different nation and each region was within the sphere of influence of a different state. The Balkans, and Macedonia in particular, under the rule of the Ottoman Empire, was the scene of numerous rebellions and conflicts against neighboring rivals on the one hand and the Ottoman Empire on the other. Most of the tensions and conflicts in the region today are merely the side-effects of the issues left open-ended or unresolved in the Eastern Question. As a result, the leading states of the West drew artificial borders not only for the Middle Eastern countries of the Ottoman Empire but also for the ethnic communities in the Balkans and Rumelia (Irtem, 1999: 12-14).

Looking at Macedonia's recent history, it would be unfair not to mention the former Yugoslavia and Marshal Tito. According to Biserko, who analyzed the process of the collapse of the former

Yugoslavia, in Marshal Tito's Yugoslavia, the nations that had been kept together for decades by the state authority never gave up their territorial claims. The likely reason why Yugoslavia's political efforts in this regard did not yield results was the undemocratic character of the state. Moreover, the commitment to nationalism and socialist statism, in addition to the constant rejection of liberal ideas, made it difficult to resolve political disputes within the autonomous functioning of institutions, civil society and the facilitating functions of the common market economy. Thus, there has always been a certain degree of instability in the former Yugoslavia, both due to social resistance to authoritarianism and changes in international relations. The history of Yugoslavia is a history of instability due to a non-existent legitimate constitutional agreement, anti-democratic decision-making, disrespect for the rule of law and an illiberal economic system (Biserko, 2017; 557). As a matter of fact, the Republic of North Macedonia was one of the seven independent states that emerged one after another when the Socialist Federative Republic of Yugoslavia, led by Marshal Tito, began to disintegrate in 1991 (www.ab.gov.tr).

According to the 1948 and 1981 censuses, the ethnic distribution of the population of the Socialist Federative Republic of Yugoslavia was as shown in the following two tables (Kılıç, 2011: 6)

Ethnic Identities	Numbers
Numbers Serbian	6,547,117
Croatian	3,784,353
Slovenian	1,415,432
Macedonian	810,126
Undeclared Muslim	808,921
Albanian	750,431
Hungarian	496,492

Montenegrin	425,703
Vlach	102,953
Turkish	97,954
Slovak	83,626
Italian	79,575
Roman	72,736
Romanian	64,095
Bulgarian	61,140
German	55,337
Check	39,015
Rusin/Ukrainian	37,140
Russian	20,069
Other and unspecified	19,883

TOTAL   **15,772,098**

The Republic of North Macedonia is governed as a Republic, its capital is Skopje, its area is 25.713 km, its population is 2.118.945 and its currency is the Macedonian Dinar.

According to the results of the 2021 census announced by the State Statistical Institute, Turks constitute 3.86 percent of the population in the country. It is reported that this rate rises to

3.98 percent with the Turks in the diaspora. Accordingly, 2 million 97 thousand 319 citizens were counted in the country and it was determined that 1 million 836 thousand 713 of them reside in North Macedonia. The number of citizens in the diaspora was determined as 260 thousand 606. Excluding the 132 thousand 260 people who could not be reached in the field census and including

those in the diaspora, the ethnic distribution of citizens residing in North Macedonia today is as follows (yenibalkan.com/tr):

Ethnic Identities	Numbers
Macedonian	1730299
Albanian	446245
Turkish	70961
Roma	46433
Serbian	23847
Bosniak	16042
Vlach	8714
TOTAL	**1 million 836 thousand 713**

As of today, there is silence among all these religious and ethnic communities in the region. The axes have been buried and, moreover, cultural communication between them seems to have increased to some extent. Of course, there is still some distance to be covered. In this context, efforts should continue to develop new, concrete and useful projects to contribute to the admirable efforts not only for the rapprochement and cohesion of the peoples of the region, but also for the strengthening of cultural communication between Turkish society and the region.

Contributions to the Culture of Solidarity among the Religious and Ethnic Communities Living in Northern Macedonia - Skopje in the Context of Documentary Tourism

In the process of globalization that started with the Internet, it is known that sharing on social media platforms has greatly facilitated the bidirectional flow of information, unlike traditional advertising, promotion and marketing methods. People have been freed from the restrictions and side effects caused by one-way information, and on the other hand, they have had the opportunity to convey their own ideas and values to the target audiences. Thus, cultural communication among all religious and ethnic communities

around the world has gained a dizzying speed (Reino and Hay, 2011: 1-13). In this context, for example, documentary films made for broadcasting on personal and corporate Youtube channels have emerged as a type of content that contributes significantly to the promotion of everyone, every value and culture that has become a citizen of the world.

This means that amateur and professional documentary film content, which has become increasingly widespread in the process of globalization, is published especially on YouTube channels, thus providing an international sharing opportunity even about the most remote settlements in the world. People describe and comment on the events and experiences they have experienced in the places they visit with various motivations, and then share these videos on YouTube channels, thus contributing to the recognition of those destinations, creating a certain impression about them, and thus contributing to the desire of potential travelers to visit those destinations (Arora & Lata, 2020: 20-44). From this point of view, it is certain that such content has a significant impact and contribution to tourism movements around the world. One of the best-known examples of local actors who have seized this chance is the indigenous Masai tribe, who live a semi-nomadic life in the Masai Mara region located within the borders of Tanzania and Kenya. Before the digital revolution, the world public had no idea that such a tribe existed. Today, the fact that the Masai tribe has become known and recognized all over the world clearly shows that it has become possible to learn about even the most remote corners of the world thanks to social media, especially documentary-style videos shot for broadcast on the Youtube platform. The impressions left on people by video content, thousands of which are published every day, can be positive or negative; however, we are of course talking about documentary works that create positive impressions and thus intensify tourism movements.

Documentary tourism refers to the sharing of documentary films about any part of the world with the whole world thanks to the instant global information sharing provided by communication

technologies and the desire to visit those places in people who watch these documentary video contents. So much so that today, people who want to go on vacation are influenced by documentary video content published on Youtube channels, especially in determining the destinations they want to see both domestically and abroad.

In this framework, it is considered that it would be beneficial to prepare documentary- style video content in cooperation with universities and non-governmental organizations in order to strengthen cultural interaction between the Turks residing in North Macedonia- Skopje and other ethnic communities and to open a two-way communication.

Conclusion and Recommendations

North Macedonia is a region that has been home to different ethnic communities for centuries and has witnessed many conflicts between these ethnic communities; however, it is possible to say that it is experiencing a relatively calm and peaceful period these days. The involvement of some international organizations and actors, such as the United Nations, especially after the Bosnian-Serb war, seems to have largely suppressed the ethnic and religious conflicts in the region and pushed them back into the subconscious of the people of the region.

Considering that what needs to be done in this environment is to make peace and tranquility permanent, it can be estimated that many projects have been carried out in this direction so far. Undoubtedly, it is commendable that international organizations, regional governments and NGOs have taken the initiative and implemented many useful and successful projects for the sustainability of regional peace. More importantly, new ones are being added every day.

In this context, it has been concluded that important projects can be carried out within the scope of documentary tourism in terms of the desire of the peoples of the region to communicate with each other, to get to know each other and to integrate.

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