

Cittaslow Philosophy in Yedi Bilgeler Winery – Turkey

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Abstract

Archeological excavations and research show that grapes and wine have played a key social and commercial role in Anatolia, dating back 6.000 years. Over the past few decades, Turkey has been resurrecting its very ancient wine traditions, producing high quality wine made from native grape varieties, growing across the geographically sprad wine regions.

Wine tourism offers a way to support rural areas, sustain cultural heritage and improve the economy. Wine tourism is more than visiting vineyards; it has the power to create and develop a region's identity and increase distribution channels. Yedi Bilgeler Winery is an establishment in Turkey, İzmir, which was constructed in 2010. Yedi Bilgeler, the Seven Sages (of Greece) or Seven Wise Men was the title given by ancient Greek tradition to seven early-6th-century BC philosophers, statesmen, and law-givers who were renowned in the following centuries for their wisdom. The winery and the vineyards are at the center of Ionia and between the ancient cities of Ephesus and Magnesia. The philosophy of Cittaslow is implemented in the winery and free trainings for wine, olive oil and cheese tastings are provided for local manufacturers. The boutique hotel is also included in "Cittaslow Friends" to support and help raise awareness about the Cittaslow movement in Turkey.

The aim of this paper is to present the Cittaslow philosophy in Yedi Bilgeler winery in Turkey and investigate the vineyards of the region in relation to tourism. As research methodology a literature review and the sources of secondary data were used.

Keywords: Cittaslow, Wine Tourism, Vineyards, Yedi Bilgeler, Turkey.

JEL Classification: L83

1. Objective

Wine tourism is expanding around the world, with the number of new wine regions and vineries increased rapidly in the past decade (Khan, 2016). Wine tourism has been defined as `visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors' (Hall et al., 2000). Wine tourism offers a way to support rural areas, sustain cultural heritage and improve the economy. Wine tourism is more than visiting vineyards; it has the power to create and develop a region's identity and increase distribution channels. By attracting visitors to the place of production, the wine-focused producer-consumer interaction is promoting education about wine, raising awareness of wine products and putting wine regions and local cultures on the World map (Everett, 2016).

Rural tourism presents itself as an alternative or as complement to the traditional activities of farmers within the agrarian family unit. Employment can be generated in accommodation, food, local craft, other service, manufacturing, and construction sectors, encouraging population in rural areas. Moreover, the suppliers in rural tourism usually try to assure a good life quality level through the presence of some services and the maintenance of local culture and traditions. Rural tourism makes also easier the development of cooperation among local stakeholders as it encourages the community involvement. It improves also local resources, especially as regard wine and food, promotes local territory by using local identity. This type of tourism activity can enhance local features counteracting the loss of local diversity due to mass tourism. Rural tourists are attracted by the identity/diversity of a rural area (Marangon and Troiano, 2012).

Wine tourism is used not only as a significant marketing and branding tool and an additional income source in wine regions (Beverland, 2006), but it also reinforces the individual identity of regions and wineries by presenting and preserving the unique authentic social, cultural, historical and geographical characteristics of wine-producing regions (Morgan and Tresidder, 2016). Local hotels are also involved in environmental conservation efforts through programs such as Green Certified Hotels. These types of efforts are necessary in successful wine regions in order to create a positive balance between tourists and environment.

By analyzing wine tourists' behavior it would also be possible to create an integrated offer of wine, regional products, activities and events that can be specifically designed to attract certain target segments: a differentiation of the supplied products and services based on visitor segment's desires would surely improve the long-term overall profitability of the wine tourism business (Cavicchi et al., 2011). It is self-evident that winemaking involves creativity, especially for wines bearing the winemaker's name. Like chefs creating cuisine from local ingredients, many winemakers want to create a wine that embodies the place where it is made. After water, the only beverage that generates as much interest as food is wine-not so much the production as the understanding of it (Marks, 2015).

Wine tourism is not just expanding, however, it is also evolving and becoming more sophisticated. Consumers are seeking more innovative experiences and expect more than just a traditional tasting. Many wine regions are combining the wine visit with culinary, environmental, and architectural offerings amongst others (Khan, 2016). Gastronomic tourism as a tourist phenomenon therefor has grown considerably and has become one of the most dynamic and creative tourist sectors (WTO, 2012). Both the tourism business and tourist destinations have realized the importance of food for diversifying their offer and boosting local, regional and national economic development (Leal Londono, 2015).

The aim of this paper is to present the Cittaslow philosophy in Yedi Bilgeler winery in Turkey and investigate the vineyards of the region in relation to tourism. As research methodology a literature review and the sources of secondary data were used.

2. Theoretical Framework

Research on sustainable tourism has provided many ideas and tools in advancement of sustainability in addition to defining the concept. Despite the theoretical contributions provided by extant research positive, real-world examples of the concept of sustainability of tourism in general and destinations in particular are necessary. Sustainability should be substantiated through policy and legislation and should be primary objective in all decisions regarding tourism. This covers a multitude of areas of study and implementation ranging from, but not limited to, environmental, social, economic and urban development and design. A good example is the Cittaslow or Slow Cities movement which originated in Italy but has gained popularity not only in Europe but also in the USA.

In October 1999 the new concept of a sustainable town was initiated by Paolo Saturnini, previous mayor of Greve in Chianti, located in Tuscany who consolidated with three other Italian mayors, namely Stefano Cimicchi (Orvieto), Francesca Guida (Bra), Domenico Marrone (Postiano) and the Founder of Slow Food, Carlo Petrini. The fundamental idea is to counteract the fast city movement in order to provide better living conditions for the inhabitants of the city. The concept of Cittaslow is metonymic with sustainability, history, tradition and hospitality. Through the protection of exploiting the natural resources and interference in the biodiversity, visitors can enjoy the pristine and pure-minded environment, for example tasting the culinary delicacy (Knox, 2005) and wine of the region. Furthermore, they have to promote an ecological policy, an infrastructure policy and have to characterize agricultural quality (Mayer and Knox, 2006).

The cities which are certificated as Cittaslow are distinctly marked with a logo that is based on the Slow Food emblem. It illustrates an orange snail which carries a pastel-colored skyline that is composed of numerous houses, roofs and a clock tower on its snail shell. Moreover the writing “Cittaslow” is displayed below the snail and the application of the logo is regimented (Cittaslow International, 2015). The participating cities put great emphasis on traditional handcraft, organic farmers, family businesses and promotion of regional products for the preservation of their own identity. In order to accomplish the objective set by the Cittaslow committee a strict pursuit of the following seven categories, which are written down in the Cittaslow manifest, is of fundamental importance (Semmens and Freeman, 2012):

- Environmental issues (recycling program, waste and pollution control);
- Infrastructure policy (control of traffic, pedestrian streets);
- Urban quality (support local traditions, entrepreneurs, employment);
- Appreciation of autochthonous products (local farmers, suppliers, organic farming);
- Hospitality (tourist information center);
- Cittaslow awareness (public relation activity for Cittaslow);
- Scenic quality (preservation of the scenic richness).

Cittaslow itself has been influenced by “slow food” movement in its development (Radstrom, 2005). Both these concepts rose out of the myriad of problems created by life in modern urban settings, such as air and noise pollution, urban sprawl, cultural and lifestyle degeneration and loss of local identity. These problems have led to novel, eco-culture friendly tourism practices (Matos, 2002). Cittaslow is a concept that is opposite of the fast paced lifestyles of modern cities. Life should be, tranquil and enjoyable while all aspects of life should include respect and responsibility. Good living means having the opportunity of enjoying solutions and services that allow citizens to live their town in an easy and pleasant way.

Living slow means being slowly hasty ; “festina lente” latins used to say, seeking everyday the “modern times counterpart” in other words looking for the best of the knowledge of the past and enjoying it thanks to the best possibilities of the present and of the future. At present Cittaslow philosophy is just a particular way of carrying on an ordinary life-style rather than today’s trends, less frantic, yielding and fast, but more human, environmentally correct and sensible for the present and future generations. It promotes the use of technology oriented to improving the quality of the environment and of the urban fabric, and in addition the safe-guarding of the production of unique foods and wine. In addition, this philosophy seeks to promote dialog and communication between local producers and consumers of the region. With the overarching ideas of environmental conservation, the promotion of sustainable development, and the improvement of the urban life, Slow Cities provide incentives to food production using natural and environmentally-friendly techniques (www.cittaslow.net/content/philosophy).

The term slow tourism means in a way “high-level wellness” to be obtained by tourism activities performed in a certain region, and involves “healthy nutrition”, “motion”, and “cultural” and “spiritual renewal” (Mueller and Kaufmann, 2001). To develop a region as a sustainable tourism destination by protecting its natural, cultural and historical potential from negative impacts of mass tourism, product development, service and promotion should also be focused on sustainability. In order to aim at the target of a sustainable tourism product the ecological balance of an area needs to be in consistent with the economic system (Kuhn, 2007). The primary motivation factors of tourists who pilgrim to slow tourism destinations are enjoying the beautiful landscape with its fauna and flora untainted by pollution. The wider the spectrum of natural attractions a place offers, the more a tourist cherishes the experience and it will sink deep into memory. As an important tool to extend the awareness of tourist attractions out of our natural environment educational work needs to be done (Edgell, 2006). It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems (World Tourism Organization, 1995).

Due to the extreme stationary aspect of a destination and the increasing environmentalism of the visitors, a sustainable dealing with the environment and its fauna and flora needs to be ensured. Therefore certain environmental protection measures have to be taken into consideration (Simpson, 2001). Concerning the operational level, hotels also have to follow a strict waste disposal, water and electricity austerity measures as well as considering environmental protection regulation regarding the construction of the buildings.

An intact landscape and an unspoiled countryside are nowadays taken as evidences for a qualitative and valuable vacation. The creation of a niche-position due to the sustainable aspect of the destination enables the region to elude from the tough competitive pressure in the market and to focus on a selected circle of customers (Kristges, 2003). Mayer and Knox (2009) regard the international Charter of the Cittaslow association as a deeper elaboration of the philosophy which also serves as a guideline for the improvement of quality of life.

Moreover, in the philosophy of Cittaslow it is anchored that the local inhabitants are the primary target group for all the performed activities, not the tourists. According to Heitmann et al. (2011) the concept of Cittaslow allows an indirect influence on customer segmentation as this kind of tourism primarily attracts quality tourists. These travelers, who prefer slow type of travel are seeking quality over quantity and focusing on the customized travel experiences.

The concept of Cittaslow can be expanded in a broader sense to the tourism development with a special focus on gastronomy within a rural context by Nilsson et al. (2011). In order to make agrarian destinations more interesting for visitors is the consideration of the culinary richness and the application as a tourist attraction. This aspect extracts several advantages, namely an increase in travelers' expenditures, a source of income in the off-season and the promotion of local products which can be included in the restaurants' menus. The impact of the Cittaslow philosophy at a destination is particularly identifiable concerning local events that combine the eco-gastronomic aspect of the slow food context. The Slow Food Movement (www.slowfood.com) should be theorized and considered within the wider concept of slow tourism and its philosophy and principles. Slow Food in action is the best welcome for new forms of responsible tourism. The Slow Food website claims: Slow Food envisions a world in which all people can access and enjoy food that is good for them, good for those who grow it and good for the planet. This approach is based on a concept of food that is defined by three interconnected principles: good, clean and fair.

Slow Food and Cittaslow are working to give back a voice to those who have been voiceless – the indigenous peoples that have lost their cultivation techniques and their seeds and the small farmers who are the real scientists in the field and are not listened to. The women whose activities are closely connected to life, the old people who are guardians of our experiences, young people, who represents a real commitment to improving the planet. Carlo Petrini teaches us “The small farmers will save the world”. Only unaware and educating community can choose the Slow higher quality path – to give back hope to the entire planet. It aims to promote a new kind of farming and to support the ethical consumer. The goal of Cittaslow is to maintain their identity and the spirit of the community in the face of today's problems, using the best aspects of globalization without sacrificing themselves (www.cittaslow.net/content/philosophy).

The projected growth in food and drink tourism brings opportunities, but also significant challenges for regions seeking to maintain their local character, traditions and identity. Destinations and businesses will need to ensure they are changing to meet the growth of food tourism and the evolving (and increasingly demanding) nature of consumer tastes and interests. The philosophy reflects a wider desire to develop a slower and more sensitive tourism offering with wider-reaching local benefits. The lessons learned from food and drink tourism are certainly applicable to the wider tourism industry and are increasingly being adopted in slow tourism strategies. Overall, the general principles of shorter supply chains, ethical consumption, sustainability, local economic development and support, stronger relationships between producer and consumer, and host and guest underpin the philosophy. Slow tourism is about the pursuit of less intensive consumption patterns and approaches which promote concepts of immersion, dwelling, value, healthy living, engagement and sustainability. It encapsulates more than just speed reflecting also a state of mind, the mode of travel chosen, alternative engagement with spaces, how time is spent at a destination, and issues of environmental consciousness (Everett, 2016).

3. Yedi Bilgeler Winery

Turkey has world's 4th biggest area of vines (after Spain, France, Italy) but accounts only for 0,25% of global wine production. Over the past few decades, Turkey has been resurrecting its very ancient wine traditions, producing high quality wine made from native grape varieties like Kalecik Karası, Öküzgözü, Sultaniye, Çalkarası, Papazkarası, Emir, Anatolien Narince and Boğazkere, growing across the geographically sprad vine regions. Archeological excavations and research show that grapes and wine have

played a key social and commercial role in Anatolia, dating back 6.000 years (<http://www.discoverturkishwines.com>).

Yedi Bilgeler Hotel, Restaurant and Winery is an establishment in Turkey, Izmir, Selçuk which was constructed on 50 hectare in 2010. The main building was designed with the components that have influence in the area's history of 2.500 years. The Europe's reflection of wine tradition, Chateau Style was synthesized with Anatolia's caravanserai columns. The winery and the vineyards is at the center of Ionia and between the ancient cities of Ephesus and Magnesia. The region is also the place where the wine and the olive oil was produced and introduced to Mediterranean basin. Yedi Bilgeler, the Seven Sages (of Greece) or Seven Wise Men (Greek: οἱ ἑπτὰ σοφοί, *hoi hepta sophoi*; c. 620 – 550 BC) was the title given by ancient Greek tradition to seven early-6th-century BC philosophers, statesmen, and law-givers who were renowned in the following centuries for their wisdom. Yedi Bilgeler, are ancestors of humanity who lived on these lands and recognized worldwide. Although the list of sages sometimes varies, the ones usually included are the following: Thales of Miletus, Bias of Priene, Solon of Athens, Chilon of Sparta, Anaxagoras of Clazomenae, Lassus of Hermione and Pythagoras of Samos (https://en.wikipedia.org/wiki/Seven_Sages_of_Greece). Yedi Bilgeler means philosophy, idea, knowledge, love for learning, chatting with friends, sharing, and "being" with wine. It means settings that can be shared all of the above. In a modern sense, all production from this area, in the ancient period, laid a foundation for civilization. The name is a sign of respect to the creators of philosophy and the concept of idea (<http://www.yedibilgeler.com>).

Wine in Yedi Bilgeler is produced from the grapes which are merlot, malbec, cabernet savignon and shiraz growing in the vineyard. The philosophy of Cittaslow is implemented in the boutique hotel with its 6 buildings and 28 rooms. Every one of the rooms has a garden, terrace or a balcony. The restaurant in the main building offers a la carte Italian and Mediterranean cuisine and has a wide view toward the vineyards. The design of the winery allows to be gentle to the grapes as the ultimate goal in winemaking is "high quality". The grapes are transferred on conveyor bands to fermentation tanks without using pumps; and afterwards into stock tanks with free flow.

The first aim of the owners was to establish a different kind of life style using Cittaslow philosophy in the winery and to create a business that can provide employment to the local community, residents of Çamlık Village and other neighboring villages. With the help of the Yenipazar Cittaslow representative, the philosophy of Cittaslow was implemented in the winery. A philosophy workshop was held in the hotel. Local manufacturerers are invited to the events like free trainings for viticulture, wine, olive oil and cheese tasting where they have the opportunity to introduce their products in the hotel.

The local people are invited to the seasonal activities such as the vintage, lavender harvest and pomegranate syrup making to help sustaining the tradition of collective work. The meeting of the organization of "Local Products and Geographical Indicators Research Network in Turkey" aiming to raise awareness of local cheese makers was sponsored and held in the hotel. Free sales stands are provided for Yenipazar Women's Environment, Culture and Business Cooperative. It is aimed to support women by selling their products without making any profit for the facility. The money collected from the sales is directly transferred to the cooperative.

A section of the vineyard is used as local products garden. Vegetables and fruits are planted from inherited seeds in this garden; and the crops are used in the kitchen. With the support of the Seed Association of Karaot, half of the seedling was planted in the vineyard, and the other half was distributed to farmers in the villages nearby. The restaurant has a rich menu that pairs with the wines produced in the vineyard. Only the crops from the garden and homemade sauces are used for food production and canned products are not used.

In the landscape design, none of the trees were cut down and olive, fig and other fruit trees are included. The fruits from these trees are used to make jams, which are offered to the guests for breakfast. The olives and the olive oil, which is made of the trees of the vineyard, are also used in the kitchen and offered to the guests.

Sensor-fitted electrical system with energy saving led lights is used around the hotel. The lightening starts up automatically at sunset. Solar energy is used for heating and hot water. If there is not enough sunlight, the nature friendly fuel "pirina", which is not a fossil fuel and does not include any sulphur, is used. The solid waste of the hotel is collected separately. The recycle bins in the facility enable the guests to separate their waste. The domestic waste from the kitchen is used in the local products garden and vineyard by composting system.

There are walking trails and bicycle roads in the facility. In order to motivate the guests to use bicycles there are bicycles complimentary. The rooms are designed as wheelchair friendly; there are non-threshold doors in every room. There is also a restroom in the restaurant for the disabled visitors.

4. Conclusion

The wineries can organize activities and events such as wine fairs and contests, develop promotion/communication plans, conduct research, develop criteria for the selection of members and create tour packages (e.g. rural tourism accommodation plus visit to local wineries). They can also combine wine with other complementary activities, such as local gastronomy, architecture and heritage, mountain biking, golf, etc. The first, as consumers seek to create a complete lifestyle for themselves, traditional opinion will be challenged more often and become less influential. Secondly, consumers will increasingly be more serious about and focused on their hobbies and interests. Thirdly, production related-factors will become less important for the consumer than issues affecting lifestyle. The consumers are focusing less on the ways in which wine is made and more on related recreational issues such as events, food and the overall experience of the vineyard. Wine tourism operates in conjunction with other forms of tourism such as food, environmental and heritage tourism (Correia and Ascensoa, 2006).

The association between food, wine and sensory experiences is lucidly summed up by (Sutton, 2010), who comments on the significance of the relationship between food and the sense. He states that: “food is central to cosmologies, worldviews, and ways of life” and is reflected in the term ‘gustemology’ as a means of understanding the spectrum of cultural issues that exist around taste and the sensory aspects of food and wine (Morgan and Tresidder, 2016). Culinary tourists are a different breed of traveler; they want to know equally who the hot chefs are, and what “mama” is cooking in the kitchen. And they really want to know where the locals go. And while Slow Food has been wonderful in preserving cooking traditions in many regions around the world, a standardized menu of dishes has emerged that uses local ingredients, but seems to showcase them in the same recipes time and again (Mair and Wagner, 2012).

The essence of tourism is based on pleasure derived from the destination and facility itself and activities undertaken when there. For travelers preferring Cittaslow approach this pleasure is derived from a lower impact and slower paced activity level. The following activities can be suggested for the managers who want to implement the Cittaslow philosophy in their establishments:

- Activities necessary for slow tourism visitors should be carried out, and the cooperation of local people should be ensured after determining the applicability of Cittaslow approach. Local population should be encouraged to participate in the Cittaslow movement.
- Projects which focus on and emphasize the economic, cultural and social benefits to be derived from Cittaslow philosophy should be undertaken to inform the local population of these opportunities.
- Training should be provided to build awareness and skills necessary for the processes and procedures involved in Cittaslow philosophy.
 - Infrastructure should be improved, especially the infrastructure necessary for slow tourism.
 - Food and beverage vendors which represent the authentic nature of the region and where regional dishes are promoted and served to visitors should be established on the basis of Slow Food philosophy.
 - The awareness of locals and visitors should be raised in order to prevent damage to the historical and cultural environment, the carrying capacity of the region should be determined under sustainable principles, and local governments and non-governmental organizations should cooperate against adverse environmental effects caused by tourism.
 - Foreign and domestic promotions should be made more effective through an effective web design.
 - Festivals or events devoted to the region should be organized.
 - It is expected that domestic and foreign visitors will in the future prefer greener, more serene, and more natural destinations where they can easily find the values stated in the basic principles of Cittaslow, and they feel healthy, relaxed and secure. “Counseling” and “orienting” approaches rather than “prevention” should be adopted in legislations; wine laws and vineyard register should be introduced and local authorities should be supported in their endeavors towards sustainability.

- In respect to structure of tourism, "nonindustrial" scale and types should be subjected to a different set of rules different from the areas and facilities of mass tourism.

- The success of Cittaslow philosophy depends on effective management and marketing involving the principles of pleasure, rest and hospitality. Public and local authorities, non-governmental organizations, the private sector, universities and professional organizations should cooperate in all practices.

The Cittaslow movement opens a new way to produce, to trade and to consume. The Cittaslow educating the community on shared social responsibility are key players measurable projects to improve the quality of life without never give up social justice and solidarity among people (www.cittaslow.net/content/philosophy). Yedi Bilgeler Winery has a lot in common with the philosophy of Slow Food and Cittaslow and is included in "Cittaslow Friends" to support and help to raise awareness about the Cittaslow movement in Turkey.

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