



## Evaluation of Traditional Turkish Beverage Awareness: The Example of Çanakkale

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### Abstract

The main purpose of this study is to determine the awareness of hotel businesses towards traditional Turkish beverages. The universe of the study consists of 3, 4 and 5 star hotels located in the city center of Çanakkale. The fact that they have areas such as restaurants, lobby and bars and that they mostly serve tourists have been effective in the preference of these businesses. In this context, the interview technique, one of the qualitative study methods, was used in the study conducted with 16 hotel businesses. The interviews were held between 1st and 21st of January 2022. The data obtained were evaluated with content analysis. In the study, it has been determined that hotel businesses have a high awareness of traditional Turkish beverages such as Turkish coffee, tea, salep and ayran. On the other hand, it was determined that awareness of other traditional beverages was low. In addition, in this study, it has been concluded that the demand and sustainability factors lie on the basis of the hotel businesses offering traditional beverages to tourists, that local raw materials are not used in the production of traditional beverages, and that the purchases are made through wholesale intermediary companies in the supply of the products used.

### Article Type

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