

Analysis Of the Concept of Slow Food with Word Association Test



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Abstract

The purpose of this study is to determine the cognitive structures of individuals from different occupational groups living in Gerze and its immediate surroundings, the only district of Sinop with the title of cittaslow, regarding the concept of slow food. In this context, a total of 284 people, including 44 academics working at Sinop University, 12 doctors and health workers working in the center and districts of Sinop, 23 teachers, 48 local government employees, 13 bank employees, 10 law enforcement personnel and 28 trainers/educators, 40 accommodation and food business employees, 14 technicians, 12 office personnel, 16 business owners and 24 freelancers, participated in the survey study. During the data collection process of the study, face-to-face interviews were conducted with the research participants and information was provided about the word association test beforehand. The data obtained from the participants was used to measure how the concept of slow food was perceived using the Word Association Test form. As a result of the research, it was determined that the participants mostly associated the words with "natural", "local", "health" and "slowness". In the related expression section, definitional expressions such as "Slow food is health", "Slow food, lots of conversation" and "Live slowly, eat slowly, live long" came to the fore.

Keywords: Tourism, Cittaslow, Slow Food, Word Association Test, Gerze.

1. INTRODUCTION

The importance of the concept of time has increased with the impact of industrial growth, technological advances and globalization. Depending on these factors, the realization of production with high efficiency has become the main goal. This situation has also affected people's social life and eating and drinking habits. The opening of a branch of a fast food restaurant chain in Italy created an adverse effect on the local culture and people, paving the way for the emergence of the "slow" movement. This adverse effect and resistance shaped by protests grew in waves and became a global organization. The effect of this approach has spread to different sectors and has led to the diversification of the slow movement. A type of this diversification is the cittaslow movement. The cittaslow movement aims to create a reaction against the fact that cities have the same characteristics due to the impact of globalization. Its main purpose is to create cities that preserve their unique values and are sustainable (İnegöl, 2024). The cittaslow movement continues its activities in 33 countries and 303 cities, and it adds new destinations

to its network day by day (URL 1). In Türkiye, 26 destinations have been included in the cittaslow network as of 2024 (URL 2). The concept of slow food is a movement that grounds the calm lifestyle by transferring it to food culture (Sırım, 2012). The basic vision of this approach is to protect the region from global factors, increase the quality of life, ensure the sustainability of traditional values and protect the natural. Because the transfer of these values to future generations will only be possible by protecting the current values. In this context, the main purpose of the study is to determine the cognitive levels of the participants in Gerze, the only district of Sinop destination with the cittaslow title. 284 participants were reached for this purpose and the Word Association Test was applied to measure the awareness level of the slow food movement. Thus, the participants' opinions on slow food were obtained and their ideas and suggestions on the subject were evaluated. The study is valuable as it is one of the pioneering studies carried out in the Gerze destination within the scope of the subject. In addition, the study will provide a synthesis of the

concepts of cittaslow and slow food and create awareness on the subject.

2. CONCEPTUAL FRAMEWORK

2.1. Slow Movement

The slow movement emerged as a social and socio-cultural resistance in response to the irresistible tempo of modern life and people's intense and fast consumption approach. The aim of this movement is to ensure that people's living standards reach a qualified level. The philosophical perspective of the movement is to ensure that people enjoy their activities, their nutrition and every aspect of their lives without worrying about time (Kanber, 2023).

2.2. Slow Food Movement

The basis of the slow food movement is the theme of “good, clean and fair food” focused on protecting nature, ecological balance and agricultural producers (Bucak & Turan, 2016). One of the most important principles of the slow food movement is to ensure that consumers are informed about the production processes of the products and the production methods used. In this movement, volunteers who play a role in the protection of agriculture, ecosystem and lost cultural values are not the consuming party but the collaborator producer who takes part in production. The slow food movement is responsible for the integration of food producers and those who carry out collaborative production activities. Slow food is a multifaceted movement that goes beyond

being an ordinary gourmet activity and includes the following goals (Güneş & Sabur, 2023).

- Protecting environmental balances and ecosystems,
- Adapting to the natural cycle of time,
- Preserving the cultural riches of the past,
- Giving due importance to cultural heritage and glorifying it,
- Encouraging regional production,
- Learning the origin of food products and analyzing production methods,
- Accessing original foods grown by local producers,
- Supporting education to develop taste awareness and reaching larger masses and
- Transforming dinner tables into enjoyable events.

2.2.1. The Development Process of the Slow Food Movement

McDonald's played a triggering role in the formation of the slow movement. The McDonald's restaurant, which opened in Piazza di Spana Square in Rome, Italy, close to the Spanish Steps, caused a large-scale resistance movement among the local people (Özmen et al., 2016). The risk posed by fast-food restaurants serving on a global scale to local culinary culture turned into protests led by journalist Carlo Petrini. In these protests, it was emphasized that instead of the tendency towards fast consumption, it was necessary to feel all flavors deeply and discover different tastes, and as a result of the protests, the slow food movement emerged.

Table 1. Chronological Chart of the Slow Food Movement

Year	Historical Development Stages of Slow Food Movement
1986	Slow Food springs to life in Rome, Italy in March 1986, when the opening of a fast food restaurant near the Spanish Steps sparks widespread national protest. This symbolic arrival of homogenization in a place so rich in history and culture convinces Carlo Petrini and the other founders of the movement that it is time to act, and so the Slow Food movement is born.
1989	Slow Food officially becomes an international movement when leading Italian cultural figures and representatives from 14 other countries sign the Slow Food Manifesto “ <i>For the Defense of and the Right to Pleasure</i> ” at the Opéra Comique in Paris.
1996	The Italian city of Turin hosts the first edition of Salone del Gusto: a biennial international fair dedicated to small-scale food producers producing high-quality products reflecting their local culinary traditions. The event is also the occasion for the launch of a flagship project, the Ark of Taste, a global catalog of food biodiversity at risk of extinction due to the pressure of the industrial food system and the standardization of diets.
1997	The first edition of Cheese is held in Bra, Italy. This biennial fair is dedicated to raw milk cheese and dairy products, and all the biodiversity they represent: from the plants in the pastures to the animal breeds that graze there, and from the microbial life in the milk to the diversity of know-how on milk transformation.
1999	The flagship Presidia program is launched as an extension of the Ark of Taste which goes even further in guaranteeing the survival and success of small-scale quality food products. These grassroots initiatives bring together farmers, fishers and food artisans who produce local food at risk of extinction. These projects mark the movement's first foray into the production process, and put Slow Food philosophy on agriculture and biodiversity into practice.
2004	The first world meeting of food communities, Terra Madre, is held in Italy, bringing together 5000 delegates from 130 different countries. Terra Madre is the first international event that puts small-scale producers center-stage, giving a voice to those whose approach to food

	production protects the environment and communities. Terra Madre thus becomes a springboard for work on social justice by the Slow Food movement worldwide. Slow Food founds the University of Gastronomic Sciences, the world's first learning institute dedicated entirely to the multidisciplinary study of food and food culture.
2006	Slow Food launches its slogan: good, clean and fair food for all. This marks a further evolution of the movement, now adding the principle of social justice to the pleasure of food and the protection of the environment. Find the full definition in the Slow Food Manifesto for Quality
2007	To reflect the international dimension of Slow Food, the 5th International Slow Food Congress is held in Puebla, Mexico. The Declaration of Puebla is ratified as a pledge to continue the journey started 18 years earlier, and notes how the organization's mission has evolved since the 1st Congress in 1989: having moved "from food to soil, from pleasure to justice, from quality to daily shopping, from the promotion of products to equal dignity for cultural diversity."
2009	The Cooks' Alliance is launched, which counts over a thousand members globally, all of whom are restaurateurs upholding the Slow Food philosophy in their kitchens, often through the use of Ark of Taste or Presidia ingredients.
2010	Slow Food launches its Gardens in Africa initiative, which involves local agronomists and communities in promoting agroecology through food gardens in schools, communities and families. Through this initiative, Slow Food meets Edward Mukiibi, who will later rise to the role of Slow Food President. In the years since its launch, the initiative has reached tens of thousands of people throughout more than 20 African countries.
2011	Slow Food explores the development of networks that transcend geographical borders, with Indigenous food communities from around the world coming together at the first edition of Indigenous Terra Madre in Jokkmokk, Sweden. The event aims to inspire participants to lead efforts to preserve the traditional knowledge held by Indigenous Peoples, and to promote Food Sovereignty.
2015	Slow Food hosts a pavilion at Expo 2015 in Milan, Italy, with exhibitions on biodiversity, vegetable gardens, raw milk cheeses and wine. As part of Expo, from October 3-6 the " <i>We Feed The Planet</i> " event organized by Slow Food brings 2500 young farmers across the world together to shape the future of food. Slow Food convinces the Italian government to ban the use of powdered milk in cheese production: a first in Europe. The European Commission has since put pressure on Italy to remove the law, while Slow Food continues to campaign to extend it to other countries.
2017	The 7th International Slow Food Congress, in China, marks the beginning of the radical renewal of the organization, with a focus on greater inclusivity and new forms of involvement and participation.
2020	Slow Food publishes " <i>A Call To Action</i> ", a strategic roadmap that systematizes our work, measuring and leveraging our impact to create a better world. To this end, the network's activities unite around three pillars of action: to defend biological and cultural diversity, to educate, mobilize and inspire citizens, and to influence policies in the public and private sector through advocacy.
2022	The 8th International Slow Food Congress, held in Italy, ratifies a change to the movement's legal entity from a membership based organization to a foundation of participants, opening it up to a broader participation of individuals as well as of public and private entities. The international representatives of the movement elect a new board. After 33 years as its President, Carlo Petrini steps down. He is succeeded by Edward Mukiibi, an agronomist from Uganda.
2023	Slow Food and other representatives of the " <i>Save Bees and Farmers</i> " European citizens' initiative (ECI) presented their citizen-backed demands for pesticide reduction at the European Parliament. The hearing marked the peak of a two-year long campaign which gathered 1.1 million signatures across the continent.

Source: URL 3

2.2.2. Example Applications Within the Scope of the Slow Food Movement

The birth of the slow food movement, its historical development stages and the organizations organized are visualized in Table 1. This movement, which was

founded by Carlo Petrini and his friends in 1986, still maintains its importance today. This movement, which became law with a manifesto, has over time formed the basis for organizations such as Ark of Taste, Presidia, Terra Madre, Cooks Alliance and

Slow Food Biodiversity Foundation (Figure 1). In addition, the University of Gastronomic Sciences founded by Carlo Petrini has provided the

opportunity to transfer slow food awareness to future generations (Demir, 2021).

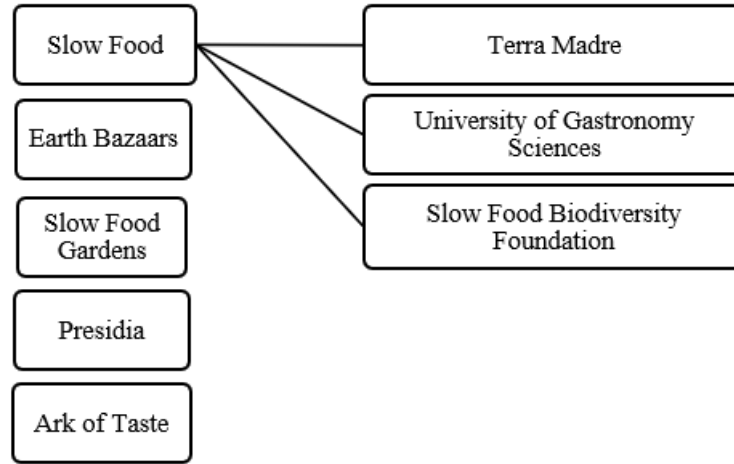


Figure 1. Slow Food Organization Chart

Source: Güner & Çılgınoğlu, (2023).

➤**Terra Madre:** Organized every two years since 2004, Terra Madre is a food organization that transcends national borders and is held at a global level (Şişman, 2022).

➤**University of Gastronomic Sciences:** A private educational institution established in 2004 by Carlo Petrini, the founder of the slow food movement, in the town of Pollenzo, Italy (Sağır, 2017).

➤**Slow Food Biodiversity Foundation:** The foundation continues its activities with the aim of ensuring sustainability by protecting flora and fauna. Examples of the programs organized by the foundation within the scope of biodiversity are; The Ark of Taste, Chefs Union, Earth Markets, Food

Gardens in Africa and Slow Food Travel (Aliyeva, 2020).

➤**Earth Markets:** They are sustainability-themed platforms that adopt the principles of slow food, enable the branding of the destination and gain economic momentum, and bring producers and consumers together (Başarangil & Tokatlı, 2018).

➤**Presidia:** It aims to protect local biodiversity and ensure sustainability by preserving traditional foods (cheese, smoked meat, fruit and vegetables, desserts) (Yiğit & Doğdubay, 2017).

➤**Noah's Ark:** There are 76 products in the Ark of Taste list that reflect Türkiye's identity (Güner & Çılgınoğlu, 2023).

17-20 EKİM 2013
Slow Fish İstanbul

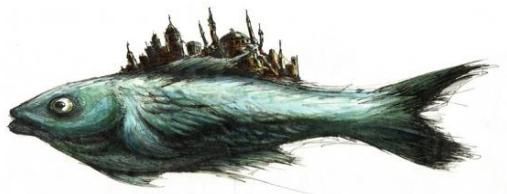


Figure 2. Slow Fish İstanbul

Source: URL 4



Figure 3. Lettuce Festival

Source: URL 5a



Figure 4. Ayvalık Slow Olive Festival

Source: URL 5b

➤**Slow Fish İstanbul:** Within the scope of promotional activities initiated in 2010 under the leadership of Fikir Sahibi Damaklar to ensure the sustainability of Bosphorus bluefish, it was held between 17-20 October 2013 with the participation of ten different countries (URL 6).

➤**Lettuce Festival:** The event dedicated to Yedikule's famous oil lettuce under the leadership of Fikir Sahibi Damaklar was celebrated between 7-10 May 2015 (URL 7).

➤**Slow Olive:** This event, which is held every two years, is organized between 14-17 April with the initiatives of Ayvalık Municipality and International Slow Food (URL 8).

2.3. The Concept of Cittaslow

The concept of cittaslow is formed by combining the English (slow) and Italian (citta) words. The Italian part (citta) symbolizes Italy, the starting destination of the movement, and the English (slow) part symbolizes the rest of the world since it is a global language (Özür, 2016). Initiatives related to the slow city movement were initiated by Paolo Saturnini, the former mayor of Greve in Chianti, Tuscany, Italy. In order to increase the living standards of the town and preserve its regional identity, different strategies were developed and the spread of this view at the national level was encouraged. This movement was quickly accepted by the mayors of the towns of Bra (Francesco Guida), Orvieto (Stefano Cimicchi) and Positano (Domenico Marrone), and with the contribution of slow food founder Carlo Petrini, they united towards a common goal. The main goal of the slow city movement; the aim is to have local people and administrators adopt the slow food movement and integrate eco-gastronomy principles into their daily routines (Yalim, 2018). Founded in 1999 in the town of Greve in Chianti, Italy, cittaslow is a movement that cities with a population of less than 50,000 can participate in. It emphasizes that increasing living standards and ensuring sustainable development with the slow city approach can be achieved by protecting the identity, historical texture, cultural heritage, architectural structure,

local flavors, customs and traditions identified with the city (Turgut et al., 2023).

2.3.1. Cittaslow Movement Membership Criteria and Cittaslow Cities in Türkiye

The cittaslow movement refers to a comprehensive application and evaluation process in which cities are evaluated under seven main headings and within the scope of the cittaslow membership criteria (URL 2).

- Environmental Policies,
- Infrastructure Policies,
- Urban Life Quality Policies,
- Agricultural, Tourism, Tradesmen and Artisans Policies,
- Social Cohesion,
- Partnerships and
- Plans for Hospitality, Awareness and Education.

The 26 cities in Türkiye included in the cittaslow network are in alphabetical order; Ahlat/Bitlis, Akyaka/Muğla, Arapgir/Malatya, Daday/Kastamonu, Eğirdir/Isparta, Finike/Antalya, Foça/İzmir, Gerze/Sinop, Gökçeada/Çanakkale, Göynük/Bolu, Gündül/Ankara, Halfeti/Şanlıurfa, İbradı/Antalya, İznik/Bursa, Kemaliye/Erzincan, Köyceğiz/Muğla, Mudurnu/Bolu, Perşembe/Ordu, Safranbolu/Karabük, Şarköy/Tekirdağ, Şavşat/Artvin, Seferihisar/İzmir, Uzundere/Erzurum, Vize/Kırklareli, Yalvaç/Isparta and Yenipazar/Aydın (URL 2).

2.4. Gerze and Cittaslow

2.4.1. Contributions of Cittaslow Membership to Gerze Destination

- The value given to local products and unique tastes has increased.
- With the increasing popularity of the destination, the tourism sector has become more active and the number of visits, especially by local tourists has increased.
- Revision plans for the Fire Houses, which have structural value for the city have been designed.
- Social production has been encouraged with the local product market.
- Women have been given a labor opportunity with the local product market.

- The tendency to use solar energy in lighting systems in social areas has increased.
- Wooden crafts that are identified with the destination have gained importance. The demand for handicraft courses opened to spread arts such as towels, etc. has increased.
- The abandoned Şükrü Bey Mansion has been renovated and converted into a museum house under the name Şükrü Bey Anı Mansion (Demirant, 2022).

2.4.2. Negative Effects of Cittaslow Membership on Gerze Destination

- There has been an increase in the population rate of the local population.
- The revision plan prepared for the Fire Houses was designed but could not be implemented.
- An increase in chaotic urbanization has been observed.
- While the destination continues to expand on the Samsun route, an acceleration in construction activities is also observed.
- Due to the short duration of the summer season, the rate of visitors coming in the winter is very low. For this reason, accommodation facilities remain dysfunctional.
- Traffic is a major problem due to the population density in the city during the summer season. Due to this situation, the local population is negatively affected (Demirant, 2022).

3. METHOD

3.1. Purpose of the Research

The main purpose of this study is to determine the cognitive structures of individuals from different occupational groups living in Gerze and its immediate surroundings, the only district of Sinop with the title of cittaslow, regarding the concept of slow food.

3.2. Area Selection Process of Research

Gerze is a district located in the northeastern part of the city, named after the cape on which the settlement was established. It is predicted that the district gained district status in 1901, its name was Carusa, and that the transition to settled life began in ancient times, as in the Ayancık district. The district, which has a surface area of 594 square kilometers, is surrounded by the Black Sea in the north, Boyabat and Durağan districts in the south. Dikmen is in the east of the district and Sinop is in the west (Düzenli, 2018). The district is surrounded by Elma, Köse, Dede and Hasan mountains, whose heights reach 900 meters. The district receives heavy rainfall due to the Black Sea climate, so it is also rich in terms of green areas (URL 9). The district is structured as a central municipality, seven neighborhoods affiliated to the municipality and 42 villages. Irregular settlement is observed in the villages due to the negative effects of landforms and has 225 hamlets. According to TÜİK

data for 2024, the population rate was determined as 30,100. According to the results, there has been an increase in the village population (URL 10). Various activities such as paragliding in Yelkentepe, Saklikoy Waterfalls, Yenikent Cece Sultan Hıdırellez Festival and Yakadibi Village Festival can be counted among the cultural activities and touristic attractions (URL 11).

3.3. Data Collection Process of the Research

In the study, the qualitative analysis method was determined and the Word Association Test was applied to the participants. When qualitative research methods are examined, it is observed that there has been an upward momentum in the number of scientific studies conducted with qualitative research techniques, especially in the last fifty years. In parallel with this development, it is expected that the number of data obtained through qualitative research will increase and be evaluated in a broad perspective (Güneş & Erdem, 2022). Within this scope, the word association test and forms applied were given to the participants through face-to-face communication. In the data collection form prepared in the form of 10-point Likert, the participants were asked to write the words they associated with the concept of slow food and to make sentences expressing the concept of slow food. The participants were informed about the word association test beforehand and then given thirty seconds to express the equivalents of the words and to measure their conceptual awareness. While creating the research data form, the concept of Slow Food... was written ten times under each other on a page in order to prevent participants from giving the same answer. Below is an example of a word association test;

1-Slow	Food
.....	
2-Slow	Food
.....	
3-Slow	Food
.....	
4-Slow	Food
.....	
5-Slow	Food
.....	
6-Slow	Food
.....	
7-Slow	Food
.....	
8-Slow	Food
.....	
9-Slow	Food
.....	
10-Slow	Food
.....	
Related	
Sentence.....	
.....	

During the data collection process of the research, 284 people from different occupational groups living in Gerze and its surroundings were included in the research sample. Simple random sampling was preferred in the sample selection process. The data collection process was terminated at the point where the answers and association results began to resemble each other.

3.4. Data Analysis of the Research

Word Association Test; contributes to the analysis of the validity and significance level of terms that have been in memory for a long time. This test is an evaluation method in which the keyword is found, performed in a limited time and people write down what they can remember. The test is also used to

determine people's mental levels and measure their relationships with terms at this level (Doğan et al., 2018).

4. FINDINGS

As a result of the analysis (Table 2), it was determined that 284 participants who participated in the study associated the concept of slow food with 715 words. When the participants created word associations, the first word was completely filled in, but the other nine words were left blank at certain rates and at a low level. Despite the words left blank, according to the test results, it was determined that a common term was formed in the minds of the participants regarding the concept of slow food.

Table 2. Results of the Word Association Test for the Concept of Slow Food

	K1	K2	K3	K4	K5	K6	K7	K8	K9	K10
Total Participants	284	284	284	284	284	284	284	284	284	284
Response Status	284	283	281	264	268	232	272	248	235	276
Leave Blank Status	0	1	3	20	16	52	12	36	49	8

When the data in Table 3 are analyzed, it is seen that the concept of slow food is associated with 59 different words. In relation to this situation, when the tests applied by the participants were analyzed, it was concluded that the words were repeated 715 times. The participants mostly referred to the words

natural (49), local (47), health (46), slowness (45), organic (32) as the conceptual equivalent of slow food and expressed it with the terms they assumed to meet its meaning. There was only one participation in three words.

Table 3. Words that Participants Associated with the Concept of Slow Food and the Repetition Rates of These Words

Word	N	Word	N	Word	N
Natural	49	Unique to Gerze	11	Tarhana Soup	5
Local	47	Digestion	11	Fusion Cuisine	5
Health	46	Village Product	10	Fast	5
Slowness	45	Fish	9	Difficult to Make	4
Organic	32	Calmness	8	Folding	4
Quality	24	Anti-Prepared Food	8	Peace	4
Traditional	24	From the Past	8	Innovation	3
Flavor	22	Snail	8	Society	3
Sustainability	21	Fresh	8	Destination	3
Clean Food	20	Gastronomic Element	7	Movement	3
Enjoyable	20	Resting	7	Unique	3
Nokul	20	Boranasi	7	Labor	3
Manti	20	Ear Dough	7	Ancestor Seed	3
Geographical	16	Expensive	6	Carlo Petrini	2
Food					
Home Cooking	16	Pastry	5	A Healthy Generation	2

Future	15	Slow City	5	Nutrition	2
Cultural	14	What Should Be	5	Clean Air	1
Anti-Hamburger	14	Vegetable	5	Productive	1
Cittaslow	14	A New Movement	5	Anti Processed Food	1
Taste	14	Corn Tarhana	5	Total	715

According to the word cloud analysis (Figure 5) it was determined that the participants associated the concept of slow food with concepts such as natural, local, healthy, traditional, organic and slowness. In

addition, the participants expressed their thoughts about the slow food movement with different words and at a lower level of participation.



Figure 5. Word Cloud Image Showing the Repetition Rates of Words Associated with the Concept of Slow Food

Source: Designed by the authors from research analyses.

The statements regarding the slow food movement that the participants associated with are as follows;

- Slow food is about ensuring the sustainability of traditional products.
- Slow digestion of food protects health. Local flavors should be eaten instead of fast food.
- Healthy, local and delicious products against fast food.
- Bringing local food culture to the forefront through slow food is an important output.
- Live slowly, eat slowly, live long.
- Healthy food consumption is important for a healthy generation.
- When geographical products are preferred, fast food will lose its importance.
- In order to enjoy life, flavors should also be enjoyed and should not be consumed quickly.
- Gerze should protect its local flavors and reduce the consumption of ready-made food.

- They are natural, useful, healthy foods.
- Fast food has a high carcinogenic rate. It is the main cause of obesity. Fast food should definitely be banned until a certain age.
- It is the creation of a food culture that is not consumed immediately, adhering to production and traditions.
- Slow food provides benefits in terms of healthy and balanced nutrition.
- For health, one should return to nature.
- When the fast food trend loses its importance, people will return to nature.
- Organic nutrition for the future.
- It is food that is made and presented knowing what the products you eat are.
- Slow consumption of food is what is healthy.
- The concept of fast food is not preferred in today's conditions due to economic factors and time problems. For example; you should not go to the east

and eat hamburgers, you should taste the local flavors of the region.

➤ It is a protocol that should be implemented for a quality and healthy life.

➤ Slow food is an important movement for the sustainability of local flavors.

5. CONCLUSIONS AND DISCUSSION

The main purpose of this study is to determine the cognitive structures of individuals from different occupational groups living in Gerze and its immediate surroundings, the only district of Sinop with the title of cittaslow, regarding the concept of slow food. In this context, as a result of the analysis of the answers to the questions prepared for the participants regarding their perceptions of the concept of slow food and the kind of intellectual impression they formed, 715 words were reached. Ten word responses were requested from the participants regarding the concept of slow food with the word association test. It was determined that the participants responded completely to the first word but did not respond to the other nine words at different rates. This situation shows that the participants had an idea about the subject but did not have the level of knowledge to complete the test. When the repeated expressions were examined, it was determined that the meaning of the concept of slow food was perceived by public employees as close to its real meaning, while those working in the private sector had different thoughts about the concept but generally had a supportive approach. In the discourses that emerged during the interviews, a single issue that could be attributed to negativity came to the forefront. It was determined that the idea of being cheap and fast was dominant at the basis of the concept of fast food, and that the participants turned to fast food culture due to time and financial inadequacies. Apart from the discourses, the following expressions related to the subject were frequently encountered in the relevant sentence section;

➤ *"I prefer ready meals because it is economical."*

➤ *"Actually, slow food should be preferred but they are very expensive."*

➤ *"Unfortunately, the food we consume is not healthy but slow food is expensive. My suggestion is that slow food can be more affordable and can be sold in the canteen."*

As a result of the analysis, it was highlighted that the third most repeated word, *"health"*, would have positive reflections on life with slow food. The most frequently repeated expressions by the participants regarding the association of *"health"* and slow food are as follows;

➤ *"Slow Food provides benefits in terms of healthy and balanced nutrition."*

➤ *"Healthy food consumption is important for a healthy generation."*

➤ *"Slow food should be preferred for a healthy life."*

➤ *"For health, we should return to nature."*

Participants from different occupational groups in Gerze and its surroundings, where the study was conducted, frequently repeated the following statements about the importance of integrating the slow food and cittaslow movements:

➤ *"If Gerze receives the title of slow food along with the title of cittaslow, tourism potential will increase and a transition to quality living will begin."*

➤ *"Slow food can be integrated into life in a quiet city."*

➤ *"Gerze should protect its local flavors and reduce the consumption of ready-made food."*

➤ *"Gerze should receive the title of slow food Gerze along with the title of cittaslow."*

When the responses in the descriptive sentence section requested from the participants were evaluated, it was determined that 232 out of 284 people made knowledge-based definitions. The responses of the remaining 52 participants were evaluated in the superficial approaches category. It was concluded that the participants perceived the concept of cittaslow positively and found it useful by associating the slow food movement with Gerze. Another important finding was that word-based expressions received more responses than descriptive expressions.

Within the scope of the study results;

➤ Necessary information should be provided and training should be provided on the subject so that local people can internalize the concept of slow food and ensure its applicability.

➤ Slow food awareness can be created in restaurants and food and beverage businesses and their incentives can be provided.

➤ Slow food themed initiatives can be made with public support.

➤ Gerze's local products can be introduced with organizations within the scope of slow food by making the necessary initiatives.

In future studies, studies can be conducted to compare different destinations within the scope of the subject. In more comprehensive research areas, studies can be conducted with larger sample sizes and generalizable results. Different studies can be conducted by determining samples from different nations.

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