

AS AN EXAMPLE OF A NEW PRACTICE IN HOTEL INDUSTRY:
THE LIVING CUISINE



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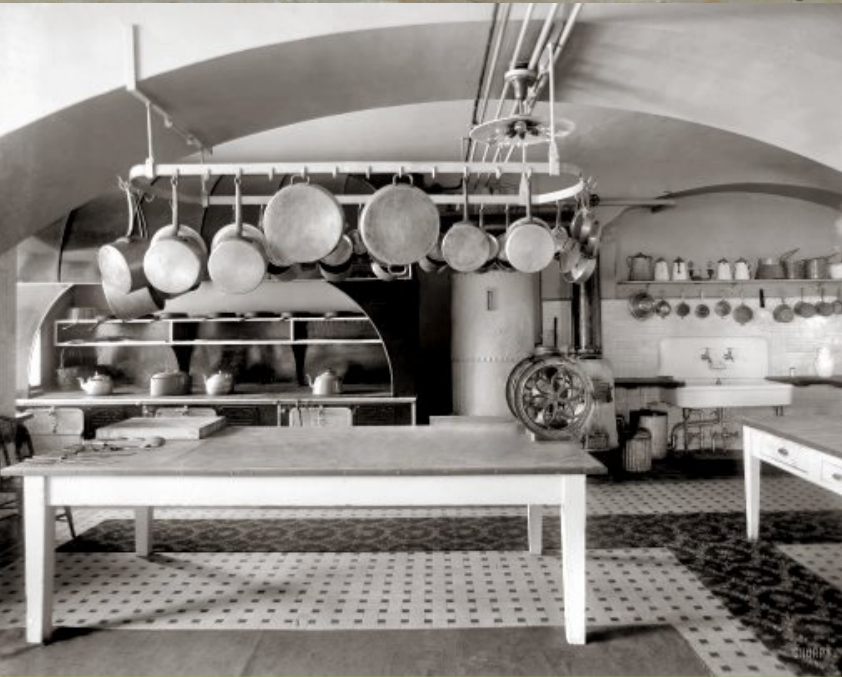
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CULINARY MOVEMENTS

- ❖ The first food and beverage enterprise was opened in Paris in 1765.
- ❖ In the 19th and 20th centuries, hotels that served food and beverage started to appear.

What are the reasons for the emergence of culinary movements?

- 1-) The transportation of various food products to Europe as a result of the increase in commercial activity between the 17th and 19th centuries and the increase in the number of places discovered in that period.
- 2-) The occurrence of mass migrations and people taking their own culinary cultures to places where they emigrate.
- 3-) The globalizing world as a consequence of the developments in communication and transportation networks.



CULINARY MOVEMENTS FROM PAST TO PRESENT

- **HAUTE CUISINE** which started in France in the 17th century
- **NOUVELLE CUISINE** which also started in France in the 17th century (The New Cuisine Movement)
- **FAST FOOD** which started in the USA in 1920s
- **AVANT-GARDE** movement of 1960s in which different methods of cooking came into prominence
- **FUSION** cuisine that emerged as the combined interpretation of at least two different cuisines
- **MOLECULAR GASTRONOMY** that emerged in 1980s
- **SLOW FOOD** movement started by Italian journalist Carlo Petrini in 1986 as a reaction against Fast Food movement
- **‘THE LIVING CUISINE’** movement that Hüseyin Bölük, who is a Turkish chef, started as a reaction against the misapplied all-inclusive system and unconscious consumption

WHAT IS THE LIVING CUISINE?

IT IS TO KNOW THAT EVERY DISH HAS A STORY AND TO MAKE GUESTS A PART OF THAT STORY.



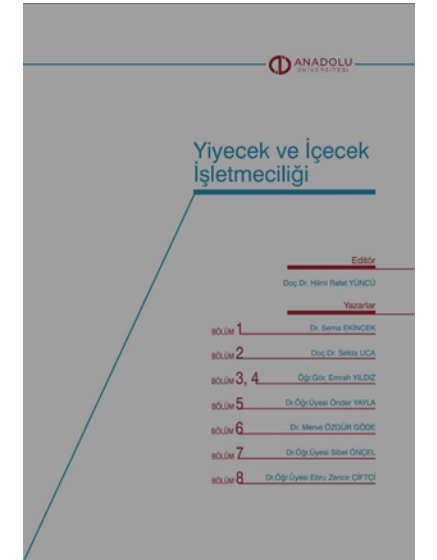
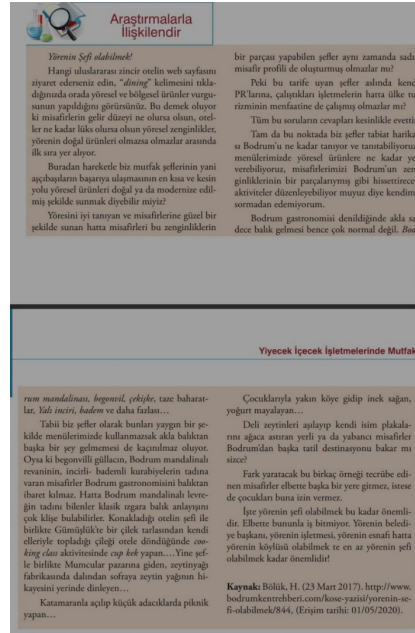
IT IS TO LET TASTES BE ENGRAVED ON PEOPLE'S MINDS BY APPEALING TO ALL FIVE SENSES.

AN IMPORTANT NOTE!

People in managerial positions and chefs should know their localities!

- You should know the values peculiar to your locality very well and present them to your guests.

[HTTP://BODRUMKENTREHBERI.COM/KOSE-YAZISI/YORENIN-SEFI-OLABILMEK/844](http://bodrumkentrehberi.com/kose-yazisi/yorenin-sefi-olabilmek/844)



- 'The Living Cuisine' has become a course subject in Food and Beverage Management Department at Anadolu University.



WHAT IS EXPECTED FROM THE CHEF?



A GOOD
PRESENTATION

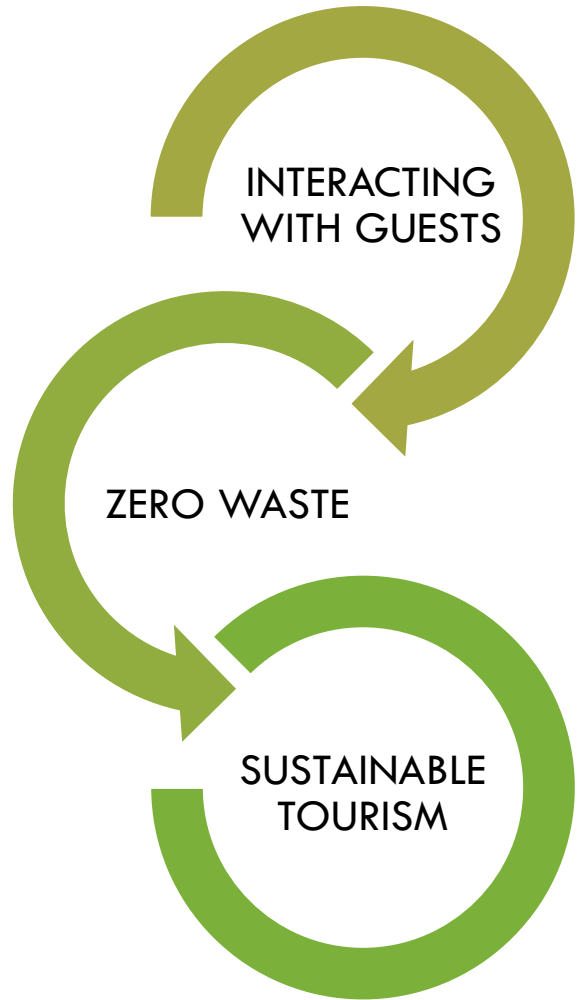


TASTE!



DISHES TO BE
MADE FROM
HEALTHY AND
FRESH
INGREDIENTS

THE ESSENTIALS OF THE LIVING CUISINE



- Storifying dishes and telling the stories of your dishes to your guests,
 - Magic Moments
 - Doing recreational activities
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- Production and consumption as per need keeping in mind that the sustainability of our planet depends on food.
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- Designing menus by taking local product range into consideration,
 - Creating a garden within your organization,
 - Maintaining the tradition of preparing food for winter (Pickling, sauce preparation, canning food etc.)

THE RECREATIONAL PRACTICES OF THE LIVING CUISINE

A DAY WITH THE QUEE



THE RECREATIONAL PRACTICES OF
THE LIVING CUISINE
BREAKFAST / COOKING CLASS OR
BBQ IN THE GARDEN



THE RECREATIONAL PRACTICES OF THE LIVING CUISINE A LIVE BROADCAST



THE RECREATIONAL PRACTICES OF
THE LIVING CUISINE
FISHERMAN THEME



<https://www.youtube.com/watch?v=XZcHI7m1a1M&t=17s>

THE RECREATIONAL PRACTICES OF
THE LIVING CUISINE
CHEFS' OR GUESTS' CHALLENGE



THE RECREATIONAL PRACTICES OF THE LIVING CUISINE

A FUN



<https://www.youtube.com/watch?v=YLvsROUnvHc>

THE RECREATIONAL PRACTICES OF THE LIVING CUISINE

FASHION in KITCHEN

<https://www.youtube.com/watch?v=Bc8vdqlaiJg>



PAINT and TASTE

<https://www.youtube.com/watch?v=t9m89ZtALao>

<https://www.youtube.com/watch?v=i3VkY7W3huY>

THE RECREATIONAL PRACTICES OF THE LIVING CUISINE

APPETIZER FEST

<https://www.youtube.com/watch?v=ucHFCrKEYsQ>



THE LIVING CUISINE II

<https://www.youtube.com/watch?v=OSe0eAjcLq0>

THE LIVING CUISINE IN ACADEMIA

The Scientific Journals in which 'The Living Cuisine' has become the subject of articles:

- Gazi University Journal of Tourism Guide
- The Book of Gastronomy- St. Kliment Ohridski University- Bulgaria

University seminars given in:

- Adnan Menderes University
- Akdeniz University
- Afyon Kocatepe University
- The Uzbekistan State Institute of Arts and Culture
- Hasankeyf Vocational School of Higher Education
- Istanbul Kent University
- Muğla Sıtkı Koçman University
- Konya Necmettin Erbakan University
- Akhmet Yassawi International Kazakh-Turkish University
- Cappadocia University
- Istanbul Gelişim University
- RTE University

Presentations in International Gastronomy Congresses:

- Çanakkale 18 Mart University 2nd Congress of Gastronomy Tourism (September 2017)
- Nevşehir Hacı Bektaş Veli University 4th International Congress of Gastronomy Tourism Studies (September 2019)
- <https://yasayanmutfak.com.tr/akademikcamiadayasayanmutfak/>



- Hotel managers should support their chefs in such original applications and encourage them to do such applications.
- Original and innovative applications such as ‘The Living Cuisine’ should be highlighted in the marketing strategies of hotels and even holiday destinations. Travel agencies should be informed more actively about such services.
- Also, other local shops should be included in ‘The Living Cuisine’ applications, thereby creating original alternatives for domestic and foreign tourists to spend quality time outside the hotel, as well.
- This kind of activities should be supported by local institutions and organizations. Tourist mobility among food and beverage production areas, local bazaars and villages should be facilitated.
- The Living Cuisine activities should be included in gastronomy tours organized by travel agencies.

RESULTS AND SUGGESTIONS

As a final word;
'The Living Cuisine'

MUST BE REGARDED AS A MATTER OF NATIONAL PRIDE

and this movement, which is a totally domestic one, must have its place in gastronomic literature by being promoted and spread around the world with the support from public and private sectors.



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