

# TURKEY TOURISM & CRISIS MANAGEMENT

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## ABOUT TURKEY

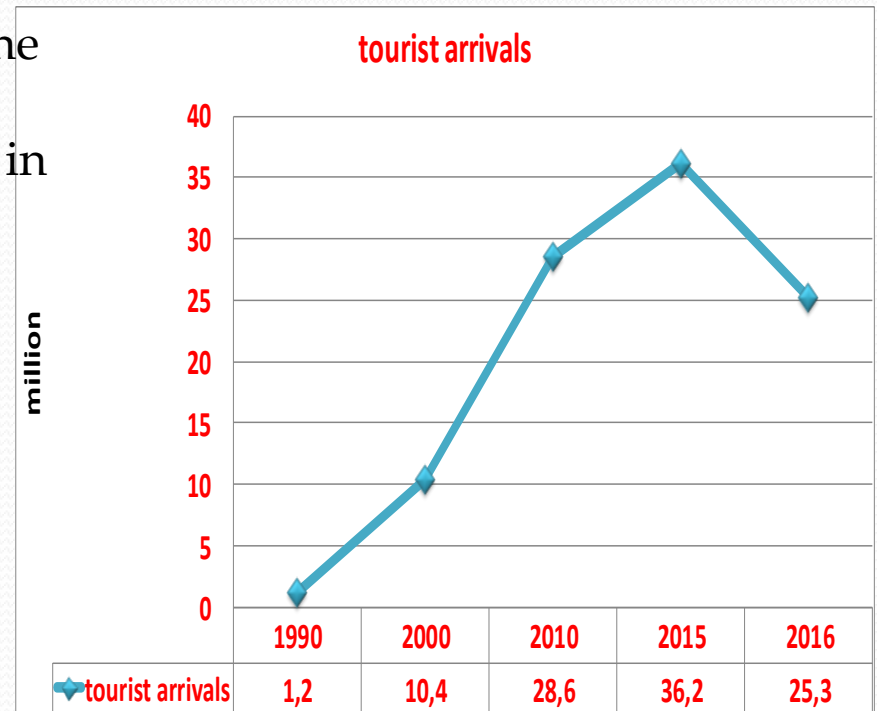
- ✓ Member of United Nations since 1945
- ✓ Member of UNESCO since 1945
- ✓ Member of Council of Europe since 1949
- ✓ Member of NATO since 1952
- ✓ Member of OECD since 1961
- ✓ Member of World Tourism Organization since 1975
- ✓ Candidate for European Union since 2005
- ✓ Member of The United Nations Security Council 2009-2010



## TURKISH TOURISM IN NUMBERS

There has been a significant decrease in the number of tourists coming to Turkey, especially due to the crises we have lived in the region last year.

The effective crisis management implemented by our government and our ministry and with the various measures taken, the effects of this crisis have been destroyed in a short time.



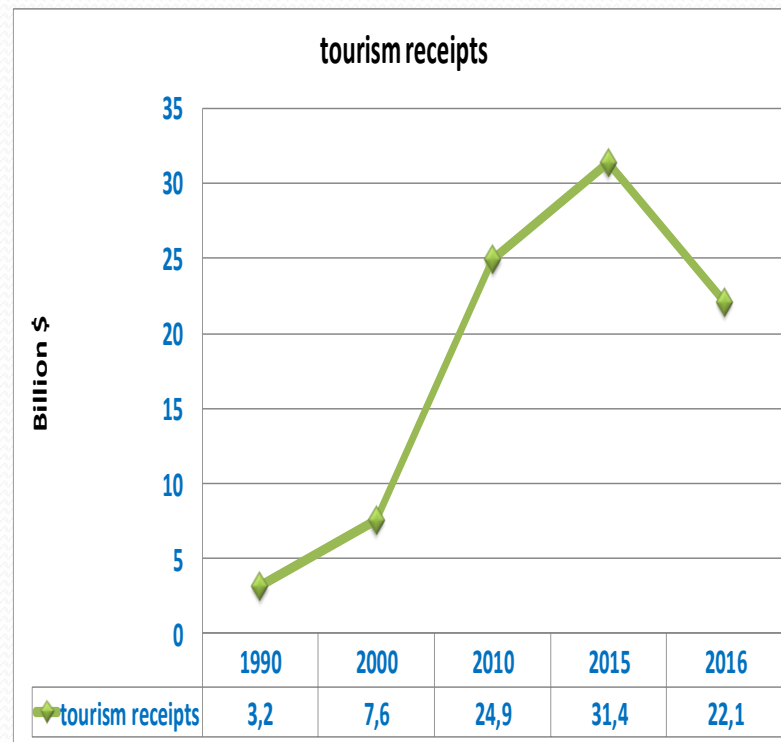
*Source: Turkish Ministry of Culture and Tourism*



## TURKISH TOURISM IN NUMBERS

Tourism revenues were similarly affected by regional crises.

Turkey's tourism revenues have also increased considerably due to the disappearance of the effects of the crisis



*Source: Turkish Ministry of Culture and Tourism*



## TURKISH TOURISM IN NUMBERS

Turkey has approached a rapid growth again after the 2016 crisis

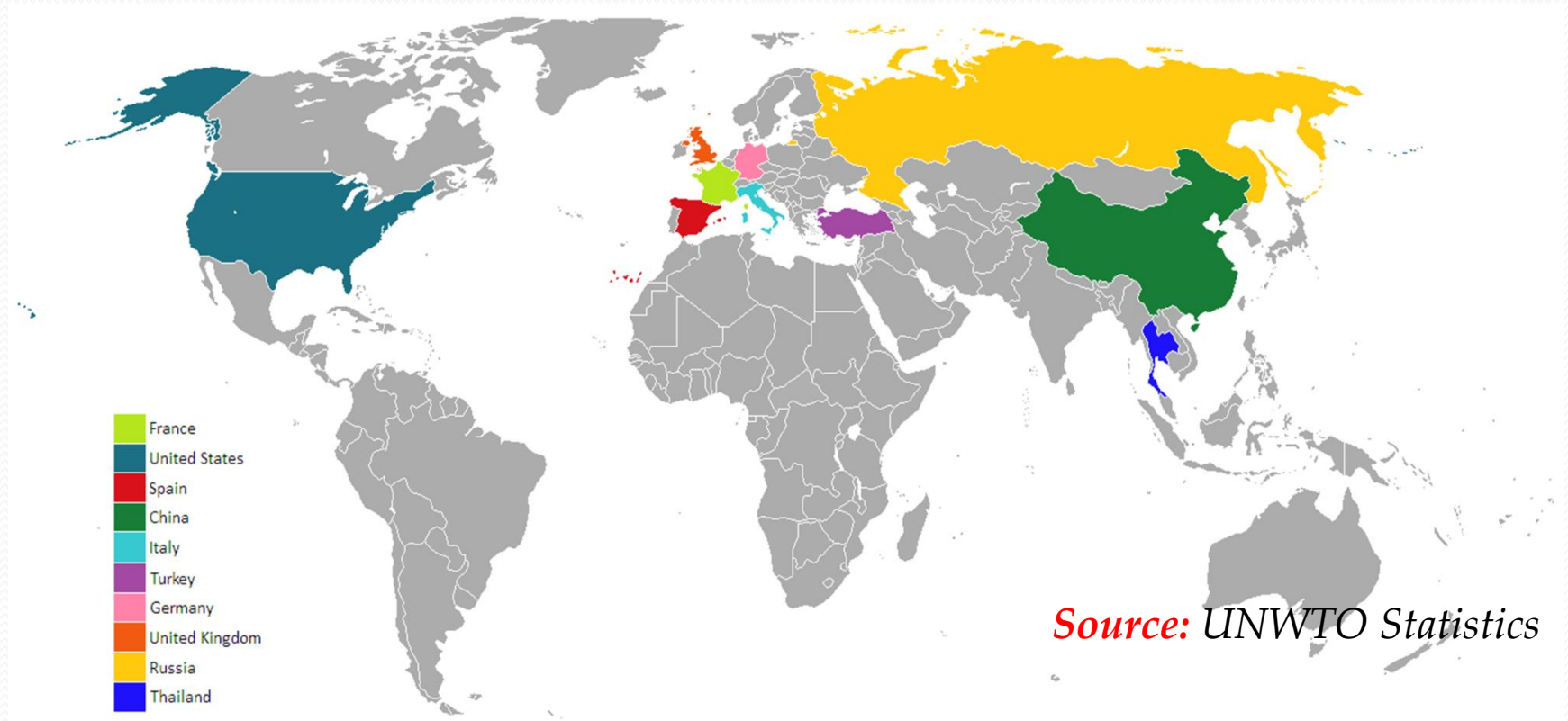
We aim to reach the 2015 levels by the end of this year

Statistics show that we are very close to our goals for this year

Year (Jan-Jul)	Number of visitors (Million)
2015	20.4
2016	14.2
2017	17.4



## SIX MOST VISITED COUNTRY IN THE WORLD



## WHAT IS CRISIS

- A crisis is any event that is or is expected to lead to, an unstable and dangerous situation affecting an individual group community, or whole society.
- Threatens the company's goals and future.



## POSSIBLE CRISIS

- The negative politic and social events spread worldwide through press or social media etc.
- As a result of this negative opinions rise rise up
- In natural dissasters as well
- If social media accounts are hacked
- Disruption of content when social media is blocked
- Spreading of misinformation through press or social media etc.



## CRISIS MANAGEMENT

- Understanding the causes of the crisis
- Understanding the intensity of the crisis
- Early warning and intervention system/plan
- Providing accurate and sufficient information to interested parties
- Identifying risk elements
- Determining the amount of risk observed
- Controlling the crisis
- Destroying the crisis



## CRISIS MANAGEMENT PLAN

- Understanding and defining the crisis
- Early warning and resisting
- Providing accurate and sufficient information to all related sides
- Identifying risk factors
- Determining amount of risk taken
- Controlling the crisis
- Removing the crisis
- Taking advantage of any opportunity



## FOR AN EFFECTIVE CRISI MANAGEMENT

- A well-defined and planned structure and task chart
- A competent and experienced team
- Detailed action plan
- User-friendly tools
- Strong communication with all sides



## ACTION PLAN

- Authorized person information were included the crisis management plan
- Rating the crisis (level, intensity, direction, etc.)
- Acting
- Analysing the crisis and information processes
- Reporting
- Analysis of possible opportunities



## EXPERIENCES

- **Event**
- **Gezi park protests**
- Negative publications and sharing of foreign media and social media users caused doubts.
- Reservation cancellations and sales were stagnant.



## ● **Action**

- Famtrips and press visits to important markets were held in Turkey and the «Turkey not safe» perception was eliminated on decision-making mechanisms.
- We have carried out intensive activities such as advertisements, workshops in cooperation with the tour operators / travel agencies.
- The counselors abroad have made various informations and meetings with the tour operators and travel agencies in their regions..
- We have carried out PR studies in the target markets .
- The crisis was soon under control and eliminated.



## EXPERIENCES

### Event

- **Russian jet crisis**
- Russia called on its citizens not to go to Turkey.
- With the jet crisis, «Turkey is not safe idea» was spreading in social media



### Action

- Our Ministry and sector representatives conducted high-level negotiations with the Russian authorities and the solution was sought.
- Charter flights by agencies that brought tourists from Russia and neighboring countries were supported by US \$ 6,000.
- Turkish Travel Agencies with some criteria are decided to provide state-supported loans up to 100 million Turkish Liras per business.
- In addition, activities such as advertisements, workshops and roadshows that we have carried out in cooperation with tour operator / travel agencies operating in Russia every year have been intensively continued.
- Our country's brand value is protected with these studies



## EXPERIENCES

### Event

- Regional problems
- Syria war
- Iraq war
- Terrorism

### Action

- PR studies
- Cooperation with internet phenomenons
- Famtrips workshops etc.



## EXPERIENCES



## STATE SUPPORTS

- Employment supports
- Investment supports
- Charter supports
- Promotional supports
- Marketing initiatives
- Political initiatives
- Communication studies - social media



## SECURITY MEASURES

- **Activities are held to prevent security problems that tourists may encounter 7 days a week and 24 hours a day.**
- **Tourism Police carry out the mission of hosting in cases of importance such as protocol visits.**



## MARKETING DURING CRISIS

- We have seen many companies or institutions in the midst of such crises until today
- It is even possible to say that the influences continue even today
- The best thing to do when you face a crisis is to set up a multifunctional committee and monitor all costs
- The committee should examine promotional activities, distribution channels, market segments, customer segmentation and geographical spread to determine areas where costs will be reduced
- Social media networks are very important in terms of achieving the target audience at a very low cost.
- Downward shifts in income group preferences are seen during crisis periods
- According to these changes you can create a new products
- In order not to lose customers, some products can be temporarily discounted without lowering the quality.
- While this practice reduces profit margins for a while, it strengthens the loyalty of the customer.
- Developing high quality but low price products would increase the demand and save the income regime of the company



## MARKETING DURING CRISIS

- We can say that social media has changed marketing strategies from a to z since it entered our lives.
- This has given social media a more technical and measurable trait on marketing.



## MARKETING DURING CRISIS

- Social networks are ideal places for companies
- to expand their target groups,
- to reach new people or consumers
- to promote their brands and products.



## MARKETING DURING CRISIS

### ➤ Powerful marketing tools

- We have synchronized our products with the internet and reached the target group more easily by search engines features
- However, along with more creative approaches some special social media tools can be prepared



## MARKETING DURING CRISIS

### What social media provides us?

- Social networks offer a strong and wide digital marketing space
- Retargeting and remarketing
- Re-displaying ads for products that the users have viewed in the past through their surfings
- Creating a community to prove the true relevance of dynamic customer segments to the personality



## MARKETING DURING CRISIS

### Changing crisis into opportunity

- Crises sometimes include opportunities.
- So, evaluate the results of the strategy carried out throughout the process and create a new communication plan



TEŞEKKÜRLER

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THANK YOU

