

DESTINATION MANAGEMENT EXPERIENCE OF TURKEY

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General Directorate of Investment and Establishments

CONTENTS

- **Tourism Development Process**
- **Destination Management Principles**
- **Destination Management Organizations**

TOURISM DEVELOPMENT PROCESS

MISSION, AUTHORIZATION AND RESPONSIBILITY

- **DECLARATION OF
TOURISM CENTERS (TC)
CULTURE & TOURISM PROTECTION & DEVELOPMENT REGIONS
(CTPDR)**
- **PLANNING**
- **LAND ALLOCATION**
- **CERTIFICATION AND CONTROL**
- **INCENTIVES (INFRASTRUCTURE, ENERGY SUPPORT, FINANCIAL
SUPPORT, TECHNICAL SUPPORT)**



STRUCTURE OF TOURISM LAW (LAW NO 2634)

ACCORDING TO THIS LEGISLATION:

- RESEARCHING POTENTIAL AREAS
- DECLARING TOURISM CENTERS
- PHYSICAL PLANNING ACTIVITIES IN THE DECLARED CULTURAL AND TOURISM PRESERVATION AND DEVELOPMENT AREAS
- ALLOCATION STATE OWNED LANDS TO PRIVATE INVESTORS
- ACTIVITIES FOR CULTURAL CENTERS
- MONETARY AND TECHNICAL SUPPORT FOR INFRASTRUCTURE (SEWAGE, WATER PIPES, ELECTRICITY)
- CERTIFICATION AND MONITORING OF TOURISM FACILITIES
- CERTIFICATION OF TRAVEL AGENCIES
- GENERATION OF TOURISM STATISTICS
- MARINE TOURISM ACTIVITIES



ARE CARRIED OUT.



DESTINATION MANAGEMENT PRINCIPLES

VISION OF TOURISM STRATEGY

THE MAJOR AIM:

DIVERSIFICATION OF TOURISM ACTIVITIES AND EXPANDING
TOURISM SEASON TO 12 MONTHS

THE VISION:

TO MAKE TOURISM A HEADING SECTOR FOR INCREASING
EMPLOYMENT AND REGIONAL DEVELOPMENT AND TO MAKE
TURKEY AN INTERNATIONAL BRAND AMONG THE FIRST 5
COUNTRIES IN THE GLOBAL TOURISM MARKET ACCORDING TO
TOURIST NUMBERS AND TOURISM REVENUE UNTIL 2023.

TOURISM STRATEGY CONSISTS OF

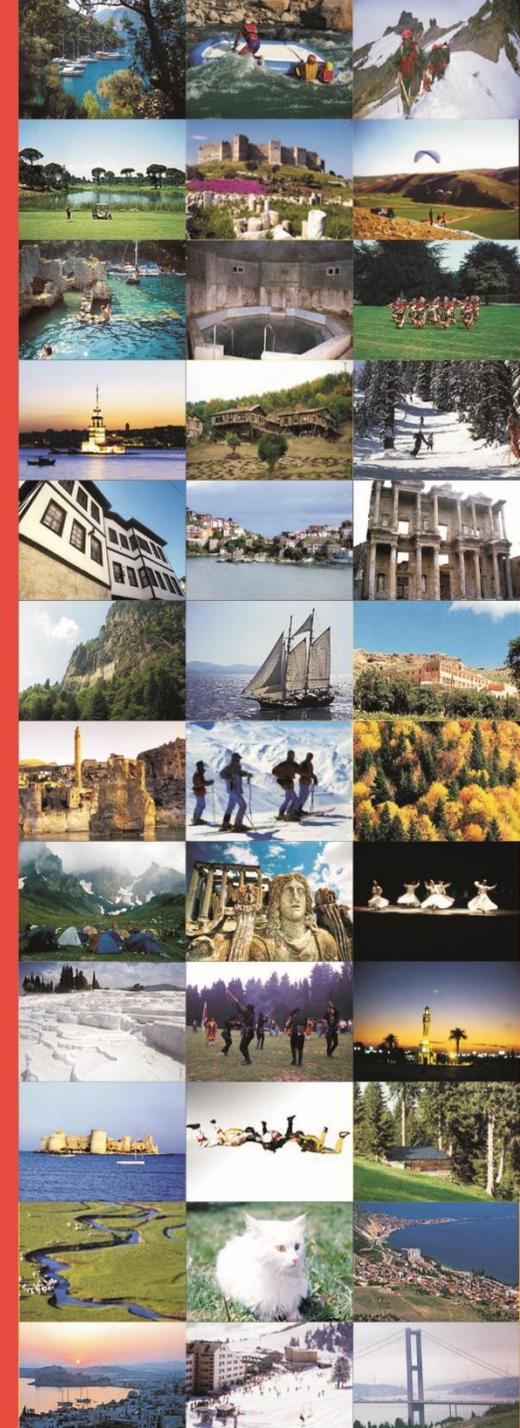
TWO MAIN PARTS:

STRATEGIES – 2023

AND

ACTION PLAN - 2007- 2013

2023

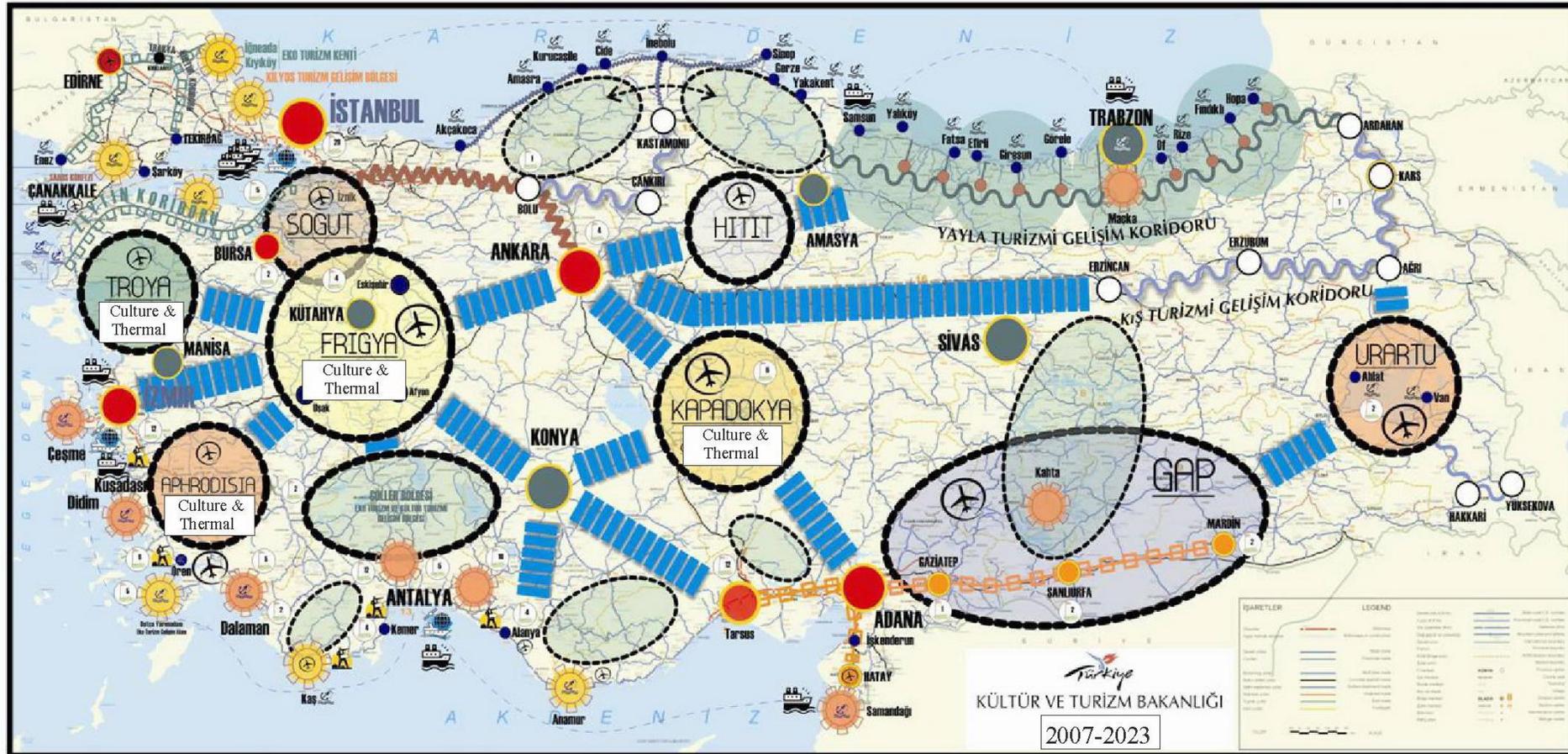


TURKEY TOURISM STRATEGY (2023) MAIN OBJECTIVES

- To ensure sustainable development of tourism,
- To extend the tourism season throughout the year by diversifying tourism products,
- To extend the tourism activities from coastal and urban areas to rural and interior regions,
- To be one of the top five countries considering tourism income by the year 2023.



TOURISM STRATEGY OF TURKEY CONCEPTUAL ACTION PLAN



LEGEND

The Focus of Development				The Links of Development				Transport and Other...			
Existing Tourism Cities	Winter Sport	City Tourism	Thematic Development	Silk Road	Religious and Gourmet Tourism	Function Links	Plateau Tourism Route	Airport	Marina	Cruise Port	Marinas Transformed From Fishing Shelter
Proposal Tourism Cities	Marina	Culture and Religious	Ecological Development	Winter Tourism Route	Sea Transport Route	Olive And Culture Route	West Black Sea Tourism Route	Mega Yacht	Marinas Transformed From Fishing Shelter	Re-evaluated Tourism Potential Areas	

- **To achieve institutionalization through councils to be established at national, regional, provincial and local level within the context of «Good Governance»**
- **To ensure full and active participation of tourism sector as well as all related public and private entities and Non-Governmental Organizations (NGOs) in relevant decision making process.**

DESTINATION MANAGEMENT PRACTICES

DESTINATION MANAGEMENT ORGANIZATIONS

- **Tourism Consultation Councils**
- **Non- Governmental Organizations**
- **Public Private Partnerships**
- **Non-Profit Organizations**
(Convention&Visitor Bureaus)
(Winter Tourism Corridor DMOs)



**Istanbul
Convention &
Visitors Bureau**

www.icvb.org.tr/



"expoiantalya"
meet & team

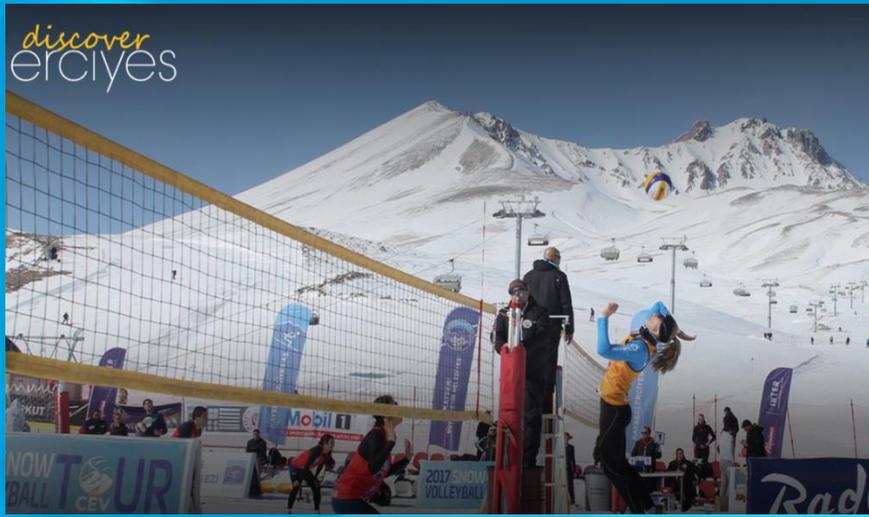
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ABOUT ANTALYA VENUES ABOUT ACB EVENTS MEMBERS CONFERENCE ANTALYA INFORMATION ABOUT TURKEY

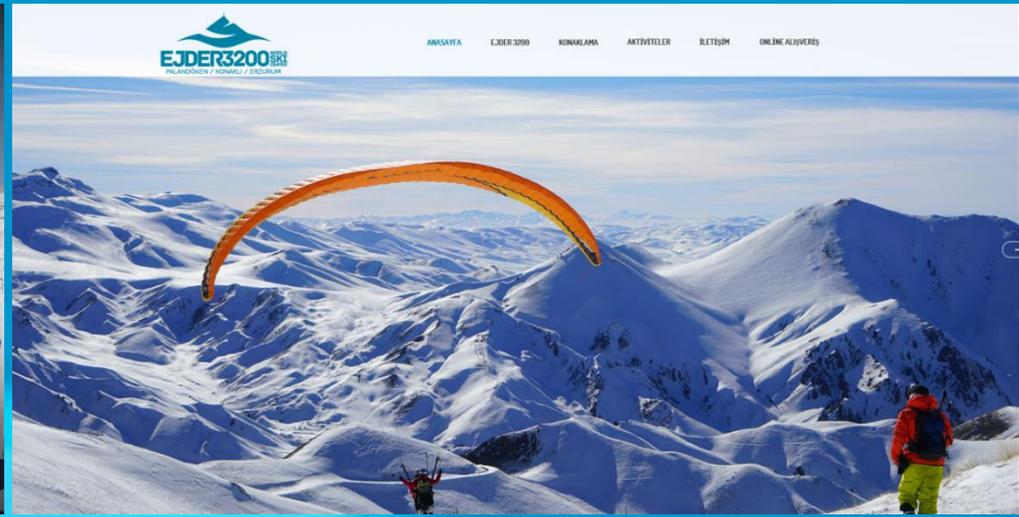


**Antalya
Convention Bureau**
www.antalyaconvention.org



Kayseri Erciyes A.Ş.

www.kayserierciyes.com.tr



Ejder 3200

www.ejder3200.com



Antalya Promotion and Tourism Development Inc.

www.antalyadestination.com



Belek Tourism Investors Union

www.betuyab.com.tr/en

WINTER TOURISM CORRIDOR



Erzurum Palandöken

- actual bed capacity 2466
- planned bed capacity 8850



Kars Sarıkamış

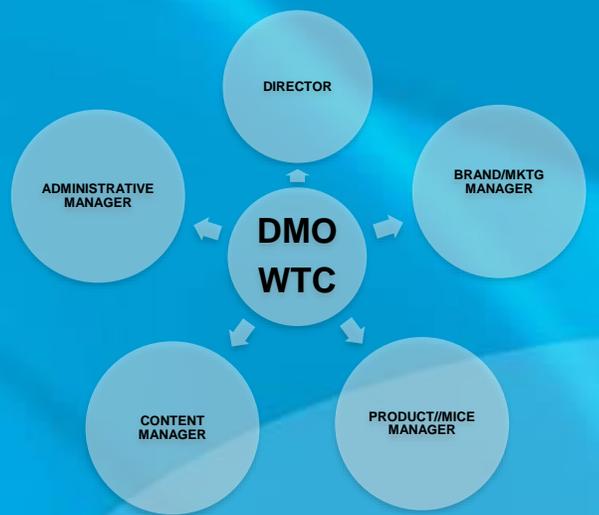
- actual bed capacity 833
- planned bed capacity 12000



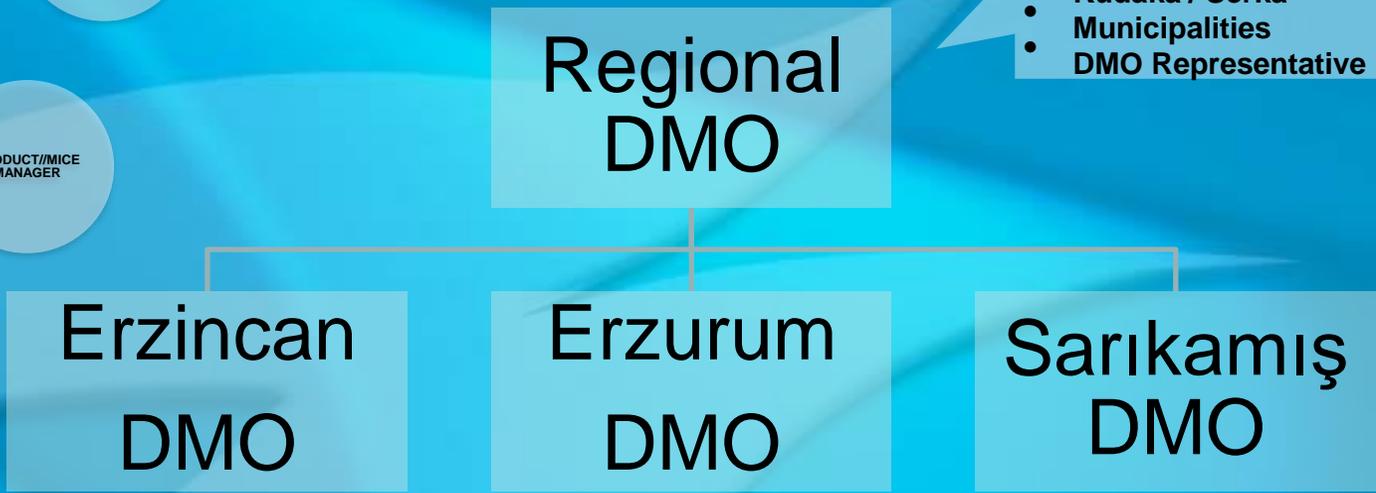
Erzincan Ergen

- actual bed capacity 0
- planned bed capacity 8000

WINTER TOURISM CORRIDOR DMOs



- BOARD**
- MoCT
 - Government
 - DAP
 - Kudaka / Serka
 - Municipalities
 - DMO Representative



- BOARD**
- TIC
 - Government
 - DAP
 - Kudaka / Serka
 - Municipality
 - Private Stakeholders
 - University
 - Sport Organisation



WINTER TOURISM CORRIDOR DMOs

Corridor branding and promotion, coordination and other support functions for all 3 destinations



AUTHORITY
for the Winter Tourism Corridor
The Regional DMO

Destination management, ski area development, tourism products design and marketing



		
LIVELY ERZINCAN Lively atmosphere family friendly outdoor friendly	ACTIVE ERZURUM sport oriented high altitude technical skiing	ENCHANTED KARS magic of the woods, crystal snow wellbeing "slow" tourism



Thank you for your attention..



ART & CULTURE



FOOD & BEVERAGE



WELLNESS & HEALTH



UNESCO

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