



**12 th MEETING OF THE COCEC TOURISM WORKING
GROUP
(September 13 th, 2018, Crowne Plaza Hotel, Ankara)
Destination Marketing Strategies in the OIC Member
Countries**

The Turkey has every kind of tourist destination.

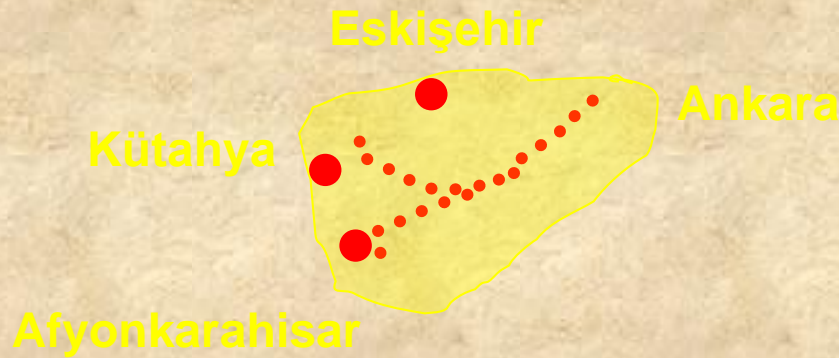


For Destination Marketing Strategy

On-site monitoring of natural and cultural values of a destination

- Problems
- Deficiencies
- Assessment of the situation
- Swot analysis
- Reporting

General Directorate of Promotion Phrygian Valleys Project



Phrygian Valley, which has been home to the Phrygians who have a history of about 3000 years, has an area of 506 km from Ankara Gordion to Eskişehir, Kütahya and Afyonkarahisar. Phrygian settlements dating from rock, stone monuments, burial chambers, churches, fairy chimneys and other natural beauty are one of Turkey's most beautiful valley.



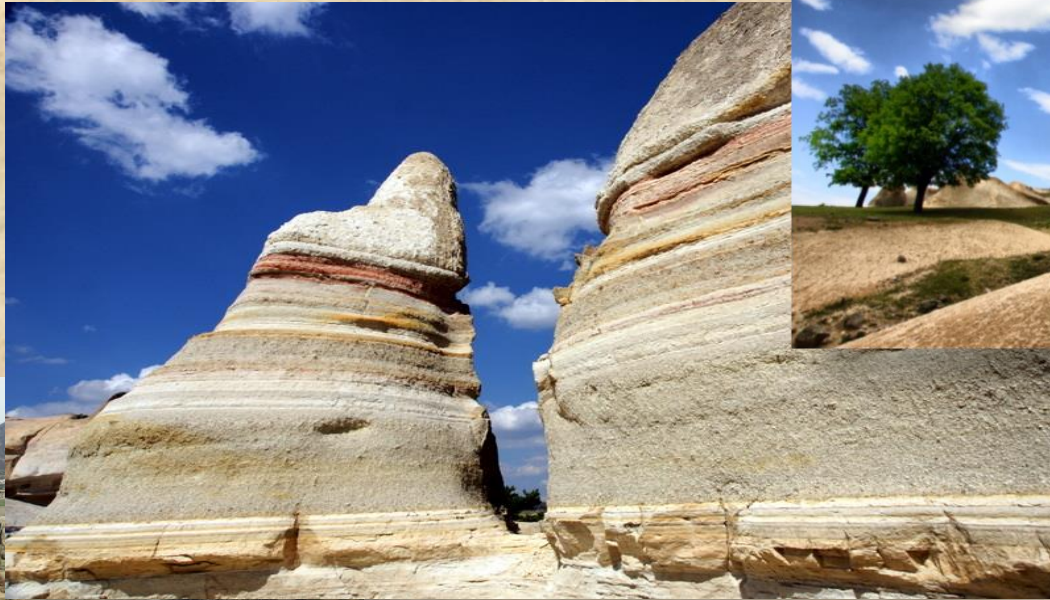
Phrygian Valleys

Phrygian Valleys, its geological structure, its unique atmosphere, its natural and historical texture and its has extraordinary properties..



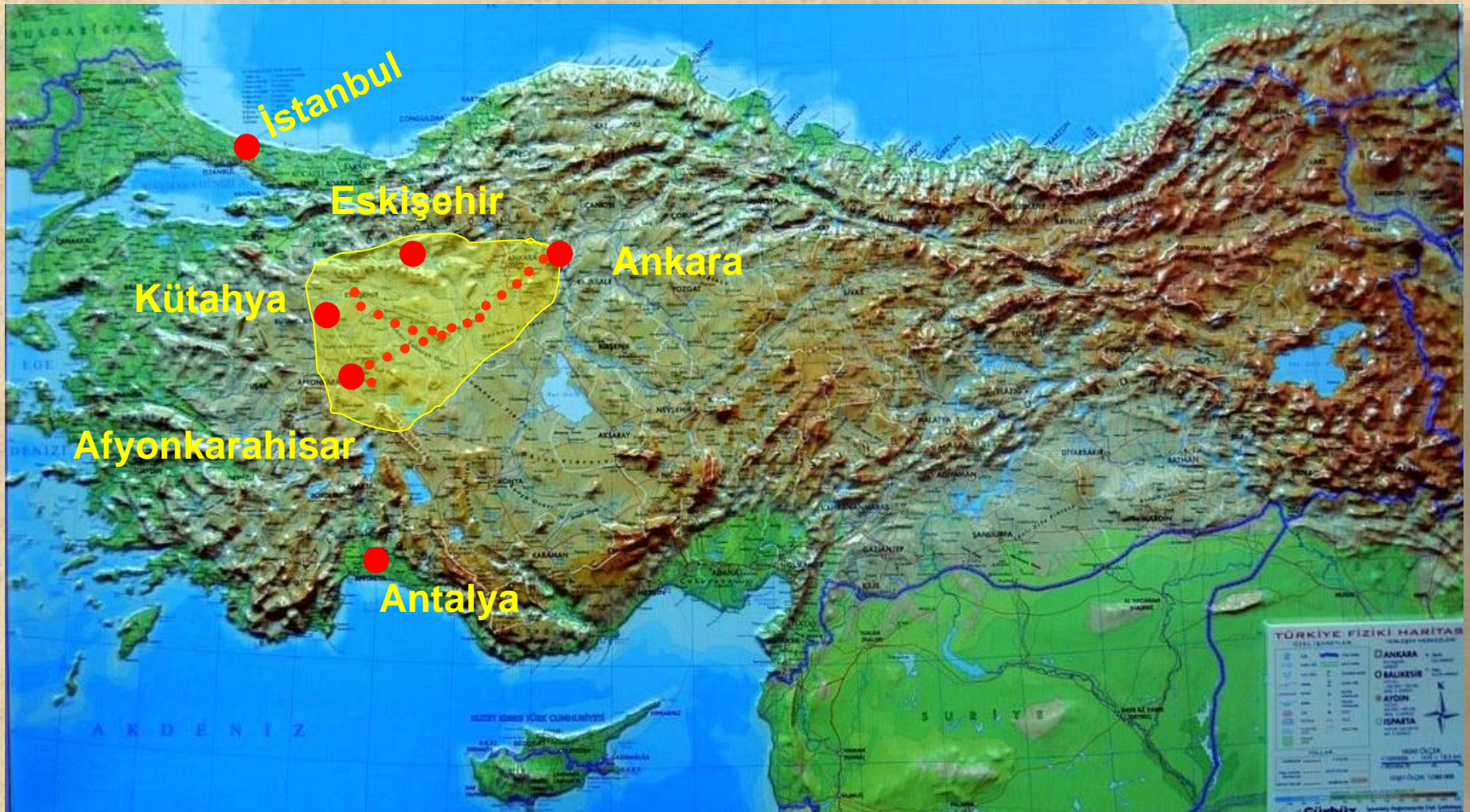
Phrygian Valleys: Geology

- Almost all of the valleys are covered with the lavas of the Turkmen mountain, an ancient volcano.
- There are intense natural formations (fairy chimneys) in the region.



Phrygian Road

The Phrygian Road, which lies between Ankara-Afyonkarahisar-Kütahya-Eskişehir, 506 km long walk and bike route is established on the basis of ancient roads and marked on international standards.



Turkey's Hiking Roads

There are 19 hiking routes of international standards in Turkey

- **Lycia** (*History-Nature*) (Turkey's first long walking path)

- **St. Paul Road** (*History- Faith -Nature*)

- **Independence Road** (*Recent History*)

www.cultureroutesinturkey.com

- **Küre Mountains NP** (*Nature-Ecology*)

- **Evliya Çelebi Road** (*Culture- History*)

- **Kaçkar Mountains** (*Nature-Culture*)

- **Hittite Road** (*History-Culture*)

- **Phrygian Road** (*Culture-History-Nature*)

- **Carian Road** (*History*)

- **St. İbrahim Road** (*Faith-Culture*)

- **Sultans Road** (*History*)

- **Via Egnatia** (*History*)

- **Yenice Forests** (*Nature*)

- **İdyama** (*History*)

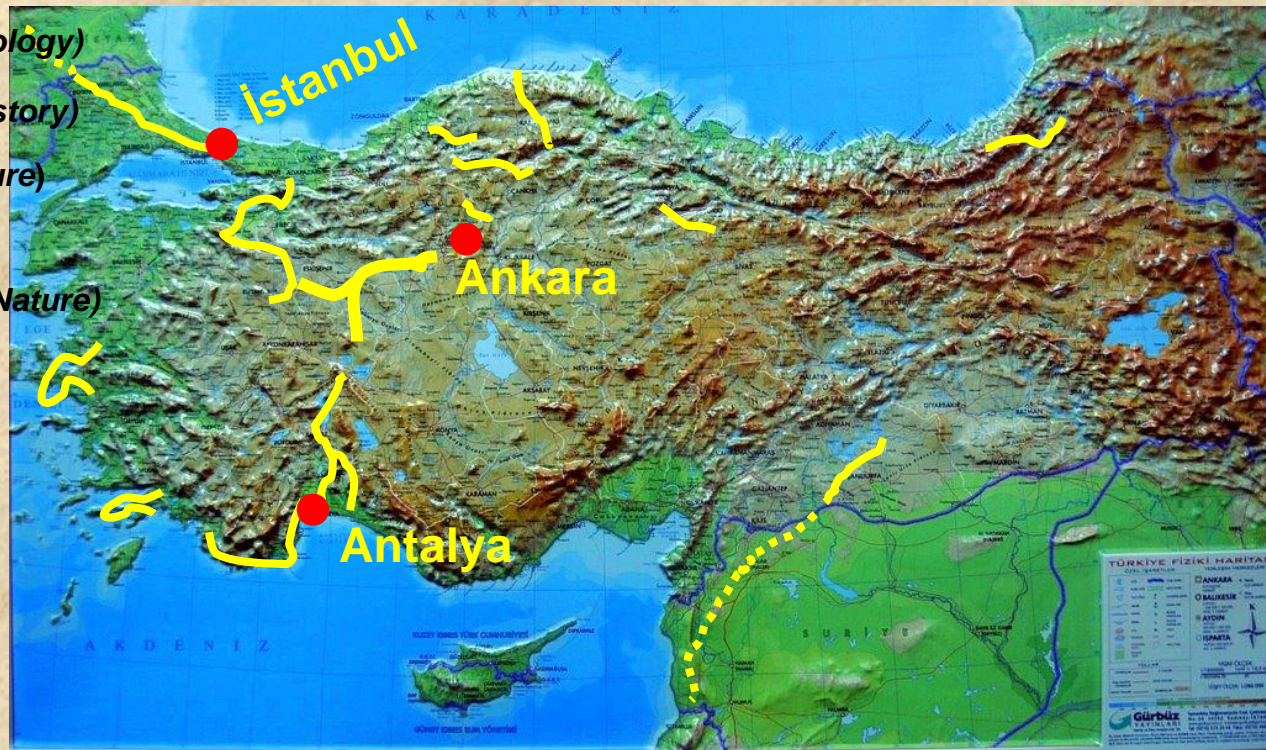
- **Ağrı Mountains** (*Nature*)

- **Kızılırmak Basin Gastronomy Road** (*Food Culture*)

- **Between Two Seas** (*City*)

- **Kızılcahamam-Çamlıdere Jeopark** (*Geology*)

- **Efes-Milas Road** (*History*)

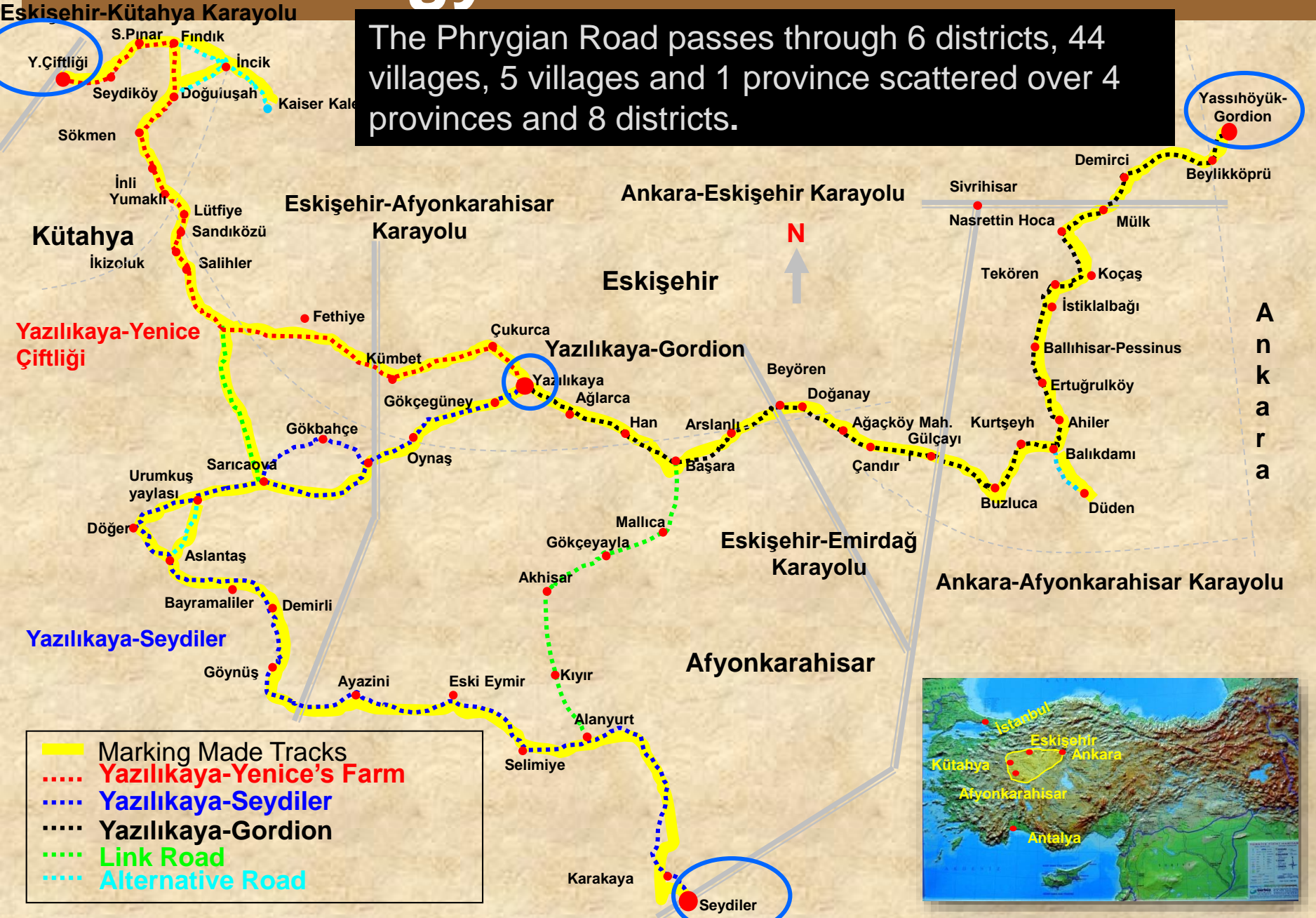


Phyrgian Road: Routes



Phrygian Road: Route

The Phrygian Road passes through 6 districts, 44 villages, 5 villages and 1 province scattered over 4 provinces and 8 districts.



Phrygian civilization(B.C.)1200 – 700)

- Phrygians in the Polatlı district of Ankara, Political capital of **Gordion** (Yassıhöyük)
- **The Midas** city (Yazılıkaya) it is the religious center of the Phrygians
- **Pessinus** (Ballıhisar, Sivrihisar) It is the capital center of the Phrygians



The Midas city -Yazılıkaya

The effects of the phrygian road: Phrygian Houses

- For the stay of the travelers on the Phrygian Road, The original houses in the villages on the route were converted into Phrygian Houses
- The Phrygian houses are mostly constructed in the Afyonkarahisar and Kütahya sections of the Phrygian Road,
- Çukurca boutique hotel (Midas Han) was opened in Yazılıkaya district; A Hostel in Ayazini was opened
- The increase in the number of accommodations will make the walkers (because they will carry less cargo) more encourage to walk.



Midas Han, Çukurca-Eskişehir



Phrygian Houses



Sabuncupınar-Kütahya



Thank you...



T.C. Kùltür ve Turizm Bakanlıđı Tanıtma Genel Mùdurluđu
Turkish Ministry of Culture and Tourism Directorate of Promotion

