



# **1st Meeting of the COMCEC Tourism Working Group**

**“A New Trend in Sustainable Tourism Development:  
Community Based Tourism in the COMCEC Region”**

Ankara, April - 2013



## **Contents**

- Tourism Development Process of Turkey
- Some Experiences and Practices of Community Based Tourism Implementations in Turkey

# A TURKISH TALE

## Turkish Tourism Figures

### Basic Indicators (2012)

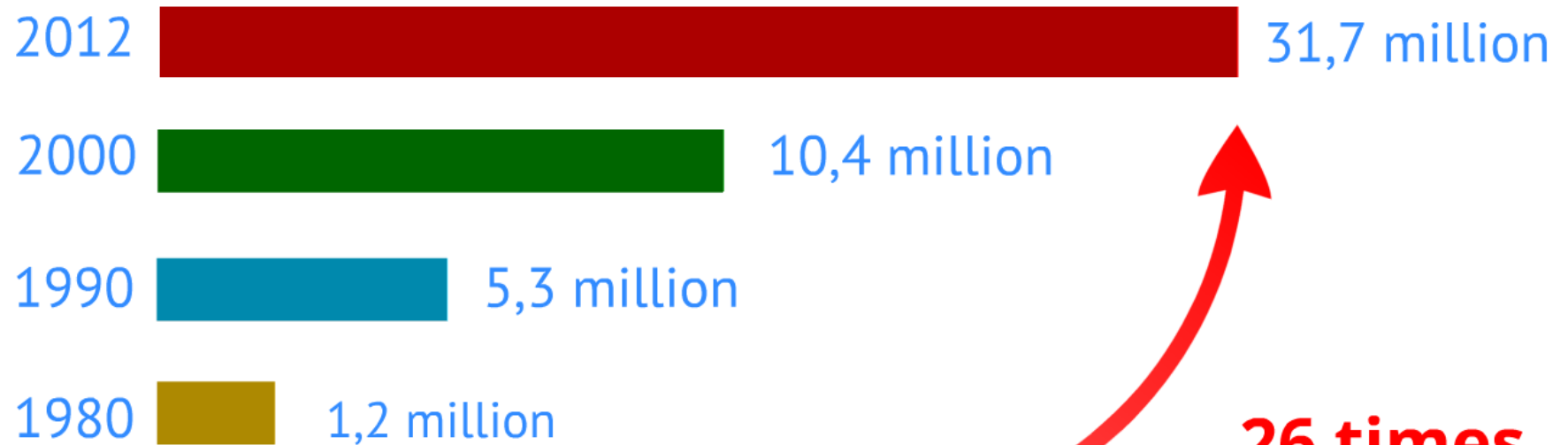
International Tourist Arrivals	<b>31,7 million*</b>
Tourism Receipts	<b>29,3 billion \$</b>
Accommodation Capacity	<b>1.503.515 beds**</b>

\* including same-day visitors

\*\* including facilities certificated by municipalities

# A TURKISH TALE

## International Tourist Arrivals



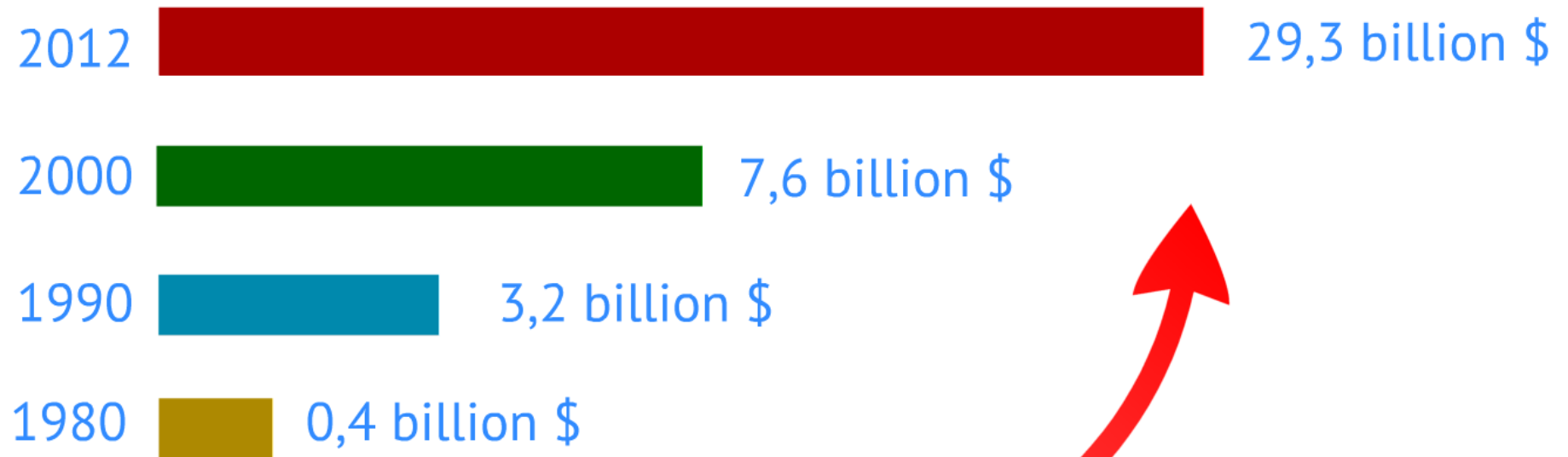
**26 times  
increase**

# A TURKISH TALE

	COUNTRIES	million
1	FRANCE	77,1
2	USA	62,3
3	CHINA	57,6
4	SPAIN	56,7
5	ITALY	46,1
<b>6</b>	<b>TURKEY</b>	<b>31,4</b>
7	UK	28,3
8	GERMANY	28,4
9	MALASIA	24,7
10	AUSTRIA	23,0

# A TURKISH TALE

## International Tourism Receipts



**73 times  
increase**

# A TURKISH TALE

New and high quality accommodation facilities;

1970	593 facilities – 31,115 beds
1980	778 facilities – 82,332 beds
1990	3,181 facilities – 496,742 beds
2000	3,124 facilities – 568,962 beds
2012	3,865 facilities – 999,515 beds



# A TURKISH TALE

## Accommodation - 2012

LICENSED BED : 999 515

LICENSED FACILITY : 3 865

5 star HOTELS : 692

4 star HOTELS : 941

1, 2, 3 star HOTELS : 1 617

BOUTIQUE HOTELS : 148

LICENSED 4 & 5 star BED : 749 358



## Rate of Bed Capacity Under Age of 10

Turkey	% 44,6	
Spain	% 41,9	
Italy	% 19,1	



# WHAT IS NEXT?

## TOURISM STRATEGY OF TURKEY 2023

IN 2023 (1st CENTENARY OF REPUBLIC OF TURKEY);

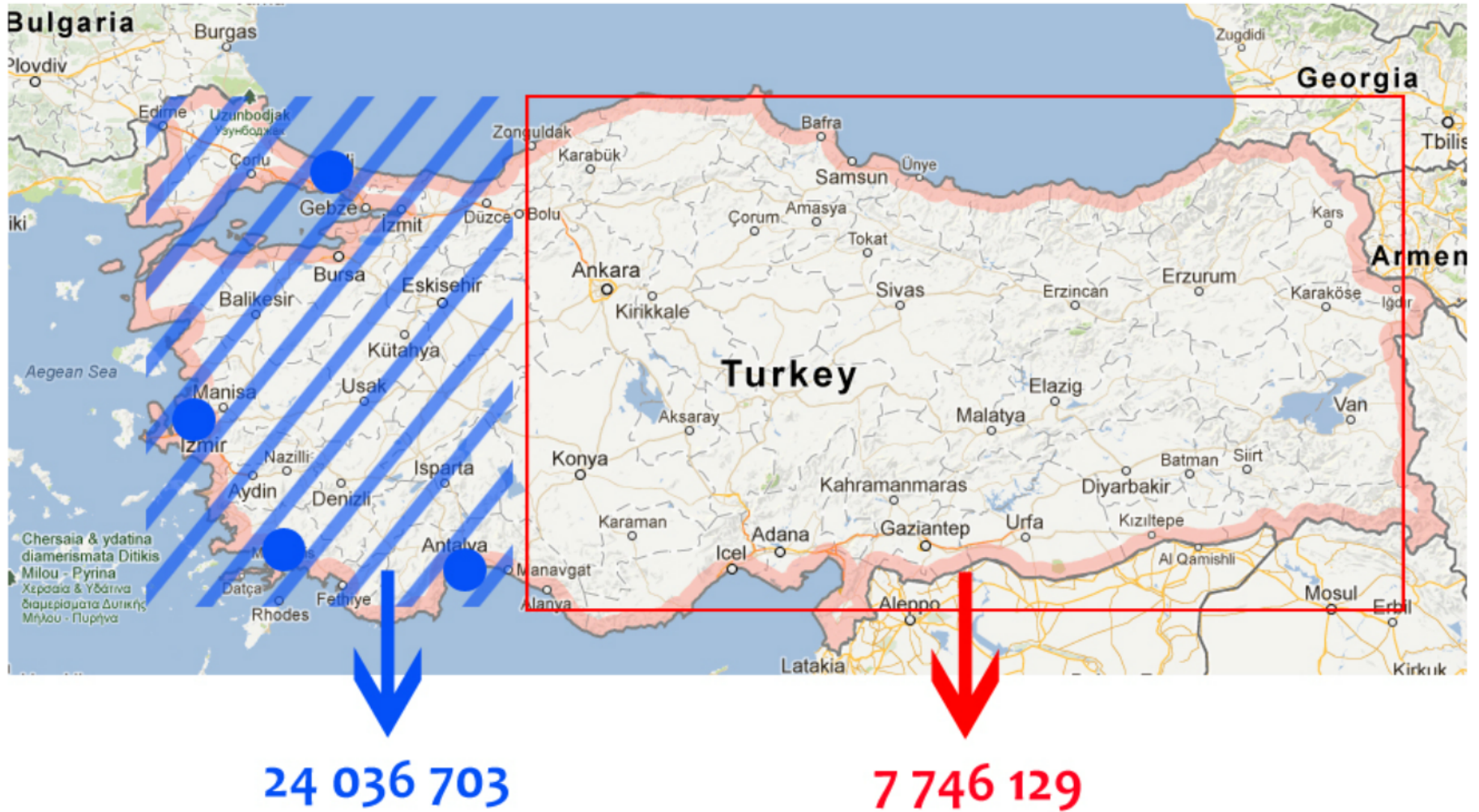
- 50 million tourist arrivals
- 50 billion \$ tourism receipts

### MAIN OBJECTIVES:

- To be among the 5 top countries in the world
- To increase expenditure per visitor
- To spread tourism into 12 months to countrywide
- To increase number of cultural tours and visitors
- To expand alternative tourism potential (golf, MICE, CBT, ecological and health tourism)



# WHAT IS NEXT?



# BEYPAZARI



# **BEYPAZARI**

## **'De novo Project'**

**3500 unique houses**

**300 registered cultural assets**

**1 ancient bazaar covering 600 shops**

**18 protected archeological sites**

**1 protected natural area**

- a hand-in-hand project including the Ministry, Beypazari municipality, local ngos and local people themselves
- to transform the district into an open air museum and brighten it as a tourism destination



## BEYPAZARI 'De novo Project'

- 560 houses have been restored.



1920



1999



2013



The target is to restore at least 1000 houses.

# BEYPAZARI 'De novo Project'

- Forgotten handcrafts have been aroused such as;



sadle making



coppersmith



weaving



forging



## BEYPAZARI 'De novo Project'



- Number of silver workshops has been increased from 7 to 80.



- Number of silversmith has been increased from 8 to 45.

## BEYPAZARI 'De novo Project'

- Local gastronomy has become very popular.



güveç



baklava



sarma



beypazarı cookie



carrot delight



## BEYPAZARI 'De novo Project'

- and more than 100 women have started to produce and sell them.





## BEYPAZARI 'De novo Project'

### IN RESULT

an important tourism destination

an example for the development of local economy

the value of unique Bepazarı houses has increased 3 times

sustainability has been achieved by protecting unique urban fabric

the number of arrivals to the district , which was 2500 in 1998, has increased to 450 000 in 2012

# NALLIHAN



# **NALLIHAN**

## **'Developing Rural Tourism Project'**

**bird watching**

**mountain climbing**

**trekking**

**biking**

**photographing**

**paragliding**

- started in 2010
- by the cooperation of local municipality, non-governmental organizations and citizens
- to utilize the potential of Nallihan as a rural tourism destination.

# NALLIHAN 'Developing Rural Tourism Project'

- Some of the inactive governmental and private buildings have been converted to accommadation facilities.



- Others have been converted to facilities where local products are sold and local foods are served to tourists.





# NALLIHAN 'Developing Rural Tourism Project'

- 83 monumental trees were registered.



- Studies have been started to uncover the endemic plants.

## NALLIHAN 'Developing Rural Tourism Project'

- Archeological excavations were started around the location and the huge necropol area of Juliopolis 'The Lost City' was found.





# NALLIHAN 'Developing Rural Tourism Project'





# NALLIHAN 'Developing Rural Tourism Project'





## NALLIHAN 'Developing Rural Tourism Project'

IN RESULT;

1 700 tourists in 2005

**35 times**

60 000 tourists in 2012

exporting silk products to 21 countries

# ÇORUH VALLEY



# **ÇORUH VALLEY 'TDEAP'**

**an important plant area**

**an important bird area**

**104 threatened plant species**

**a key biodiversity area**

**67 endemic plants to Turkey**

# ÇORUH VALLEY 'TDEAP'

## **Situation Before the Project;**

no sign of improvement observed in terms of  
creating alternative sources for rural income

conservative socia-culturel structure

the lack of awareness concerning  
environmental values and problems

hindered development of local tourism sector

# ÇORUH VALLEY 'TDEAP'

'Eastern Anatolia Tourism Development Project' (TDEAP);

- started in 2007
- a regional development project implemented by United Nations Development Programme (UNDP) Turkey Office in cooperation with Republic of Turkey Ministry of Culture and Tourism with the financial support of a Turkish private sector company Anadolu Efes
- to transform the Coruh Valley into one of the prominent destinations of alternative tourism to provide support for the efforts of enhancing life standards of the people of the region with an increase in employment and income level with a view of natural and cultural conservation and sustainable human development



# ÇORUH VALLEY 'TDEAP'

## Ceramic Workshop/Atelier



## Family Pension Trainings





# ÇORUH VALLEY 'TDEAP'

## Gastronomy Trainings and Festival



**1. UZUNDERE**  
Gastronomi ve Mutfak Günlüğü  
*Festivali*

UZUNDERE KAYMAKAMLIĞI UZUNDERE BELEDİYESİ

**YEMEK YARIŞMASI**

Tarih : 16 Eylül 2011 Saat : 14:30 Yer: Uzundere parkı (Uzundere)

Kayıt için Uzundere Belediyesi DATUR proje ofisine müracaat edebilir.

TDEAP DATUR Doğu Anadolu Turizm Geliştirme Projesi

UZUN DİR EFES





Bird Watching Festival





# ÇORUH VALLEY 'TDEAP'

## Rafting





# ÇORUH VALLEY 'TDEAP'

## Trekking and Mountain Bike Route Studies



# ÇORUH VALLEY 'TDEAP'

## Promotion Activities





## ÇORUH VALLEY 'TDEAP'

### IN RESULT;

International and domestic tourism movements have been increased.

Income from tourism activities has been increased. (approx. \$560,000 direct injection to total household income)

Locals have become owners of tourism accommodation facilities.

Local capacities pertaining to tourism, food & handicraft production have been increased.

Inclusion of women and youth in the tourism workforce have been increased.

Special interest tourism have been promoted in the region.



**thank you...**

**teşekkürler...**