



KOSGEB Supports in Turkey from the Perspective of the Tourism Sector

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PRESENTATION PLAN



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- Tourism sector in Türkiye's policy documents

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- KOSGEB Support Programs

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- Some Best Practises

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- Thoughts About Future Trends

1- Tourism in Türkiye's policy documents



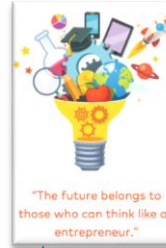
- Eleventh Development Plan (2019-2023)
- Eleventh Development Plan Tourism Specialization Commission Report
- Health Tourism Development Program Action Plan (2014-2018)
- Health Tourism priority transformation programs

- a) KOSGEB Entrepreneurship Support Programs
- b) Cooperation Support Program
- c) KOBIGEL Support Program
- d) R&D, Technology and Local Production Supports

Aims of KOSGEB's Entrepreneurship Support Programs



To develop the culture of entrepreneurship and increase cooperation among the actors in the entrepreneurial ecosystem



To improve the knowledge and skills of entrepreneurs in starting and executing their business



To promote the establishment and sustainability of new enterprises in line with national plans and programs



To increase the survival rate of the newly established enterprises



To reward successful business plans / business models



To promote entrepreneurship by supporting the foundation of Technology/Business Incubators

Entrepreneurship Support Programs

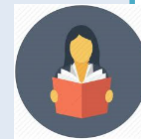


**Entrepreneurship Trainings
(Traditional/Advanced)**

**Training &
Supporting
Entrepreneurship**



**Traditional Entrepreneur
Support Program**



**Advanced Entrepreneur Support
Program**



**ISGEM (Business Incubator)
Support Program**

**Boosting &
Enrichment of
Entrepreneurship
Ecosystem**



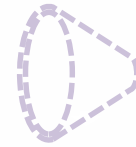
**Business Plan Reward
Support Programme**

Entrepreneurship Trainings



Entrepreneurship Training

= Online Business Start-up Trainings



8 Basic level modules



8 Basic level modules



8 Advanced level modules



What's your business idea? (NACE code?)

According to your idea's technological level your training differs

Who can apply to Traditional/Advanced Entrepreneur Support Programs?

After Entrepreneurship Trainings; an entrepreneur establishes his/her own firm.

The enterprises which are:

- ✓ established by entrepreneurs who completed the related **Entrepreneurship Training (Traditional/Advanced)**
- ✓ Trained entrepreneur with at least 50% shareholding
- ✓ Trained entrepreneur no private company or there should not have 30% or more share in any company established as equity **in last 3 years for the**

eligible to apply the support programme.



Traditional Entrepreneur Support Program

After Traditional Entrepreneur Training Completed

Establishment
Support

Sole Proprietorship → 5.000 TL
Equity (Ltd./AŞ) → 10.000 TL

Performance
Support

Total number of days that the supported company spends per employee on social security payments are taken basis for the amount of support. Each performance period is 1 year after Letter of commitment.

First Performance Period

180-539 days → 5.000 TL
540-1079 days → 10.000 TL
1080 ≤ days → 20.000 TL

Second Performance Period

360-1079 days → 5.000 TL
1080-1439 days → 15.000 TL
1440 ≤ days → 20.000 TL

+ 5.000 TL additional support for each period if the owner of the enterprise is young (<30 years old), female, disabled, veteran or first-degree relative of martyr.

Certificate
Support

Only for businesses operating in dangerous or very dangerous NACE codes classes → 5.000-TL

Advanced Entrepreneur Support Programme

In this support Programme, advanced entrepreneurs' enterprises can get all the supports of Traditional Entrepreneur Support Programme and also these below also supported:



Machinery,
Equipment
and
Software
Support

Upper limits of grants

- Companies operating at **medium-low and low technology** levels:
100.000TL
- Companies operating at **medium and medium high technology** levels:
200.000TL
- Companies operating at **high technology** levels:
300.000TL

Support Ratio % 75 (Excluded VAT)

Support rate is increased by 15% if the Machinery, Equipment and Software are domestic goods (needed to verify with formal documents)

Advanced Entrepreneur Support Program



Mentoring,
Coaching &
Consultancy
Support

For only
medium high
& high
technology
level
enterprises

Mentoring Service (Free service; experience sharing, advice and guidance for developing business activities/vision of new entrepreneur)

- angel investors accredited by Ministry of Treasury and Finance
- experienced entrepreneurs defined by Chambers of Trade & Industry
- experienced entrepreneurs supported by KOSGEB

Coaching Service Support (determination of the needs of the company in the first years with the strengths and weaknesses by analyzing the current situation and preparation of activity&time plan for the needs)

- From SME consultant (accredited by KOSGEB)
- From Incubators

Consultancy Service Support (on the subjects defined in activity&time plan within the scope of coaching service)

- Consultant firms that have certificate provided by Turkish Standards Institution (TSE)
- Public institutions, research centres, universities
- Technology Transfer Offices, Technology Parks and academicians who have company in technology parks
- SME consultant

10.000 TL, Support Ratio % 75 (Excluded VAT)

Call Based Advanced Entrepreneur Support Program



- ❖ Calls can be made to find solutions to the problems of sectors with clustering potential in their regions.
- ❖ The upper limit of support for calls for proposals can go up to TL 1,000,000.
- ❖ Within the scope of the call, enterprise support, performance support, machinery-equipment and software support, mentoring, consultancy and business coaching support, certification support and other expense support is provided.
- ❖ Rent, raw material and office equipment expenses can be supported under the name of other expenses, with an upper limit of 150.000 TL.



Living Cultural Heritage Support Program

- ❖ It is carried out jointly with the Ministry of Culture and Tourism.
- ❖ The upper limit of support can go up to TL 250,000.-TL
- ❖ The aim of the Living Cultural Heritage Support Program is to provide support for the transfer of unique professions that require mastery/craftsmanship skills as a cultural heritage element to future generations.

Application and Support Process

Pre Application Period

- Pre-applications are received by the Ministry of Culture and Tourism, General Directorate of Research and Education

Application Period

- Accepted applications can apply to the support program.

Evaluation Period

- Businesses applying to the support program are evaluated by KOSGEB experts through on-site inspection and evaluation boards.

Support Period

- Operation and training support up to 150.000.-TL
- Machinery and equipment support up to 50,000.-TL
- Promotion and marketing support up to 45,000.-TL
- 5.000.-TL Foundation support for newly established businesses

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Cooperation Support Program

- Project Issues To Be Supported

Cooperation projects which are between SME or between SMEs and large-sized enterprises on the subjects of

- Co-manufacturing to increase capacity, efficiency, product variety and quality,
- Co-development of product and service and co-designing to meet demand of customer and market,
- Co-laboratory to increase quality of product and service,
- Co-marketing to increase market sharing and to create brand image and
- Cooperation to develop capability and to participate to value chain are supported.

Cooperation Support Program

| Project Partnership Model | | | | | | | |
|--------------------------------|------------------------|--|--------------|-----------|------------------------|--------------|------------|
| Technology Area of the Project | Minimum Number of SMEs | Upper Support Limit for Each Project Partner(TL) | | | Total Upper Limit (TL) | | |
| | | Non-reimbursable | Reimbursable | Total | Non-reimbursable | Reimbursable | Total |
| High | 2 | 600 Thousand | 1.4 Million | 2 Million | 3 Million | 7 Million | 10 Million |
| Middle-High | 3 | 300 Thousand | 700 Thousand | 1 Million | 3 Million | 7 Million | 10 Million |

| Operator Institution Model | | | | | |
|---|------------------------|--------------------------|--------------|-----------|------------------------|
| Technology Area of Operator Institution | Minimum Number of SMEs | Upper Support Limit (TL) | | | Total Upper Limit (TL) |
| | | Non-reimbursable | Reimbursable | Total | |
| High | 2 | 1.5 Million | 3.5 Million | 5 Million | 5 Million |
| Middle-High | 3 | 1.5 Million | 3.5 Million | 5 Million | 5 Million |
| Others | 5 | 1.5 Million | 3.5 Million | 5 Million | 5 Million |

KOBIGEL Support Program



| | |
|-----------------------------|--|
| Project Duration | At least 8 Months Up to 36 Months |
| Support Upper Limit | Non-Refundable Support and Reimbursed Support - Maximum 2,000,000 TL |
| Project Support Rate | 60 % (except staff) For machinery - equipment, software and service expenses: 70% of the support is provided with "reimbursed" or "refundable and non-refundable" in case of collateral. Note: Personnel support rate is 100% (as grant, within certain limits) |

R&D, Technology and Local Production Supports

| | | Support Upper Limit (TL) | Support Rate (%) |
|---|--|--|------------------|
| Machinery-Equipment, Hardware, Raw Materials, Software and Service Procurement Costs Support | | 200,000 | 75 * |
| Machinery-Equipment, Hardware, Raw Materials, Software and Service Procurement Costs Support (reimbursable) | | 300,000 | 75 * |
| Qualified Staff Employment Support | | 300,000 | 100 |
| Industrial Property Rights Support | | 100,000 | 75 |
| Test and Analysis Support | | 100,000 | 75 |
| Project Development Support | Project Consultancy Support | 25,000 | 75 |
| | Training Support | 25,000 | |
| | Project Promotion Support | 15,000 | |
| | Domestic - Overseas Congress / Conference / Exhibition Visit / Technological Cooperation Visit Support | 25,000 | |
| | Business Establishment Expenses Support | 5,000 (established as a person) 10.000 (established as a capital company) | |

3- SOME BEST PRACTISES

- ❖ Cappadocia Balloon Maintenance Facility Center
- ❖ Sushi Producer Entrepreneur in Antalya
- ❖ Nevşehir Balloon Machine Production R&D
- ❖ Eastern Anatolia Tourism Development Project (DATUR)



4- FUTURE TRENDS

- Focus on sustainability and responsible tourism practices
- Adoption of technology to enhance the travel experience and improve operational efficiency.
- Personalization
- Wellness tourism
- Slow travel
- Sustainable transportation



4- FUTURE TRENDS

- Virtual and augmented reality
- Personalized travel recommendations
- Blockchain technology
- Biometric identification
- Big data analytics



THANK YOU

