



Improving the Quality and Sustainability in Heritage Tourism in OIC Countries

CASE COUNTRY: TÜRKİYE



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Case Country: TÜRKİYE

- Rich history
- Diverse Geography
- Multi-cultural demography
- Developed tourism infrastructure and services



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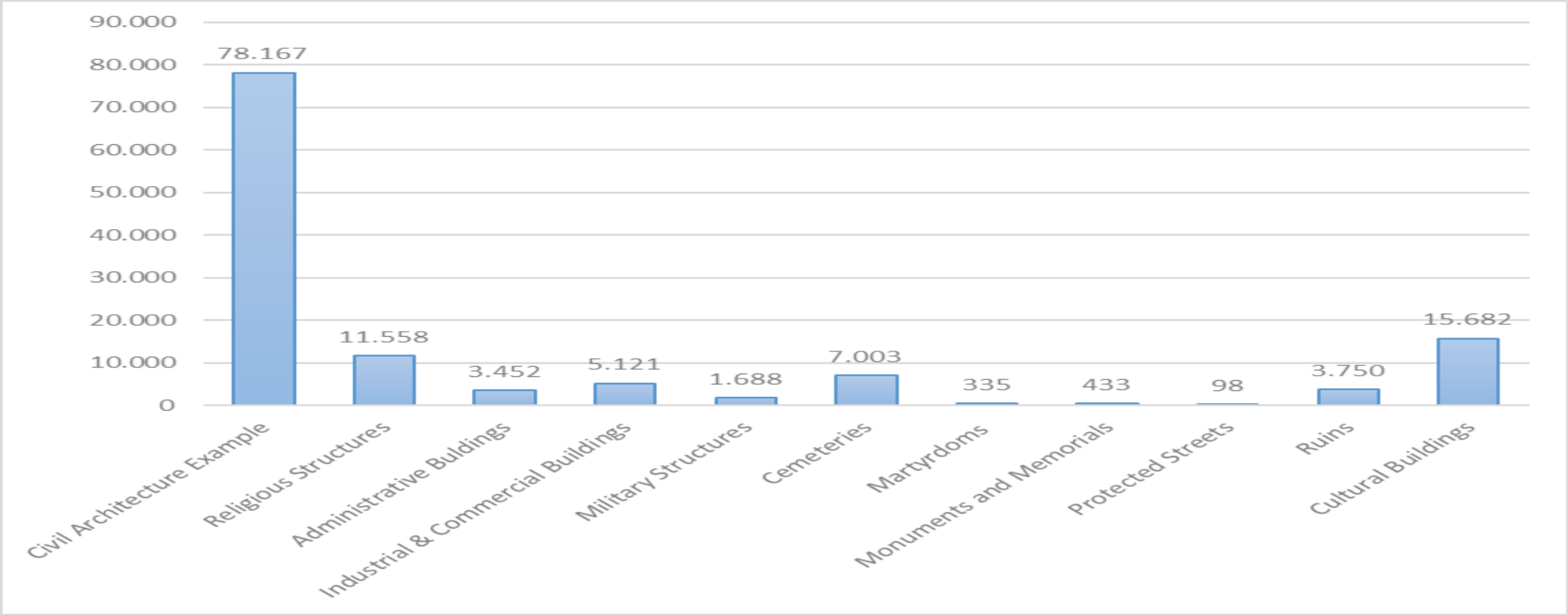
Heritage Tourism in Türkiye

- 40 UNESCO certified heritage assets
- 84 at the tentative list
- 150.000+ heritage assets registered



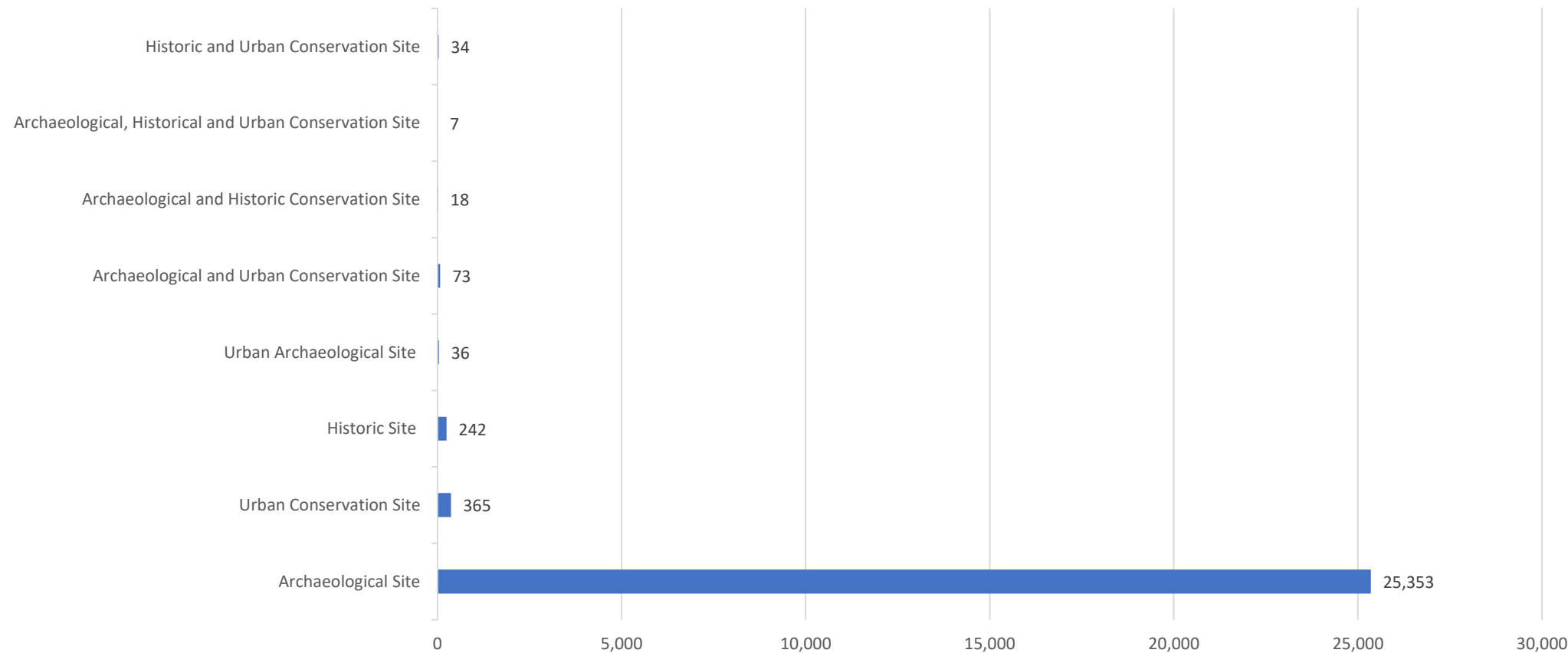
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Immovable Cultural Properties Requiring Protection



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Heritage Sites Areas Across Türkiye (2024)



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Heritage Tourism Development in Türkiye

- Culture and Tourism were merged under MoCT (1981)
- Tourism Encouragement Law (1982)
- Alternative Tourism (2002+)
- Sustainability (2007+)
- Tourism Strategy 2023 (2007)
- Establishment of TGA (2019)

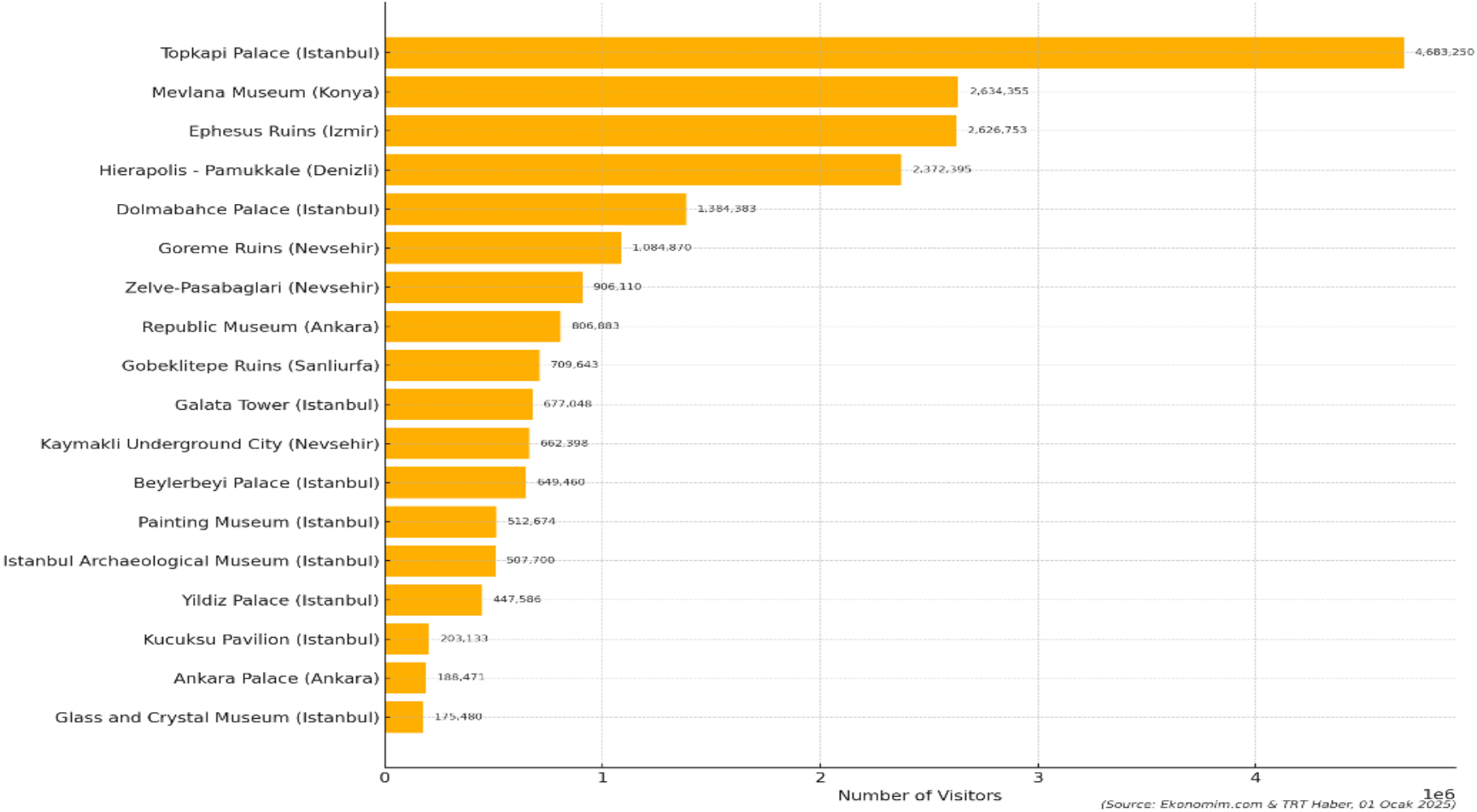
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Top 10 Most Visited Museums and Archaeological Sites in Türkiye in 2024



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Top 10 Most Visited Museums and Archaeological Sites in Türkiye in 2024



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- Sustainability Challenges
 - Environmental Challenges
 - Natural disasters
 - Climate Change
 - Over tourism
 - Pollution
 - Socioeconomic Challenges
 - Agricultural, industrial and urban development
 - Commodification
 - Gentrification
 - Community participation
- Visitor Experience
 - Diversification
 - Crowding
 - Information Provision
- Governance
 - Implementation & Monitoring
 - Bureaucracy
 - Stakeholder Involvement & Coordination

Challenges for Heritage Tourism in Türkiye

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Success Factors for Heritage Tourism in Türkiye

- **Türkiye's strategic approach in managing sustainable heritage tourism:**
 - Culture as a part of Tourism Ministry,
 - Integration of heritage with overall tourism development,
 - Strategic Planning Approach; Development Plans, Tourism 2023 strategy.
 - Promoting micro-destinations, rather than the country

Success Factors for Heritage Tourism in Türkiye

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Success Factors for Heritage Tourism in Türkiye

- **Structures and legislation to preserve and develop sustainable Heritage Tourism:**
 - TGA activities,
 - UNESCO applications for registration,
 - Sustainable Tourism Certification, Mitigating Impact of Climate Change on Tourism and Cultural heritage,
 - Environmental Impact Assessment (CED),
 - Various legislation towards protecting cultural and natural resources

Success Factors for Heritage Tourism in Türkiye

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Success Factors for Heritage Tourism in Türkiye

- **Diversification in Heritage tourism:**
 - Excavations, product development (e.g. gastronomy, faith tourism, reuse old mansions, caravansaries, mines),
 - Destination development (Gobeklitepe, Cumalıkızık)
 - 9 Tourism development regions, 7 thematic tourism corridors, 10 tourism cities, and five eco-tourism regions
 - Bringing heritage assets from abroad

Success Factors for Heritage Tourism in Türkiye

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Heritage From Abroad

İngiltere'de faaliyet gösteren Hannam's Actioneer isimli bir müzayede evi tarafından 20 Ağustos 2024 tarihinde düzenlenen "'Fine Antiquities & Oriental Works of Art Auction" başlıklı mezatta Adana Ulu Camii'nden 2003 yılında çalındığı bilinen çini karo tespit edilmiştir.

Bakanlığımız ile İçişleri Bakanlığı ve Dışişleri Bakanlığı'nın koordinasyonunda yapılan girişimler neticesinde eser müzayededen çekilmiş ve çiniyi elinde bulunduran kişi eseri ülkemize iade etmeyi kabul etmiştir.

Adana Seyhan Ulu Camii'nden çalınan 16. yüzyıla ait altı köşeli, her kenarı 10,50 cm olan İznik çini karo, müzayede kataloğunun detaylı incelenmesiyle tespit edilmiştir. Bu tespit, Vakıflar Genel Müdürlüğü arşivinden sağlanan bilgi ve belgeler ile Kültür Varlıkları ve Müzeler Genel Müdürlüğü uzmanlarının detaylı çalışmaları belirleyici olmuştur.

Eser, ülkemize getirilerek Ankara Etnografya Müzesi'nde muhafaza altına alınmıştır.



Kuzey Carolina Eyaleti Doğal ve Kültürel Varlıklar Bakanlığı'na bağlı Denizcilik Müzesi Vaşington Büyükelçiliğimiz ile temasa geçerek ülkemiz kökenli Bizans dönemine tarihli çömleği Türkiye'ye gönüllü olarak iade etmek istediklerini iletmışlerdir. Dışişleri Bakanlığımız aracılığıyla Türkiye'ye getirilen çömlek 14.02.2025 tarihinde Ankara Anadolu Medeniyetleri Müzesi Müdürlüğü'nde muhafaza altına alınmıştır.

Bizans dönemine tarihli çömlek, kiremit renk astarlı olup çift ip delikli kulpa sahiptir. Düz ağız kenarlı, dibe doğru içe profil yapan silindirik gövdeli ve yuvarlak diptir. Yüzeyde denizsel atıklardan oluşan patina vardır.



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Success Factors for Heritage Tourism in Türkiye

- **Visitor Management:**

- Infra-structure investments, renovations,
- Information Provision
- Extended visiting hours
- Digital Tools
- Quality of HR and non-heritage Tourism Services
- Visitor nudging, directing and managing demand with marketing promotions



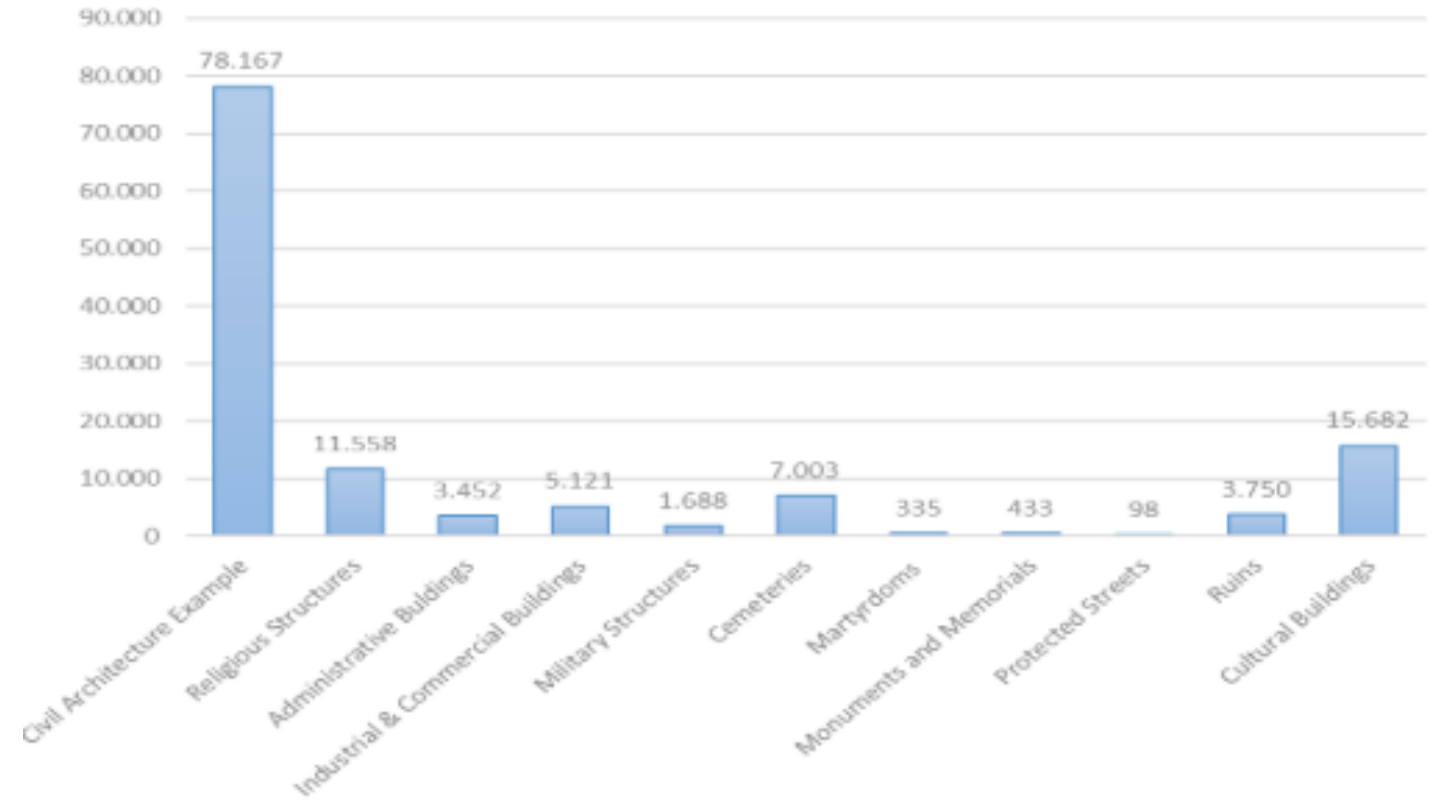
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Success Factors for Heritage Tourism in Türkiye

- Funding:
 - Tax Incentives for heritage organizations
 - Pricing, ticket rate increases
 - Gift shop revenues
 - Sponsorships
 - Energy Subsidies
 - HR subsidies
 - Land and office allocations
 - National Funding
 - International funding

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Tangible Heritage Requiring Protection



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Success Factors for Heritage Tourism in Türkiye

- **Community involvement & Capacity Building:**
 - Tourism Councils
 - Increased Private sector and NGO interest in heritage
 - Awareness and Training activities
 - Price differentiation for locals
 - Utilize heritage as a source of national pride

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Recommendations for Heritage Tourism in Türkiye

- **Establish structures for Enforcement & Implementation:**
 - Follow up plans and strategic documents
 - Encourage Sustainability Certifications,
 - Enforce Audits
 - Involvement of private sector
 - Provide incentives for implementation

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Recommendations for Heritage Tourism in Türkiye

- **Governance Coordination & Collaboration:**
 - Strengthen DMOs
 - Facilitate Public Private Partnerships
 - Increased coordination among different stakeholders with jurisdiction.
 - Manage development in tourism, agriculture, and mining.
 - Create risk and crises management strategies
 - Prevent gentrification

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Recommendations for Heritage Tourism in Türkiye

- **Creating Awareness among private sector, tourists and locals**
 - Create heritage awareness among locals
 - Communicate importance of heritage and promote sense of pride.
 - Enhance community involvement, empowerment and ownership
 - Enhance local economic benefits
 - Minimize commercialization of heritage
 - Integrate heritage and sustainability training in formal education curricula

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Recommendations for Heritage Tourism in Türkiye

- **Visitor Services and Management:**
 - Develop infra-structure for signage, sanitation and safety
 - Queue management and demand planning
 - Provide information and guiding services
 - Enhance digital services: Apps, routing, ticketing, AI, planning

Case Country: TÜRKİYE

Recommendations for Heritage Tourism in Türkiye

- **Diversify Heritage products to minimize impacts**
 - Manage demand and heritage tourism flows
 - Provide incentives for cultural and creative sectors
 - Continuously identify, develop and communicate new heritage products, destinations and routes.

Case Country: TÜRKİYE

Recommendations for Heritage Tourism in Türkiye

- **Optimize Funding**
 - Earmark funds to finance preservation, restoration and renovation.
 - Dynamic Pricing to Manage Demand

Thank You

