

**TURKISH TOURISM
SME's
&
REGIONAL DEVELOPMENT**

**The Role of SME's in Regional Tourism
& Local Capacity Building " Meeting**

Atilla SÖĞÜT

St.Petersburg, Russian Federation

18-20 November 1999 .

TURKEY IN BRIEF

A country of sun and history, Turkey is located where the three continents making up the old world, Asia, Africa and Europe are closest to each other and straddle the point where Europe and Asia meet.

Because of its geographical location, the mainland, Anatolia, has witnessed the mass migration of diverse peoples shaping the course of history. The home to countless civilisations, Anatolia has developed a unique synthesis of cultures, each with its own distinct identity, yet each linked to its predecessors through insoluble treads.

History: Anatolia, where eastern and western civilisations meet, nourished the most ancient civilisations of the world. Hattis were the oldest known people of Anatolia; they attained a high level of civilisation in 2500 B.C. The Hittite, who entered Anatolia via the Caucasus mountains, integrated with the Hattis and established the first social and political organisation in Anatolia. The Hurrians, Luwians, Urartians, Phrygians, Lydians, Carians, Lycians, Ionians, and Byzantines all established great civilisations here. Eventually, Anatolia's final owners, the Turks, created three great states on this soil.



Coastlines: Turkey is surrounded by sea on three sides, by Black Sea in the north, the Mediterranean Sea in the south and the Aegean Sea in the west. In the northwest, there is an internal sea, the Sea of Marmara, between the straits of the Dardanelles and the Bosphorus, which are important waterways that connect the Black Sea with the rest of the world. The coastline of Turkey (excluding islands) is 8333 km.

ACCOMMODATION

HOTELS - GUEST HOUSES - CAMPING - RESTAURANTS

Hotels:

A certain number of hotels throughout the country are registered with the Ministry of Tourism which means that they abide by certain regulations and standards of facilities, and these are given the name "touristic". There are other establishments registered with local authorities, and these too, meet a certain standard with regard to facilities and services.

At seaside resorts and tourist centers on the Mediterranean and Aegean coasts, there are a number of motels which generally offer satisfactory facilities (restaurants, a private beach, and all mooring facilities), there are also spacious holiday villages with high standards

Guest Houses: & Camping:

With reasonable prices, guesthouses provide tourists with the comforts of home and can be found easily throughout Turkey. The camping sites registered with the Ministry of Tourism are still few in number, but they are all situated on the principal routes, near towns and tourist centers.

The camping sites are very comfortable and often have restaurants and occasionally chalets with rooms; some have private beaches. These camping sites are generally open from April or May until

October.



TOURISTIC ACTIVITIES

YACHTING Welcome to a Sailing Paradise

The Mediterranean, Aegean, and the Black Sea, as well as the Sea of Marmara, surround Turkey to the north, west and south. With over 8,333 kilometres of coastline and four seas, Turkey is a treasure chest of coves, inlets, bays and beaches from which yachtsmen can choose a different and always private anchorage each night.



Marinas

Yachting remains a popular activity for residents as well as visitors to Turkey. Over the past 40 years the industry has grown, and today a large number of marinas dot the coastline between Istanbul and Antalya. These provide supplies, easy access to the shore at major resorts and safe harbours, as well as often becoming local entertainment venues in themselves.

Gulets: Enjoyment on Traditional Crafts

The singular design of the gulets, Turkey's indigenous sea-going vessel, blends practicality and tradition in a relaxed style that embodies a Blue Voyage. Over the years gulets have evolved from traditional crafts for fishing and transport into their present profile with a broad beam and wide deck. Constructed mainly in shipyards in Bodrum, Bozburun, Marmaris and Istanbul, and along the Black Sea Coast, the boats are equipped with motors as well as fully functional rigging. The number of passengers a gulet carries depends on the boats size, although most of them accommodate between eight and twelve people.



HOT SPRINGS AND SPAS

The natural health cure known for ages, A visit to Turkey would not be complete without a stop at one of the country's better-known spas, whether to treat a health problem or simply to luxuriate in the soothing waters of natural mineral baths. A stop at one of the spas described in this booklet can easily be combined with a tour of Turkey's most famous destinations. The health-giving properties of Turkey's natural hot springs have been renowned since antiquity.



MOUNTAINEERING IN TURKEY

A glance at a topographical map of Turkey immediately reveals that this is a country of mountains. Rising in all four directions, mountains encircle the peninsula of Anatolia. A part of the Alpine-Himalayan mountain range, Turkey has mountainous regions of different geological formations. The North Anatolian range skirts the Mediterranean shore. Turkey's magnificent mountains and forests are mostly undeveloped, existing as wonderful natural preserves for an extraordinary variety of wildlife, flora and fauna.

UNDERWATER DIVING

Diving for purposes of sport, with proper equipment and in non-restricted areas, is permitted. Foreign divers should have official documentation of their specifics, training and must be accompanied, when diving, by a licensed Turkish guide.

The limit for diving with diving gear is 30 meters. For educational purposes, this limit is extended to 42 meters. Dives exceeding 30 meters must be done with proper diving and medical equipment. In order to protect Turkish archaeological and cultural values, it is strictly forbidden to transport Turkish antiquities or natural specimens.

CONVENTION FACILITIES

Turkey offers a wealth of first class hotel accommodations and conference facilities, easy access to major cities worldwide, beautiful settings and unequalled sightseeing attractions. All this, plus wonderful weather, and at a much lower cost than at alternative destinations.

From European centres, Turkey is an ideal destination: exotic, but conveniently close. Flying time into Istanbul is only two or three hours by Turkish Airlines and other national carriers, with transfer connections or direct flights into Izmir, Antalya and Ankara. Daily connections link Istanbul to all major cities in the United States, Middle East and Asia. Sightseeing and entertainment programs can be fully packaged. Istanbul is among the world's greatest tourism destinations, with an unrivalled setting and a wealth of architectural treasures

GOLF IN TURKEY

Adopting an approach of diversifying tourist activities and expand those to the whole year, the Ministry of Tourism is attaching great emphasis on the golf tourism. To this end, the Ministry studied areas suitable as golf fields, which are near to our shores and the high-capacity accommodation plants. The planning on these areas has already been concluded.

Golf is a kind of recreation preferred by the high income level foreign visitors. Taking this into account, the Ministry has foreseen to include other sports facilities in planned golf fields and targeted at internationally-compatible standards. The Ministry aims at holding international golf tournaments in our country in future years and determined 10 golf fields to this end.

Under the Tourism Incentive Law No 2634, the Ministry determined some public areas to be turned into golf fields with all relevant environmental facilities and allocated these areas to investors.

