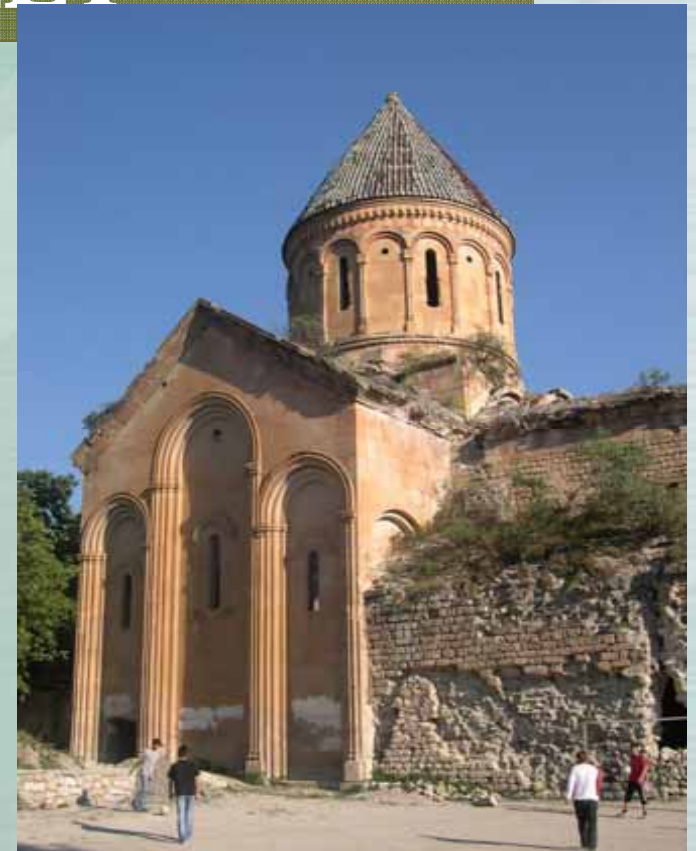




# TOURISM DEVELOPMENT in EASTERN ANATOLIA ÇORUH VALLEY

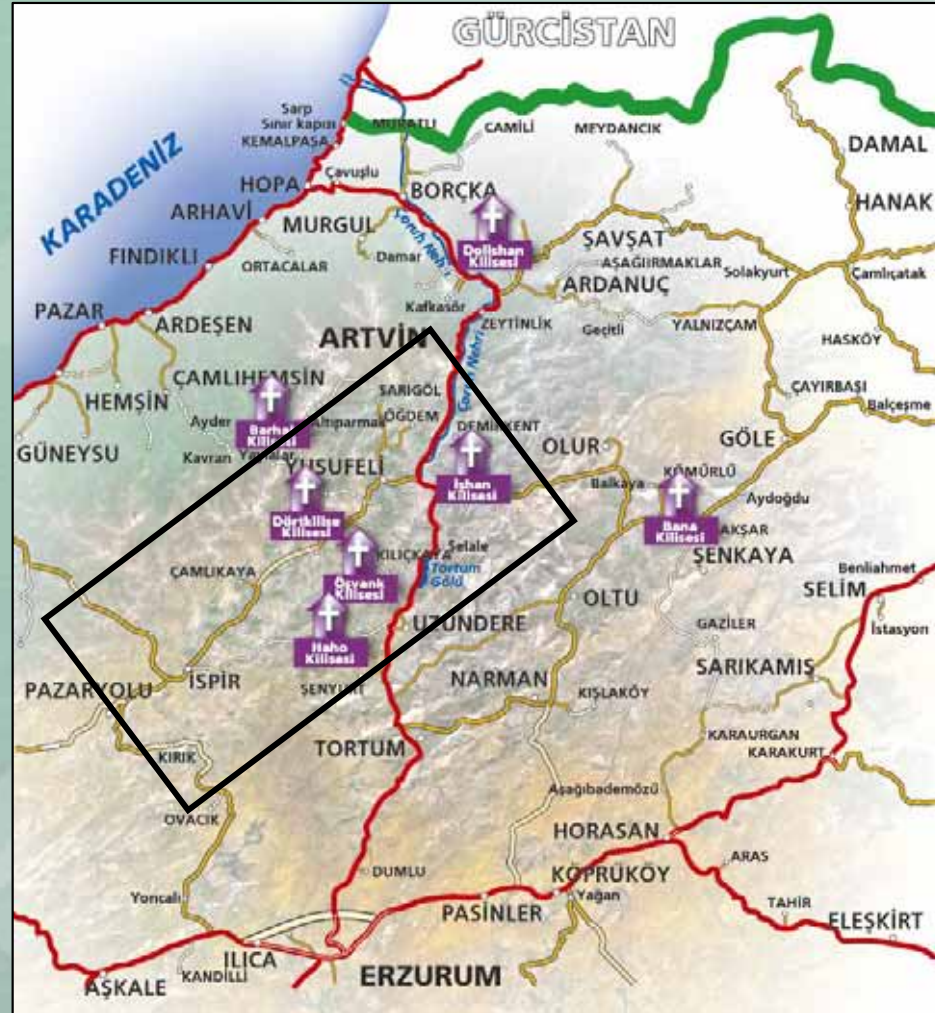
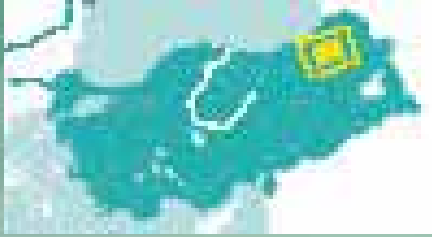


# Eastern Anatolia Tourism Development

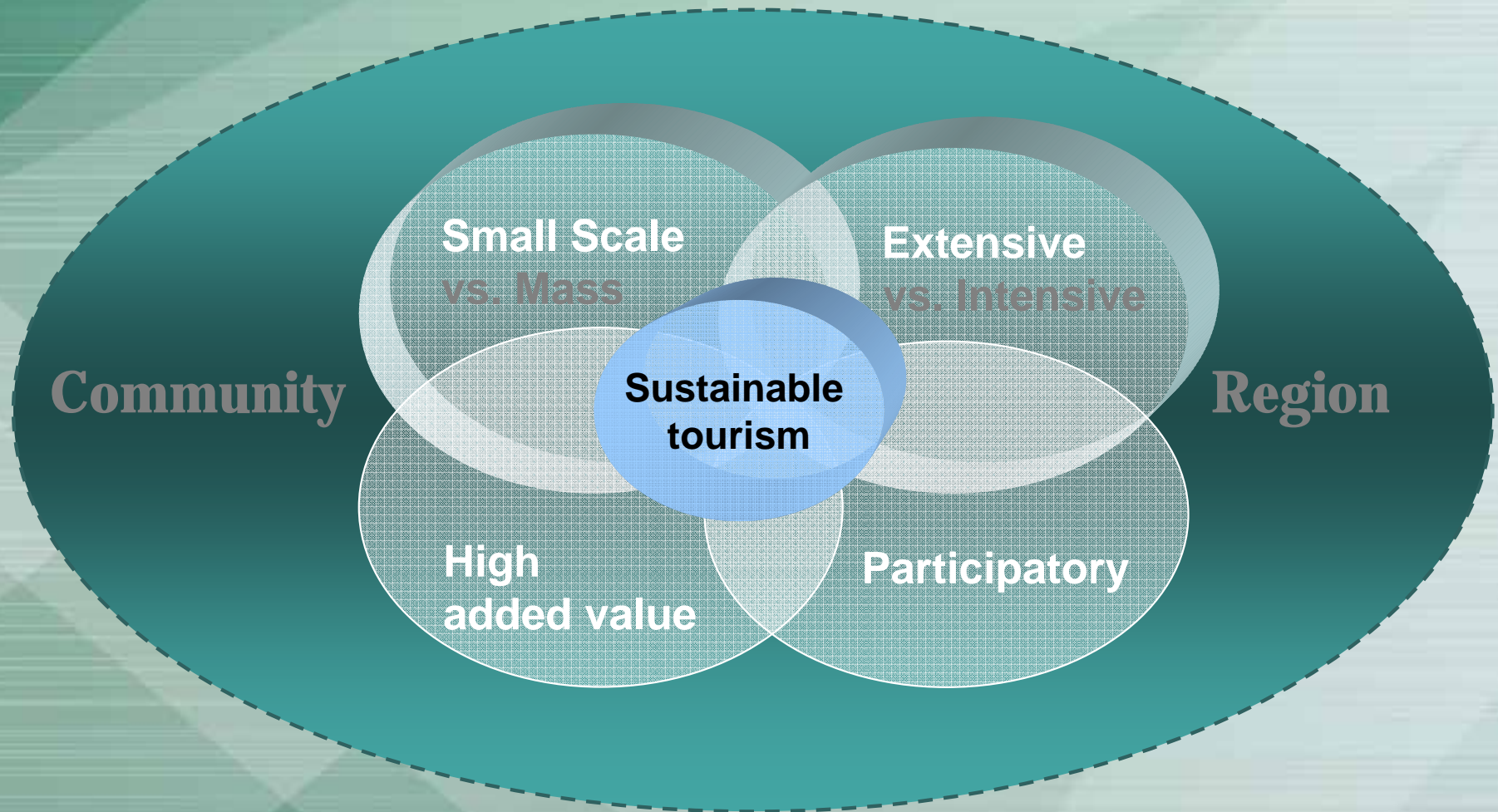
- As part of an area based development initiative in Eastern Anatolia
- Alternative income generation area
- Palandoken Ski resort and Coruh Valley
- Coruh Valley (higher needs, alignment with existing initiatives)

***“to develop a functional and participatory model of sustainable utilization of natural and cultural tourism assets in the Çoruh Valley for economic development of the region.”***

# AREA



# Tourism Model for Çoruh Valley



# SWOT

- Demand for growth in the region,
- Suitable climate for rural tourism
- Well-preserved natural heritage and cultural assets
- Geological environment for mountain tourism
- An undiscovered area especially for young and foreign tourists
- Hospitable citizens
- A young population: labor force
- Low labor cost: an opportunity for enterprises
- Suitable river structures for water tourism (rafting, kayaking, etc.)
- High level of security in the region

- Insufficient transportation infrastructure
- Low quality of tourism service provision in lodging facilities
- Lack of labor force qualified in tourism sector
- Prevalance of traditional approaches and their effect on tourism
- Environmental degradation pressure on water resources
- Lack of awareness and protection of historical sites/cultural heritage
- Lack of a decent cultural heritage inventory

- Increased interest in rural and cultural tourism globally/ in Turkey, coupled with scientific studies
- Saturation of tourism in Mediterranean,
- Intensive investments on transportation, communication and relevant infrastructure
- Increased corporate social responsibility among private sector
- Shift towards natural tourism at the global scale and high competitive strength of the region

- Lack of regional initiatives/available funds
- Tour operators do not include the region/rural tourism facilities in their portfolios
- Capital flows to high stake sectors
- Unregistered foreign guides in the region
- High migration pressure affecting the region
- Low level of tourism demand in the region as compared with the rest of the country

# Activities

## SUPPLY

- Organizational capacity building
- Education and training of citizens/tourism service providers



-Improved service supply

## DEMAND

- Product development
- Information building, data collection

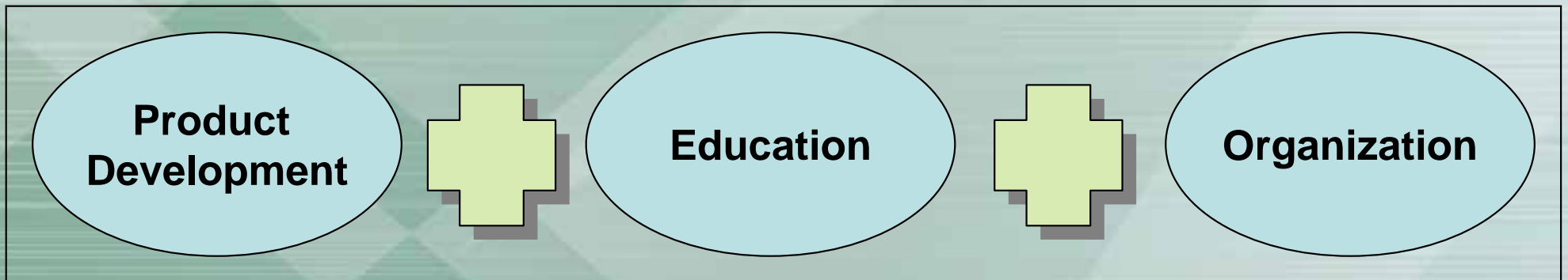


Promotion of the region

Participatory mechanisms: Local Tourism Boards and Local Tourism Information Offices

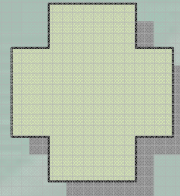
# Integrated Approach

**Added value/effectiveness :**

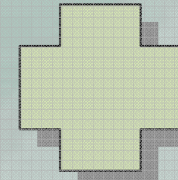


# Example: Trekking

Product  
Development



Education



Organization

Trekking Routes

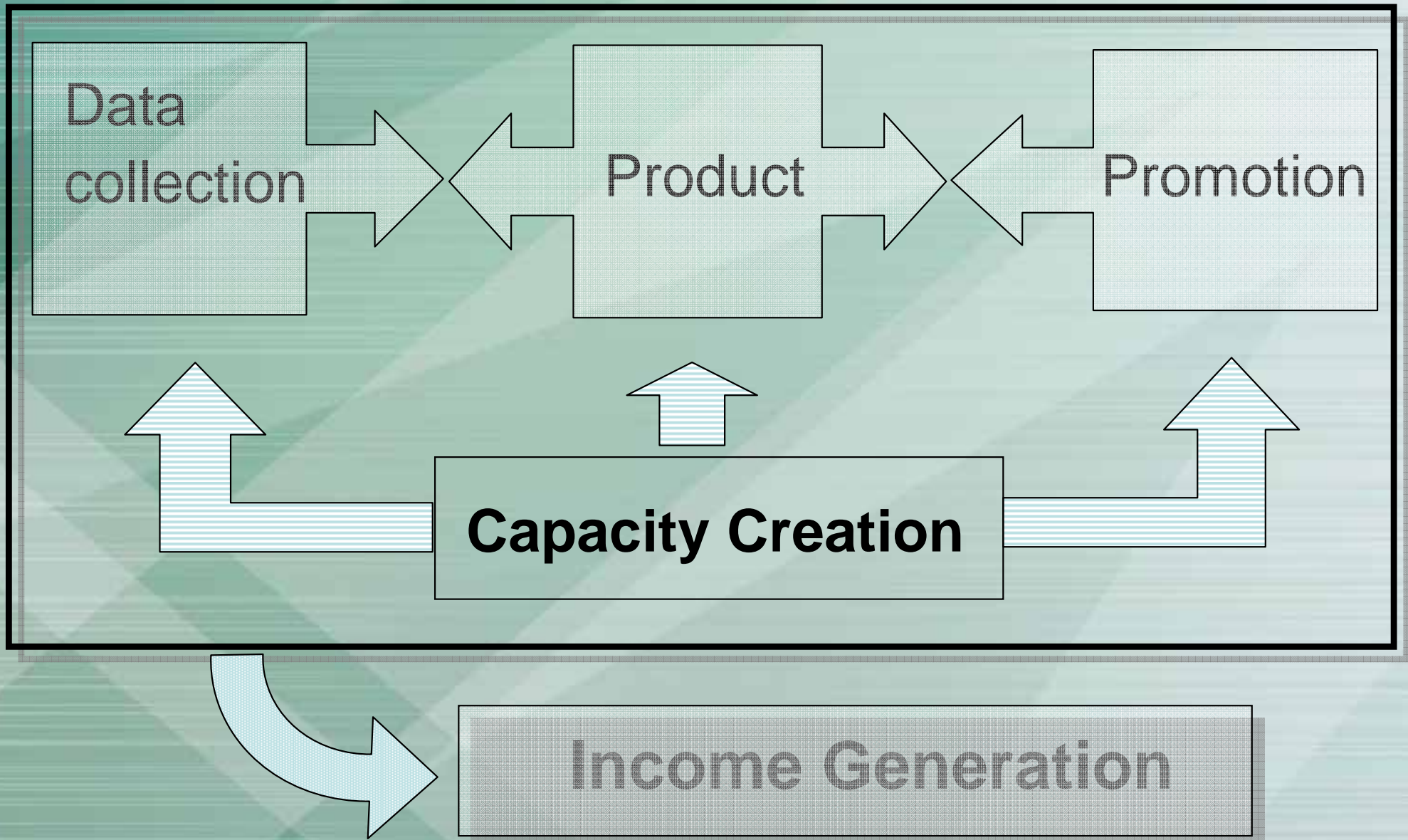


Trekking Education



Association

# Product development



# Alignment to national approaches

- Ministry of Tourism: Tourism development and 'destination' studies since end 2004
- Destinations selected in places with:
  - attractive tourism areas
  - opportunities for infrastructure development
- SWOT Analysis, Workshops, Action Plan monitoring, Seminars on Tourism product development, Study Tours and Promotional travels

# Product development

- **Data collection**
  - Flora (2004)
  - Fauna (birds, butterflies)
  - Medieval Georgian Churches & Castles
- **Outdoor sports**
  - White water sports (rafting & kayaking)
  - Mountaineering
  - Trekking routes



# Tourism Products

- **Trekking & Mountaineering:**
  - 9 hard trekking routes
  - 9 soft trekking routes
- **Birdwatching tour routes**
- **Flora routes**
- **Georgian Churches tour**
- **Butterfly park in Yaylalar**



# Promotion Materials & Activities

## Brochures and booklets:

- Çoruh Valley
- Yusufeli and Ispir
- Flora of the Çoruh Valley
- Trekking
- Birds
- White water sports in Çoruh
- Medieval Georgian Churches
- 10 Posters
- 73 postcards
- 1 sticker
- 2 Calendars: TDEAP & Georgian Churches



**Web:**

[www.choruh.com](http://www.choruh.com)

[www.coruh.org](http://www.coruh.org)

# Capacity development

- Products developed in partnership with local citizens and NGOs
- Various trainings on areas such as Tourism English, House keeping and food-drink, Hygiene Training, Development of Trekking routes, Rafting Training, Protecting Tourism, Nature and Cultural values
- Institution building: 2 NGOs established/ supported, still active
- Awareness among local stakeholders on tourism potential

# Upto now.....

- Introduction of the concepts of sustainable tourism development, the need for community ownership and participation into the vocabulary of the population at large, community leaders and government officials.
- A wealth of information gathered about nature and tourism potential for the valley. Citizens are aware that the valley can provide some income generation for them in the long term if tourism is managed properly.
- Local structures for planning and implementation in place.

# Lessons learned

- Participation should be integrated into all stages of the project –especially during preparatory phases.
- The first step in establishing a sustainable regional body is “awareness raising” and vision building
- The best support from the top would be a *policy of* “regional tourism/support for infrastructure and an enabling environment”.
- It is easier to work in areas where tourism is less developed.

# Future...

- An expanded focus on the Valley as a whole
- Partnerships with Private sector, government organizations, Ministry of Culture and Tourism, etc.
- A focused approach on capacity development
- Focus on promotion of local values/cuisine/crafts
- Integrated approach combining alternative income generating activities, rural development/agricultural products, etc.
- Intensive use of media
- Targeting the declaration of the region as a tourism destination