WINTER TOURISM EXPERIENCE OF TURKEY

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MINISTRY OF CULTURE AND TOURISM
General Directorate of Investment and Establishments
• Tourism Development Process
• Winter Tourism Figures
• Planning Winter Tourism Centers
• Vision of Mountain Tourism in Turkey
TOURISM DEVELOPMENT PROCESS

MINISTRY OF CULTURE AND TOURISM
General Directorate of Investment and Establishments
Cooperation of Public and Private Sectors
Planning & Land Allocation

DECLARATION PROCESS
Public and Private Sectors
This process includes proposal of an area to be declared as Tourism Center, according to Turkish Encouragement Law, which has a remarkable tourism potential.

PLANNING PROCESS
Public sector
According to Turkish Tourism Encouragement Law, The Ministry executes the planning process in cooperation with other public institutions.

LAND ALLOCATION PROCESS
Public and Private sectors
The Ministry rents a public property, which is devoted to tourism usage, to the tourism investors for a specific time period.
DECLARED TOURISM CENTERS
TOURISM STRATEGY of TURKEY - 2023
• To ensure the sustainable development of tourism,

• To extend the tourism season throughout the year by diversifying tourism products,

• To extend the tourism activities from coastal and urban areas to rural and interior regions,

• To be one of the top five countries considering tourism income by the year 2023.
DECLARED WINTER TOURISM CENTERS

Existing 28 Winter Tourism Centers
## DECLARED WINTER TOURISM CENTERS

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<thead>
<tr>
<th>NO</th>
<th>TOURISM CENTER</th>
<th>PLANS</th>
<th>BED CAPACITY</th>
<th>EXISTING LIFTS</th>
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**TOTAL** 21 19 10023 79345 98 111479

### ACTIVE TOURISM CENTERS

### SEMI-ACTIVE TOURISM CENTERS
PLANNING
WINTER TOURISM CENTERS
ALTITUDE: 2100 - 3360 m (Peak:3981 m)
LIFTS: 13 (Total Lenght: 21832)
SLOPES: 31 (Total Lenght: 54917 m)
BED CAPACITY: Existing 920 beds, Planned 6000 beds
NEAREST AIRPORT: 30km,
NEAREST CITY CENTER: Kayseri-25 km
KAYSERİ ERCİYES WINTER TOURISM CENTER

MASTER PLAN

STRATEGIC PLAN
SCALE: 1/25000
KAYSERİ ERCİYES WINTER TOURISM CENTER

IMPLEMENTATION PLAN
SCALE: 1/1000

DESIGN PROJECT
SCALE: 1/1000
VISION OF MOUNTAIN TOURISM IN TURKEY
WINTER TOURISM STRATEGY & ACTION PLAN

MAIN OBJECTIVES

• To ensure planned development,

• To determine the investment priorities at the existing ski tourism centers and the potential areas,

• To adapt the international standards of Ski & Mountain Tourism to Turkey.
CONTENTS

1. POTENTIAL ANALYSIS
   1.1. Ski Potential
   1.2. Supplementary Functions (Integration with thermal, congress and other tourism themes)
   1.3. Market Analysis
   1.4. Feasibility

2. STANDARDS GUIDE
   2.1. Minimum Requirements for Declaration
   2.2. Business Model (Operation and Quality Standards)
   2.3. Safety Standards

3. ACTION PLAN
   3.1. Planning
   3.2. Investments (Facilities, Infrastructure and etc.)
   3.3. Advertising, Marketing and Brand Management
   3.4. Administrative Regulations
Thank you for your attention.

For more information please contact with:

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