

# WELCOME

## AGENDA

- OPENING SPEECH – NUMAN OLCAR
- OPENING SPEECH – ALİ ŞÜKRÜ ÇETİNKAYA
- INTRODUCTION
- RIS MERSİN TOURISM PLATFORM- VUSLAT ARSLAN
- EKOLOG33-KASIM TANRIÖVER
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# MERSİN TOURISM PLATFORM

## AGENDA

- RIS-MERSİN PROJECT
- RIS MERSIN TOURISM PLATFORM
- PROJECTS
- FUTURE STRATEGIES

## RIS- Mersin Project and Tourism Platform

- As a result of RIS-Mersin Project (Regional Innovation Strategy Project ) which was funded under 6th Frame Programme, Three platforms has been established which are Logistics, Agriculture – Food and Tourism platforms
- The Tourism platform for Mersin Region has been established in July 2007.
- Mersin Chamber of Commerce and Industry is responsible for the secretariat of Tourism Platform
- Platform's main aim is to create and implement projects with innovative ideas to develop the tourism sector in the region.

## MERSİN TOURISM PLATFORM

- Mersin Metropolitan Municipality
- Tarsus Municipality
- Taşucu Municipality
- Silifke Municipality
- Mersin University
- Mersin Chamber of Commerce and Industry
- Provincial Director of culture and tourism
- Mersin Development and Business Council
- Cukurova Development Agency
- Special Provincial Administration
- Turkish-Arab Businessmen Association
- Mersin Tourism Operators
- Turkey Association of Travel Agencies
- Çukurova Hotel Business Association
- Olcartur Tourism
- Bumer Tourism
- Kalykadnos Tourism
- Selefkos Tourism
- Pine Park Hotel
- Çamlıbel Platform
- İçel Art Club

## MERSİN TOURISM PLATFORM

### VISION

It is aimed to originate Mersin as concentrated on value added tourism based on the regional development and also to be respected in the international, national and regional levels of development of the tourism sector within its' different sub-sectors. Therefore Mersin will become a brand for the sector. This approach will turn Mersin into a potentially feasible investment location for the businessmen for this specific sector by all means.

### MISSION

To develop a new sustainable and integrated tourism approach in order to increase in varieties of tourism sub-sectors within Mersin's tourism potential

## MERSİN TOURISM PLATFORM

### OBJECTIVES

- To develop labour skills and quality in the tourism sector.
- To ensure effective communication between actors in tourism sector.
- To develop strategies to organize advertisement actions and development of new products.
- Defining innovative strategies for the development of tourism sector and gaining diverse and qualitative status for Mersin within the international, national and regional levels of development of the sector is needed to be maintained.

## MERSİN TOURISM PLATFORM

### OBJECTIVES

- To improve quality of life in Mersin using tourism development as a part of regional economic development.
- To develop a qualified approach to tourism infrastructure and qualify tourism infrastructure
- To create new business opportunities and to provide easy access engaged tourism development

## MERSİN TOURISM PLATFORM

- Subject to our aims, as platform, we seek for eligible grant schemes to prepare projects and as accepted, to implement these projects in Mersin region.
- Subjects of these projects include rising awareness activities such as trainings, seminars and etc, transferring of knowledge by observing the best practices over Europe, developing strategy plans for sector and implementing long and short term innovative ideas.

## MERSİN TOURISM PLATFORM

**The platform is concentrated mostly on the following sub-sectors of tourism:**

- **Eco-tourism**
- **Faith Tourism**
- **Agro-tourism**
- **Accessible tourism**
- **Heritage Tourism**

## MERSİN TOURISM PLATFORM

**And the platform is concentrated on the following topics for development of the sector:**

- Advertising the region to European Countries
- Information and Communication Technology
- Raising service quality
- Planning tourism infrastructure
- Inviting tourism investors to the region

## PROJECTS

## Training of Qualified Intermediate Personnel in Service Charges of The Tourism Sector (SVET)

### **This project aimed:**

To provide the personnel charged in service in the tourism sector in Mersin province and surroundings with occupational proficiency and skills , giving social support to institutions of vocational education and training and helping these decentralization of the vocational training system through contributing to the development of the national reform.

In 3 training periods, each one of them to last 18 weeks, it was aimed to develop vocational training and skills of **90 service personnel** in total.

**It was granted by** European Commission in amount of 137,798€

**The project was completed** in 18 months

**Partners are:** Mersin Chamber of Commerce and Industry

Mersin University

GIP FCIP Alsace Vocational Education and Training C.

## INNOVATIVE AND PRODUCTIVE WOMEN

### **This project aimed**

To supply the economical individualism of poor women which immigrated to Adana, Mersin and Tarsus from East, by developing their labor skills and qualification in tourism sector by producing souvenirs in 8 month period 60 women (20 from each city) had vocational and social trainings.

**It was granted by UNDP** in amount of 73,840\$

**The project was completed** in 8 months

Partners are: Mersin Chamber of Commerce and Industry

Tarsus Chamber of Commerce and Industry

Adana Chamber of Commerce

Mersin Local Agenda

Tarsus Local Agenda

Adana City Council

## 2008 Year of St. Paul & 2008 Year of Intercultural Dialogue Opening Event

By the Vatican, the dates between 29 June 2008 and 29 June 2009 is declared as the "Year of St. Paul" and therefore Since St. Paul was born in Tarsus, Christians all around the world are now traveling to Tarsus for becoming Christian pilgrims.

With the leadership of the Governorship of Mersin; Tarsus Office of District, Tarsus Municipality, Mersin Chamber of Commerce and Industry EU Info Relay Office, Tarsus Chamber of Commerce and Industry and the Tourism Platform hosted approximately 600 foreign tourists from different countries and local community at the arranged event by the organizational support of Anatolian Regional Office of Bishop.

## 2008 Year of St. Paul & 2008 Year of Intercultural Dialogue Opening Event

- During the event, the religious men, who are representatives of different religions, came forward to state for becoming one heart and one mind for the "World Peace", "Brotherhood" and "Tolerance".
- This Opening Event has become more amusing with the mini-concert of Mersin State Opera and Ballet and concert of civilizations of Antakya Chorus which retains one of the best cultural mosaic patterns.
- The president of the Pontifical Council for Promoting Christian Unity, Walter Cardinal Kasper attended the events as the "Guest of Honor".



## MEETING OF CULTURES IN THE LIGHT OF ST. THECLA

### **This Project aimed**

- To develop dialogues between cultures in this area which is known as cradle of civilization
- To acquaint Turkey with its complaisant and cultural mosaic characteristics to EU
- To rise awareness about alternative tourism and cultural properties between stakeholders.,
- To increase tourism incomes
- To increase employment rates of women in the city
- To arouse skilled trades which are came to grief

### **Partners are:**

Silifke Municipality  
 City of Dubrovnik- Croatia  
 Prievidza Municipality - Slovakia  
 Obcina Dobrovnik-Dobronak Közseg - Slovenia  
 Mersin Chamber of Commerce and Industry

**The budget:199,458€**

**This project was declined by CFCU ®**

## GÖKSU DELTA – ECOTOURISM PROJECT

### **This Project aimed**

- To improve revenue and job creator activities by way of eco-tourism in parallel with sustainable use of natural resources in Goksu Delta
- To make planning for improving eco-tourism in Göksu delta
- To inform local people in Goksu Delta and the business people in tourism sector about eco-tourism activities in the parallel with EU Environment and Tourism politics and sustainable development.

### **Partners are:**

Ecological Rsearch Society  
 Mersin Chamber of Commerce and Industry

**The budget: 49,812,62€**

**This project was declined by CFCU ®**

## The Active Labour Market Measures Project

### **This Project aimed**

80 untrained women and youth living in Mersin will be selected for this project and included in the occupational training programme which is concentrated in tourism and hotel sector therefore it's aimed to include these selected applicants into the labour market for tourism sector as they become qualified.

### **Partners are:** Mersin Chamber of Commerce and Industry

Mersin University  
Toroslar Municipality  
Erdemli Municipality  
Silifke Municipality  
Kızkalesi Municipality  
Arpaçbahşiş Municipality

**Budget:**98.270,00 €

**The project is still under evaluation phase ...**

# FUTURE PLANS

## Future Plans

**We are ready to collaborate as a coordinator or a partner:  
in the following project topics,**

- Transfer of Innovation Projects about Eco- Tourism and Agro-Tourism
- Mobility projects for tourism businessmen in region
- Culture Projects
- Faith Tourism Projects
- Projects about Environmentally-conscious Tourism Executions (Green Tourism)

# THANKS ...!

**Vuslat ARSLAN**  
PROJECT EXPERT