

**WORKSHOP ON**  
**“THE FUTURE OF TOURISM DEVELOPMENT IN KONYA”**  
**15-16 November 2016**  
**Konya, Turkey**

**Work Program**

**15 November/ Opening Session:**

<b>09.30-10.00</b>	<b>Welcome reception and refreshments</b>
<b>10.00-12.00</b>	<p><b>Opening</b></p> <p><b>Recitation from the Holy Quran</b></p> <p><b>Konya introductory film</b></p> <p><b>Welcoming remarks</b></p> <p><b>H.E. Amb. Musa KULAKLIKAYA</b> Director General of SESRIC</p> <p><b>H.E. Dr. El Hassane HZAINE</b> Director General of ICDT</p> <p><b>Opening statements</b></p> <p><b>H.E. Mr. İhsan ÖVÜT</b> Secretary General of SMHC</p> <p><b>H.E. Mr. Abdüsettar YARAR</b> Director of Directorate of Culture and Tourism of Konya</p> <p><b>H.E. Mr. Tahir AKYÜREK</b> Mayor of Konya</p> <p><b>H.E. Mr. Yakup CANBOLAT</b> Governor of Konya</p> <p><b>H.E. Mr. Nabi AVCI</b> Minister of Culture and Tourism of Republic of Turkey</p> <p><b>Family photo</b></p>

## 15 November / First and Second Technical Sessions:

12.00-13.30	<b>Lunch and Prayer</b>
13.30-15.30	<p><b>Session 1: Tourism in Konya: Current State, Challenges and Prospects</b></p> <p>This session will set the stage for the following working sessions of the workshop. The discussions and deliberations in this session will cover current state of tourism in Konya, the prospects &amp; opportunities, and the challenges that hinder this city from realizing its full potential in the tourism sector.</p> <p><b>Keynote speaker:</b> <b>Dr. Özgür SARI</b> Public Administration Institute for Turkey and Middle East (TODAİE)</p> <p><b>Moderator:</b> <b>Prof. Dr. Raif PARLAKKAYA</b> Dean of the Faculty of Tourism, Necmettin Erbakan University</p> <p><b>Discussants:</b> <b>Dr. Yasin BILIM</b> Faculty of Tourism, Necmettin Erbakan University <b>Mr. Mehmet YÜNDEM</b> Vice Director, Directorate of Konya Culture and Tourism <b>Assoc. Prof. Mete SEZGİN</b> Faculty of Tourism , Selçuk University <b>Mr. Mustafa YILMAZ</b> Director of Tourism, Konya Metropolitan Municipality</p> <p><b>Wrap-up and recommendations</b></p>
15.30-16.00	<b>Tea and coffee break</b>
16.00-18.00	<p><b>Session 2: Tourism and Heritage Preservation in Konya</b></p> <p>This session will revolve around the protection of the heritage of Konya City and safeguarding the authenticity of its spiritual and intangible heritage, which is the landmark of this city, particularly the Sema (whirling dervish ceremony).</p> <p><b>Keynote speaker:</b> <b>Assoc. Prof. Dr. Evrim ÖLÇER ÖZÜNEL</b> Intangible Cultural Heritage Committee, Turkish National Commission for UNESCO</p> <p><b>Moderator:</b> <b>Assoc. Prof. Dr. İlhan KOÇ</b> Konya Regional Directorate of Preserving Cultural Property</p> <p><b>Discussants:</b> <b>Ms. Esin ÇELEBİ</b> Vice Chairman of International Mevlana Foundation <b>Prof. Dr. Mustafa DEMİRCİ</b> Department of History, Faculty of Science and Letters, Selçuk University <b>Mr. Yusuf BENLİ</b> Director of Konya Museums <b>Ms. Tuğba KABAKÇI</b> Professional Tourist Guide, Konya Metropolitan Municipality</p> <p><b>Wrap-up and recommendations</b></p>
19.00-21.00	<b>Gala Dinner</b>

## 16 November / Third and Fourth Technical Sessions:

<b>09.00-11.00</b>	<p><b>Session 3: Tourism Policy, Planning and Capacity Building in Konya for Future Ahead</b></p> <p>This session will concentrate on the policymaking, planning and capacity building for the development of tourism in Konya with emphasis on the key players in sustainable tourism planning and management, community based tourism development and the need for education and training.</p> <p><b>Keynote speaker:</b> <b>Ministry of Culture and Tourism of Turkey</b></p> <p><b>Moderator:</b> <b>Prof. Dr. Çağatay Ünüsan</b> Vice-Chancellor of KTO Karatay University</p> <p><b>Discussants:</b> <b>Mr. Mohammad Mortaza GHASEM SHARABYANI</b> Head of Research Bureau, Iran Cultural Heritage, Handcrafts and Tourism Organization (ICHTO) <b>Assoc. Prof. Abdullah KARAMAN</b> Dean, Faculty of Tourism Selçuk University <b>Mr. Nurullah OSMANLI</b> Head of Town Planning Department, Konya Metropolitan Municipality <b>Ms. Makbule TERZİ</b> Administration Monitoring and Evaluation Coordinator of KOP Regional Development Agency <b>Ms. Maedeh BON</b> Technical Cooperation Specialist, Statistical, SESRIC</p> <p><b>Wrap-up and recommendations</b></p>
<b>11.00-11.30</b>	<b>Tea and coffee break</b>
<b>11.30-13.30</b>	<p><b>Session 4: Marketing, Promotion and Competitive Positioning of Konya in the Domain of Tourism</b></p> <p>This session will tackle the issue of differentiating Konya as a tourist destination and sustaining it in the OIC and international tourism market to maintain and develop its competitive advantage.</p> <p><b>Keynote speaker :</b> <b>Prof. Nabyl EDDAHAR</b> Islamic Centre for Development of Trade (ICDT)</p> <p><b>Moderator:</b> <b>Prof. Dr. Abdullah Öztürk</b> Dean of Beyşehir Ali Akkanat Faculty of Tourism, Selçuk University</p> <p><b>Discussants:</b> <b>Dr. Ahmet AKMAN</b> Secretary General of Mevlana Development Agency <b>Mr. Kazım YANAR</b> President of TURSAB Konya BYK <b>Mr. Muhammed TOPALOĞLU</b> Independent Industrialists and Businessmen's Association (MUSİAD) <b>Mr. Kazım ÖZTOKLU</b> President of Skâl Club of Konya <b>Mr. Selçuk ÖZTÜRK</b> President of Konya Chamber of Commerce</p>

	<b>Wrap-up and recommendations</b>
<b>13.30-15.00</b>	<b>Lunch and prayer</b>
<b>15.00-16.00</b>	<b>Closing Session</b> Compilation of report and recommendations Closing remarks
	<b>Social Event</b>