

Türkiye

turizm aktüel

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TURİZM AKTÜEL GOES TO JAPAN

The Turizm Aktüel Magazine, the flagship of the tourism press in Turkey, continues with its efforts abroad. Representing Turkish tourism, with its special editions on all the important exhibitions of Global Tourism, Turizm Aktüel added another to the international exhibitions it attends. Turizm Aktüel will attend the Jata Tourism Expo Japan tourism fair that will be held in Tokyo, Japan between September 25 and 28 with a special edition, and has shown how sensitive and active it is with regard to the changing balances and developing markets in global tourism.

Starting the 2014-2015 exhibitions year in Japan, Turizm Aktüel both grasps the agenda and brings the valuable professionals of the tourism world to its readers through its special interviews in its new issue. Introducing Turkey's beautiful destinations to foreign readers with its special files in its Jata Tourism Expo Japan tourism exhibition special edition, our magazine focused on Istanbul, Cappadocia, Çanakkale and Pamukkale as its main destinations.

Introducing Istanbul, the apple of the world's eye, to its readers in detail, Turizm Aktüel spoke about the Kayakapı Project with Yakup Dinler, the young representative of the Dinler Family, which is the creator of Kayakapı, a matchless tourism project that unites the past with the future in Cappadocia. Dinler introduced Kayakapı Premium Caves-Cappadocia, which was actualized under the Kayakapı Project, to our readers.

Another guest from Cappadocia was Mustafa Esen, General Manager of Harem Cappadocia. Having lived in Japan for many years and opening his dream hotel in Cappadocia when he returned to Turkey, Esen shared his efforts in becoming a hotel chain with Turizm Aktüel.

You will find a special interview held with Şeref Karakan, General Manager of Colossae Thermal Hotel, one of the most deep-rooted hotels of the white paradise Pamukkale and another special conversation with Salih Yüksel, General Manager of Çanakkale Truva Hotel. Yes, these are clues. Much more lies within the pages of our new issue.

Our next special edition will be prepared for the WTW London tourism exhibition. Hoping to see you later...

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Turkey sees nearly 14 percent rise in tourists in July

Number of foreign visitors to Turkey increases nearly 14 percent in compared with same month of last year.



The number of foreign visitors to Turkey increased nearly 14 percent increase in July compared to the same month a year ago, the country's culture and tourism minister said Monday.

Nearly 5.2 million tourists came to Turkey this July compared to 4.6 million in July 2013, an increase of 13.52 percent, the minister, Omer Celik, said in a written statement. Just over half the foreign visitors came from Europe, he said.

Among international visitors that chose Turkey as a holiday destination, Russian citizens ranked at the top of the list with 805,631 visitors. Germans followed with 733,862 visitors, and British tourists accounted for 423,226 visitors in the month.

Celik said that Turkey is peaceful and

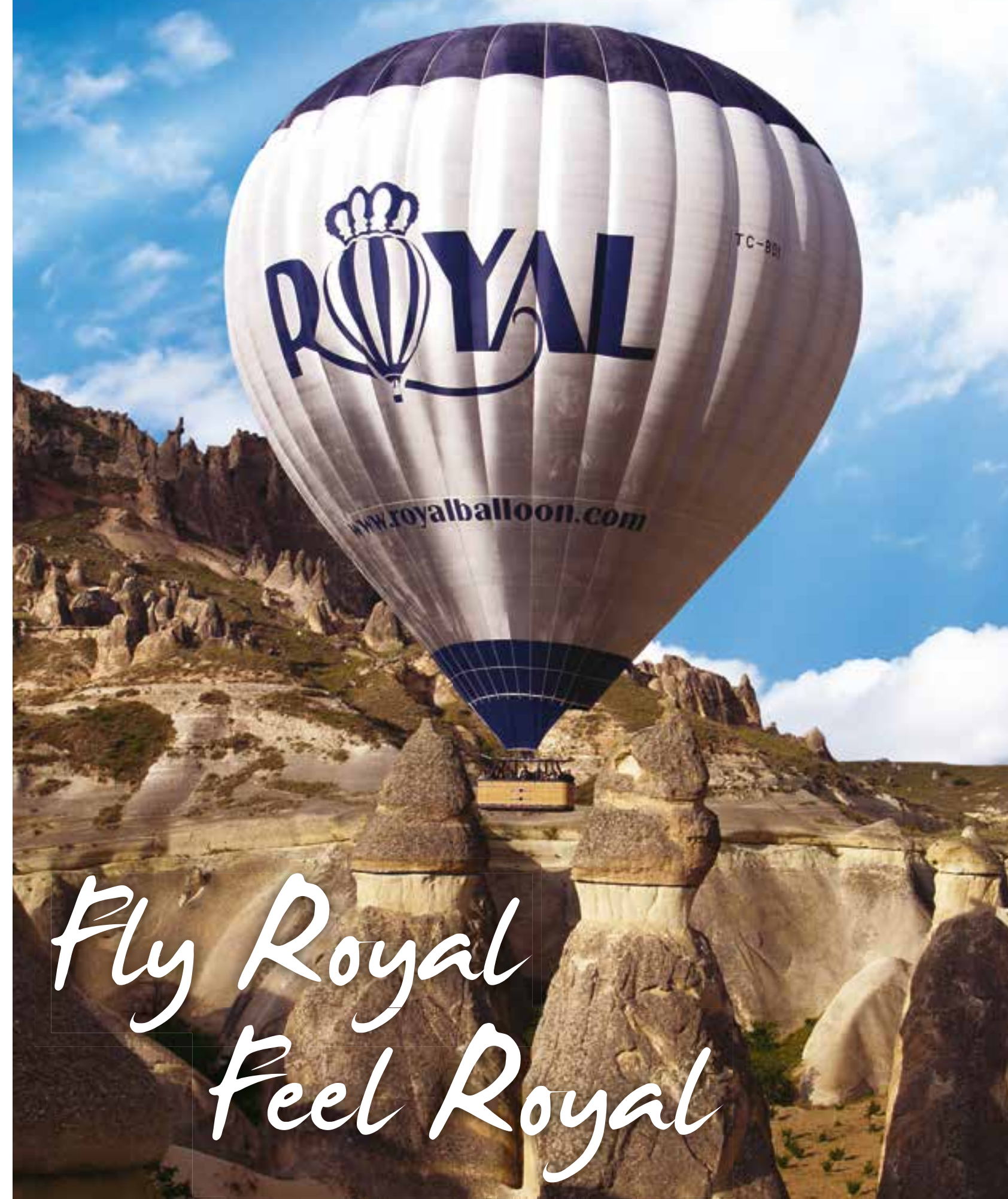
safe despite the turmoil in neighboring countries, and this helped the Turkish tourism sector achieve permanent and sustainable growth.

Celik praised the country's promotion of Turkey's unique beauty to the world.

"Turkey managed to become the first choice of foreign visitors thanks to a successful promotion," he said.

Turkey was the sixth most popular destination in the world last year according to figures from the U.N. and Turkey's Culture and Tourism office.

France attracted more tourists than any other country in the world while the United States came in second place, with China, Spain and Italy completing the top five most visited countries.



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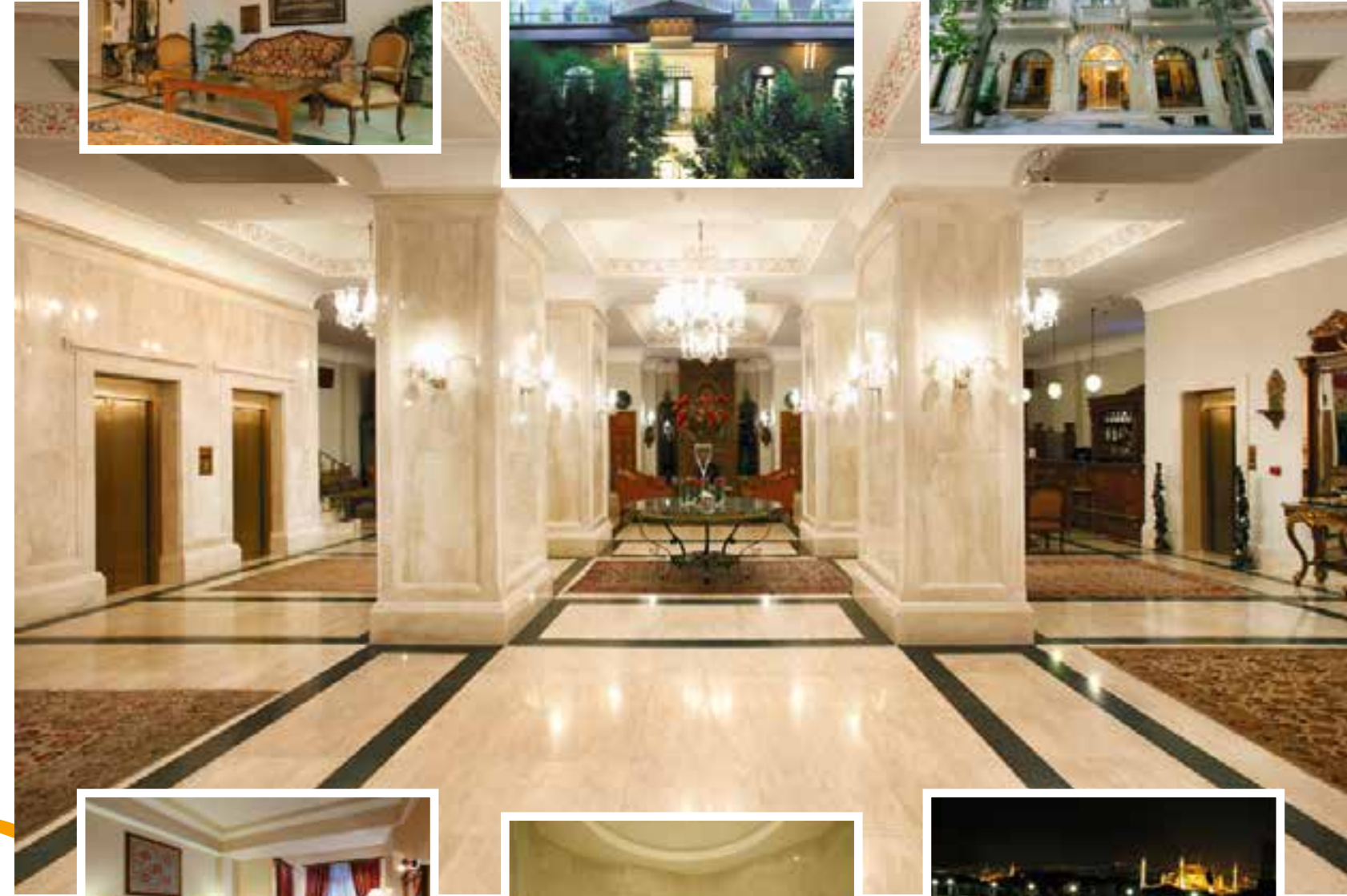
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FOUR POINTS BY SHERATON BRAND ENTERS TURKEY

Starwood Hotels & Resorts Worldwide, Inc today announced the signing of Four Points by Sheraton Istanbul Dudullu, a franchise agreement with Ever Group.



The new-build hotel, scheduled to open at the end of 2014, will mark the entry of the Four Points by Sheraton brand into Turkey and will be the first Starwood hotel to open on the Asian side of Istanbul. "We are very happy, once again, to be working with Starwood on a second Four Points by Sheraton hotel in Istanbul and Turkey, said Selen Ersü, Ever Group Chairman and CEO. "Four Points by Sheraton Istanbul Dudullu will provide us with a great opportunity to strengthen our presence in a prime location in Istanbul. Dudullu is the industrial heart of the Istanbul Asia Region and covers three million square metres of industrial area, offering great potential for business development." "We are delighted to reinforce our collaboration with Ever Group, Selen's passion for the tourism industry and Turkish football clubs makes him a perfect partner to introduce the first Four Points by Sheraton hotel in Turkey," said Michael Wale, President, Starwood Hotels & Resorts, Europe, Africa and Middle East. "The hotel will mark Starwood's entry into the Asian side of Istanbul and become an ideal leisure spot to watch the most exciting sporting events while enjoying a fine selection of local

brews." Located in IMES, Turkey's largest industrial area in Dudullu, Four Points by Sheraton Istanbul Dudullu will be a 20 minute drive from Sabiha Gokcen Airport with direct access to the Trans-European Motorway (TEM) and the Bosphorus Bridge. The 182-room property will be one of the largest hotels on the Asian side of Istanbul, providing a convenient business option for the 1,000-plus companies in its surrounding area. Part of a multi-use complex and adjacent to a large wholesale store, Four Points by Sheraton Istanbul Dudullu will have an all-day dining restaurant, bar and fitness centre. Event facilities will include four meeting rooms and three small boardrooms. The hotel features all of the brand's defining elements including the Four Comfort Bed™ and free bottled water in all rooms and suites, complimentary Wi-Fi in all public areas, an energising breakfast and local beers with Best Brews™, helping guests start and end the day right. The interior design of the hotel has been awarded to Kreatif Mimarlik, a renowned Turkish consultancy with extensive hotel design experience including Sheraton Atakoy in Istanbul, as well as upcoming Sheraton hotels in Samsun and Istanbul's Atasehir

district. "Responding to the demand for affordable yet innovative lodging options is core to our development strategy," said Bart Carnahan, Senior Vice President Acquisitions & Development, Starwood Hotels & Resorts, Europe, Africa & Middle East. "Four Points by Sheraton has one of the strongest pipelines in Starwood's global portfolio and offers a compelling blend of comfort, style and affordability, making it increasingly attractive for owners and developers," he said.

There are currently 10 Starwood hotels representing five brands, in operation across Turkey, of which four are located in Istanbul: Sheraton Istanbul Maslak Hotel, Sheraton Istanbul Atakoy Hotel, W Istanbul, and Le Méridien Istanbul Etiler. In the first quarter of 2015, Starwood will debut the St. Regis brand in Turkey with The St. Regis Istanbul. In 2015, the company will also open Sheraton Istanbul Atasehir on the Asian side of the city, as well as enter the emerging coastal city of Samsun with Sheraton Samsun Hotel. Starwood will grow the Four Points by Sheraton brand in Turkey in 2015 with the new Four Points by Sheraton Istanbul Batisehir Hotel, another franchise project with Ever Group.

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PARAGLIDERS COLOR TURKEY'S WESTERN SKY

Turkey's southwestern coast is luring paraglider pilots and tourists from around the world.

Colorful paragliders soaring through blue skies have become the face of Turkey's Muğla region, luring adrenaline-seeking adventurers and tourists from across the world.

Towering above the stunning Blue Lagoon nestling on the coastline, the Babadag mountain in southwest Turkey is considered to be one of the best sites in the world for the sport of paragliding.

The Babadag Aerial Sports and Recreation Centre - one of the world's best known centers for paragliding flights - offers adrenaline-filled minutes to its domestic and foreign tourists.

Situated in Oludeniz, it is helping promote tourism

in the Muğla province to foreign and domestic adventurers with the Blue Lagoon - a very popular small village and beach resort at the foot of the Babadag mountain - hosting thousands of tourists every year.



Paragliding pilots can launch from heights of 1,200, 1,700, 18,00 and 1,900 meters, finally landing on the Belcekiz Beach having enjoyed a peerless landscape throughout their flight.

The first six months of the year has seen an increase of 5,000-launches compared to the same period in 2013 - a rise of 20 percent - with the total number of flights for the year reaching 75,000.

Fethiye Governor Ekrem Calik told Anadolu Agency that "Paragliding in Fethiye" was seeking to become a global brand, with the Babadag Aerial Sports and Recreation Centre at its heart, aiming to achieve more than 90,000 flights in 2014.

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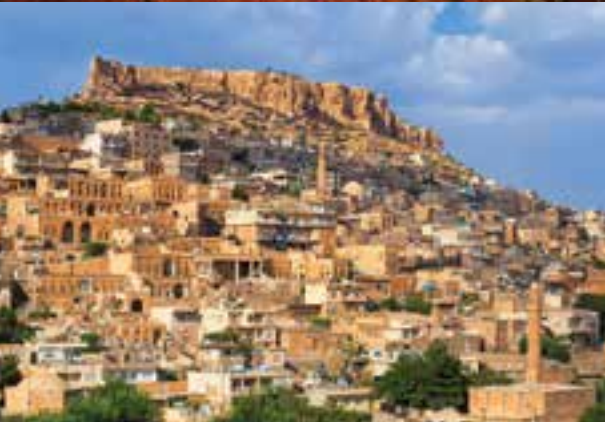


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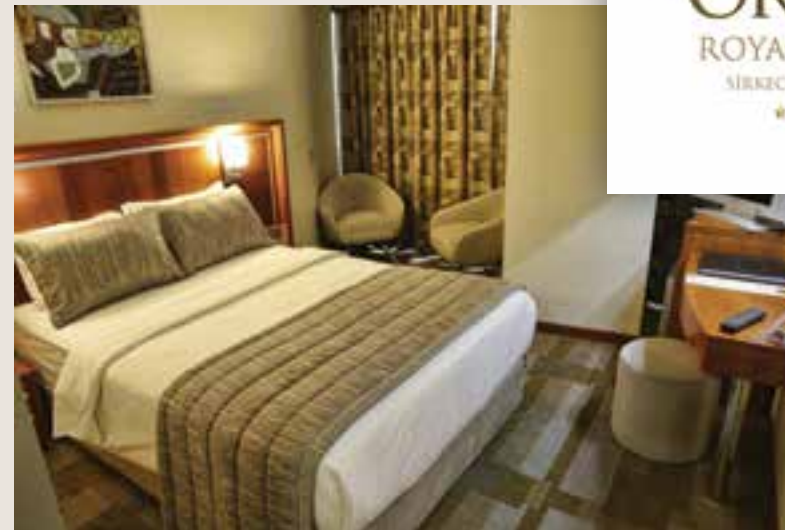
Turks to spend \$1.1 bln on faith-based tourism in 2014

Turks are expected to spend \$1.1 billion on pilgrimages to the holy city of Mecca this year, according to a recently released report by the Turkish Association of Travel Agents (TÜRSAB).

More than 61,000 Turkish nationals have traveled to Mecca this year to perform the hajj, a ritual compulsory for all Muslims who are physically and financially able to make the journey. An additional 400,000 Turks have made the journey to Mecca this year to perform the umrah, a non-mandatory pilgrimage which can be done throughout the year, unlike the hajj, which must be performed on specific dates. Journeys are arranged by the Directorate of Religious Affairs and private travel agencies.

According to the report, the average hajj traveler spent 4,000 euros on their trip, while travel costs ranged from a low of 2,780 euros to as much as 17,000 euros. Travelers performing the umrah spent less on their journeys, averaging around 1,500 euros. Women comprised the majority of hajj and umrah travelers, accounting for 53 percent of those performing the hajj and 62.8 percent of those making the journey for the umrah. According to the report, 43 provinces in Turkey themselves feature sacred religious sites. However, figures indicate that the number of tourists coming to Turkey for religious purposes has declined significantly in recent years.

While 143,969 tourists traveled to Turkey for such purposes in 2007, that figure plunged to 106,743 in 2011 and 59,076 last year. The primary reasons for the decline were attributed to ongoing violence in Syria and Iraq and continued political tension with Israel that contributed to a major decline in Israeli tourists traveling to Turkey.



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DoubleTree by Hilton Malatya, a 202-room, 18-story new-build hotel located here, recently opened.



Situated 17 miles from Malatya Airport, DoubleTree by Hilton Malatya is in close proximity to historical and cultural attractions of the region, including Mount Nemrut, A UNESCO World Heritage site, the Aslantepe Ruins and Malatya Castle. DoubleTree by Hilton Malatya is situated and designed to welcome business and leisure guests alike. With a spa and health club including a 24-hour fitness center, two massage rooms, steam room, sauna, Turkish bath, sun terrace as well as an indoor pool.

Drawing on local culinary traditions as well as world cuisine, guests will be able to dine in The Meliddu Restaurant, which offers delicacies from Malatya prepared by Executive Chef Onur Şen. The venue offers views of Beydağı from the Teras Bar & Grill.

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Turkey becoming key player in medical tourism

The nation recorded 162,445 medical tourists by the end of the first half of 2014.

Turkey is emerging as one of the destinations for medical tourism as the country tries to boost tourism revenue and narrow its current account deficit - its main economic weakness. History fanatics, adrenaline junkies, sunbathers and foodies are all in for a treat when heading for a holiday in Turkey but the nation is also drawing

and new facilities sprouting up as Turkey's private healthcare industry flourishes. Additionally, the fact that Turkey is a central tourist attraction is also enticing." "The country has made significant improvements and began to compete with countries such as India, Malaysia, Thailand and Hungary which are strong in the sector," the report reads. Foreign institutions including Malaysian sovereign fund Khazanah Nasional, Qatar's First Investment Bank, Argus Capital Partners and the World Bank's International Finance Corp (IFC) have put money into the Turkish healthcare sector. The country is building medical facilities with public-private partnerships where the state will rent city hospitals built and run by the private sector for 25 years. Ankara's Doctors' Union President Ozden Sener said patients from Western countries, whose medical insurance does not cover odontotherapy (teeth diseases) and cosmetic surgery, prefer Turkey which has low-cost labor as well as affordable holiday prices. Sener also remarked that

many patients come from war zones from Syria, Libya and Palestine. He said, however, overseas patients have put pressure on the health system with many doctors seeing as many as 100 patients per day. Tourism income in Turkey increased 7.9 percent in the second quarter of 2014, compared to the same quarter of last year, to reach \$9 billion, the Turkish Statistical Institute showed. Foreign visitors accounted for 84.5 percent of this income, while Turkish citizens living abroad accounted for the rest.

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tourists that are seeking to avail of Turkey's competitive edge in medical tourism.

Turkey is the world's sixth top destination in terms of tourist numbers. Out of the roughly 35 million tourists who visited Turkey last year, around 188,095 came for surgical procedures from hair transplants, liposuction to cancer and orthopedic treatment, according to the World Tourism Organization. The number of medical tourists who visited Turkey in the first six months of 2014

Mexico, Tunisia and Turkey. He said of the clientele, "They are mostly from western European, countries like the UK, Germany and the Netherlands, as well as from Libya and United Arab Emirates." Ozturk said there are various factors behind the country's appeal. "People from countries with heavily congested health systems welcome the opportunity to choose the time of their surgeries together with the 40-70 percent savings, which is more affordable than European countries. While those from less-developed nations are attracted by Western-trained medics

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Vural Öger

EXPANSION PLANS DESPITE MISSED TARGETS

V.Ö. Travel will miss its first-year targets but is already planning to expand substantially in 2015 with a larger programme, founder Vural Öger told fw in an interview.

The start-up Turkey tour operator, which was launched in January 2014 some three years after the sale of Öger Tours to Thomas Cook, originally aimed for some 70,000 to 100,000 customers in its first business year. "But the delayed connections to travel agency sales systems and the generally weak bookings situation in the spring threw us back," Öger admitted. Travel agents were first fully able to book V.Ö. offers in April. However, sales of Turkey holidays have picked up significantly since the end of the World Cup in July, with strong late bookings for the summer and also for the autumn. Öger currently expects "just under 70,000 customers" for the year ending October 31. He said the company will be profitable if the positive booking trend continues and thanks to strong synergies with the group's other companies Öger Türk Tur and incoming agency Holiday Plan. The Hamburg-based entrepreneur expects a rise in overall German visitor figures to Turkey this year thanks to the pick-up in recent weeks.

Looking ahead, Öger said winter bookings have started well. "This is a sign that we are established in the market," he said. In the winter, V.Ö. Travel will offer not only Turkey but destinations such as the Canary Islands, the UAE, Egypt and long-haul destinations. For summer 2015, the programme will be further expanded with an Istanbul brochure and an 'exclusive' offer for luxury trips in Turkey. Overall, V.Ö. Travel aims to 150,000 customers for Turkey and a further 15,000 for other destinations in 2014/15.



Ali İmdat Uçar

QUALITY CERTIFICATE TO RAMADA ISTANBUL TAKSİM HOTEL

As a result of the evaluations held at the Holiday Check website, Ramada Istanbul Taksim Hotel was awarded a Quality Certificate. Receiving 5.2 points out of 6, Ramada Istanbul Taksim Hotel proved its customer satisfaction. Indicating that they are proud of having received such a certificate reflecting customer satisfaction, Ramada Istanbul Taksim Hotel General Manager Ali İmdat Uçar said, "As the Ramada Taksim family, we are happy to have received the Holiday Check 2014 Quality Certificate as a result of the high points given by our guests. I would like to thank all of our guests who have supported us by giving 5.2 points out of 6 and who have valued the service we provide."



White House Hotel

White House Hotel Istanbul is located in the heart of the historical peninsula and it is within walking distance to Hagia Sophia, Blue Mosque, Topkapı Palace, Archeology Museum, the Basilica Cistern, Grand Bazaar, Spice Bazaar, the Millennium Stone and Byzantine Hippodrome, which are the most important landmarks of the city. White House Hotel Istanbul is the ideal starting place for exploring this Ottoman capital city's endless historical sites, museums, restaurants, clubs and shops.





LOCATION:

In the city centre, Osmanbey metro station 350 meters, Atatürk Airport 20 km., walking distance to Taksim Square, Istanbul Lütfi Kırdar Convention & Exhibition Centre. And also Sütlüce Convention Centre is only 6 km.. Biggest shopping mall in the city; Cevahir and many other shopping malls take a few minutes by car or on foot.

RESTAURANT & BARS:

Ege Restaurant serving open buffet breakfast & A la cart'e lunch and dinner. Sota Kebab & Pizza, Loby lounge, Loby Bar, Patisserie.

GUEST ROOM FACILITIES:

Individually controlled air conditioning system, lap top size electronic safe box, direct dial telephone, Pc & data port, wireless & cable high speed internet (60 Mbps), Interactive 32" LCD TV, minibar, hairdryer, iron and ironing board, smoke detectors and sprinklers, complimentary tea and coffee making facilities, Black - Out curtains operating by remote control, comfortable working environment, Ottoman Chair, bathroom telephone, scale, bath sound system from TV, make - up mirror, Onyx Bathroom with bathtub, rain shower, standart rooms has only shower, emergency button, electronic door key system, door lock chain, outdoor electronic display for housekeeping services, door ring, carpet ground, restricted openable window.

SPA CENTER:

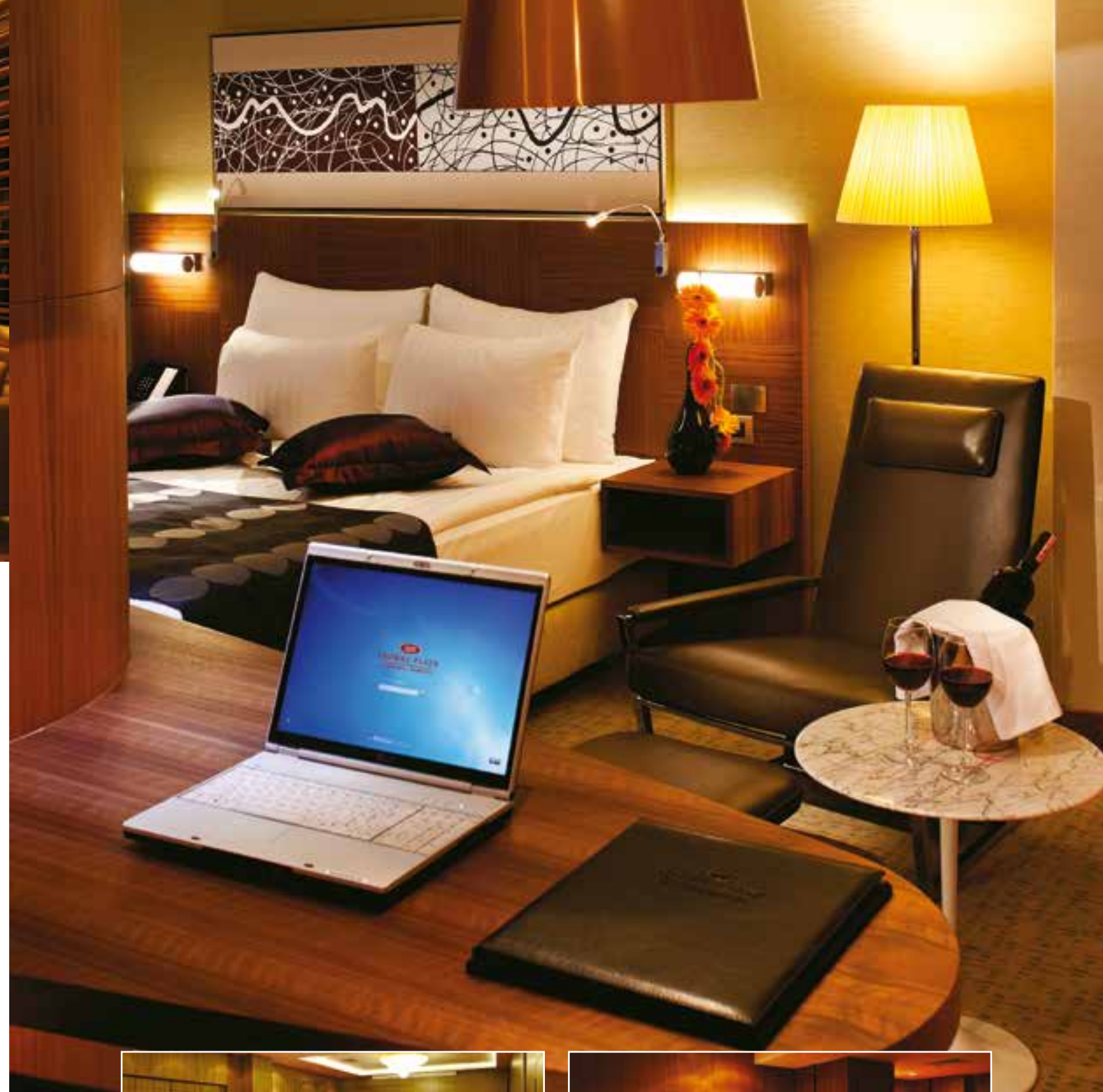
Fitness centre, indoor swimming pool with jacuzzi (15m x 5m), kids pool, changing rooms, Turkish bath (hamam), male & female sauna and steam rooms, health & beauty centre, massage rooms (facial & massage treatments chargeable), women & men coiffeur.

HOTEL SERVICES:

Laundry and dry cleaning service, baby sitter (chargeable), doctor (chargeable), 24 hours room service, free shoe shine service, underground car park, business centre, safe deposit box, luggage store room, message delivery service, gift shop, minimarket, evening turndown service, facilities for disabled guest, wireless & cable high speed internet (20 mbps), Club floors and private lounge for this floor, concierge services, laptop rental, exchange services, VIP transfer (upon request - chargeable), satellite & Digiturk channels, pillow menu, rent a car services.

MEETING & BANQUET FACILITIES:

19 Meeting Rooms, Ballroom at roof, Alsancak meeting room can be partitioned into two soundproof sections. All rooms are equipped with state of the art audio visual and meeting equipment, secretarial services.



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TOURISM MINISTER OPENS SHERATON ADANA

Turkish Culture and Tourism Minister Ömer Çelik has attended the opening ceremony of Sheraton Adana; 10th Starwood Hotels & Resorts property in Turkey.

Michael Wale; President for Europe, Africa & Middle East for Starwood Hotels & Resorts Worldwide said that they are very happy to partner with SERKA Turizm A.Ş., an Adalı Holding Company. The new Sheraton Adana Hotel is located on the bank of the Seyhan River in the center of Adana, Turkey's fifth largest city located in the southern region of the country. The hotel with its modern architecture already became a landmark in the city with its iconic architecture inspired by local cultural and heritage elements. The launch of our most iconic brand in Adana allows us to meet the growing demand for internationally-branded hotel accommodations in this fast-emerging city and we are excited to offer a new gathering place for the local community and global travelers." Sheraton Adana is located 4.5 kilometers from Adana Şakirpaşa Airport. The hotel is within walking distance of Merkez Park and in proximity to Optimum Outlet, the city's most central shopping mall. The 17-storey Sheraton Adana has 240 rooms including 18 suites, all offering an excellent sleep experience with signature Sheraton Sweet Sleeper® beds. In addition, guests staying in Sheraton Club rooms have access to the Sheraton Club Lounge on the 10th floor to enjoy breakfast, afternoon tea and evening cocktails with stunning views over the Seyhan River and Sabancı Merkez Mosque, Turkey's largest mosque with its six minarets.

Guests can enjoy a range of cuisines – including the local specialty, the Adana Kebab – with restaurant options ranging from all day dining restaurant La Spezia offering international



and Turkish cuisine to signature seafood restaurant Villa Mare which serves seafood accompanied with a view over the Seyhan River and the city of Adana. In addition, the Link Café has a menu of homemade sweet delights accompanying afternoon tea while the Brook Bar offers refreshing cocktails by the pool.

Score Fitness, the hotel's fitness facility features a sauna, steam room and Turkish hammam for optimum relaxation. Guests can also enjoy wellness, beauty, massage and spa programmes in one of the eight treatment rooms in Puri Spa. For business or major events including weddings, the banquet area of Sheraton Adana offers more than 2,000 square metres with a ceiling height of 11 metres featuring a Grand Ball Room and a Junior Ball Room. The Grand Ball Room spans 1,000 square metres and can accommodate up to 700 guests. A boardroom and four conference rooms complement the offer for smaller group meetings.



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Your Legendary Chateau in Pera...

Palazzo Donizetti Hotel, named after the musician **Giuseppe Donizetti** who lived in **Beyoğlu** in the times of the Ottoman Empire, opens an era for your accommodation rituals in **Istanbul**.

Palazzo Donizetti is a specially designed, boutique hotel near **Istiklal Street**, also suitable for business. The building that was traditionally used as a guesthouse carries footsteps throughout the years, and lives today combining elegance, luxury and comfort. Glorious Italian Carrera marbles, antique Italian Venetian colors, stained glass lighting in addition to high ceilings with classic motifs and golden foils were used in this historical hotel in **Istanbul**.

Palazzo Donizetti's 105 year old antique elevator also presents a nostalgic **Beyoğlu** experience as one of the most important hotels in **Taksim**.





ISTANBUL BEAUTIFUL ISTANBUL

A world center of great value in the past as well as in the present, Istanbul embraces Asia on the one hand and Europe on the other.





Istanbul... Orhan Veli begins his famous poem, saying, "I am listening to Istanbul, my eyes closed." Ferhan Özpetek, in his Istanbul Red, says, "Istanbul is red and blue, a red and blue that melt into each other only in sunsets on the Bosphorus." After Mümtaz and Nuran, Istanbul is the main protagonist of Ahmet Hamdi Tanpınar's novel, A Mind at Peace. We read about the conquest, captivity and liberation of the city in Kemal Tahir's Istanbul trilogy, while Refik Halid

in Istanbul's Inside Story portrays the city's people struggling to keep pace with change in the early twentieth century. Nedim Gürsel depicts the conquest his book, The Conqueror, and Orhan Pamuk transforms Istanbul into a museum of love in The Museum of Innocence... We, too, wanted to create a panorama of our Istanbul today, so we asked each writer to describe the neighborhood he or she loves and knows best. Ah, beautiful Istanbul... Istanbul, with its historical peninsula,

numerous scenic and historical beauties is a magnificently unique city that has been capital to many civilizations from past to present and still continues to be home to residents from all over the world. This rooted city, with a history dating back to 300 thousand years before, constitutes a mosaic of many civilizations and cultures combined.

One may come across legacies and monuments of thousands of years behind any door or around any corner in Istanbul.



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RAMADA.
ISTANBUL TAKSIM

Whether you take a round tour in Istanbul or visit any of the 39 districts nearby, you will catch hold of various historical and natural wonders any minute.

You may begin your Istanbul tour at the Grand Bazaar that will enchant you with its bright and pleasant environment while a sense of peace and security will wrap you tightly in Hagia Sophia. A tour of the pearl of the Bosphorus, Ortaköy, Beşiktaş and Kabataş will let you enjoy the delightful views along the deep blue coast.

With the Black Sea in the north, the Marmara Sea in the south and the Istanbul Strait running in all its glory through the middle of the city, you will experience great moments in Istanbul and witness the unique combination of the Mediterranean and Black Sea climates. You may encounter a hot and humid weather in the summer and a cold and snowy weather in the winter.

Watching the flying seagulls at Eminönü

by the time the rising sun illuminates the city, you will notice the docked boats rocking gently as if to greet you. What's more, you won't be able to resist the fresh scent of the city when the first ray of lights illuminate the shimmering fishes swimming around the fishing twines.

The setting sun illuminates the city like a painting every evening. The candle-like silhouettes of the mosques rise above the historical peninsula to greet the city while the sun and the moon salute each other as the day turns into night. Right at that moment you will feel like a sultan in the cradle of civilizations.

Bridging two continents, this unique city, where one can encounter people from different countries and witness diverse cultures merging in harmony, will awaken completely different feelings in you.

There is a lot to experience and share in Istanbul. Are you ready to explore this magic city?

Istanbul is one of the most easily accessible metropolises of the world. It has the largest traffic network in Turkey and offers numerous alternatives of city transport.

At the crossroads of the European and Asian continent, the air traffic in Istanbul is very dynamic as the city lies on the connecting and direct flight route of major airways companies. There are two airports in Istanbul that welcome their international guests, the Ataturk International Airport on the European side and the Sabiha Gokcen International Airport located on the Asian side.

Istanbul offers direct flights to any airport city in Turkey while the advanced transportation network of the region allows easy access to any city in the country.

After your arrival at the airport, you can reach the city center by taking one of the shuttles or public transportation facilities

Listana

— H O T E L —



It's a privilege to welcome you

Listana Hotel is specially designed to offer a refreshing experience for business as well as leisure travelers. Listana Boutique Hotel is located in Sisli-Istanbul, a few minutes walk to lively Taksim Square and fashion shopping area Nisantasi. The hotel is surrounded of famous brands, popular cafes and restaurants. Major shopping malls namely Cevahir, İstinye Park, Trump Towers, Zorlu Center, City's, Kanyon, Akmerkez, Astoria that also home to various business centers (Lutfi Kırdar Istanbul Convention & Exhibition Center-ICEC, Haliç Congress Center) and are venues for cultural, social events (CRR-Cemal Resit Rey Concert Hall, Harbiye Openair Amphitheatre & Concert Hall) are close, either on foot or by metro.



leaving to Taksim or Kadikoy outside of the exit gates. Alternatively, passengers can reach many areas of the city by taking the subway from the airport and a short ride on the tram afterwards. Furthermore, the taxis stationed outside of the exit gates will drive you to your destination by taking the most convenient routes.

Passengers who prefer sea transportation may consider travelling on one of the world famous cruise ships that stopover in Istanbul. The Karaköy and Salıpaçazari Harbors where the cruise ships dock are in the vicinity of the city center and just a two minute walk from the tram.

The magnificent cultural fabric of the city that will grab your attention right upon your arrival will become a memorable part of your unforgettable holiday experience.

Attractions

We can tell you where to start to discover the magnificent sceneries, the perfect architecture and the unique dishes of Istanbul!

Offering a wide range of alternatives, Istanbul welcomes its dear guests with special dishes for all tastes. A variety of cuisines from all over Turkey blending with the Ottoman culinary culture comprise a variety of specialties of incomparable taste.

Having started the day with a Turkish



breakfast, which is famous for its diversity, you may take a trip to the islands of Istanbul where you will encounter an entirely different environment. You may enjoy the sun and the sea or prefer to ride a bike if you like.

Alternatively you may opt to take a city tour in Istanbul which is definitely worth the time. Beginning your tour at the historical peninsula, you can sightsee many monuments belonging to civilizations that had settled here.

The Grand Bazaar, Nuru Osmaniye, Çemberlitas, the Blue Mosque, Hagia Sophia, Basilica Cistern and Archaeological Museum are among the major venues you may particularly enjoy sightseeing. After that you can cross the Golden Horn Bridge and give a coffee break at Karaköy before heading to Tünel and going up the Galata Tower to watch the splendid view of Istanbul.

Finally, you can try the tasty dishes of Turkish cuisine at any of the restaurants at Beyoğlu and eventually drop by the coast of Bebek or Arnavutkoy to enjoy the rest of the magnificence and beauty of Istanbul by night.

On the other hand, Pierre Loti, one of the most tranquil and charming corners in Istanbul, will invite you to drink some Turkish Tea and enjoy the view on site.

Eminönü is a convenient place to buy souvenirs and gifts that will remind you of your Istanbul experience all through life. For bigger shopping tours you may prefer to go to the great shopping centers in the districts nearby.

If you prefer to be carried away by the beat of the night you may consider visiting Kalamış, Fenerbahçe, Moda and Caddebostan located on the Anatolian side. Likewise, the coast of the European side, such as Ortaköy, Kuruçeşme, Bebek, Tarabya and Suada offer popular entertainment venues with doors open to guests until early sunrise.



RECITAL

boutique hotel



Luxury Small Boutique Hotel

Recital Hotel is located in Old City-Sultanahmet which is a very central part of the historical peninsula, offer its luxury and Turkish hospitality to the guests with its 31 elaborately decorated, spacious rooms that consist of 3 Corner Suites, 2 Superior Sea View, 3 Deluxe Partial Sea View and Superior, Standard Rooms.

All of them are fully equipped with individually controlled air conditioning, heating, telephone, satellite LCD television, electronic safe, Lap top size, a mini bar, coffee-tea set, a fully equipped bathroom with shower or bathtub, a hair dryer, wireless internet access, direct dial phone, fireproof doors, smoke detector and fire sprinklers, black-out curtains, a comfortable reading corner, daily housekeeping service.

Facilities

- Lobby
- Restaurant
- Terrace
- Bar & Cafe
- Airport Transfer
- Concierge
- Fitness
- Laundry & Dry Cleaning
- Room Service
- 24 Hours Reception
- Express Check-in/Check-out
- Currency Exchange
- Tour Desk, Ticket Service
- Baggage Storage
- Business Center
- Daily Newspapers

Location

Hippodrome	280 mt
Hagia Sofia	350 mt
Blue Mosque	300 mt
Topkapı Palace	550 mt
Basilica Cistern	330 mt
Grand Bazaar	100 mt
Turkish & Islamic Museum	200 mt
Çemberlitas Tram	70 mt
Sea Bus	1 km
Railway Station	2.5 km
Taksim Square	4 km
Atatürk Airport	14 km
CNR (World Trade Center)	14 km
Sabiha Gökçen Airport	60 km



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WYNDHAM TO OPEN 50 MORE HOTELS IN 10 YEARS

Leading hotel chain and resorts operator Wyndham has agreed with local investors to invest more in Turkey's burgeoning hospitality industry by adding 50 more hotels to its existing 30 within the next decade, Wyndham Hotel Group Chief Operating Officer Bob Loewen has said.

The company has logged extraordinary growth in Turkey ever since it entered the country's market in 2007, Loewen told Today's Zaman in an interview last week in Istanbul, where he came to attend the Turkey & Neighbors Hotel Investment Conference (CATHIC).

In line with Wyndham's established strategy, the hotels will be built by local partners, Loewen said. One partner is committed to building 30 Ramada hotels and another will build 20 Super 8s, the company's low-budget brand, he added. "We work with partners, and we like to work with a few partners who want to do a lot of hotels. That is our strategy and we have some great partners in Turkey. They have built a great pipeline and we want to grow with that," he said, summarizing Wyndham's mission for Turkey.

Loewen praised the Turkish market for its active structure and notes that prospects are high for the company to grow here depending on the conditions of demand, which currently seem very promising. "We have focused [on Turkey] and we have a constant developer presence," the COO said.

The investment decisions are determined through a combination of factors, Loewen said. He specifically highlighted the need for active and vibrant channels of transportation to a destination and a stable government. "A stable government is very important because that attracts investment dollars and, again, as a franchise, we follow investment dollars," Loewen said.

The challenges Mediterranean basin countries have been facing -- like the political turmoil in a number of North African

and Middle Eastern countries as well as the economic hurdles in some southern European nations -- are another factor that sets the Turkish tourism industry apart from others in the region. Turkey was well positioned to attract many customers from these markets, and the Arab Spring indirectly benefitted the Turkish tourism sector, Loewen also pointed out. He mentioned that new travelers, particularly Russians, have developed a habit of traveling abroad for vacation since 2008. They have also contributed to the destination traffic of Turkey, he said. All combined, Turkey has been, and will likely continue to be, "a very important market" for Wyndham to expand in, the company's top manager said. He added that they "will continue to bring more resources to this market. We are building a pipeline for the next five to 10 years."



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THEY MET IN THE 43RD YEAR OF TUROB



The Traditional Summer Night Meeting of the Union of Tourist Hotel Owners, Operators and Investors took place with a cocktail party held by the pool of the Yeşilköy Çınar Hotel in Istanbul.

Hüseyin Avni Mutlu, Governor of Istanbul, Adem Öztürk, District Governor of Bakırköy and many prominent investors and hotel operators of the sector attended the event hosted by Esen Çetingil, General Manager of the Çınar Hotel. Addressing the guests with his 'welcome' speech, TUROB President Timur Bayındır said, "It is a great pleasure to come together with you in the 43rd year of our Union. While leaving almost three quarters of 2014 behind, we have unfortunately witnessed some upsetting events both in our country and in the world. My greatest wish is that all communities achieve a world order where they can live in peace and security. I would like to sincerely thank all of our stakeholders, our sector representatives and you, our esteemed members, who have supported us on this long and difficult path." After Çınar Hotel General Manager Esen Çetingil was presented with his gift by Governor Hüseyin Avni Mutlu and TUROB President Timur Bayındır, the night went on with dancing and the music by the Orkestra Vals group.





Dinner Cruise On The **BOSPHORUS**



Kenar Çıtlamalarına ve Kırılmalarına Son



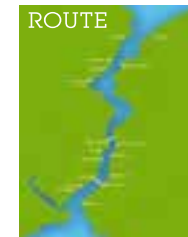
Cam Mamülleri - Glass Ware
Porselen - Porcelain
Rostfrei - (Forks, Spoons, Knives Set)
Mutfak Malzemeleri - Kitchen Equipments
Kat arabaları - Floor Trolleys
Oda Malzemeleri - Room Materials
Servis Malzemeleri - Service Equipments

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'SHE TOURS' HAS SAILED

Everyday taking hundreds of tourists on board, presenting them Istanbul and making a city tour for them, 'She Tours', has kicked-off boat tours.

TURSAB Chairman Başaran Ulusoy and leading figures of the tourism sector joined in the excitement of Gürkan Özcan, the Chairman of the Board of Directors of She Tours, when She Tours started its boat tours. Making a speech during the night, Gürkan Özcan, the Chairman of the Board of Directors of She Tours, said: "In addition to the city tours, which we have served for many years with your support, we will also organize a boat tour with dining on the Bosphorus to be scheduled each night. No doubt that we, as the She Tours family, will reflect on our many years of experience and service quality to these night tours with the contribution of our professional crew. She Tours has come along a very hard road, which would mean important lessons for the new starters in life. Maybe nothing was easy when we set out with humble resources but I never lost my determination for success and my will for work." The boats of She Tours are for an enjoyable night accompanied by delicious varieties for dinner while dancing under the panoramic view of the Bosphorus, on the point of separation of the two sides of Istanbul, Asia and Europe. The route of the boat tours is Dolmabahçe Palace, Bosphorus Bridge, Ortaköy, Rumeli, Fatih Bridge, Beylerbeyi Palace, and The Maiden's Tower; also, it is possible to see the famous night clubs of Istanbul as well as the historic places through these tours.



Cappadocia is...



www.utgroup.org

THE CHARM OF CAPPADOCIA, A GAME CREATED BY GEOGRAPHY

Cappadocia: the site of nature's wonderful formations, a central Anatolian and world heritage with a history dating back to 3000 B.C





This awesome geography where history and nature intertwines has been host to many civilizations throughout the centuries. The unique volcanic landscape of the region took shape as a result of the erosion of the volcanic layers which spread through the area with the eruption of Erciyes, Hasandag and Güllüdag mountains about 60 million years ago.

Cappadocia, which means "land of beautiful horses," in Persian language, has been the hub of many civilizations and a gigantic shelter and center for Christians who fled from the Roman Empire during the Hittite period and hid in the houses and churches carved inside of rocks.

With the formation of fairy chimneys in time, the local communities carved houses and churches into these rocks and made frescoes inside of these structures connecting the past with the present.

A district of Nevşehir and one of the key points of the Silk Road, Cappadocia is inscribed in the UNESCO World Heritage list.

If you are ready to go on a journey to dreamland, Cappadocia is waiting to introduce you to all of its mysteries!

Attractions

Cappadocia, one of the most generous regions of Anatolia, was formed by nature's magic hand.

Cappadocia and its surrounding area began to take shape 60 million years ago when the volcanic layer of lava and ashes covered the landscape upon the eruption



of the volcanic mountains Erciyes, Hasandag and Güllüdag. The volcanic landscape took its final shape within time due to erosion caused by wind and rain.

The fairy chimneys of Cappadocia took form over millions of years and are among the most beautiful examples of nature's own design. The fairy chimneys and the houses and churches carved by settlers out of these rocks have been preserved for centuries with great care. The fairy chimneys and magnificent frescoes carved inside are among the must-see sites.

The Goreme Open Air Museum, has a large collection of relics and structures of the Christian culture that presided in Cappadocia over a long time. Especially the churches carved into the rocks are monumental structures and forerunners of natural architecture. More than 250 churches, such as the Tokali Kilise (Church of the Buckle), Rahibeler Manastırı (Monastery of Nuns), Yilanli Kilise (the Snake Church) and the Chapel of St. Barbara wait for their visitors.



MİRAS HOTEL

CAPPADOCIA

Once upon a time...That's how starts fairy tales. We invite you here to live Capadocia's unique mystic atmosphere and to write your own fairy tale. Our 8 different style decorated handcraft cave suits, and our hotel, where the magical mixture of history and modern, aimed to provide you a romantic vacation. Enjoy our gourmet feast which stands out with Turkish cuisine including delicious meals and deserts. Spend your time learning these unique flavours from our experienced chefs or spend your time relaxing in our goreme viewed open pool. Each 8 room doors open to our terrace each room has a perfect goreme view.

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Rox Cappadocia



Ortahisar Castle carved into the rocks at an altitude of 1200 meters during Hittite period was built to protect the city but also used as a settlement. It is possible to take amazing pictures of Cappadocia from this height.

Çatalhöyük is another historical site worth seeing. It is close to Cappadocia and one of the first pro-city settlements of the world. The mound with the world's oldest landscape painting sheds light to

the Neolithic period when the transition to settled life occurred.

Populated with, underground cities and caves the region harbors a great variety of artifacts and ruins that provide invaluable information on all historical epochs dating from the prehistoric periods. Mounds such as Alacahöyük and Karahöyük as well as seven-layered underground cities such as Derinkuyu, Kaymaklı, Mazı and Civelek Cave are among the witnesses of

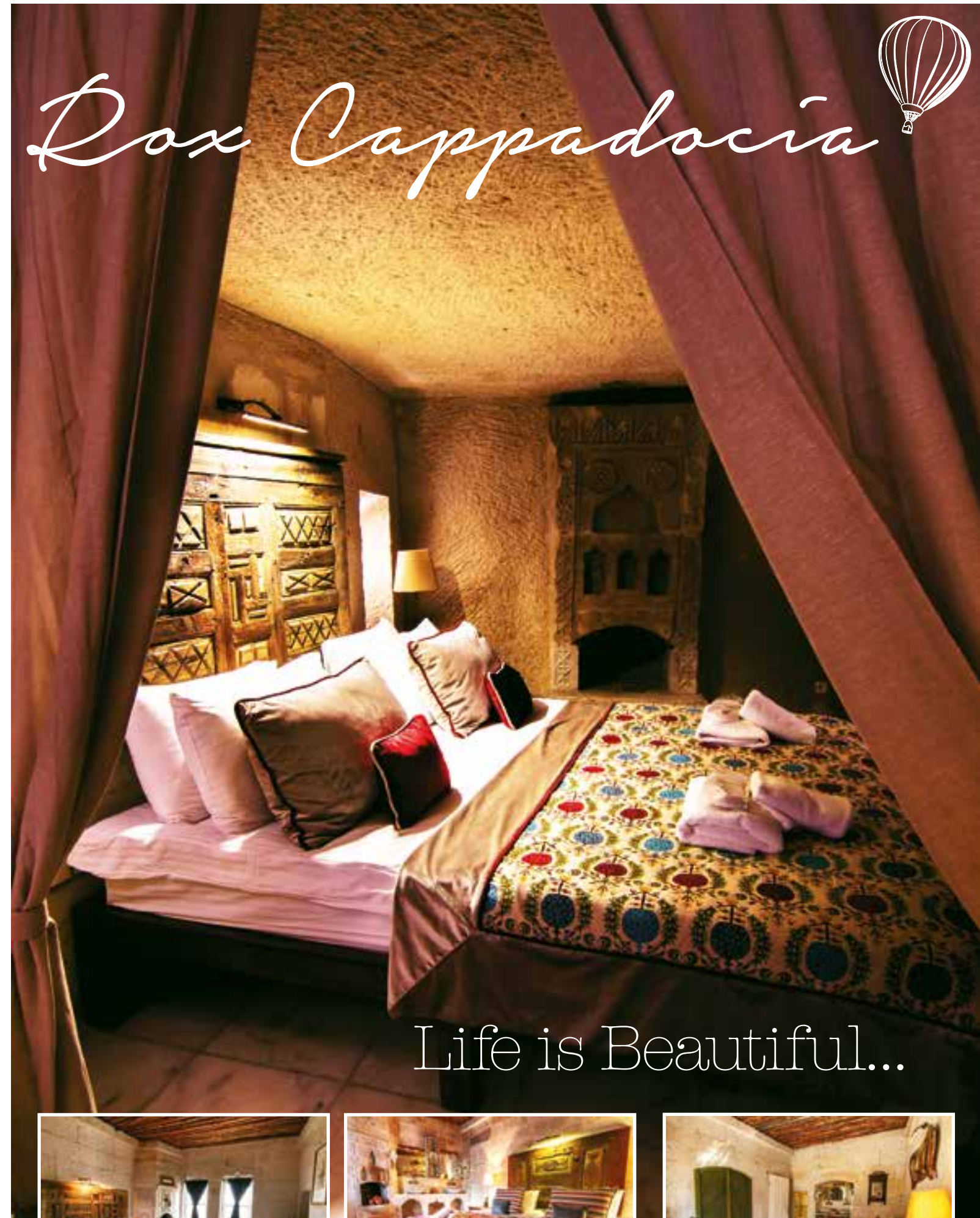
history located in this region.

Additionally, Cappadocia has many relics belonging to Seljukian and Ottoman cultures. The tomb of Haci Bektas Veli, Balım Evi, Cuma Mosque are among the structures worth visiting.

One of the most popular and enjoyable aspects of Cappadocia are the spectacular balloon flights unfertaken in the area. The balloon cruises start early in the morning and offer awesome views of the landscape populated with fairy chimneys. You will experience unforgettable moments observing the ever-changing colors of the sunrise illuminating the historical beauties of the region.

Cappadocia has a variety of specialties identified with the Nevsehir cuisine. Especially Testi Kebabi, a unique local dish will leave an unforgettably delicious taste in your mouth with its juicy soft meat cooked in special, covered crocks. Once the meal is cooked, the crock is cracked to get the meal out. Apart from that the region is also known for its large vineyards and tasty wines.

Visitors who want to explore the history and natural wonders of ancient times are more than welcome in Cappadocia.



Life is Beautiful...





Events

Cappadocia, the site where nature and history harmonize, organizes various festivals and events to entertain its guests all the year round. Haci Bektas Veli Memorial is held in August every year and offers entertaining activities to participants from many countries of the world. Sports enthusiasts show great interest in the Cappadocia Cycling Tour organized with the participation of contestants from all over the world every year in June. Both competitors and the audience have a great time.

Organized annually in September, the Avanos International Tourism and Crafts Festival is another important event promoting the touristic assets of the region. Cappadocia offering many

activities, natural wonders and historical sites is surely worth the visit.

How can I get there?

Cappadocia is located in the Central Anatolian region and easy to reach.

One way to get to Cappadocia is to take a direct flight from any of the major airports in Turkey to either Kayseri Airport or Nevşehir Cappadocia Airport both of which are quite close to the region. The shuttles and other transportation vehicles stationed outside

of the exit gate will take you to the right destination in a short time. Alternatively Cappadocia can be reached via highway. Nevşehir is located at the intersection point of highways and offers regular transportation between any city of Turkey and Nevşehir. The shuttles and similar transportation devices leaving from the Nevşehir Central Bus station will take you to Cappadocia shortly.

Cappadocia is waiting for its visitors who do not want to miss the chance to explore its mysteries.

A journey of exploration muti



OTTOMAN AND TURKISH CUISINE IN A 250 YEAR-OLD CARAVANSERAI

The greatness of a nation is not just made of the victories in its history. Culture, art and diversity of its cuisine are also important. Ottoman and Turkish culinary culture is identified with the diversification born of cultural heritage, the wealth bestowed upon the land by the climate, and the abundance brought in from the seas and the lakes. At Muti Restaurant, you will taste the regional flavours of the Ottoman and Turkish dishes on the menu in an array of new combinations.



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Boutique Hotel
AŞK-I DERUN
L'AMOUR SINCERE





Mehmet Dinler said, "Successful work is always emulated. With the quality standards we brought to the sector, we both set an example to other companies and inspired them."

WE RAISED THE SERVICE STANDARD IN THE SECTOR

The Dinler Family, one of the most important tourism investors of Cappadocia, the most important open air museum of Turkey, the apple of the eye of Turkish tourism, continue their success in the tourism sector in the field of hot air balloons as well. **HASAN ARSLAN**

Indicating that they had closed the gap of boutique and high-quality service in the hot air balloon sector in Cappadocia with Royal Balloon that was established 4 years ago, Mehmet Dinler, General Manager of Royal Balloon shares the working principles of Royal Balloon and the qualities that make them different with *Turizm Aktüel* readers.

Can you tell us briefly about Royal Balloon? Could you tell us about your balloons?

Royal Balloon was established in 2010 by the Dinler Family, known closely in the tourism community, which has been operating in the tourism sector for 25 years without making concessions from

its principles, in order to close the gap of boutique and high-quality service in the balloon sector. The company conducted its first flight on May 21, 2010. Royal Balloon is a different company. Those who have experienced flight with us know this well. Our aim is not to become the company that carries the highest number of passengers. Also, we do not aim at being the company with the highest number of balloons either. Our aim is to satisfy our customers at the highest level.

Presently our company has 7 hot air balloons. The smallest of these has a passenger capacity of 5, while the largest takes 24 passengers. All of our balloons were imported from the UK-based

company Lindstrand.

What are the indispensables of Royal Balloon?

The indispensables of our company are: Guest satisfaction, guest-oriented service understanding and the safe conduct of our balloon tour operation.

Our domestic and foreign pilots are the most experienced pilots of the region. Most of our guests know our pilots by name even before they come to Cappadocia.

What are the main qualities and differences that set Royal Balloon apart from other balloon companies?

Royal Balloon raised its service standard in the sector. Successful work

is always emulated. With the quality standards we brought to the sector, we both set an example to other companies and inspired them. The full open-buffet breakfast service we provide to our valuable guests before the flight at our closed elegant central management and operation building was matchless when we were established. Still we are unique in our standard. But other companies in the sector, inspired by us, started providing breakfast services before the flight. The time to pick up our guests from the hotel before the balloon tour and to return them to the hotel after is always precise. These transfers are being carried out using the latest model VIP Mercedes minibuses. All of our guests are insured at the highest rates through Allianz Insurance.

Could you tell us the main reasons for Royal Balloon being preferred?

I believe that high-quality and good service always makes a name. Since the day we were founded, we have been a subscriber to excellence certificates of travel recommendation websites. We were counted among the best balloon companies of the world at CNN International, Travel + Leisure. We are the first choice of celebrities from the art, sports, politics and business worlds who come to Cappadocia. Among the celebrities we hosted up to today are Mr. Ahmet Davutoğlu, Prime Minister of Turkey, the famous American Television personality Martha Stewart and the Brazilian veteran F1 driver Ruben Barricello. The most important and priceless appreciation for us is the smile on our guests' faces at the end of a tour with Royal Balloon. We do what we do in a professional manner while we love it and take pleasure out of it in an amateur fashion.

What sort of opportunities does Royal Balloon offer to its passengers?

Royal Balloon has two balloon tours, namely King Flight (90 minutes) and Queen Flight (60 minutes). Our guests are picked up from their hotels at the times indicated to them beforehand. They are brought to our central management and operations building in Göreme. While our pilots decide on the most suitable take-off location for that morning, our guests have their breakfast. Our balloons are prepared

Royal Balloon has 7 hot air balloons. The smallest of these have a passenger capacity of 5, while the largest takes 24 passengers. All of the balloons were imported from the UK-based company Lindstrand.



after the take-off location is decided. We provide an unforgettable morning experience with the flight that begins at the hour of dawn, when the air and wind conditions are optimum and most balanced. We have a traditional landing ceremony at the end of the balloon tour. We offer champagne and orange juice. As a flight souvenir our pilots present our valuable guests with a medal.

What messages does Royal Balloon have for its passengers?

I recommend that all domestic and foreign guests coming to Cappadocia experience the balloon tour. I also recommend that they choose Royal Balloon, the best quality and most reliable company in order to render this experience unforgettable. Find out the privilege we offer by experiencing it.



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TOURISTS TO TURKEY ATTRACT INVESTORS FOR RENTAL INCOME

Foreign investors are eager to buy properties in Turkey and rent them out because of Turkey's surging tourist numbers



European and Middle East investors are eager to break into the buy-to-let market in Turkey because of Turkey's tourist numbers and the depreciation of the lira, Julian Walker, director at Spot Blue International Property said on Monday.

Walker said the number of foreign visitors to Turkey in 2013 increased 9.84 percent year-on-year to 34.9 million.

"Homeowners in Turkish resorts who let their property can expect 2014 to be a bumper year, as holidaymakers are attracted by a Turkish lira that has weakened by around 27 per cent since May 2013," he said.

"In March alone, foreign visitors to Turkey rose 0.6 percent to 1.85 million

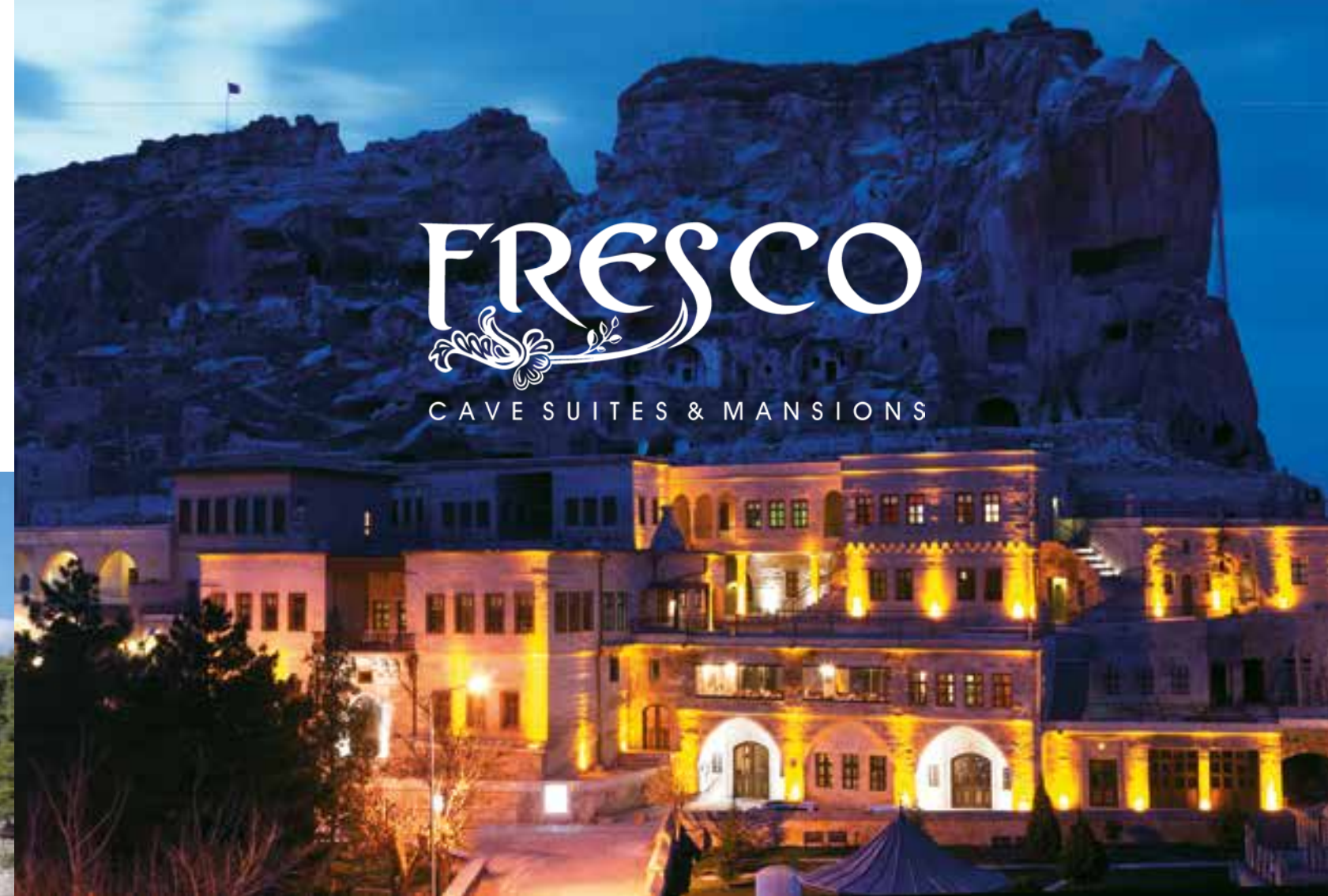
compared to last year," said Walker, "Homeowners in sought after locations should have little problem with bookings this year, and thanks to Turkey's balmy climate and expanding flight network, which is attracting a broader range of nationalities, occupancy levels are extending beyond the core summer months." Walker added that eating out and shopping are consistently cheaper in Turkey compared to other European hot spots, "so today's exchange rate only increases this attraction."

Walker also added that Turkey's top five destination for tourists wishing to benefit from the country's bumper year for rentals are Fethiye, Kalkan, Bodrum, Antalya and Istanbul.

Meanwhile, the number of houses sold rose from 701,621 in 2012, to 1,157,190 in 2013; foreigners bought 12,181 houses. Antalya was the most popular province for foreign buyers with 5,548 sales in 2013; 2,447 houses were sold in Istanbul, 1,112 in Aydin, 1,053 in Mugla and 545 in Mersin.

The Turkish government aims to attract at least 50 million tourists annually for 2023, the centennial of the founding of modern Turkey, according to the country's European Union Ministry.

Turkey became the world's sixth most popular tourist destination in 2013, according to the Office of the Turkish Culture and Tourism Information Attaché in New York City.



Within walking distance of Ürgüp city's center and nestled in the old historical district, Fresco Cave Suites & Mansions is a wonderfully restored hotel. The Hotel is the combination of several historically registered mansions featuring original wall frescoes dating back to the 19th century of the Ottoman period. Colorful Turkish Ottoman Style Rooms and cave rooms makes the hotel unique in Cappadocia.

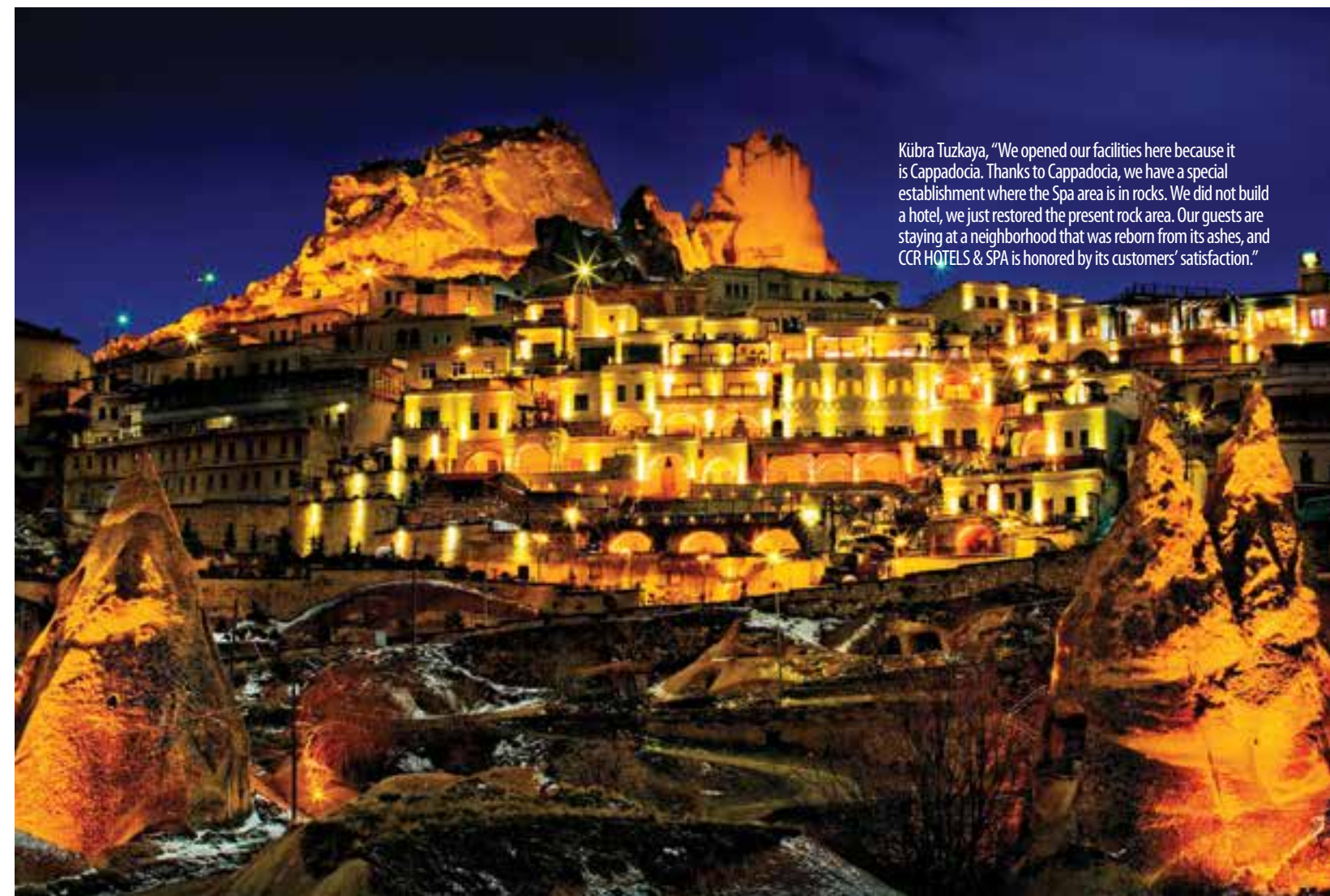




CCR HOTELS & SPA Sales and Marketing Manager Kübra Tuzkaya, "We, the tourism businesses of Cappadocia, discovered giving importance to quality is more important than just saving the day."

THERE IS NO OTHER CAPPADOCIA IN THE WORLD

Cappadocia Cave Resort & Spa Hotel Sales and Marketing Manager Kübra Tuzkaya: thanks to the investment made in the region over the recent years, we have managed to attract the attention of the hotel and balloon tourism. **HALİL YÜCEER**



Kübra Tuzkaya, "We opened our facilities here because it is Cappadocia. Thanks to Cappadocia, we have a special establishment where the Spa area is in rocks. We did not build a hotel, we just restored the present rock area. Our guests are staying at a neighborhood that was reborn from its ashes, and CCR HOTELS & SPA is honored by its customers' satisfaction."

A great responsibility falls on us operators with respect to the advertising of Cappadocia. We must contribute to the roadmap through the quality we will bring to the region. The Cappadocia region has become a brand with the rock-carved boutique hotels and balloon tours.

How is the 2014 season going in Cappadocia, are you happy with the season?

The global recession, the world cup and certain adverse events experienced in our county have affected us the same as all the other sectors. Over the many years I have been active in the tourism sector there have been difficult days, such as financial disasters and terror attacks. I cannot talk about the other sectors, but there have been many times I have witness crises turn into opportunities through the correct strategy and crisis management. Of course Cappadocia has had its share too, because the guests who could not go to Istanbul could not reach the region either. However, voyages do not become less in an age where the world unites under a global understanding. It is only the profile of the travelers that changes. What is important

is to discover that group and obtain a share.

Cappadocia is a very important destination in Turkish tourism. But how is Cappadocia viewed in the world?

Cappadocia has just recently being explored. The interest in Cappadocia was especially noticed with foreign demand. "There is no other Cappadocia in the world". Thanks to the investors who have discovered the region in the recent years, we have started to be mentioned by businesses such as hotels and balloon companies. One should not expect everything from the government. Sometimes we, the operators, should contribute to the roadmap by guiding the terms of advertising and by bringing quality to our businesses.

What do you believe are the problems that need solving in the Cappadocia region? What kind of suggestions do you have?

Unfortunately we have shortcomings. There are many things we must provide, from infrastructure to qualified personnel and social and cultural activities. With its photogenic structure, its history and its people, Cappadocia is actually a paradise. With a planned cooperation, we must set

out to complete our shortcomings. This brings a heavy task to businesses.

What can be done to diversify tourism products in Cappadocia?

Actually it has become a brand with its rock-carved hotels and its balloon tours. But extending the stay is not important. Restaurants, bars and entertainments centers of the same quality are required. Also, bicycle and walking tracks must be improved and advertised. Cappadocia is a destination that is open during all

4 seasons, and you can enrich each season with activities. World cities do not organize events in the fields of museums and history. It can be rendered attractive not only through cultural events, but also festivals and concerts.

How much of its tourism capacity is Cappadocia able to utilize?

Statistics do not yield very healthy results in Turkey, but considering the number of travelers entering the country and of bed use ratios, we are able to attract

only 8% to the region. In this there is also the negative effects of the airports and the number of incoming flights. We have 2 airports, namely Nevşehir and Kayseri, but they only have flights to Istanbul.

I wish to thank THY Nevşehir Regional Manager Mr. Osman Taha for his successful work. He both increased the number of flights and did a good job with Antalya flights. Although the Antalya flights were cancelled later on, it is important to have reached this point. We believe that flights to important points such as Antalya and Izmir shall start in the near future.

In Cappadocia, are tourism companies doing their share in the advertising of the region, or what is being done?

The tourism companies of Cappadocia have discovered giving importance to quality is more important than trying to save the day. They opted for quality instead of quantity and started to make their investments in that way.

Advertising not only consists of brochures, advertisement pages and exhibition attendance. The tourism operators of Cappadocia are aware of this

and each business is acting to add value to the brand and to benefit from it.

As a manager of a business in Cappadocia, are you happy of the positioning of your hotel?

First of all I would like to state that Cappadocia adds value to CCR HOTELS & SPA. This is our basic principle. We opened our facilities here because it is Cappadocia. Thanks to Cappadocia, we have a special establishment where the Spa area is in rocks. We did not build a hotel, we just restored the present rock area. Our guests are staying at a neighborhood that was reborn from its ashes, and CCR HOTELS & SPA is honored by its customers' satisfaction.

It receives a service award every year thanks to this belief and principle. Because our colleagues, from the gardeners to the department chiefs, are happy to serve in a different establishment. If there is success, it arises from that special bond between my colleagues and our guests. This in part comes from the heartfelt service provided by the Anatolian people. But one must not forget that our hotel investor, Mr. Mustafa Çankaya presented such a facility to Cappadocia.





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Mustafa Esen said, "We wanted to create a very special boutique hotel for our guests, a 'Pearl of Cappadocia'."

THE HOTEL THAT TURNS FANTASY INTO REALITY IN THE LAND OF DREAMS

Cappadocia, the land of dreams... The place where sometimes dreams are dreamt and sometimes dreams come true... Just as it happened with Mustafa Esen, tourism businessman. **HALİL YÜCEER**



Harem Cappadocia Hotel has a total of 17 rooms and the minimum room size starts from 32 m².

Having lived abroad for many years, Esen chose Cappadocia in Turkey to realize his dreams. In any case, as the subject was tourism and dreams, he could think of no other place. Finally he made it work and Harem Cappadocia came to life. Harem Cappadocia, a dream turned real, now offers its guests dream-like holidays. But of course, the story does not end here. There are new hotels to come. Mustafa Esen, Harem Cappadocia Chairman of the Board, told the story of his hotel and his plans for the future to Turizm Aktüel.

How did the idea of opening a hotel in Cappadocia come up?

I lived abroad for many years. During this period I stayed in many hotels both for business and for holidays. I examined each hotel from a professional point of view and observed its plusses and minuses. As a



Experiencing a stay in this awesome geography, where history merges into natural beauty, is in itself a privilege.

result of my experience in hotels, certain standards took shape in my head. Then I came across this place. It was very suitable for the concept I had conceived and had planned to actualize one day, so I said, why not. And thus began the adventure...

Why is your hotel's name Harem Cappadocia? Is there a special reason for giving it this name?

The harem is a very important construct within the Ottoman Empire. Its dictionary definition is "protected, holy and respectable place". We wanted to create a very special boutique hotel for our guests, a 'Pearl of Cappadocia'. Because our guests are very valuable for us. At this point 'Harem' represents us very fittingly.

Could you tell us something about the general concept of the hotel? What sort of services do you offer your guests?

We have a total of 17 rooms and the minimum size of rooms is 32 m². The ceilings are very high and the rooms are spacious. The bed sizes are king size for almost every room. We synthesized the past and the present very well in terms of decoration; we combined the magic of the past with the comfort of the present and it turned out to be awesome.

Our hotel also has a Turkish bath and a Spa. Our guests can relax in the hands of our masseuses we have brought from Bali.

Accommodation is generally in the form of B & B. Our guests can take their delicious meals coming from the Kuşhane kitchen on either of the 2 terraces of the hotel, and can enjoy the fabulous Cappadocia view on these terraces. By the way, let me explain; the Kuşhane Kitchen is the name of the kitchen that only prepared the food of the sultans during the Ottoman period. So we named the kitchen that prepares matchless delights for our guests Kuşhane in order to highlight the pleasure we take from entertaining our guests like sultans.

What is it that makes Harem Cappadocia different from the other hotels in the region?

Our hotel has all the advantages of the region where it is located. Experiencing a stay in this awesome geography, where history merges into natural beauty, is in itself a privilege. As Harem Cappadocia, we do our best to add to this pleasure. For instance, our hotel, which is located in Cappadocia, the 'Land of Fair Horses' has a stables. Our guests can visit this farm and ride there. Also, we serve supper at this place at certain periods. Just consider, supper in the valley... Who can say no to that?

Also, we do not charge for airport transfers. We believe that starting to entertain our customers at the airport

with our special vehicles is an important detail.

Could you tell us about your future plans concerning tourism?

Starting by saying 'the future lies in tourism' would be correct. As you know, our country is very rich in tourism destinations. Among my plans for the future is to establish the 'Harem Hotels Chain' in various cities of Turkey consisting of hotels that bear the marks from the region where they are located and to create a brand that is number 1 in its region. My team has already started feasibility studies on this subject.

You lived in Japan for many years and you had Japanese business partners. Is there a Turkish-Japanese joint project in the horizon?

Actually you have surprised me. You have asked me about a project that I have not shared with anyone until today. Yes, there is such a project and we are working carefully on it. But it is still too early to provide information on details and companies.

I would like to point out that Cappadocia is a very strong and young destination. Cappadocia receives its strength from history and its youth from us, who have vision and principles. I would be happy to do business with valuable and reputable domestic or foreign partners.



TURKEY'S TOURISM INCOME ROSE BY 6.3 PCT. IN FIRST HALF

Turkey's tourism income rose by 6.3 percent to \$13.78 billion, in the first half of the year, against the same period of 2013, according to the data released by Turkish Statistical Institute (TSI) on Thursday.

Tourism income increased by 7.9 percent in the second quarter of the year to \$8.98 billion, 84.5 percent of which came from foreign visitors and 15.5 percent from citizens resident abroad. The data showed that, most of the visitors organise their travel individually with about 75 percent, and the rest with package tour. Individual expenditures stood at \$6.62 billion and \$2.35 billion by package tours. In this quarter while average expenditure of the foreigners was at \$759 per capita, average expenditure of the Turkish citizens resident abroad was at \$1,325 per capita. Number of departing visitors increased 6.8 percent compared to same quarter of previous year and reached to 10.97 million. Total 90.5 percent of visitors with 9.93 million were foreigners and the rest 9.5 percent with 1.04 million were Turkish citizens resident abroad. Tourism expenditure of Turkish citizens abroad increased by 9 percent compared to same quarter of previous year and rose to \$1.4 billion. Turkish citizens visited abroad increased by 11.3 percent compared to same quarter of previous year and reached to 2.04 million, with an average expenditure \$687 per capita.



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CAPPADOCIA'S MOST SPECIAL LOCATION

Kayakapı Premium Caves - Cappadocia is one of the most special hotels of Cappadocia, at the World's most important open-air museum. **HASAN ARSLAN**

Kayakapı Premium Caves - Cappadocia, which touches the past with its historic structure, and which makes the moment livable with its comfort and which embraces the present, also deserves praise with its mission that carries the past into the future. Kayakapı Premium Caves - Cappadocia, which has started to serve under the Kayakapı Project to the

excitement of the inhabitants of Ürgüp is the work of the Dinler Family of Ürgüp. Yakup Dinler, Member of the Board and General Manager of Kayakapı Premium Caves - Cappadocia told Turizm Aktüel all about the Kayakapı Project in General and Kayakapı Premium Caves - Cappadocia in particular as well as the future of the project.

Could you provide us with some

Kayakapı Premium Caves - Cappadocia Member of the Board and General Manager Yakup Dinler said, "Managing a hotel is like a living organism. There is desire for more and better. You must continuously nourish and rejuvenate it."

information on Kayakapı Premium Caves - Cappadocia that has been actualized under the Kayakapı Project that sheds light on the recent history of the region and provides added value to Turkish tourism?

The Kayakapı Project is a project that the people of Ürgüp have been waiting many years for. As it remained only as a "project" for a very long time, many people had lost hope and were upset thinking that it would not be actualized. Of course, one should not forget that there were those who were happy as well as those who were upset. Those who were happy in the past are now very upset. As the Dinler Family of Ürgüp, we could not allow the further disintegration of the Kayakapı Neighborhood, one of Ürgüp's and Cappadocia's most ancient and special settlements, and we took over the project.

The Kayakapı Neighborhood was founded on an area larger than 200 hectares, containing about 1,500 rock-carved rooms and 230 collapsed/almost collapsed houses and known as the "Landowners' Neighborhood" in the past started to host its first guests under the name Kayakapı Premium Caves - Cappadocia on May 1, 2013.

Presently at what stage is the Kayakapı Project, which is a multi-stage project, and what different sections will there be in the new sections of the Kayakapı Premium Caves - Cappadocia?

Starting out with 11 cave rooms/suites in the first stage, our facility today has 32 cave rooms/suites, the Maide Restaurant, the Manzara Bistro, the Cazgır Lounge, the Şekerci Wine Cellar the Davut Ağa Meeting Hall, an outdoor swimming pool and the Kayakapı Spa (Turkish Bath, Sauna, Massage Rooms and Fitness Centre). The Kayakapı Project is not just a hotel project. For this reason many

historic monuments shall be restored within the scope of this project. Before we took over the project a 10th century Rock Church was restored with support by UNESCO. Now, in addition to this Rock Church, the Seljuk Mosque restoration in Kayakapı will start in near future.

The full name of the Kayakapı Project is the "Kayakapı Cultural and Natural Environment Conservation and Revitalization Project". In the "Revitalization" part of the project, the "Handcrafts Bazaar" will become active in Kayakapı by the end of 2014. We aim at bring to life many almost forgotten crafts in this Bazaar. Also, in addition to this Handcrafts Bazaar, we are about to complete the restoration of 2 Meeting Halls. One of these halls will at the same time serve as an Exhibition Hall.

In addition to these halls, 6 cave suites are also in the process of restoration. While speaking of the number of rooms, I would like to correct a mistake claimed especially by our competitors: Kayakapı Premium Caves - Cappadocia will never be a "mass" facility with thousand of rooms. The maximum number of rooms/suites planned for now is 55. However, as you know the Kayakapı Neighborhood is built on a large area; when these 55 accommodation units are completed, it is highly possible that a sister hotel under a separate concept/brand will come to Kayakapı Premium Caves - Cappadocia.

Do your guests staying at Kayakapı Premium Caves - Cappadocia share with you what the matchless experience of staying in this awesome natural and historic environment makes them feel? What kind of feedback do you get?

In fact, feedback from our guests is very important for us. Our guests very often communicate such feedback to us in their "thank you" e-mails or in their comments on websites such as TripAdvisor. The response up to now is very very good. Sometimes our guests suggest things that we had not thought of, and are very happy when they see that they have been taken into consideration.

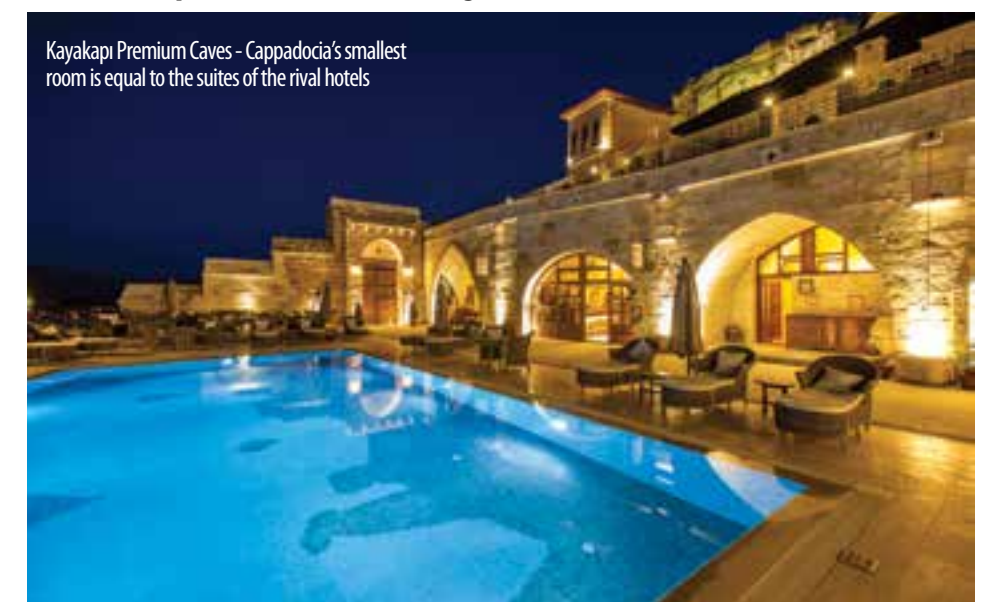
As an example, I can relate the following

anecdote: All of the rooms in the hotel are 'Caves'. As these rooms are cool under normal circumstances, a separate cooling system is not necessary. However, 8 rooms in our hotels sometimes do not comply with this pattern. Our guests staying at these rooms told us that these rooms were warmer in comparison to the other rooms. In fact, one of our guests recommended our hotel to a friend and said "the hotel and room x are very good, but it may be warmer; I recommended them to install air conditioning, but most probably they have not."

When the guests came to our hotel upon their friend's recommendation and saw the air conditioning in the room,



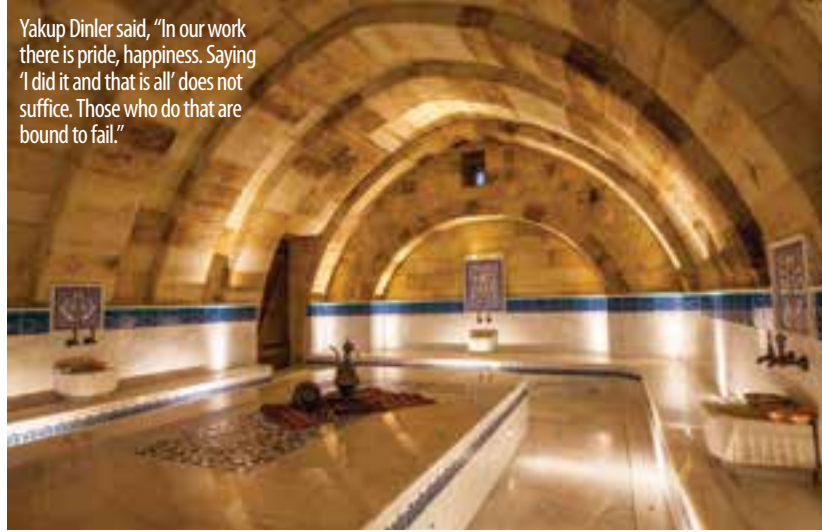
The largest individual cave suit and largest average rooms are at Kayakapı Premium Caves - Cappadocia. Also, 80% of the rooms have their own Turkish Baths.



Kayakapı Premium Caves - Cappadocia's smallest room is equal to the suites of the rival hotels



Yakup Dinler said, "In our work there is pride, happiness. Saying 'I did it and that is all' does not suffice. Those who do that are bound to fail."



they were very surprised. They sent our recommending guest a photograph of the air conditioning via e-mail. Naturally our former guests was very happy because their recommendation was considered. In other words, we are able to make our guests happy even 2-3 months after they have left our special property.

Our TripAdvisor comments are so good that we have received 3 separate awards from TripAdvisor in our 6th month. The Best Luxury Hotel (4th in Turkey), the Best Small Hotel (8th in Turkey) and the Hotel with the Best Service (19th in Turkey).

communication tool of our day, is provided to the guest through a private line and at superior speed in Kayakapı Premium Caves – Cappadocia. 80% of our rooms have their own Turkish Baths. 80% of our rooms have their own fireplaces. We are among the rare hotels with private saunas in the rooms. We are the only facility that has both a church and a mosque within the hotel. In addition to a heated indoor pools in 3 of our suites, the hotel has an outdoor swimming pool, an open relax pool and a Spa, which other hotels do not have. In Cappadocia we are the only

Aktüel cannot be denied. I wish to thank you once more for this. As to what I feel: Yes, there is pride and there is happiness. There is desire for more and better. Because managing a hotel is like a living organism. You must continuously nourish and rejuvenate it. Saying 'I did it and that is all' does not suffice. Those who do that are bound to fail.

You combine history and nature with comfort and provide your guests with a really different experience. You built a complete facility with restaurants, different rooms, halls, Turkish baths, saunas and pools. Is there another hotel project similar to this project in the world? Or is there another project of this kind in Turkey inspired from you?

To tell the truth, we are not aware of another project in the world that restored a whole neighborhood and turned it into a living space + hotel. But we know that a similar project is considered in the Göre region of Cappadocia. The mayor of Göre told the press that they "wanted to be a second Kayakapı". Also, we have seen from the press that Fethiye Kayaköy will be entering the tender phase in near future.

What would your message be to travelers who have not yet experienced the pleasure of staying at Kayakapı Premium Caves – Cappadocia?

Cappadocia is the most beautiful open-air museum of the world. Adding the privilege of staying at Kayakapı Premium Caves – Cappadocia to see Cappadocia is a must of a superb Cappadocia stay. Come to Cappadocia and experience this pleasure with us. Become part of this privilege. Also I would like to invite you to experience the pleasure of floating in the sky of Cappadocia, the most beautiful open-air museum of the world, with our sister company Royal Balloon.

Yakup Dinler said, "We are able to make our guests happy even 2-3 months after they have left."



'Premium Service' is a very challenging concept. Could you tell us about the details of the Premium Service that is subject to your claim? What is your difference from other 'Cave' hotels in the region?

Yes, Premium is a very assertive word, but so are we. We are, because our smallest room is equal to the suites of the rival hotels. We have the largest individual cave suit and the largest rooms on average. Apart from half of one of our rooms, all of them are real caves. The Internet, the most important

facility that take guests who do not wish to walk to their rooms with electric golf cars. And we are open to more suggestions in this matter. You are enjoying the privilege of having created the world-recognized Kayakapı Project. You are often mentioned in world media. What does this mean to you? Pride, happiness, satisfaction or ambition for more?

Kayakapı Premium Caves – Cappadocia succeeded in having good advertisements in a very short space of time. Your contribution to this process as Turizm

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With its experience of 20 years Acar rent a car, which has adopted quality service, customer satisfaction and trustworthiness as its principles, provides its customers with 24/7 uninterrupted service under warranty with its own services in Ürgüp and Kayseri and its contracted service points throughout the country.





Japanese - Turkish Cuisine has been introduced in Istanbul

The Ministry of Culture and Tourism held a reception in the Topkapı Palace Museum Garden in order to introduce Japanese - Turkish cuisine culture. **HALİL TUNCER**

The Ministry of Culture and Tourism held a reception in the Topkapı Palace Museum Garden in order to introduce Japanese - Turkish cuisine culture. Speaking at the “Japanese - Turkish Cuisine Joint Reception” that began at the Topkapı Palace Bab’üs Selam Gate, Japanese Prime-Ministry Chief Counsellor Isao Iijima said that the event was a very important for cultural solidarity. Indicating that this year celebrates the 90th anniversary of the diplomatic relations between Turkey and Japan, Iijima said, “That Japanese and Turkish cuisine, that are recognized worldwide, should be presented together is very important for us. Japan imports Turkish vegetables and products. This is a continuation of the solidarity between the two countries. I am glad that a difficult task has been successful and this advertisement was made. I wish that this solidarity will carry on for many years.”



Ambassador Kenan İpek, the Istanbul Representative of the Foreign Ministry pointed out that the relationship between the two countries has continued for more than 90 years, and said:

“The accident suffered by the Ertuğrul Frigate in 1890 was a tragic event that in fact brought the two people close together and laid the foundation of today’s friendship. The sensitivity demonstrated by the Japanese people upon this accident, the solidarity shown by the two people in the face of the natural calamities experienced in the two countries in 2011 indicates that there are certain common values and a friendship between the two countries. The saying “The value of a friend is understood in adversity” that points to this common attribute is found only in Japanese and Turkish. The Turkish

and Japanese people have proved this.” Japan’s Consul-General for Istanbul Keiji Fukuda stated that the after effects of the Ottoman State still continue in the world. Pointing out that the Ottoman State not only protected its own culture but also developed itself by adopting positive examples from abroad, Fukuda said “Following in the footsteps of the Ottoman State, Turkey conserves its own culture and, giving a place to new beauties, expands and opens up to the world.”

Two flavours in the same plate in the historic palace

Following the speeches, the dishes of the two cultures prepared by the Minokichitakeshigerou Restaurant, responsible for the Japanese cuisine and

the Association of Cooks responsible for the Turkish cuisine were presented to the guests in front of the Karakol Restaurant in the 1st courtyard.

The guests had the pleasure of tasting the dishes of the two countries on the same plate in the garden of the Topkapı Palace, the administrative center and official residence of the Ottoman Empire for 380 years. The guests were offered Japanese appetizers followed by the Japanese-Turkish starter plate consisting of “Kyoto vegetable quail pastry in Baklavah dough”, “Koyasia salad”, “cold mibuna salad”, and then the main dishes from the Japanese and Turkish cuisines. The guests were offered sherbet, flavored with Kyoto herbs, during the dinner where desserts from Turkish and Japanese cuisines also attracted attention.



HOT OPENINGS: NEW RESORT DEBUTS IN BODRUM

Mandarin Oriental Hotel Group has opened its first hotel in Turkey. The 109-room Mandarin Oriental, Bodrum is located on the waterfront. The design uses a wooden motif to coordinate with the olive groves and pine trees that surround the hotel. Delicate, almost lace-like woodwork forms a motif throughout the hotel, from the arrival deck's chairs and tables to the lighting in the reception area. Plain, glossy wall panels give the guestrooms a rich sheen. The property's spa and 10 dining venues also echo those design themes.

Father Christmas Museum breaks records

One of the most visited locations in Antalya, the Father Christmas (Noel Baba) Museum in Demre, exceeded 85,000 monthly visitors for the first time this August. The Father Christmas Museum's site dates back to the 4th century A.D. and is considered holy, especially by Orthodox Christians. It is the only ancient structure with wall paintings in the region, drawing the highest number of tourists from Russia, followed by Germany and other European countries. In August the museum was visited by 85,287 people, bringing in 832,537 Turkish Liras in revenue. In the same period of last year, the museum was visited by 81,865 people and earned 782,267 liras. In the first eight months of this year, the museum received a total of 388,863 visitors, earning 4,028,653 liras. During the same period of last year, the number of visitors was 352,262 for 3,538,600 liras in revenue. Another tourist attraction in Demre, the ancient city of Myra, was also rushed to by visitors in August. Myra hosted 63,335 people for 650,000 liras in revenue. The number of visitors in the same term last year was 66,277, earning 660,000 liras. In the first eight months of this year, Myra hosted a total of 314,731 people, providing 3,534,000 liras. In the same time period last year, these numbers were 310,033 people and 3,208,000 liras, respectively. Myra is very popular among tourists due to its remaining theater that has a capacity of 13,000 people, theater masks on ancient stones and rock tombs.



The Noel Baba Museum broke the visitors and revenues record in 2014.



Aden Hotel is a warm home in the heart of Cappadocia, Uçhisar village. It will be your only indispensability with its unique landscape in Cappadocia. It is 400 mt away from Uçhisar castle and it is very close to Göreme valleys. Aden hotel is the only adres to rediscover the beautiful Cappadocia.





TOURISM OPENS TO WORLD: CANAKKALE

A strait connecting Europe and Asia as well as the Aegean and the Marmara Seas; and the most important center of the civilizations of Troy and Assos but most importantly the symbol of independence.



The city, which was called Hellespont and Dardanelles in the ancient times, took the name Çanakkale after a major war during the last phase of the Ottoman Empire. Having been the scene of great wars and victories, the glorious city has witnessed different phases of history and is now harboring the landmarks of these historic times.

The city which forms a cultural mosaic with the Biga Peninsula is reined by the Mediterranean and Black Sea climates. The city receives heavy rain in the autumn while the winter months bring along harsh wind passages. The National Historical Park of the Gallipoli peninsula with its ruins of the land and sea combats during WWI, and its impressive war memorials and monuments is inscribed on the list of National Parks and Protected Areas of the United Nations. The historic Gallipoli peninsula is an epic place and a must-see sight that is worth the visit.

The city, where the lush nature meets the deep blue sea along the shores and coves of the Dardanelles, is the epitome of peace and tranquility in itself.

Galipoli Peninsula:

Çanakkale Martyrs' Memorial, 57th Infantry Regiment Memorial, Corporal Seyit's Statue, ANZAC bay, Kilitbahirtas Plateau, Seddulbahir, Maeste Bay, Tekke Village, Ertugrul Bay, İkizler Bay, Hisarlik mount, Zığindere, Kereviz valley, Arıburnu, on Anafartalar War Field Kapa Tepe, Bloody Ridge, Conkbayırı, Suvla plateau, Kakma Mountain and also Turkish Soldier Memorials, Foreign Soldier Memorials, war ruins (guns-bastions, shields, sunken) and on the hills of Galipoli, it says: "STOP PASSENGER! YOU WALK ON WITHOUT ANY IDEA. THIS LAND IS THE PLACE, WHERE AN AGE WENT DOWN!" On the Galipoli region, it's forbidden to make any building, whereas still they find bones of the soldiers who died in the wars.

Assos

One of the most beautiful and pristine bays located in Çanakkale province, Assos is a blend of both history and nature

Among the quietest locations of the Aegean

region, Assos leaves an unforgettable impression on the visitors for its calm blue sea and magnificent beaches.

Surrounded by olive and fruit trees and famous for its wine this beautiful town was also the commercial and cultural center of large settlements during the Roman and Hellenistic periods.

The ideal holiday destination with its ancient cities, natural harbor, green villages and delightful dishes Assos is located in Çanakkale province.

Located on the southern side of the Biga Peninsula bordering the Aegean Region, the ancient city of Assos was founded in 6000 BC at an altitude of 236 meters.

The Temple of Athena, necropolis, agora and walls are among the major landmarks of the ancient city which was constructed of the andesite stones of the region.

The harbor is the liveliest area of the



ÇANAK OTEL

We want to
comfort you



Central'y located in the city of philosophy, mitology and history with a marvellous Dardanelles view.





town. Here visitors can try the delicious dishes of the Aegean cuisine, take a swim or simply stroll along the fishermen's boats docked along the harbor. One can dine at the restaurants and cafes at the harbor, taste the famous local ice cream and enjoy the enchanting scenery in the meantime.

Founded during the Ottoman era and one of the most valuable assets of Assos, Behramkale is among the protected areas. Famous for its narrow streets, historical stone houses and lush green nature Behramkale has to offer a variety of hostels, restaurants and local shopping centers waiting for their visitors.

Adatepe is another town nestled in the foothills of Mount Ida. The Zeus Altar located at the entrance of Adatepe which has a magnificent view of the entire bay, will immediately attract your attention. Situated amidst forests, this location appears in Greek mythology as the hill where Zeus and Hera had observed the Trojan War. Taşmektep and Adatepe Olive Oil Museum are among the further historical sites one should sightsee.

Another area surrounded by pine and olive trees is Yeşilyurt. Located by the sea in front of lush forests, Yeşilyurt with its stone houses and boutique hotels is worth the visit.

Assos has a number of blue flag beaches where you can enjoy the sun and the sea. Kadirga Bay, Kuruoba, Sokakagzi and

Assos harbor are some of the favorite spots where you can enjoy the deep blue sea. Having made a name for its olives and fisheries, the cuisine of Assos comprises the finest dishes of the Aegean region. Visitors should not miss the opportunity to taste the freshest seafood in the region and the local ice cream.

Vacationers who want to spend their next holiday at a heavenly bay will be in good hands in Assos.

Bozcaada

Turkey's third largest island located at the northern end of the Aegean region, Bozcaada, literally enchants everyone with its unmatched beauty. Located within Çanakkale province, Bozcaada welcomes all visitors who want to sightsee this magnificent island and spend a peaceful vacation amidst serene nature.

Famous for its vineyards and adorned with the romantic texture of the Aegean Region, Bozcaada is situated close to.

Gökçeada

Gökçeada is Turkey's largest island located in Çanakkale province. The westernmost tip called İncirburnu is at the same time the westernmost tip of Turkey.

Located on the northern end of the Aegean Sea, this island, noted for its original architecture and friendly inhabitants will become your favorite holiday destination. Gökçeada has

numerous beaches, historic locations, boutique hotels and lovely restaurants, and can be visited four seasons of the year thanks to its favorable climate. The island is not only known as one of the regions where the most organic and tasty olives and olive oil are produced but also for sheep and goat rearing. Naturally, Gökçeada has made a name for itself for its delicious dishes made of the meat from the cattle raised naturally. The site of many activities, Gökçeada is ever ready to welcome you!

Mount Ida (Kaz Dağları)

Located in the north of the Gulf of Edremit and renowned for its diversity of flora and fauna, Kaz Dağları (Kaz Mountains or Mount Ida) is mentioned in a variety of legends. Bordering Balıkesir and Çanakkale province and sheltering many ancient sites, Kaz Dağları has maintained its importance from the ancient times to the present. Also known as Mount Ida, the mountain is mentioned in Greek myths as the site where the Gods followed the Trojan War and the place where Paris chose the winner of the beauty contest among the Goddesses. Indeed, the mountain is the site where Paris awarded Aphrodite the golden apple.

Reaching 1774 meters in height, Kaz Mountains is constituted of several mountain peaks and plateaus.



One of the province of Çanakkale hotels, our hotel is serving since 1974; Sadıkoğlu Heat Tech Tourism Investment San.Tic. Ltd. Sti. is a part of a chain of hotels. Büyük Truva Otel, with its seafront location in the heart of the city at the weekend on holiday, business meetings and summer holiday in the most beautiful example of hospitality gives you the Dardanelles ... Soothing architecture, a beautiful work of art and history can shed light on. Our hotel in the majestic beauty of the Bosphorus, experienced staff is proud to serve you throughout the four seasons.



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TOURISM'S KEYSTONE IN ÇANAKKALE

Büyük Truva Hotel is located at the heart of Çanakkale. Since 1964, it has been serving as an establishment which exhibits its difference with a peaceful architecture and decoration that sheds light on art and history. **HASAN ARSLAN**

Büyük Truva Hotel, one of tourism's keystones in Çanakkale, for 48 years has been continuing to be its guests' irreplaceable address with its central location, unique Bosphorus view and quality service. Büyük Truva Hotel, which has been presenting the best

examples of Çanakkale's hospitality since 1964 was told by Salih Yüksel, the name rose to be the General Manager after having served in many different ranks for 26 years there.

Could you tell us about Büyük Truva Hotel with the main lines?

Büyük Truva Hotel is located at the heart of Çanakkale. With its unique location, it exhibits the best examples of Çanakkale's hospitality on weekend holidays, in business meeting and on summer holidays. Since 1964, it has been serving as an establishment which exhibits its difference with a peaceful architecture and decoration that sheds light on art and history.

Who makes most of your guests? What are the top reasons for choosing your hotel?

50% of guests stay in the hotel come as a group. The other half is composed of individual guests to stay here. There are many reasons to choose our hotel. The most significant ones are its central location, Bosphorus-view and unique quality food. Hosting its guests in its renovated and comfortable rooms, the hotel also makes difference with its friendly personnel who try to reach guest satisfaction at the highest level. Besides,

the hotel has an atmosphere where you can feel the coziness and comfort at home as soon as you step into at the doorstep.

Büyük Truva Hotel has gone through a renovation recently. What things have changed?

In the last 2 years, the hotel has gone through plenty of renovations without losing anything its historical texture and beauty. Giving particular importance to comfort and quality, all applications realized with utmost attentiveness for guest satisfaction.

When it is said Büyük Truva Hotel, what the first thing comes to mind?

When it is said Büyük Truva Hotel, the first thing comes to mind is its high quality service, cleanliness and satisfaction it brings with its location. When the guests are checking out, they leave here really satisfied by hotel's comfort, view, delicious food, quality service. Most of our guests choose to come here again. This is a proof of their absolute content.

Could you tell us about rooms, restaurant and other facilities in the hotel?

The hotel has 132 bed-capacity with 66 rooms, 63 of which are standard and 3 of them are suite. Some of the rooms are with the magnificent Bosphorus view

of Çanakkale. Next to the hotel there is our car park which is free of charge. The 250-person-capacity restaurant located at the front of the hotel hosts its guests at private events and food organisation. Besides, the a la carte restaurant, snack bar and seafood restaurant are places which our epicurean guests would never give up. The halls in which all equipment needed for dealers meetings, seminars, banquets and served with quality service are at our guests command.

What kind of message would you deliver to your guests?

Büyük Truva Hotel is the address for the ones looking for view, pleasure, peace, comfort, cleanliness, quality, taste.. all in one place

Who is Salih Yüksel?

I was born in 1962 in Çanakkale. I finished primary and high schools in Çanakkale. I have been working for Büyük Truva Hotel for 26 years. I started working here as a waiter first. Soon I became a bartender. In the following years, I changed my department and started to work in the front office department. After working long years as a receptionist, I was promoted as the Front Office Manager. Later I became the hotel's General Manager.



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KARTAL YUVASI



Find out us, have a story



ISTANBUL BEATS ROME, MILAN AND TOKYO IN TOURIST LIST

Turkey's largest city reveals strong growth in international visitor arrival numbers by getting 11.6 million tourists in 2014, report claims.



Istanbul has come seventh on a list of top destinations for international travellers, beating famous cities like Barcelona, Rome and Tokyo according to the annual MasterCard Global Destination Cities Index.

The index, pointing to continued strong demand in air travel, both for business and personal journeys, named Istanbul as the third global destination city in Europe after London and Paris.

Istanbul - Turkey's and Europe's largest city, home to nearly 15 million people

- reveals a strong growth in international visitor arrival numbers for 2014. Currently aiming to get more tourists than Paris in 2016, the city was visited by 11.6 million people in 2014. Rounding out the top five cities are London, Bangkok, Paris, Singapore and Dubai, which are benefiting not only from a flock of international travellers and an expanding middle class, but also from innovations in luxury.

According to the Turkish Statistical Institute's report for the first quarter of

2014, tourism revenue reached US\$4.8 billion across Turkey, an increase by 3.4 percent compared to same period of 2013, with 76.2 percent of tourism revenue coming from foreign visitors. Foreign tourists spent an average of US\$877 each during the first three months of 2014.

The MasterCard Index ranks cities in terms of the number of their total international arrivals and the cross-border spending by these same visitors in destination cities.



Siesta Hotel

— I S T A N B U L —



LOCATION

Siesta Hotel located in the most ancient part of Istanbul, the former capital of the Byzantine and Ottoman Empire. Siesta Hotel offers you an exquisite stay. Siesta Hotel is conveniently located in the heart of the historic old city of Istanbul. Welcome in a warm atmosphere and where all employees have the concept of customer service department in their minds is designed with a total of 9 guest rooms.

FACILITIES

Reception (lobby), Property safe, Safety deposit boxes at reception, Wireless LAN with internet access in lobby, Mobile phone reception, Ice machine, Air conditioning in public areas, Tourist information, Grocery store, Snack shop, Garden/park, Garden terrace, Fire alarm, Smoke detectors, Video surveillance of entrances, Video surveillance of lobby, Video surveillance of hallways, Private Parking, Walking distance parking, Free wireless Internet, Terrace, Sun terrace, Designated smoking area, Close to metro, Public parking, Housekeeping, and Sea view.

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WHITE LEGACY THE AEGEAN: PAMUKKALE

Shaped by the hand of nature and extant since the ancient times, Pamukkale is one of the world's most outstanding legacies.



Located in the province of Denizli this natural wonder is comprised of terraces and travertine formed by hot springs and streams depositing carbonate minerals. Pamukkale has gained eminence for its waters believed to have curative powers and been used as a thermal bath since centuries. Noted for its extraordinary characteristics, the ancient site has been inscribed on the UNESCO World Heritage List in 1988.

Located near to Pamukkale, Hierapolis was established in 200 BC by Eumenes II in dedication to the Amazon Queen Hiera, wife of Telephos the founder of Pergamum. Moreover, Hierapolis is an ancient cite that attracts worldwide attention for its majestic buildings and monuments.

The ancient city of Hierapolis has lost its Hellenistic façade as a result of a series of earthquakes and gained a new facade reflecting the influences of Roman architecture during the reconstruction period.

Among the major cities of the Byzantine

period, Pamukkale became a crucial site to Christianity after one of the apostles of Jesus; St Phillip was murdered in this city.

The city which fell under the rule of the Turks in the 9th century still preserves its value and significance as on its very first day.

Welcoming thousands of visitors for its ancient monuments and natural wonders every year, Pamukkale is waiting to welcome you as well!

Attractions

Pamukkale, is a natural wonder and one of the world's most valuable ancient sites that has flourished with the civilizations it has hosted.

A natural phenomena bringing together the thermal waters of Lycos (Çürüksu) Valley with the travertine resulting from environmental factors and chemical reactions, Pamukkale, has attracted attention for its healing waters for thousands of years. In addition, the site fascinates visitors with its nebulous view.

The region is home to 17 thermal springs with temperatures ranging between 35 and 100 degrees. Rich in minerals the thermal waters pass through a 320-meters-long channel reach the top of the travertine and eventually fill and overflow the multilayered structure of the travertine.

Looking at this natural wonder from a distance, viewers will immediately notice the white cottony view of Pamukkale. Getting closer to the magnificent structure one can discern the gently flowing waters of the multilayered travertine and inhale the fresh air while observing the beautiful radiance of these white terraces when the sun shines. Swimming in the thermal waters of Pamukkale, believed to be the cure for many diseases, you will feel as if you are gliding above the clouds.

Located at the entrance to the ancient city of Hierapolis, Frontius Street is 1 km long and 14 m wide. There are houses and shops on both sides of the street

that divides the city into two halves. The street is adorned with monumental gates situated at the entrance and end of the street. The Northern Byzantine Gate supported by two towers, serves as the city's entrance gate. The Southern Byzantine Gate, on the other hand, attracts the attention for its structure made of travertine blocks and marble. Surrounded by fortified walls during the Roman period, the settlement impresses visitors the most with its great Bath Complex illustrating the Roman architecture of the times. The vaulted rooms of the bath have been turned into museums and opened to visitation nowadays.

Also, the majestic theater of Hierapolis is still largely intact. The antique theater, constructed within a time span of 150 years, is one of the most original Roman theaters of the Mediterranean in regard of its unique architecture.

The St. Philip Martyrium was erected in memory of St. Philip who was one of

Jesus's disciples and killed in Hieropolis. Comprised of many small chapels the octagonal structure was built to serve as a religious and spiritual sanctuary.

In addition, Hieropolis is home to a variety of structures of worship such as Direkli Church and some cathedrals. The Agora Gate and Nymphaeum in addition to the monumental fountains and water channels are among the further ancient monuments located in Hieropolis.

In addition to sightseeing, visitors can spare some time for relaxation and enjoy the healing touch of nature by taking mud baths, or swimming in the thermal springs and healing waters.

Pamukkale is awaiting its visitors to explore its natural and historical landmarks.

How can I get there?

Located in the Aegean Region, Pamukkale is a district of Denizli province which has highly advanced transportation facilities.

Denizli Çardak Airport is the nearest airport in the region receiving direct flights from nearly all cities in Turkey. The shuttle services and other transportation vehicles stationed outside the exit gates of

the airport will take you to Denizli within a short time. The region is also easily accessible via highway. There are intercity buses from almost all major cities of Turkey to Denizli. Travelers to Pamukkale can take one of the shuttle services leaving from the central bus station in that direction. Travelers fond of thermal baths and natural wonders where nature blends with history should not miss the opportunity to meet this wonderland!

Events

One of the world's most important heritage sites, Pamukkale is also the venue of international festivals and special events.

The International Pamukkale Music and Culture Festival, held in September each year, brings together many world famous artists and bands with guests from all over the world.

The International Folk Dance Festival held in at the ancient theater of Pamukkale serves as an international platform for cultural interaction and development.

Many more concerts and activities taking place amidst the scenic and historical landscape of Pamukkale are awaiting their visitors!

The best of health, beauty and fitness



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THERMAL HOTEL & SPA**

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WE INTEGRATED CONGRESS AND THERMAL TOURISM

Spa Hotel Colossae Thermal gives an opportunity of two different thermal water for the usage of their guests. It is difficult to find two different thermal water together which is useful for multi diseases in other locations.



Şeref Karakan always kept Spa Hotel Colossae Thermal at its success position since 1996.

Spa Hotel Colossae Thermal Hotel is located on land of generous of Turkey. Turizm Aktuel interviewed with Şeref Karakan General Manager of the Hotel from the opening of the hotel 1993.

We would like hear opening story of Spa Hotel Colossae Thermal Hotel?

Spa Hotel Colossae Thermal hotel was the first five star Hotel in the region which was opened in 1993. After a couple of years in 1997 the Hotel opened health center by completing documents from the Ministry of Health in order to operate as Thermal Hotel establishment. In 2004, we added a soccer stadium for our multi sport activities which we realised opening with the ceremony National Soccer team.

In our Health Center, the Hotel has been given the services of a number of different massages, herb baths, peeling, skin and body cares packages which supplies to their guests in order to purify the guests



stress. In 2010, the Hotel was totally renovated and continues to give services today's modern face. The Hotel continues to get all the certificates like Green Star License in 2013 from the Ministry of

Culture and Tourism of Turkey. Beside this, the Hotel just opened a helicopter landing field for their guests.

Spa Hotel Colossae Thermal Hotel is located in a special location. Could you tell us more about the advantages of this region to your guests?

Our Hotel is not just offering accommodation comfort to our guests. There is also possibility to see the historical sites of the region. Like the miniature image of Pamukkale of Kaklık Cave, one of the famous seven churches of Little Asia Laodikya, Aphrodisias was named after Aphrodite, the goddess of love, ancient ephesus which covers one of the ancient wonders of the world named Artemis. Besides this, Buldan and Babadaglılar Business Center and within the Old city culture, handicrafts and special weaving.

Do you have care units within the Hotel?

Within the Hotel; it exits Health Center

Complex specialists with the certificates from the Ministry of Health, thermal pools, private thermal baths, sauna, Turkish bath, jacuzzi, steam baths, fitness hall, semi Olympic open pool, soccer, volleyball, basketball area, squash,

tennis court, billiard, ping pong, trekking, jogging areas for sporting activities.

Health care programmes are applied after the doctors check ups at Health center for the applications of massage types, mud therapy and also exercises. Anti stress programmes are the major and mostly used when you think of a number of care programmes.



Spa Hotel Colossae Thermal Hotel is not only serving accommodation comfort and also giving an opportunity to visit historical sites of the region.





IHG to Open Holiday Inn Express Istanbul Airport in 2014

InterContinental Hotels Group (IHG) has signed the 110-room Holiday Inn Express Istanbul - Airport, which will open in 2014 as the first internationally branded, limited-service hotel near Istanbul International Airport. The property will operate under a franchise agreement with Liv Yapi Gayrimenkul Yatirim. It will feature meeting rooms and the brand's signature Great Room with complimentary Express Start breakfast.

"The Holiday Inn Express brand is designed to be the smart choice for value-conscious travelers. This hotel is the only one of its kind in the airport's vicinity and, together with its prime location, is set to receive a steady stream of guests visiting Turkey. We are delighted to be working with Liv Yapi Gayrimenkul Yatirim and welcome this hotel into our portfolio," stated Yalin Yaltiraki, director of development, Turkey, IHG.

ISTANBUL NAMED THIRD FAVORITE EUROPEAN TRAVEL DESTINATION IN MASTERCARD'S ANNUAL INDEX

Istanbul has been named as the third favorite European destination of choice for international travelers after London and Paris, according to MasterCard's Target Cities Index. With 11.6 million expected visitors for the 2014-end, Istanbul also ranks seventh across the globe, according to the list topped by London for the third time in four years with 18.37 million visitors. Now in its fourth year, the index provides a ranking of the 132 most travelled cities from around the world. Turkey's largest, most-populated city, which hosted 9.87 million visitors in 2013, is predicted to record a 17.5 percent growth at the end of 2014 and expected to rank top in visitor growth rate, a statement released by MasterCard Turkey has said. Istanbul, the fastest growing city between 2009 and 2014 in terms of visitors

coming by flight, is expected to overtake Paris as the second top favorite European destination by 2016 if it preserves the 104.6 percent level of five-year growth. According to the Culture and Tourism Provincial Directorate's monthly tourism statistics, Istanbul has already hosted 5.38 million tourists in the first six months of the year, marking a 9 percent rise from the

same period of last year.

The city also ranks fourth in Europe in terms of visitor spending, as tourists coming to Istanbul are expected spend \$9.38 billion, meaning \$1,351 of income per Istanbul resident. "The index points to a continued strong demand and interest in air travel, both for business and personal travel," said Ann Cairns,

president of International Markets, MasterCard. "The recognition of this year's top international destinations reinforces the continued importance of cities as business, cultural and economic hubs. And, that's where we come in. Every day, we help consumers and businesses maximize all of the travel opportunities available to them, including a safe and secure way to pay, no matter where they are across the globe."





CHOICE HOTELS INTERNATIONAL EXPANDS TO TURKEY

Choice Hotels International, Inc. has expanded its international portfolio by welcoming its first ever property in Turkey: Clarion Hotel & Suites Istanbul Sisli, a newly built hotel located between the Levent and Taksim business areas.



We are very excited about the opening of the first Choice hotel in Turkey with the Clarion brand. Turkey is an emerging economy with an extremely attractive hotel market and Istanbul has become a thriving destination for business and leisure travelers. We are pleased to have a presence in one of the most vibrant cities that straddles both Europe and the Middle East," said Mark Pearce, SVP/international division, Choice Hotels International. Offering 135 rooms including 45 suites designed for long stays, Clarion Hotel & Suites Istanbul Sisli is only 25 minutes from International Ataturk Airport. Amenities include a lobby-lounge with a bar and a restaurant that can serve 200 guests; a spa area with sauna, a massage-room, a hairdresser and a modern gym; and three individual combinable conference rooms for up to 200 people. The hotel is owned and operated by Aktas Turizm Insaat A.S under franchise agreement with Choice Hotels.

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Ottoman Palace Cuisine: Matbah Restaurant

Matbah (which means “kitchen” in Ottoman Turkish) focuses on 13th and 18th century Ottoman cuisine. Located in the Ottoman Hotel Imperial, just a few steps away from the Hagia Sophia, the space was previously used as the hotel’s restaurant.

For the past five years, however, Matbah Restaurant has sought to make those who enter forget that they’re in a hotel. The restaurant is surrounded by floor-to-ceiling glass. Light Ottoman/ Turkish instrumental music plays in the background. Matbah Restaurant boasts 13 tables covered with white tablecloths, each topped with a small vase of flowers for a simple and elegant feel. The outdoor seating area is currently closed for the winter, yet it’s easy to imagine cocktail receptions taking place here in the summer months. Of particular interest is the glass dome with a blue and purple floral pattern, alluding to that of the close by Hagia Sophia. The dome of the Zeynep Sultan Mosque looks as if it is right under your feet, and the Caferağa Medrese is also visible from the restaurant. These make Matbah Restaurant the ideal location to watch all the seagulls flock back to Sultanahmet in the evening hours. Historic accuracy

is emphasized at Matbah Restaurant, down to the waitresses clothing and shoes that date back to the Ottoman era.

Matbah not only offers a taste of Ottoman culture along with Ottoman cuisine, but a glimpse into Armenian and Rum (Greek) cultures, as well. The menu is seasonal, featuring game such as geese in the winter, while quail and duck are served in the summer. All game come from the Kars, Ardahan and Ağrı regions. The meat comes from Çanakkale, while the fish is brought daily from the hal (wholesale market). The spices and pastes are from Gaziantep and the dry ingredients are procured from various people in Eminönü. Complimentary şerbet begins and ends the meal at Matbah, with the pomegranate blossom şerbet served as an appetizer and the cinnamon şerbet as a post-meal treat. Toasted bread, tapenade and Tulum cheese topped with walnuts arrive at your table before you even order.

For a healthy appetizer, we highly recommend the chickpea lokma (morsel) with currants, served with cinnamon on top. The consistency resembles that of hummus, while the taste is sweet but not overly so. Another uncommon dish is the Lor mahlutu (treated Lor cheese), which is made by kneading the cheese in onion water and served with green peppers and

sesame. The taste is tangy yet, thanks to the sesame, it is subtle enough that even those who don’t particularly enjoy Lor cheese should give it a try. The sarma (stuffed grape leaves) varieties- one stuffed with sour cherries and the other, with unripened grapes, topped with yoghurt and sesame and served in olive oil- are some other great alternatives for vegetarians as well as those looking to try something other than the usual sarma with rice. For a non-vegetarian taste, try the quince dolma, made from quince stuffed with sheathed meat, 60% lamb and 40% veal. The quince and molasses give this dish, which dates back to 1539, a sweet touch, while the roasted almonds and currants give it a texture that can’t be beat. However, the dish that they are most ambitious about at Matbah is the Incik (Çanakkale lamb) served with beğendi (eggplant puree) in a bowl of crispy filo dough, a recipe from the 15th century. The lamb is cooked in its own juices with red pepper paste. The succulent Incik melts in your mouth, while the beğendi is flavourful and has the perfect texture. No need to reach for the salt on this ridiculously tasty dish. As for dessert, we recommend you try an Ottoman twist to pudding with the damla sakızlı Helatiye küp muhallebi, a cube-shaped milky dessert made with mastic, served in a dish of rosewater with pomegranate pieces, pistachios, pumpkin seeds, bananas and lemons. Top it off with the cinnamon şerbet, sit back in your chair and savour the satisfying feeling of having dined like a sultan.







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TURKEY MOVES TO PROTECT ANCIENT SITES FROM MASS TOURISM

Having gained two new entries to the UNESCO World Heritage List, Turkey wants to see ‘controlled and considered’ access to avoid the fate which has befallen other ancient sites damaged by 21st century tourism

A balance must be achieved between attracting tourists keen to visit Turkey’s classical heritage and protecting ancient sites from being harmed, a prominent professor has told.

Neslihan Dostoglu, head of Istanbul Kultur University’s architecture department, was speaking in the wake of Turkey’s northwestern city of Bursa and its historical Cumalikizik district being accepted on a UNESCO World Heritage List last month in Doha.

Having presided over the UNESCO project for Bursa and Cumalikizik, Dostoglu states that a more controlled and conscious protection of the areas would take place under the United Nations

body. She added that a balance must be struck, as about 2.5 million overnight stays took place in Bursa in 2013 alone, excluding the number of tourists visiting the city in daytrips according to data from the Turkish Culture and Tourism Ministry.

Turkey has been keen to preserve its heritage amid recent examples of mass tourism damaging unique sites.

In 2012, an ancient Mayan stone temple at Tikal, Guatemala was damaged by tourists flocking to the site for an “end of the world” party.

Tourist hordes have also been warned off by local people on the remote Pacific Ocean destination of Easter Island – home to hundreds of mysterious carved

stone heads. According to news reports, pressure is growing on Italian authorities to take drastic action against the daily influx of visitors to Venice who crowd the city’s narrow streets and Renaissance squares. Noting that they had to submit a report every five years to the UNESCO committee over the condition of the site, Dostoglu says that the new designation will make the city more careful about its heritage, preventing building or construction work which might harm the silhouette of the historical view.

“One has to offer a management plan to UNESCO while applying. So, when we presented the Bursa field management plan to the committee, we specified the

regions with a core field, which is the actual region under UNESCO’s protection and a protection field to make sure that the core field will be protected,” Dostoglu said. Amid these worldwide fears over damage to heritage sites, Turkey’s Permanent Representative to UNESCO, ambassador Huseyin Avni Botsali, told Anadolu Agency that “Turkey should be regarded as a super-state in the world with its civilization and cultural heritage and not as a developing-world country anymore.”

As the number of Turkey’s natural and cultural heritage sites on the list of UNESCO has risen to 13 with these latest additions, the country now ranks among the top 15 worldwide the U.N. body’s cultural heritage list.

Pergamon county and what experts describe as its ‘multi-layered cultural landscape’ is expected to increase the international popularity of the historic site, according to archaeologist Bulent Turkmen from the UNESCO department

of Pergamon Municipality.

Already receiving 450,000 to 500,000 tourists a year, the homeland of parchment paper dating back over 2,000 years faces the problem of being known only for some of its sites, Turkmen tells Anadolu Agency. “While applying to UNESCO, we wanted to emphasize the multi-layered cultural landscape of the region, including remains from the Ottoman period and the historic city center, where people still live and do shopkeeping,” Turkmen said.

Some other internationally known historic sites on the UNESCO list are the world’s first psychiatric hospital in Asklepon and the Acropolis hill, hosting great temples and a dramatic theater dating back to 7 B.C.

Turkmen noted that local sights like the Red Basilica, the Greek old houses in the neighborhood of the 18th century around the castle, the arasta bazaar from the Ottoman period, the caravanserais and historic Turkish baths right in the middle

of the city center had also entered the list.

He noted that tourists were coming to the city on daytrips and did not spend much time exploring, adding that he expected the UNESCO designation to change this.

Shopkeepers in the city center have also welcomed the UNESCO protection by celebrating the addition in one of the central squares last month. Turkmen claims a market revival will take place and contribute financially to the shopkeepers of the region.

According to ambassador Botsali, Turkey’s ancient city of Ephesus near Izmir and the Diyarbakir ramparts in Turkey’s south east were on the UNESCO World Heritage List for 2015.

To be included on the World Heritage List, sites must be of outstanding universal value and meet at least one out of 10 selection criteria of which the first is to represent a “masterpiece of human creative genius” – such sites will need controlled tourism in the future.

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