TOURISM BULLETIN ASSOCIATION OF TURKISH TRAVEL AGENCIES WEEKLY TOURISM BULLETIN 12-19 FEBRUARY / 2024

TÜRSAB TURİZM KONGRESİ TÜRSAB **TOURISM PROFESSIONALS COME TOGETHER AT** THE 2ND TOURISM CONGRESS IN ANTALYA In order to shed light on the future of tourism, analyze the changes in the travel industry all over the world and increase our solidarity, we come together again at the 2nd TÜRSAB Tourism

Congress to be held in Antalya between 16-18 February 2024. In addition to conferences, panels and academic sessions, we will evaluate the latest

transportation, accommodation or daily use fees.

developments in our profession together at our congress, where there will be opportunities to meet among members, meet with suppliers and learn about the tourism potential of the regions. For TÜRSAB members and employees, congress registration is free of charge and they will only pay Location: Royal Seginus Hotel, Lara/Antalya Date: February 16-18, 2024 For detailed information; https://www.tursab.org.tr/announcements/announcement-on-the-2ndtursab-tourism-congress

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2ND TÜRSAB TOURISM CONGRESS STARTED WITH THE OPENING

CEREMONY WITH INTENSE PARTICIPATION The 2nd TÜRSAB Tourism Congress, organized to shed light on the future of the sector and to increase communication and solidarity, started with the opening ceremony on Friday, February 16, 2024 with great participation. In addition to our President Firuz Bağlıkaya, TÜRSAB Honorary President Talha Çamaş, Vice Presidents, Board Members, Audit and Disciplinary Board Members, Chief Advisors to the President, Regional Representative Board and Specialization Presidents; MPs, Turkish Republic of Northern Cyprus Delegation, Consuls Generals, foreign mission representatives, professors, industry stakeholders, travel agency representatives and members of the press attended the ceremony. During the opening ceremony, a video showing the activities of our Association in the last year was shown and Firuz Bağlıkaya, who made

an opening speech, emphasized the importance of travel agencies and their professional organization TÜRSAB in the tourism sector. After the speeches, Mr. Bağlıkaya presented plaques to the congress sponsors. THE SECOND DAY OF THE CONGRESS CONTINUED WITH PANELS SHEDDING LIGHT ON THE FUTURE OF TOURISM The second day of the 2nd TÜRSAB Tourism Congress started with the "Digital Transformation

Strategies in Tourism" panel. Moderated by Deloitte Tourism Sector Leader Osman Arslan, the panel featured Işbank Payment Systems Product Department Manager Seçil Unlüsoy Taşarkan, Digital Content Producer and Social Media Consultant Öykü Yalçın, Brand Consultant and TEDX Speaker Özel Oytun Türkoğlu as guests. The panel discussed branding in tourism, the change in the travel industry after the pandemic, the importance of digitalization in tourism and artificial intelligence. Within the scope of the second day of our congress, the 'Sustainable Life: Last Exit Before the Bridge' panel moderated by Prof. Dr. Serhat Harman, Vice Rector of Mardin Artuklu University and Head of Tourism Guidance Department, took place. Speaking at the panel, Nature Activist Güven İslamoğlu shared his knowledge and experiences

about the factors affecting climate change, the effects of climate change on tourism and

sustainable living. Afterwards, the 'Digital Tourist - New Marketing Methods in a Changing Industry' panel was moderated by Orhon Atameric, President of the International Federation of Skal Associations, with the participation of Tourism Consultant Özge Ersu. Özge Ersu made evaluations on digital marketing in the tourism sector and made explanations about the concept of digital tourist. The seventh panel of the 2nd TÜRSAB Tourism Congress, 'The Future of Travel Agency Profession', was moderated by Prof. Dr. Öcal Usta, Dean of Istanbul Kent University Faculty of Art and Design. In the panel, Prof. Dr. Hakan Yılmaz made evaluations on 'Film Tourism', TÜRSAB Chief Legal Advisor Attorney İlker Ünsever on 'Professional Ethics', Prof. Dr. Murat Doğdubay on 'Sustainable Tourism' and Prof. Dr. M. Onur Gülbahar on 'Cultural Tourism'. Poet, Author and Museologist Sunay Akın was the guest of the 'Travel Culture and History' panel moderated by Selçuk Boynueğri, Deputy President of the Board of Directors of Lütfi Kırdar International Convention and Exhibition Center. In his presentation at the panel, Akın shared his knowledge about the events and personalities in the history of museology and tourism in Turkey with the participants. The last panel of the second day of the congress, the 'Turkey Tourism Vision' panel was moderated by Orhan Sancar, Head of Incoming Tourism Specialization of TÜRSAB, with the participation of Numan Olcar, Head of Airline, Ticket Sales and IATA Specialization of TÜRSAB, Elif Ural, Board Member of TÜRSAB, Mert Vardar, Head of Domestic Tourism Specialization of TÜRSAB and Cem Türkkan, Head of Highway and

Transportation Specialization of TÜRSAB. In the panel, speakers shared their knowledge on ticketing, health tourism, domestic tourism and tourism transportation.

2. TÜRSAB TURİZM KONGRESİ 16-18 Şubat 2024, Antalya

TÜRSAB TURİZM KONGRESİ 16-18 Şubat 2024, Antalya ON THE LAST DAY OF THE 2ND TÜRSAB TOURISM CONGRESS, THE RELATIONSHIP BETWEEN TOURISM AND MEDIA WAS DISCUSSED

The last day of the 2nd TÜRSAB Tourism Congress started with our first panel titled "How Can Tourism be Developed with Media Power?" moderated by Mesut Kanat, President of TÜRSAB Information Technologies and Media Communication Group. Journalist, Writer Emrullah Erdinç, Economist Selçuk Geçer and Kanal D Reporter İbrahim Konar were the speakers of our panel, where the effects of the media on the tourism sector and the importance of unity for TÜRSAB and the travel agency profession were evaluated. The 2nd TÜRSAB Tourism Congress panels with valuable topics and speakers were completed with the last session titled "New Human, New Tourism" with Technology Writer and Trend Hunter Serdar Kuzuloğlu. Kuzuloğlu made valuable evaluations on the possible effects of digitalization and artificial intelligence on the future of the tourism sector. After the panel, Bahattin Yücel, Minister of Tourism of the 54th Government of the Republic of Turkey, presented a plaque to Serdar Kuzuloğlu. Our congress ended with the closing speech of TÜRSAB Vice President Hasan Eker.

TÜRSAB COMMITTEE AND KITSAB DELEGATION HELD A MEETING **IN ANTALYA** On the second day of the 2nd TÜRSAB Tourism Congress, a meeting was held with the participation of our President Firuz Bağlıkaya, Vice President, Board Members, Chief Advisor to the President, Disciplinary Board Member, Specialization Presidents and KITSAB Delegation accompanied by KITSAB President Orhan Tolun and Vice President Oğuz Akançay. Based on the decisions taken at the previous meeting; working groups planned to be established in the relevant fields were formed and a road map was planned to revitalize tourism between the two countries in the coming period. A protocol was signed between TÜRSAB and the Cyprus Turkish Tourism and Travel Agencies Association (KITSAB) in order to strengthen mutual tourism relations and develop cooperation on a sustainable and productive basis.





OUR TURSAB COMMITTEE HELD A MEETING WITH LAURA ALBANESE, COMMERCIAL ATTACHÉ OF THE CONSULATE **GENERAL OF ITALY IN ISTANBUL** Our TÜRSAB Committee held a meeting with Laura Albanese, Commercial Attaché of the Consulate General of Italy in Istanbul on Monday, February 12, 2024. At the meeting attended by our Vice President Davut Günaydın, Board Member Esra Başeskioğlu and Corporate Relations Group President Nergis Büyükkınacı, the problems experienced in visa issues were discussed. At the meeting where the inability to make appointments for visa requests, the closure of tourist visa applications, and the insufficiency of quotas were discussed, our delegation requested additional quotas to be defined to TÜRSAB

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TÜRSAB COMMITTEE PAID OFFICIAL VISITS TO TAV EGE GENERAL MANAGER ERKAN BALCI AND IZMIR PROVINCIAL POLICE COMMISSIONER CELAL SEL Our Board Member Engin Ceylan, RRB President Kıvanç Meriç and RRB Vice President Sevgi Can paid official visits to TAV Ege General Manager Erkan Balcı and Izmir Provincial Police Commissioner Celal Sel on Tuesday, February 13. Our TÜRSAB committee conveyed their best wishes to Celal Sel for his new duty and exchanged ideas with Erkan Balcı about the latest developments in our sector.

YET-MÜDÜRLÜĞÜ

OUR TÜRSAB COMMITTEE MET AT THE COORDINATION MEETING BEFORE THE 2ND TÜRSAB TOURISM CONGRESS

SOUTH MARMARA RRB MET WITH TRAVEL AGENCY REPRESENTATIVES AT THE AUDIT CONSULTATION MEETING Our South Marmara Regional Representative Board came together with travel agency representatives at the Audit Consultation Meeting, which is held regularly every year. At the meeting, where the problems related to the sector were discussed within the legal framework, our managers from the Audit and Legal Departments informed the agency representatives about the digital measures in the audits for illegal activities and the statistical tables of the studies carried out.

Emre Özarslan -...

THE YEAR 2023 WAS EVALUATED AT THE MONTHLY MEETING OF THE PRESIDENCY OF DOMESTIC TOURISM SPECIALIZATION The monthly meeting of TÜRSAB Domestic Tourism Specialization Presidency was held on Zoom on February 13, 2024. Within the scope of the meeting, 2023 evaluations and the results of the decisions taken as a result of the previous meeting were discussed and 2024 planning was made.

TÜRSAB SOUTH MARMARA RRB COMMITTEE PAID VISITS TO YALOVA GOVERNORSHIP, YALOVA PROVINCIAL DIRECTORATE OF CULTURE AND TOURISM AND YALOVA CHAMBER OF **COMMERCE AND INDUSTRY** Our Committee of TÜRSAB South Marmara Regional Representative Board paid visits to Yalova Governorship, Yalova Provincial Directorate of Culture and Tourism and Yalova Chamber of Commerce and Industry. Our RRB Committee met with Yalova Governor Dr. Hülya Kaya, Yalova Chamber of Commerce and Industry President Cemil Demiryürek, Yalova Chamber of Commerce and Industry Assembly President Muhammet Sarıoğlu and Yalova Provincial Culture and Tourism Director Ziya Karatekin and exchanged ideas about travel agencies and the future of tourism in the region.

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MIDDLE EAST TOURISM SPECIALIZATION PRESIDENCY WILL BE ESTABLISHED WITHIN THE SCOPE SPECIALIZATION **PRESIDENCIES** Within the scope of the provision of paragraph 1 of Article 45 of the TÜRSAB Internal Regulations and the decision of the Board of Directors of our Association, it has been decided to establish a Specialized Presidency of Middle East Tourism due to sectoral necessity. Our members who wish to take part in the Middle East Tourism Specialization Presidency should fill out the application form on our website and send their requests to ihtisasbaskanliklari@tursab.org.tr in a signed and stamped form. For detailed information; https://www.tursab.org.tr/announcements/announcement-on-themiddle-east-tourism-specialization-presidency

VITH TÜRSAB **MOBILE** APPLICATION, **ALL YOUR TRANSACTIONS** ARE AT YOUR **FINGERTIPS** Our TÜRSAB Mobile Application is online! It has been applied as a part of our Association's Digital Transformation and will enable you to access our TÜRSAB services in the easiest and fastest way. You may easily access many of our services for our members and consumers, such as TÜRSAB Online, TÜRSAB KART, license plate inquiry, plate status notification, Digital Verification System, QR Code Verification, and member agency inquiry, via your mobile devices, and practically perform your transactions. You can download our TÜRSAB Mobile Application, which will provide benefits to our members and users, to your mobile devices free of charge via the links below. Click to download the application for free. App Store TÜRSAB AGENCY SOFTWARE The "TÜRSAB Agency Software" continues to be used to enable our travel agencies to easily carry out their

business, maintain customer inventories, and quickly organize tour programs. Our agencies can now easily access the reservation, reporting, and customer information program via the internet through mobile devices and computers, free of charge.

The TÜRSAB Agency Software can be used by obtaining an agency code through TÜRSAB Online from the website www.tursabyazilim.org.

For more detailed information, please visit: https://www.tursab.org.tr/.../uyelerimiz-50-yilimiza-ozel

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IS WAITING FOR YOU! You are invited to the advantageous world of TÜRSAB CARD, with increasing opportunities every day, ranging from fuel to clothing, food and beverage to vehicle services, white goods to foreign language courses. You can visit our website to take advantage of the privileges of TÜRSAB CARD, apply for TÜRSAB CARD, and get detailed information about discounts. After your application, you can start using your virtual card immediately without waiting for your physical card to be delivered.

> For detailed information on campaign terms and free TÜRSAB CARD application, please visit www.tursab.org.tr/tursab-card.

> > **LAST WEEK**

SRI LANKA DESTINATION PROMOTION EVENT TO BE HELD AT **TÜRSAB CENTRAL OFFICE** On Wednesday, February 21, 2024, in cooperation with the Embassy of Sri Lanka and Jazeera Airways, Sri Lanka Destination Promotion Event will be held at TÜRSAB Central Office. A presentation and video screening will be made to introduce Sri Lanka, which is also called the Pearl of the Indian Ocean, where different beliefs and cultures blend, which is home to unique natural wonders, with its wild nature where blue and green meet. For detailed information; https://www.tursab.org.tr/announcements/announcement-on-sri-lankadestination-promotion-event

2ND TÜRSAB TOURISM CONGRESS DAY 1 Organized with the aim of shedding light on the future of the sector and increasing communication and solidarity, the 2nd TÜRSAB Tourism Congress started with the opening ceremony held in Antalya on Friday, February 16, 2024 with intense participation. To watch; https://www.youtube.com/ watch?v=Hlch8JWPPKw **2ND TÜRSAB TOURISM CONGRESS**

solidarity, hosted informative panels on the second day and hosted speakers well-known in Turkey. To watch; https://www.youtube.com/ watch?v=DutL-AZwj6E **2ND TÜRSAB TOURISM CONGRESS SPECIAL PUBLICATION** In the '2nd TÜRSAB Tourism Congress Special' program, which was broadcast with the participation of TÜRSAB Vice President Hasan Eker and the presentation of Media and Press Director Serkan Tahmaz; details about the 2. TÜRSAB TURİZM KONGRESİ ÖZEL YAYINI 2nd TÜRSAB Tourism Congress to be held on

DAY 2

The 2nd TÜRSAB Tourism Congress, which we organized to shed light on the future of the sector and to increase communication and

February 16-18, panels to be held within the scope of the congress and new season trends

in tourism were discussed.

watch?v=1tWwJu9tiVc

To watch; https://www.youtube.com/

ALLEGATIONS AND FACTS

The video prepared as a response to the

activities carried out for travel agencies and

You can access all January activities on

TÜRSAB website and TÜRSAB TV. To watch; https://www.youtube.com/

watch?v=n5G5JzbZrc0

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our sector during January 2024 were compiled.

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allegations made by the Minister of Culture and MESLEĞİMİZİ VE BIRLIĞİMİZİ Tourism Mr. Mehmet Nuri Ersoy about TÜRSAB in a program was published on all social media İDDİALARA KARŞI SAVUNACAĞIZ channels. To watch; https://www.youtube.com/ watch?v=tX7ePV7gFNA **TÜRSAB JANUARY 2024 ACTIVITIES** In the 25th activity period of TÜRSAB, the TÜRSAB

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