Project Annual Progress Report
2015

"Future is in Tourism"
Sustainable Tourism Support Fund

Annex 1: 2015 STSF application guideline
Annex 2: 2015 application evaluation report
Annex 3: 2016 project implementation guideline
Annex 4: 2016 grants baselines
Annex 5: Capacity building seminar evaluation form
Annex 6: Capacity building seminar participant survey

Acronyms and abbreviations

MoCT:	Ministry of Culture and Tourism
UNDP:	United Nations Development Programme
CBT:	Community Based Tourism
STSF:	Sustainable Tourism Support Fund

For UNDP: Bülent Açıkgöz, Cluster Lead

For MoCT: Dr. Adnan Aslan, General Director

Synopsis

Project ID	00071721
Output Number	00085037
Business Unit	TUR10
Project Title	Future Lies in Tourism (Sustainable Tourism Support Fund)
Project Partners	Ministry of Culture and Tourism, United Nations Development Programme, Anadolu Efes,
Implementing Partner	Ministry of Culture and Tourism
Description	**Expected Output:** Strengthened capacity of local tourism actors and NGOs to contribute to sustainable tourism development is expected. This will be realised through partnerships with public and private institutions with a view to build good examples to contribute to knowledge building and community development, and for additional income generation. **Brief Description:** Building on the existing experiences between MoCT and UNDP focusing on various segments of tourism for local economic development since 2007, and responding to the identified needs for supporting structures at the local level for sustainable tourism, Future is in Tourism Sustainable Tourism Programme, including a Support Fund, is established with financial contribution and partnership of Anadolu Efes. The programme is designed to provide local tourism actors and NGOs with necessary guidance, tools and resources to strengthen their capacities in order to contribute to the sustainable tourism development through partnerships with public and private institutions in the following ways: - Encouraging the development of awareness-raising, capacity development and research projects for sustainable tourism - Supporting innovative, creative, participatory, sustainable, society-sensitive and gender-balanced projects of local tourism actors and NGOs that provide best practices for sustainable tourism implemented in partnership with public and private institutions - Strengthening project development and implementation skills of local tourism actors and NGOs via implementation support, structured trainings, networking platforms (via regular meetings, conference and web portal)
Award Period	**Start Date:** September 2012 **End Date:** December 2017

Section 1: Project Risks and Issues

Updated Project Risks

Type	Date Identified	Description	Comment or Management Response	Critical Flag
FINANCIAL	December 2017	Commitment/ contribution	N/A	N
OPERATIONAL	December 2015	Output schedule	The third cycle of the grant program having started as of December 2015, the second cycle to be completed in the beginning of February 2016, project activity plans need to be followed closely. Any delay in project implementation must be remedied immediately to ensure efficiency.	N
ORGANIZATIONAL	December 2015	Continued commitment of the MoCT	Strong organizational cooperation has been reassured through management tools, i.e. regular online and face-to-face meetings, site visits and reports and e-mail groups. MoCT's as well as the donor's to extend the Project for additional two year period has proven the efficiency of frequent communication over 2015.	N

Updated Project Issues

Type	Date Identified	Description	Solution Date	Comment or Management Response	Solution Flag
Operational	Jan 2015	Inefficient use of the granted equipment has been established in a visit to the grantees	February 2015	The issue, stemming from seasonal drop in visitor numbers, has been resolved by attributing a new function to the establishment for winter season, making it a hub for local women and bestowing it a social capacity. As a preventive measure for the upcoming period, an addition was made in the implementation guidelines that hold the beneficiary liable for goods and items purchased, mechanisms established, people employed in the aftermath of the project for the warranty period and/or	High

				up to two years.	
Organizational	Jan 2015	The project working group meeting was not realized in 2015 and postponed to 2016 to enhance its capacity, institutional content and demographic/professional texture and better respond to the changing requirements of the Project	tbd	A new formation with an extended terms of reference and wider participation was suggested to the donor, and donor response is expected.	N/A

Section 2: Output Information

Project ID	00071721
Output Number	00085037
Project Title	"Future Is in Tourism" Sustainable Tourism Support Fund
Project Baseline	1. A number of local initiatives on sustainable tourism across Turkey, with limited access to funding opportunities and knowledge 2. Loose network between sustainable tourism initiatives, no systematic exchange of knowledge and experience
Indicators	1.Number of supported projects on sustainable tourism development 2. The network established between the partners of the supported projects in order to share experience and knowledge and develop new projects. ---Indicators will be set as per the themes of the fund allocated
Milestone 2013	1. At least 3 local projects supported on sustainable tourism development 2. 1 workshop organized and teams strengthened on project development and implementation on sustainable tourism development 2. A web portal established in order to share experience and knowledge
Achievement 2013	1- As a result of call for proposals, 3 grant projects were signed and projects launched. 2.a Networking activities realized (1 working group meeting-January 2013 and 1 workshop-May2013,) 2.b Web portal became online in February 2013. **More than 5000** individual subscriptions to the portal. 3. Women benefited from trainings to initiate their businesses as a community
Milestone 2014	1.a 3 local projects implemented and finalized (from previous year). 1.b At least 120 women benefited from trainings and 25 full time jobs were created for women (data derived from around 50 women half-time jobs) 1.c At least 3 new local projects supported on sustainable tourism development 2.a. 1 workshop organized and at least 20 representatives from NGOs or universities strengthened on project development and implementation on sustainable tourism development. 2.b. At least 2 working group meetings organized with the participation of sector representatives, academia and local project communities 3- 25 full-time jobs created for women (data derived from around 50 women half-time jobs) 4- 120 women benefited from trainings and project activities in order to develop their capacities to establish their businesses (data derived as; 3 communities x around 40 women)
Achievement 2014	1.a 3 local projects implemented and finalized (from previous year). 1.b 109 women benefitted from trainings and 43 full time jobs created for women 1.c 3 new local projects are chosen to be supported on sustainable tourism development within the 2015 grant implementations (under the 2014 grants program)

	2.a. This activity has now been realized. A similar component will be integrated in networking activities for 2015. 2.b. 1 working group meeting organized in November 2014 with the participation of sector representatives, academia and project implementation partners 3- 43 full-time jobs created for women 4- 109 women benefitted from trainings and project activities in order to develop their capacities and to establish their businesses. Detailed information can be found below: 44 women received training within Misi and 18 work in Koza guesthouse and İpek guesthouse taking turns. 3 women have started their own commercial initiatives with KOSGEB support alongside their work in İpek and Koza guesthouses. 9 female members of the Cooperative in Seferihisar have received training. 15 women from 9 different cities have joined the Cittaslow workshop. 41 women received Basic Tourism Training within Mardin project, 13 of them currently work at the İpekyolu Guesthouse.
Milestone 2015	1. 3 local projects implemented and finalized (from previous year). 2. Networking activities maintained and improved. 3. 240 individuals benefitted from trainings and project activities in order to develop their capacities to establish their businesses

Achievement 2015	1. **3 more projects on sustainable tourism development funded and supported.**
	
	    a. **"Stonemasonry in Göbeklitepe, the Oldest Temple in the World"**
	
	Project targets protection of a heritage craft that goes back 12 thousand years; making stonemasonry a sustainable and community based tourism asset, and providing new jobs for the youth. Of 21 trainees, 6 were female. These individuals have received stonemasonry training, and the restored traditional house has been utilized as a workshop for handcrafted authentic stone souvenirs. The training center will continue to serve as a hub and a workshop where tourists will be able to design their own souvenirs. An NGO was also established that brings together crafters of this heritage. The NGO will serve as a hub for artisans, who will craft traditional patterns on buildings, statues and urban spaces. Hence, job creation and employment generation through cultural heritage was the project's added value to sustainable community based tourism (SCBT).
	
	    b. **"Arslantepe, Malatya's Heritage"**
	
	Arsantepe Mound boasts some of the earliest remnants of settlement, as well as is rumored to have nestled bureaucracy. The project aimed at increased ownership of the site by local the community, and increase its reputation to enable the site to be listed in UNESCO World Heritage List. 220 individuals, including 90 children received awareness raising trainings on cultural heritage and sustainable use of tourism assets for income generation.
	
	    c. **"Safranbolu Memories"**
	
	Safranbolu, a famous tourism destination for its traditional houses, uses them as a marketing tool. The project aimed at introducing new tourism products, i.e. souvenirs which were authentic and "made in Safranbolu". A questionnaire was developed and distributed to guests, local businesses and crafters in search of "the suitable souvenir from Safranbolu". The research identified the most convenient item to produce, to sell and to buy. With the data acquired from the questionnaire, a competition was held to shed light in identifying the best souvenirs. The winning designs will become souveniers of Safranbolu in the hands of local artisans.
	
	2. Capacity building and networking in these destinations was supported.
	
	In Safranbolu, Derin Sarıyer, a well-known designer and academics have been to build local university's capacity in organizing a competition, its evaluation processes

	as well as product design and implementation phases. In Urfa, a meeting was organized with Turkish Travel Agencies Association (TÜRSAB) to enable them to bring more tourists to the city, introduce the tourist routes and assets, and increase overnight stays. In Malatya, locals and children have received training on Arslantepe and what protection of cultural heritage means for tourism. Press trips were organized to all three destinations to increase visibility of these locations through various media, i.e. newpapers, magazines, blogs, protoblogs, etc.
Milestone 2016	1. 3 more projects on sustainable tourism development funded and supported 2. Capacity building in these destinations ensured 3. The new set of funds announced for 2017, new grantees selected 4. The project working group given a new function and used actively in network development between local SCBT initiatives. 5. Strong networks and experience sharing between grantees ensured in order to encourage SCBT good practice dissemination and development of new projects 6. Good practice in SCBT models have been identified from amongst the grantees 7. Toolkits developed to disseminate the built knowledge and experience, increase and encourage SCBT practices. 8. Working group re-established and its functions re-defined to make it a functional and efficient mechanism, a think tank for SCBT 9. A conference organized to bring together actors from Turkey and tourism value chain
Achievement 2016	
Final Target	- Minimum number of 12 supported projects/communities on sustainable tourism development - Minimum number of 12 teams' project development and implementation capacity built - A network established between the partners of the supported projects in order to share experience and knowledge - The field experience and lessons learned gained from supported projects serve for the policy recommendation and capacity development at the national level, for creating mechanisms for supporting community based tourism development.
Project Issues	Given the current international economic stance and the new global trends in tourism sector, tourism policies and practices in Turkey start to focus on the improvement of the community based sustainable tourism projects. In this light, the project working group is a key figure in support of development of sustainable tourism products and support of community based approaches. Future is in Tourism STSF has the right networks and stance for this, and the working group needs to come together as soon as possible. The suggested Working Group and its suggested methodology combine the power of public institutions, private sector, academia and NGOs. While it helps steer and adjust project targets by SCBT, this mechanism will also help the project upbuild its reputation and put itself on the map as one of the best practice models for community based sustainable tourism projects.

Section 3: Activity Performance

Activity	1. Establishment and Implementation of Sustainable Tourism Support Fund
Purpose	The purpose of this activity is to; -Improve the Sustainable Tourism Projects Support Fund Program -Improve the Call for Proposals and Support Fund Guideline documents -Launch and Finalize Sustainable Tourism Projects Support Fund (3rd scheme) -Financially and technically support projects and support the M&E process -Run capacity building activities at local levels towards SCBT -Announce the 4th Fund Scheme
Planned Actions	**1. Support Fund Schedule** a. Improve the system of the Support Fund (theme, criteria, application channels and forms, contracts, evaluation system...) b. Update/improve the Call for Proposals and Support Fund Guideline c. Establish the Support Fund jury and ensure timely and efficient evaluation meetings d. Announce the Support Fund program through different communication channels e. Application process for the Support Fund (the schedule for 2014 grants is below) f. Preliminary selection process g. Announcement of the shortlisted projects h. Organize a workshop on project development and sustainable tourism for the finalists (two-day collective training) i. Support revision of selected projects by project owners j. Final selection of the projects (site visits by the Jury and project partners) k. Announcement of the selected projects l. Signing the contracts with the selected project teams m. Implementation of the selected projects: Provision of implementation support, local level coaching and mentoring n. Regular reporting by selected projects' teams o. Preparing 3rd term of Support Fund Program report p. 4th round of calls preparations
Progress	The sustainable tourism support fund's micro grants have been set to last between 6-12 months, with an award amount of 15.000TL in minimum and 100.000TL in maximum for the year 2015. Application guideline (Annex 1) was updated as necessary, and published online to initiate the application schedule. Please see the schedule below.

### Application Schedule

Deadline	Planned date
Announcement the call for proposals	12.05.2015
Applicants' written queries	12.06.2015
Replies to FAQ	19.06.2015
Hand-in of preliminary application forms	03.07.2015
Announcement of shortlisted applications	10.08.2015

Trainings	24.08.2015-25.08.2015
Hand-in of final project proposals	14.09.2015
Announcement of successful applications	08.10.2015-09.10.2015

A press event was organised on February 19th, 2015 in Istanbul, for increased visibility of call for proposals. The call was also announced via the official website of Future is in Tourism www.gelecekturizmde.com, via UNDP's and MoCT's networks and also through advertisements in national media channels.

The online application to call for proposals started on May 12th, 2015 and ended on July 3rd 2015. 134 official concept notes for proposal were received within this period from 48 provinces countrywide. The distribution of the applications by provinces is given in the figure below.

In the first phase of the evaluation, an administrative check was done and 116 of the applications proved eligible for further technical evaluation. These 116 concept notes, having respected the deadline and satisfied the criteria mentioned above, were technically evaluated by the project team as well as by five independent assessors and those who received a minimum of 35 points over 50, qualified to be shortlisted. (Listed below by name of the project, applicant organization and city/project site respectively, and evaluation report is attached as Annex 2):

1. **"Explore Your Own Butterfly"**, Adana Toros Dernekler Federasyonu, Adana
2. **"Keçiborlu Develops by Lavender"**, Keçiborlu Yardımlaşma ve Eğitim Derneği, Isparta
3. **"Edremit's Local Cuisine with Nar Kadın"**, S.S.Nar Kadın Çevre Kültür ve İşletme Kooperatifi, Edremit
4. **"Agriculture-Tourism Exchange in the Black Sea Region"**, Karadeniz Doğa Koruma Federasyonu, Giresun
5. **"Beşiktaş Culture Routes"**, Kültür Bilincini Geliştirme Vakfı, İstanbul
6. **"Contemporary B&B Development and Sustain Patchworking in Kadıovacık"**, S.S. Urla Kadın Girişimi Üretim Ve İşletme Kooperatifi, İzmir
7. **"Silver From the Past to the Present"**, Kars'lı Girişimci Kadınlar Derneği, Kars
8. **"I Weave Love in Loops"**, Mersin Kara Göçer Oymağı Eğitim ve Kültür Derneği, Mersin
9. **"Traditional Fishery Tourism"**, Akdeniz Koruma Derneği, Muğla
10. **"Fethiye Ecotourism Village"**, Fethiye Ekoturizmi Geliştirme Derneği, Muğla
11. **"An Alternative City Through Alternative Tourism"**, Munzur Adrenalin Doğa Sporları ve

Gençlik SKD, Tunceli
12. **"Hennaed Hands Atelier"**, Taraklı Sakin Şehir Derneği, Sakarya

These shortlisted concept notes were announced at the official website of Future is in Tourism, www.gelecekturizmde.com on October 24th and at the same time regret letters were sent to all other applicants by e-mail through the same website.

Two representatives from each shortlisted projects were invited to a 2-day Workshop on Project Development and Sustainable Tourism, which was held in Istanbul on August 13-14th 2015 with the participation of Ministry of Culture and Tourism, UNDP and Anadolu Efes representatives; upon which the applicants had to review their projects and submit their proposals to UNDP until August 31th 2015. The revised proposals were scored over 100, and site visits were realized between September 1st-30th by MoCT, UNDP and Anadolu Efes to those receiving higher than 70 points, as listed below.

1. **"Explore Your Own Butterfly"**, Adana Toros Dernekler Federasyonu, Adana
2. **"Keçiborlu Develops by Lavender"** , Keçiborlu Yardımlaşma ve Eğitim Derneği, Isparta
3. **"Edremit's Local Cuisine with Nar Kadın"**, S.S.Nar Kadın Çevre Kültür ve İşletme Kooperatifi, Edremit
4. **"Contemporary B&B Development and Sustain Patchworking in Kadıovacık"**, S.S. Urla Kadın Girişimi Üretim ve İşletme Kooperatifi, İzmir
5. **"Fethiye Ecotourism Village"**, Fethiye Ekoturizmi Geliştirme Derneği, Muğla
6. **"Hennaed Hands Atelier"**, Taraklı Sakin Şehir Derneği, Sakarya
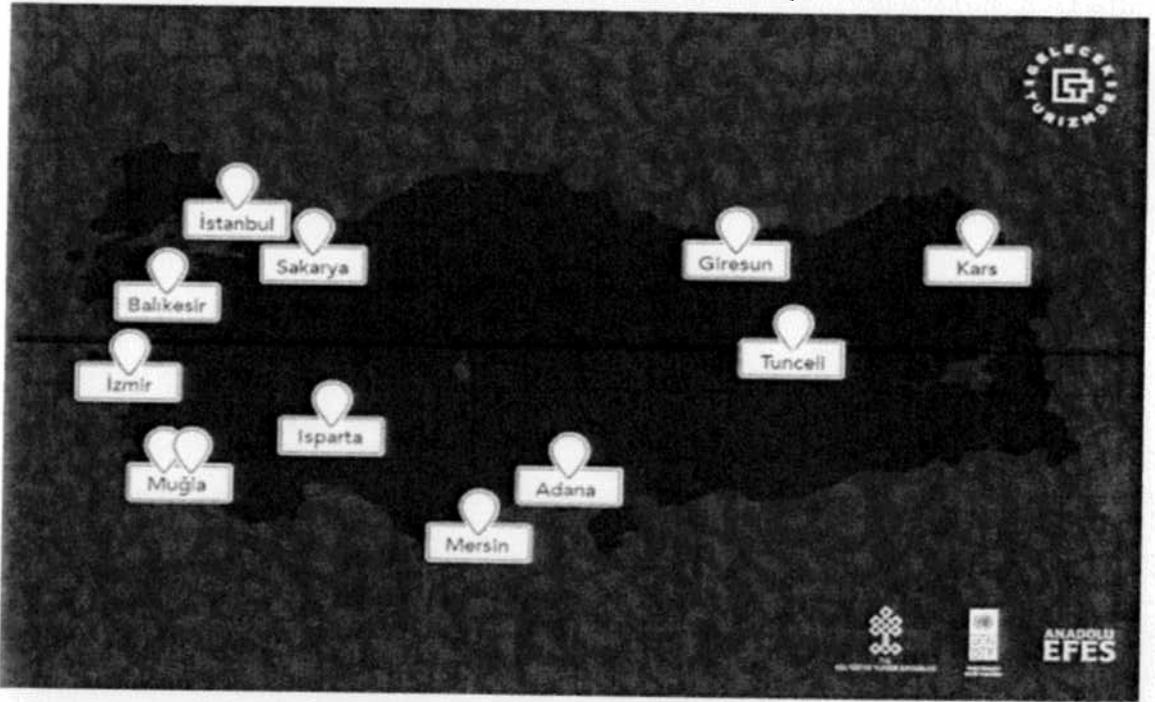
At the end of the site visits, a final evaluation was made. Accordingly, the mutually agreed projects to be supported under STSF are listed below:
1. **"Explore Your Own Butterfly"**, Adana Toros Dernekler Federasyonu, Adana
2. **"Keçiborlu Develops by Lavender"** Keçiborlu Yardımlaşma ve Eğitim Derneği, Isparta
3. **"Edremit's Local Cuisine with Nar Kadın"** S.S.Nar Kadın Çevre Kültür ve İşletme Kooperatifi, Edremit

Following the selection of the finalist projects, budget negotiations with grantees were held and their revised total budget amounts were agreed on. Based on this information, the grant agreements were signed on 30.12.2015. (For project baselines, see Annex 4.)
1. **"Explore Your Own Butterfly"**, Adana : 100.000 TL
2. **"Keçiborlu Develops by Lavender"** Isparta: 99.950 TL
3. **"Edremit's Local Cuisine with Nar Kadın"** Edremit: 93.250 TL

Other   Agreed by all parties, STSF was extended to cover two more periods of funds until the end of 2017, the

Considerations	first period awarded as defined above. If agreed, the selection/support criteria is planned to have a basis on theme or region.

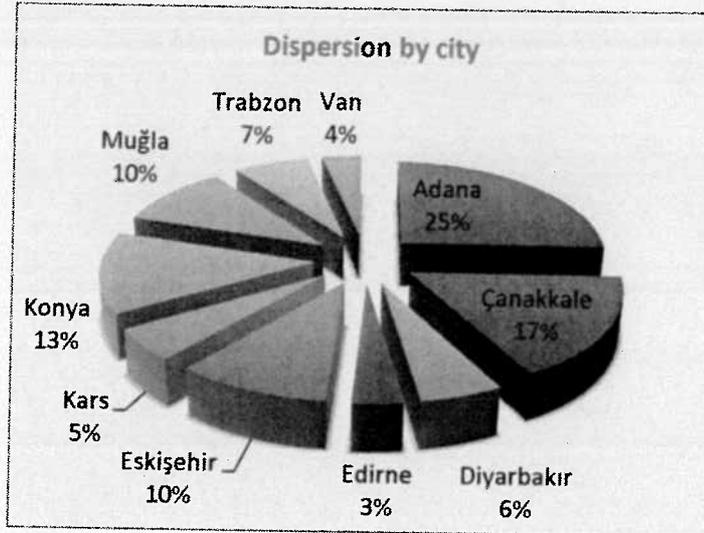| Activity	2. Awareness Raising Activities
Purpose	The purpose of this activity is to encourage development of awareness-raising, capacity development and research projects for sustainable tourism.
Planned Actions	10 seminars wereplanned for 2015 to be realized especially in cities whose proposal contributions were comparatively lower.
Progress	**Awareness Raising Activities** 10 capacity building seminars were held in order to raise awareness on STSF and sustainable tourism, and to increase quality and quantity of participation. See Annex 6 and 7 for comparative analysis and evaluation.

Capacity Building Seminars	
Eskişehir	21th Jan. 2015
Çanakkale	28th Jan. 2015
Adana	10th Feb. 2015
Muğla	18th Feb. 2015
Trabzon	04th March 2015
Edirne	19th March 2015
Konya	01st April 2015
Diyarbakır	15th April 2015
Van	28th April 2015
Kars	30th April 2015

Gender

F
31%

M
69%
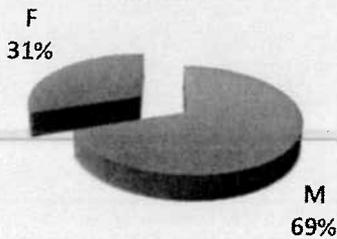
However, upon evaluations the impact of these seminars in increasing the quality and quantity of applications has not been found statistically significant, and this action will not be repeated in 2016. Visibility tools will be designed and/or utilised by the team this year.

505 individuals have participated in the seminars and 247 have filled out evaluation forms. Related figures are visualised below.

Dispersion by city

City	%
Trabzon	7%
Van	4%
Muğla	10%
Adana	25%
Konya	13%
Çanakkale	17%
Kars	5%
Eskişehir	10%
Edirne	3%
Diyarbakır	6%

As per the aggreement between Anadolu Efes and UNDP on the project document, organization of a conference was a planned action under the responsibility of Anadolu Efes. Since 2013 the conference has not been organized, henceforth no action was taken for this activity and no progress documented.

Activity	3. Networking, Sharing and Improvement
Purpose	The purpose of this activity is to create networking platforms for the initiatives, individuals and communities in order to exchange knowledge
Planned Actions	**Networking, Sharing and Improvement** **1.** Contribution to the content of the Sustainable Tourism portal based on the information emanating from the supported grant projects **2.** Contribution to the Fund's visibility by providing input for New Horizons, podcasts, UNDP website and other channels of communication suggested or introduced by the private sector donor **3.** Networking activities between 2013, 2014 and 2015 grants
Progress	1. www.gelecekturizmde.com was actively used with improved content and design. The portal, as planned, acts as a source of information for the development and implementation of sustainable tourism projects and an online application platform for the Sustainable Tourism Support Fund. The blog is planned to become a part of www.gelecekturizmde.com, upscaling the content and impact of the portal. A prestige book is being prepared to be issued in 2016, featuring stories from grants since 2013. 2. Regular visibility was provided through project website (www.gelecekturizmde.com) and blog (www.dunyalarsenin.com) as well as instagram accounts of these bloggers. Media coverage was ensured by the donor including editorials in national newspapers. MoCT and UNDP's potential in visibility input and their networks happen to be underutilized. A calendar has been printed setting forth project sites and project's spinoffs such as the "responsible tourist" and the blog. 3. Networking between grants was to be established through a platform for sharing experience, good practices, advice and the formation of the basis of a tourism platform for SCBT actors, whose baseline will be FLT Support Fund beneficiaries.

This action was negotiated with the donor, but not realized due to reluctance to create such a platform for projects. The foundation of the mentioned tourism platform is the Working Group, however, any action related to the group is postponed by the donor.