



T.C.  
KÜLTÜR VE TURİZM BAKANLIĞI  
Avrupa Birliği ve Dış İlişkiler Dairesi Başkanlığı



Sayı : E-57420786-746.99-2830087

19.08.2022

Konu : COVID'e Karşı Turizm Sektörünün  
Güçlendirilmesi Projesi

BİRLEŞMİŞ MİLLETLER KALKINMA PROGRAMI (UNDP)NA

- İlgi : a) UNDP'nin 28.05.2021 tarihli e-postası.  
b) Tanıtma Genel Müdürlüğüne mutahap 31.05.2021 tarihli ve E-57420786-746.99-1419216 sayılı yazımız.  
c) Tanıtma Genel Müdürlüğü (Yurt Dışı Ofisler Daire Başkanlığı)'nün 07.06.2021 tarihli ve E-60706457-746.99-1439721 sayılı yazısı.  
ç) TGA'ya muhatap 23.06.2021 tarihli ve 1482918 sayılı yazımız.  
d) TGM'nin 06.12.2021 tarihli ve 1978327 sayılı yazısı.  
e) 06.04.2022 tarihli e-postamız.  
f) TGM'ye muhatap 11.04.2022 tarihli ve 2380386 sayılı yazımız.  
g) Revizyona ilişkin e-posta mesajları.  
ğ) TGM'ye ve TGA'ya muhatap 29.07.2022 tarihli ve 2752545 sayılı yazımız.  
h) TGA'nın 12.08.2022 tarihli ve 2801270 sayılı yazısı.

İlgi (a) e-posta ile Bakanlığımıza iletilen ve revizyon süreci ile uygulanmasına ilişkin detaylar ilgi yazılar çerçevesinde tamamlanan "COVID'e Karşı Turizm Sektörünün Güçlendirilmesi Projesi"ne ait Mutabakat Zaptı tarafımızca imzalanarak ekte sunulmuştur.

Söz konusu projenin uygulanmasında, koordinasyon ve Kurumları ile işbirliği Türkiye Turizm Tanıtım ve Geliştirme Ajansı (TGA) tarafından yürütülecektir.

Projeye ait Mutabakat Zaptı taraflarına üç nüsha halinde ıslak imzalı ve parafli olarak iletilmektedir. Zaptın Kurumunuz yetkili kişisi tarafından da imzalanarak ve paraf olarak bir nüshasının Başkanlığımıza ve bir nüshasının TGA'ya gönderilmesi müsterhamdır.

Bilgilerini ve gereğini arz/rica ederim.

Ulaş Gönen KIRLI  
Bakan a.  
Başkan

Bu belge, güvenli elektronik imza ile imzalanmıştır.

Doğrulama Kodu: 246855D7-30DC-4ABA-9D9B-137427268097

Doğrulama Adresi: <https://www.turkiye.gov.tr/ktb-ebys>

İsmet İnönü Bulvarı, No:32 06500 Emek Çankaya/ANKARA

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KEP Adresi : [kulturveturizmbakanligi@hs01.kep.tr](mailto:kulturveturizmbakanligi@hs01.kep.tr)

Bilgi için: Neval DIŞCIOĞLU  
Koordinatör V.

Telefon No: (312) 470 79 75



Türkiye

Ek: Mutabakat Zaptı/ imzalı, parafalı (8 Sayfa)

Dağıtım:

Gereği:

Birleşmiş Milletler Kalkınma Programı (Undp)na

Bilgi:

Türkiye Turizm Tanıtım ve Geliştirme Ajans

Temsilciliğine

Tanıtma Genel Müdürlüğüne

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**MEMORANDUM OF UNDERSTANDING  
BETWEEN  
THE UNITED NATIONS DEVELOPMENT PROGRAMME  
AND  
REPUBLIC OF TÜRKİYE, MINISTRY OF CULTURE AND TOURISM**

This Memorandum of Understanding (“MOU”) is entered into by the United Nations Development Programme (“UNDP”), a subsidiary organ of the United Nations, an intergovernmental organization established by its Member States with its headquarters in New York, NY (USA), and the Republic of Türkiye, Ministry of Culture and Tourism / EU and Foreign Relations Department (the “Government”). UNDP and the Government are hereinafter referred to individually as a “Party” and jointly as the “Parties”;

**WHEREAS**, UNDP serves in many respects as the operational arm of the United Nations at the country level and works with partners in numerous countries to promote among other things sustainable development, eradication of poverty, advancement of women, good governance and the rule of law;

**WHEREAS**, UNDP represented by UNDP Türkiye Country Office is interested in enhancing its development activities in focusing on human development nexus within the context of Covid-19 Tourism Recovery Technical Assistance Cooperation Package – Facilitating Tourism Recovery in Aftermath of Covid-19 - TURKEY Project funded by European Bank for Reconstruction and Development (“EBRD”).

**WHEREAS**, the Parties wish to cooperate in areas of mutual concern to enhance the effectiveness of their development efforts;

Due to COVID-19, the world faced an unprecedented global health crisis, the repercussions of which were felt in all sectors of society and the economy. While governments and health institutions worldwide did their utmost to combat and contain the spread of the virus, this has resulted in widespread lockdown measures including the closure of hotels, restaurants, retail, cultural and natural attractions as well as the reduction of travel and temporary closure of borders and implementation of diverse travel restrictions. This was having devastating repercussions on economies as well as on loss of jobs with the tourism sector being one of the most severely impacted.

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Recognizing the significant impact of the crisis on the tourism sector, EBRD took early measures under its Crisis Solidarity Package to support clients affected by the temporarily loss of tourism-related income. The aim is now to expand and build on the client-level support package and pilot country-level technical assistance support to facilitate a fast recovery of tourism activity post crisis.

UNDP's long-standing partnership with the Government that were established to ensure a bottom-up approach to address Turkey's development needs will be utilized in achievement of the relevant Project outputs. Crises require responses on multiple levels and partnership with like-minded institutions. EBRD is already partnering with the United Nation's World Tourism Organization ("UNWTO") in some of EBRD's countries of operation, and the two institutions signed in 2015 a Memorandum of Understanding ("MOU") for cooperation, subsequently renewed in 2019. In response to the crisis and to assist Member States in developing a gradual approach to recovery, UNWTO has designed the "COVID-19 Tourism Recovery Technical Assistance Package", which includes potential areas of intervention structured around three main pillars:

- **ECONOMIC RECOVERY:** through measuring the quantitative impacts of COVID-19 on the tourism sector and preparing research-based recommendations for economic recovery and support to tourism-related businesses, in particular to MSMEs.
- **MARKETING AND PROMOTION:** through the review of marketing and promotion strategies, identifying and targeting markets that can help accelerate recovery, addressing product diversification, and recommendations and guidelines in terms of pricing and packaging.
- **INSTITUTIONAL STRENGTHENING AND BUILDING RESILIENCE:** especially aimed at assisting tourism governments and tourism businesses to adapt their services to meet the post COVID-19 working conditions in terms of health, safety, and restoration of consumer confidence; and promote tourism governance, public-private partnerships and collaborative efforts for tourism recovery, including crisis preparedness and management systems, protocols and skills.

**NOW, THEREFORE,** the Parties wish to express their intention to cooperate as follows:

**Article I**  
**Purpose and Scope**

The purpose of this MOU is to provide a framework for the non-exclusive cooperation and facilitate and strengthen collaboration between the Parties in the areas of common interest identified in Article II below.

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The overarching objective of this collaboration between the Ministry of Culture and Tourism and UNDP is to support tourism recovery on a national level, regain stakeholder confidence and build tourism resilience following a nation-wide COVID-related lockdown. UNDP will provide support to Republic of Türkiye, Ministry of Culture and Tourism EU and Foreign Relations Department, General Directorate of Promotion and Türkiye Tourism Promotion and Development Agency as contractor on the realization of the below detailed activities that will be held in cooperation with EBRD and UNWTO.

- I.1 Supporting and Strengthening Digital Marketing Efforts: Review the digital marketing efforts and initiatives currently in place to address the COVID-19 tourism challenges and provide a set of recommendations based on the latest trends and tailored to the national tourism strategy of the country.
  - I.1.1. Identify opportunities to boost tourism demand, with a specific focus on the domestic market and cultural tourism products, and their digital marketing potential.
  - I.1.2. Cultural tourism product development: with the onsite support of UNDP, assess the quality of available cultural tourism products and services, and provide recommendations on digital marketing use.
  - I.1.3. Assess the current use of digital marketing tools and identify opportunities to strengthen products and packages using digital platforms. Analyze travel patterns and marketing trends and identify opportunities to stimulate demand.
  - I.1.4. Considering COVID-19, provide recommendations for enhancing/ improving digital marketing activities, if applicable, review and support the formulation of new digital marketing strategies, with a specific focus on cultural tourism products. This will include recommendations on use of innovative promotion and communication channels.
  
- I.2 Training and Capacity Building Workshop: Based on the main findings from the recommendations report, 1 training and capacity building workshop will be organized:
  - I.2.1. Organization of one (1), 3-day long training and capacity building workshop.
  - I.2.2. Creation of a study group for the officials from MOCT, and if requested, other tourism stakeholders.
  - I.2.3. Combination of theoretical and practical training focused on raising overall capacities, ensuring correct implementation of proposed recommendations, and long-term applicability and monitoring of activities.
  - I.2.4. Proposed modules, to be further defined, include:
    - Cultural Tourism: new aspects of interpretation and showcasing of cultural heritage through virtual reality experiences.

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- Digital Marketing Strategies and Communication Tools
- Digital Platforms and overall applicability.

**Article II**  
**Areas of Cooperation**

The Parties have identified the following activities in which cooperation may be pursued, with each Party operating subject to its respective mandates, regulations, rules, policies and procedures:

II.1 Republic of Türkiye, Ministry of Culture and Tourism

Ministry of Culture and Tourism will be supporting the activities given in Article 1 through items given below:

- II.1.1 Providing support to UNDP for planning and implementation of the activities stated in Article I.
- II.1.2 Reviewing and giving comments to documents and other outputs produced during the planning and implementation of the activities stated in Article I.
- II.1.3 Providing support to the project through knowledge and experiences of the experts of the Republic of Türkiye, Ministry of Culture and Tourism.
- II.1.4 Ensuring information flow regarding to activities during the implementation phase of the project, giving consultancy and make decision when necessary, being a member of Steering Committee that will be established to follow-up the project activities.
- II.1.5 Determining the participants for meetings, workshops and trainings and ensuring official corresponding when necessary.
- II.1.6 Providing support to UNDP to reach data and information which are appropriate to share given their confidentiality and within the scope of the study in order to carry out a digital needs assessment.

II.2 UNDP

UNDP will be supporting the activities given in Article I through items given below:

- II.2.1 Planning of the project activities that are listed in Article I together with Republic of Türkiye, Ministry of Culture and Tourism and ensuring to reach targets and expected outputs of the project in line with the attached Terms of Reference.
- II.2.2 Forming project team and Project Steering Committee within the project.
- II.2.3 Participating to Project Steering Committee meetings, giving information, and updating parties on project activities and make necessary preparations for these meetings.

- II.2.4 Getting approval from the Republic of Türkiye, Ministry of Culture and Tourism for the subject and the content of the documents that will be produced within the project and submitting all documents for consideration.
- II.2.5 Assisting UNWTO to fulfillment of activities mentioned within the Article I in cooperation with Republic of Türkiye, Ministry of Culture and Tourism.
- II.2.6 Providing support to the production of the documents within the project, submitting for review and approval, publishing, dissemination, and promotion of the documents.
- II.2.7 Regular monitoring of the project activities and monthly reporting the monitoring results to Republic of Türkiye, Ministry of Culture and Tourism. Other issues that are not subject to this MOU will be addressed in Project Steering Committee and final decision will be made.
- II.2.8 The parties will use UNDP monitoring information system for supervision, monitoring and reporting within the project.

### **Article III Consultations and Exchange of Information**

- III.1 The Parties will, on a regular basis, keep each other informed of and consult on matters of common interest, which in their opinion are likely to lead to mutual collaboration.
- III.2 Consultation and exchange of information and documents under this MOU will be without prejudice to arrangements, which may be required to safeguard the confidential and restricted character of certain information and documents. Such arrangements will survive the termination of this MOU and of any agreements signed by the Parties within the scope of this collaboration.
- III.3 The Parties will, at such intervals as deemed appropriate, convene meetings to review the progress of activities being carried out under the present MOU and to plan future activities.
- III.4 The Parties may invite each other to send observers to meetings or conferences convened by them or under their auspices in which, in the opinion of either Party, the other may have an interest. Invitations will be subject to the procedures applicable to such meetings or conferences.

### **Article IV Visibility**

The Parties recognize the importance of providing visibility to their cooperation under this MOU and therefore agree to acknowledge the role and contribution of each Party in all

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public information documentation relating to activities covered by this MOU. The Parties agree to use each Party's name and emblem in accordance with the regulations and policies of each Party and subject to prior written approval of each Party.

**Article V**  
**Term, Termination, Renewal, Amendment**

V.1. The proposed cooperation under this MOU is non-exclusive and will have an initial term of 6 months from the Effective Date, as defined in Article X ("Effectiveness") unless terminated earlier by either Party upon one (1) month's notice in writing to the other Party. The Parties may agree to extend this MOU in writing for subsequent periods of 6 months under the same terms and conditions.

V.2 Termination of this MOU will not affect any other agreements relating to the subject matter of this MOU, which will, unless terminated or expired, continue to regulate the relationship between the Parties in accordance with the terms thereof.

V.3 This MOU may be amended only by mutual written agreement of the Parties, signed by their duly appointed representatives.

**Article VI**  
**Notices**

Any notice or request required or permitted to be given or made under this MOU shall be in writing. Such notice or request shall be deemed to have been duly given or made when it shall have been delivered by hand, certified mail, overnight courier, telex, or cable to the party to which it is required to be given or made at the address specified below or such other address as shall be hereafter notified.

For UNDP: Louisa Vinton, Resident Representative  
Oran Mah. Mustafa Fehmi Gerçeker Sokak,  
No:12, 06450, Çankaya, Ankara / Türkiye

For the Government: Ulaş Gönen Kırılı, Director for EU and Foreign  
Relations  
Kültür ve Turizm Bakanlığı  
İsmet İnönü Blv. No.32 Emek – Çankaya, Ankara/  
Türkiye

**Article VII**  
**Legal Provisions Relating to Implementation**

VII.1 The use of all produced content and outputs belongs to the Ministry of Culture and Tourism indefinitely. Notwithstanding anything in this MOU to the contrary, (a) this MOU is an expression of intent and does not constitute a legally binding document; (b) nothing herein shall be construed as creating a legally binding commitment, financial or otherwise; (c) nothing herein shall be construed as creating a joint venture and neither Party shall be an agent, representative or joint partner of the other Party; (d) all of UNDP's activities envisaged hereunder are subject to the availability of funding; (e) any funds received by UNDP shall be used, and all UNDP activities further to this MOU will be carried out, in accordance with the project documents agreed between UNDP and the concerned programme government(s) where the activities will be implemented, and in accordance with the applicable UNDP regulations, rules, policies and procedures; and (f) each Party shall be responsible for its acts and omissions and those of its employees, contractors and subcontractors in connection with this MOU and its implementation.

VII.2 To the extent that the Parties wish to create legal or financial obligations with respect to or resulting from any activity contemplated in this MOU, a separate agreement related thereto will be concluded between the Parties prior to such activity being undertaken.

VII.3 The Parties will consult each other, as appropriate and if circumstances so require, on issues relating to intellectual property and rights thereto, including the necessity of entering into separate agreement(s) to regulate such issues and rights.

VII.4 Republic of Türkiye, Ministry of Culture and Tourism / EU and Foreign Relations Department represents that it has all the necessary powers, authority, and legal capacity to enter into this MOU and perform its obligations hereunder.

VII.5 In the event of inconsistency between any provision of this Article VII and a provision of another section of the MOU, this Article VII shall prevail.

**Article VIII  
Settlement of Disputes**

Any dispute between UNDP and the Government relating to this MOU will be settled amicably by the Parties through direct negotiation.

**Article IX  
Privileges and Immunities**

Nothing in or relating to this MOU shall be deemed a waiver, express, or implied, of any of the privileges and immunities of the United Nations, including its subsidiary organs.

**Article X  
Effectiveness**

This MOU will become effective on the date in which it is duly signed by both Parties ("Effective Date").

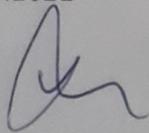
**IN WITNESS WHEREOF**, the duly authorized representatives of the Parties affix their signatures below.

**For UNDP:**

Louisa Vinton  
Name

Resident Representative  
Title

26.07.2021  
Date



**For Republic of Türkiye,  
Ministry of Culture and Tourism**

Ulaş Gönen Kırılı

Director for EU and Foreign Relations

18.08.2022  
Date

