



2022 - RIMINI

# The ROMAGNA Project

Designed by

**TURKISH NATIONAL TEAM**

**YASAR UNIVERSITY**

# A Brief Info About the Country We are from

## The Turkish Economy



- With a GDP of roughly \$720 billion, Türkiye is the 19th-largest economy in the world. It is a member of the OECD and the G20.
- Tourism in Turkey is also one of the main revenue sources of economy by accommodating 50 Million visitors annually (2019) and creating \$ 30 billion revenues from outside to national economy, where **Germany, Russia** and other **EU countries** are the major markets.
- The leading sectors are **agriculture, textyle, automotive, durables** etc.
- There are areas of very high industrialization, areas of international tourism development and large rural areas still to be developed.

# OUTBOUND TOURISM



- Out of a population of 80 million people, about 10% are Turkish tourists who visit foreign countries annually, of which about 700,000 between the ages of 15 and 24, 4 million between the ages of 25 and 44, 2,5 million aged between 45 and 64 and 500,000 over 65.
- The main tourist destinations chosen by Turkish tourists (in order); **Georgia, Bulgaria, Greece, Azerbaijan, Germany, Italy, Iran, Russia, the United States and Ukraine.**

# TURKISH VISITORS TO ITALY



- Popular destinations for Turks in Italy are Venice, Rome, Florence and Milan.
- However, there is an excellent margin for the promotion of new locations such as the Campagna and Marche, Riviera Romagnola, Veneto and Friuli Venezia Giulia, Umbria and Tuscany, Lombardy region of lakes, as well as the main Alpine and Apennine ski resorts.
- There are also high potential for thematic tours such as Renaissance art, gastronomy, agritourism, cuisine, luxury (Ferrari museum / factory, Lamborghini, Gucci, Bulgari) and shopping.
- The need for a VISA to enter Italy severely limits the access of Turkish citizens to Italy.

# TRANSPORTATION



- Although, road transportation is dominant in the country, but Air transportation is a fast growing sector in Turkey.
- The great majority of Turkish travelers prefer travel by air (62% of total travelers) which is also growing every year.
- The Flag Carrier, **Turkish Airlines** (THY), one of the leading airline company in Europe, offers daily connections from Istanbul to Italy on Rome, Milan, Bologna, Naples, Turin, Genoa and Venice, Catania, Pisa.
- Pegasus Airlines, as a private company, flies to Rome, Milan and Bologna from Istanbul.
- Lufthansa and Alitalia (which flies to Rome) also guarantee connections between Istanbul and Italy.

# ROMAGNA AS A NEW TOURISM PRODUCT DESIGNED FOR TURKEY



**Romagna** is designed as a new tourism product for Turkish visitors consisting of following categories;

- **Historical tourism:** there is a keen interest in the history and culture of Italy, which often connects peoples, such as **Byzantine Ravenna** refers to that phase in the history of the city in which **Ravenna** was part of the Byzantine Empire as the capital of the Exarchate of Italy, an overseas Byzantine territory.
- **Industrial tourism:** Italia is a well known brand in Turkey, thanks also to the considerable presence of Italian companies in the country and is associated with the concepts of high quality, style and the ability to live well: the many and important companies of **Romagna** could be the subject of visit for a benchmark but also for the establishment of partnerships.
- **Italian Life Style:** the homeland of "**La Dolce Vita**", in its complexity of components (food and wine, wellness, entertainment, history) represents a "**tourist product**" itself.





- Based on the information mentioned above and considering the Turkish tourist typology accompanying the new world trends, our idea is to visit the **cultural heritage** and the **natural beauty** of **Romagna** by trekking to make it also sustainable.
- In this Project, the visitor can spend his/her first 2 days in Rimini in order to see the **cultural heritage** like the **Arch d' Augustus**, the city museum, the **Roman Bridges** and after that visit one of the 6 microstates of Europe, the Republic of **San Marino**.



- Next 2 days may follow with the visit to the Faenza Lands in order to visit Milzetti Palace, Museum of Ceramics, Carlo Zauli Museum, Riolo Thermal Baths





- The following three days is to be spent in **Ravenna** to discover the old Byzantine arts and architectures like the **Basilica of San Vitale** which is one of the eight structures on the UNESCO world heritage list containing very precious mosaics.



- Realistically, a Turkish tourist can spend almost one week depending on this tour plan.
- Two additional days may be added for the motor enthusiasts at the **motor valley** where all the museums and factories of the most famous brands such as **Ferrari, Masserati, Lamborghini** and **Ducati** are located.



The Romagna Project - Team Turkey







## to Conclude...

- Italy is one of the most popular destination all over the World,
- However, inevitably mass tourism has many negative effects on environment...
- The more tourists there are the more negative effects it has on society
- So, the sustainability is a main concern of contemporary tourism...
- The Romagna Project is designed for sustainable tourism for environmentally sensitive tourists and service providers...
- Our ultimate purpose is to provide **environment friendly tourism** to leave a sustainable environment for future generations...

# THANKS FOR ATTENTION...

## Team Turkey

- Aslı Nüşet KEÇELİOĞLU
- Özlem OZAN
- Sinan KAMIŞCILAR
- Yağmur KISA
- Ege ÖNCEL
- Yankı AYDINLI

