



## PROGRAMME

**Trainings for tourism experts in terms of DESTINATION PLANNING**, organized under the project: „One destination, two countries”, № CB005.1.22.134 and contract № PД02-29-40/20.03.2017, financed under the first call for project proposals of Interreg - IPA CBC Bulgaria – Turkey Programme, co-financed by the European Union

**Place of conduction:** Hall of Pizza House, town of Uzunkopru, Turkey

**Period of conduction:** 09-12 October 2017

### First day - 09.10.2017 (Monday)

|             |                                                                                                             |
|-------------|-------------------------------------------------------------------------------------------------------------|
| 09:00-09:30 | Registration                                                                                                |
| 09:30-10:00 | Registration of participants & Opening Speech of Ercan Ihtiyar-President of UCCI                            |
| 10:00-11:30 | <b>Topic 1:</b> Rising technologies for destination planning    Trainer-Koray Genç                          |
| 11:30-11:45 | Coffee break                                                                                                |
| 11:45-13.15 | <b>Topic 1:</b> Rising technologies for destination planning    Trainer-Koray Genç                          |
| 13:15-14:15 | Lunch                                                                                                       |
| 14:15-17:15 | <b>Topic 2:</b> Best planning practices from the world in    Trainer-Koray Genç<br>Different tourism topics |
| 17:15-18:00 | Suggestions, Questions and Answers                                                                          |
| 19:00       | Dinner                                                                                                      |

### Second day - 10.10.2017 (Tuesday)

|             |                                                                                                             |
|-------------|-------------------------------------------------------------------------------------------------------------|
| 09:30-10:00 | Registration                                                                                                |
| 10:00-11:30 | <b>Topic 3:</b> Developing strategies for destination planning –    Trainer-Koray Genç<br>Applied Module1   |
| 11:30-11:45 | Coffee break                                                                                                |
| 11:45-13.15 | <b>Topic 3:</b> Developing strategies for destination planning –    Trainer-Koray Genç<br>Applied Module1   |
| 13:15-14:15 | Lunch                                                                                                       |
| 14:15-17:15 | <b>Topic 3:</b> Developing strategies for destination planning –    Trainer-Koray Genç<br>Applied Module1as |
| 17:15-18:00 | Suggestions, Questions and Answers                                                                          |
| 19:00       | Dinner                                                                                                      |

*The project is co-funded by European Union through the Interreg-IPA CBC Bulgaria–Turkey Programme.*



Third day - 11.10.2017 (Wednesday)

|             |                                         |                           |
|-------------|-----------------------------------------|---------------------------|
| 09:30-10:00 | Registration                            |                           |
| 10:00-12:00 | <b>Topic 4:</b> Global tourism trends   | Trainer-Emel Gönenç Güler |
| 12:00-12:15 | Coffee break                            |                           |
| 12:15-13:45 | <b>Topic 4:</b> Global tourism trends   | Trainer-Emel Gönenç Güler |
| 13:45-14:45 | Lunch                                   |                           |
| 14:45-17:45 | <b>Topic 5:</b> Emerging tourism trends | Trainer-Emel Gönenç Güler |
| 17:45-18:15 | Suggestions, Questions and Answers      |                           |
| 19:00       | Dinner                                  |                           |

Fourth day - 12.10.2017 (Thursday)

|             |                                          |                           |
|-------------|------------------------------------------|---------------------------|
| 09:30-10:00 | Registration                             |                           |
| 10:00-11:30 | <b>Topic 6:</b> SWOT analysis in tourism | Trainer-Emel Gönenç Güler |
| 11:30-11:45 | Coffee break                             |                           |
| 11:45-13:15 | <b>Topic 6:</b> SWOT analysis in tourism | Trainer-Emel Gönenç Güler |
| 13:15-14:15 | Lunch                                    |                           |
| 14:15-17:15 | <b>Topic 7:</b> Strategic planning       | Trainer-Emel Gönenç Güler |
| 17:15-18:00 | Suggestions, Questions and Answers       |                           |
| 19:00       | Dinner                                   |                           |
| 20:00       | Departure of Bulgarian Participants      |                           |