






United Nations  
Educational, Scientific and  
Cultural Organization



« Alliances for Culture Tourism  
(ACT) in Eastern Anatolia »

MDG-F Culture and Development  
Joint Programme implemented in

TURKEY

<p><b>DURATION :</b> December 2008 – April 2012</p>	<p><b>CONTRIBUTION TO MDGs :</b></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p><b>1</b> ERADICATE EXTREME POVERTY AND HUNGER</p> </div> <div style="text-align: center;">  <p><b>2</b> ACHIEVE UNIVERSAL PRIMARY EDUCATION</p> </div> <div style="text-align: center;">  <p><b>3</b> PROMOTE GENDER EQUALITY AND EMPOWER WOMEN</p> </div> </div>
<p><b>UN PARTNERS :</b> UNESCO, UNDP, UNICEF, WTO</p>	
<p><b>BUDGET :</b> 3.8 million USD</p>	

**OVERVIEW :**

The Joint Programme aims to foster sustainable socio-economic development in Turkey's least developed region (East Anatolia) by increasing intercultural understanding and promoting cultural diversity, mainly through cultural heritage capacity-building activities and the provision of tourism business development services.

**Specific objectives :**

- Development of institutional capacities and the regulatory framework for the safeguarding of tangible and intangible cultural heritage and cultural tourism delivery
- Capacity-building of communities and enterprises in Kars for income generation and job creation in the cultural tourism sector
- Promotion of social cohesion and dialogue through the development of conceptual tools, partnerships and governance mechanisms for local authorities and civil society

**DIMENSIONS ADDRESSED BY THE JOINT PROGRAMME:**

- Economics
- Education
- Heritage
- Governance
- Social

**CULTURAL DOMAINS COVERED :**

- Cultural and natural heritage
- Intangible cultural heritage
- Performance and celebration
- Visual arts and crafts
- Books and press
- Audio-visual and interactive media
- Tourism

**INTERNATIONAL CULTURE CONVENTIONS COVERED :**

- 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- 2003 Convention for the Safeguarding of the Intangible Cultural Heritage
- 1972 Convention concerning the Protection of the World Natural and Cultural Heritage

**GEOGRAPHICAL SCOPE :**

Eastern Turkey (Ağrı, Ardahan, Bingöl, Bitlis, Elazığ, Erzincan, Erzurum, Hakkari, Iğdır, Muş, Tunceli, Van). The pilot city is Kars.

## SNAPSHOT OF MAIN ACTIONS :

- **Cultural tourism fostered in Kars province:**
  - Greater awareness of the potential of cultural tourism in Kars: Sustainable Tourism Development Strategy developed for Kars – including an assessment of the potential of cultural tourism in Kars as well as an action plan to develop cultural tourism; Tour Operators Survey and Tourism Cluster Road Map elaborated; brochures promoting cultural tourism in Kars province produced and disseminated during tourism fairs; promotional tour of Kars organised for tour operators, national tourism stakeholders and media representatives
  - Cultural entrepreneurship promoted: grant programme established to support 8 cultural tourism projects; trainings in tourism entrepreneurship organised to improve business planning and management and review business structures
- **Enhanced capacities to safeguard cultural heritage:**
  - Knowledge base developed on cultural heritage in Kars: automated software system created to produce, collect and manage digital data related to Kars' cultural assets – 2643 files digitized and integrated into the system; Kars Preservation Council established to house the new automated system; training on how to use the system provided to local stakeholders and to personnel of the Ministry of Culture and Tourism
  - Actions to safeguard the medieval city of Ani: Site Management Development Framework approved; draft five-year Ani Management Plan pending approval by the Management Board; updated archaeological plan of Ani incorporated into the new automated software
  - Actions to safeguard intangible cultural heritage (ICH): mapping and inventory of ICH assets in Kars province conducted; workshops conducted on the implementation of the 2003 Convention
- **Social cohesion and dialogue fostered through the promotion of cultural heritage:**
  - Increased understanding of cultural diversity among children: Child Museum Rooms established in Kars and Erzurum provinces - Children Museum Training Modules on cultural heritage delivered in 8 cities; cultural and life skills based education programmes provided by Child's Rights Committees
  - Minstrel tradition promoted: Culture House established in Kars province to host the activities of the Kars Minstrels Association (making and performing of traditional instruments, social activities, workshops etc.); Sixth International Minstrels Festival organised; CDs and book produced on Minstrel folk tales

## BENEFICIARIES :

**Direct: 3 600 individuals – 39% women**

**244 civil society institutions**

**Indirect: 85 000 individuals – 45 % women**

- Local communities in Eastern Turkey, namely the inhabitants of the 80 villages visited during the ICH field study as well as children and university students (13 universities)
- Artisans, namely trainees in “saz” and “tar” (traditional Minster instruments) making, felt and doll making, and traditional goose breeding
- Enterprises operating in the tourism industry and subsidiary sectors
- Local NGOs, community associations, foundations and business organizations
- Ministries: Culture and Tourism, Environment, Foreign Affairs
- Governorate of Kars

## LOCAL IMPLEMENTATION PARTNERS :

- Ministries: Culture and Tourism, Foreign Affairs, Industry and Trade
- State Planning Organization, Social Services and Child Protection Agency, Chamber of Commerce and Industry
- Kars governorate, municipality and Tourism Infrastructure Service Union
- Kars Kafkas University and Ankara University
- Sarıkamış municipality and district governorate
- Ocaklı Village Headman

## **ALIGNMENT TO NATIONAL PRIORITIES :**

The Joint Programme is based upon existing national priorities, namely:

- The Ninth Development Plan (2007-2013)
- The National Tourism and Strategy Action Plan for 2007-2013
- The 2023 Tourism Strategy
- Outcome 2 of the United Nations Development Assistance Framework (UNDAF ) for 2006-2010: “by 2010, social and economic policies for poverty and disparity reduction implemented effectively and quality basic social services reaching vulnerable groups promoted”

## **SUCCESS STORIES :**

### ❖ Tourism Master Plan and Local Economic Development Initiatives for Tourism

Sustainable tourism development in Kars has been fostered, thereby contributing to stimulating the local economy, by launching a programme entitled “Local Economic Development Initiatives for Tourism Development in Kars” which provides grants to eight small scale infrastructural and organizational projects in areas including traditional cheese and doll making, felt production, and winter tourism.

### ❖ Children museum training modules and children museum rooms in Kars and Erzurum

Childhood cultural education has been greatly strengthened by promoting cultural diversity and understanding through the establishment of the first two Children’s Museum Rooms in East Anatolia, the delivery of museum trainings in eight cities for more than 500 children, as well as the preparation and testing of the first ever “peer to peer museum module” in Turkey. This module will be used in upcoming museum training activities to encourage children to help their peers both advance their knowledge and skills as well as assimilate culture through various interactive activities.

### ❖ Support to the safeguarding and promotion of cultural diversity and cultural heritage, with special focus on intangible cultural heritage and the diversity of cultural expressions through different complementary activities

Cultural diversity has been promoted in Kars province to foster local social development by showcasing the Minstrel tradition through a series of complementary actions: the establishment of a Culture House dedicated to the Kars Minstrels Association, the organisation of an international festival of minstrels, the production of an audio CD with selected performances of local minstrels, trainings on the making and performance of traditional musical instruments etc.

### ❖ Technical assistance and support for the mapping of intangible culture in Kars and its environs

Greater awareness about intangible cultural heritage in Kars has been achieved by mapping its intangible cultural assets, following a field study conducted by UNESCO, the Ministry of Culture and Kafkas University during which approximately 7 000 pages of data transcriptions, 2 000 photographs and 260 video recordings were collected. This information provides a solid foundation upon which to undertake future activities aiming to safeguard Kars’ heritage and to envisage sustainable cultural tourism initiatives in the province.

### ❖ Methodology and Preparation of the Ani Site Management Plan

Institutional capacity to safeguard Ani’s cultural heritage has been enhanced through capacity-building and technical support to assist the Ministry of Culture in preparing a Management Plan for the medieval city, resulting in the approval of a Site Management Development Framework and an agreement between stakeholders on the preparation of a draft five-year management plan, as well as the creation of an automated software system to produce, collect and manage digital data related to Kars’ cultural assets.

## **FOR FURTHER INFORMATION :**

- Joint Programme website:  
<http://www.mdgf-tr.org/kultur/v2/p/en/home.php>
- MDG-F website:  
<http://www.mdgfund.org/program/alliancesculturetourismacteasternanatolia>