

Executive Summary About Tourism

Konya, with its deep rooted historical and cultural heritage is one of the most important cities in Turkey. If such values are to managed within a sustainable perspective, Konya is a candidate of being an important destination in belief, culture and historic tourism.

Konya tourism has a number of issues regarding basic competitiveness factors. Especially the lack of relevant and supporting institutions and organisations affect sectoral development process negatively. Also Konya tourism is deficient in input factors and basic infrastructure elements regarding international competitive strength.

Konya has development potential in four basic tourism subsectors: Historic-cultural tourism, health tourism, belief tourism and congress tourism.

Belief tourism has the highest potential of all four. Konya's abundance of such touristic values, especially Rumi and Mawlawi/Sufi culture is able to develop the city into a global destination. For this very reason, Konya's tourism strategy and development axes should primarily be designed around these values. Competitive advantage of this area will positively affect congress, culture and tourism sectors.

The second strategic area for Konya tourism is historic tourism. Holistically analysed, Konya districts have a strong potential in this area, including ancient settlements from Neolithic to Roman era.

Congress tourism is another strategic sector for Konya. Developed infrastructure, abundance and quality of congress halls and quality of accommodation

Fourth strategic potential area for Konya tourism is health tourism. Qualified hospitals and the existence of suitable climate peaceful atmosphere of the city gives clues about the development of health tourism in the city. Also in the districts there are thermal springs that are underutilized which carry a high potential for thermal and spa tourism.

Konya might take its place as a destination in the global market if these four subsectors are reconstructed and integrated. In this framework, with the support of enterprises and NGOs, a branding strategy will be implemented. In the medium-long term sectoral structural development approaches will be implemented and product diversification will be the main focus. Such endeavours will be in the framework of public private partnerships and build operate transfer models.