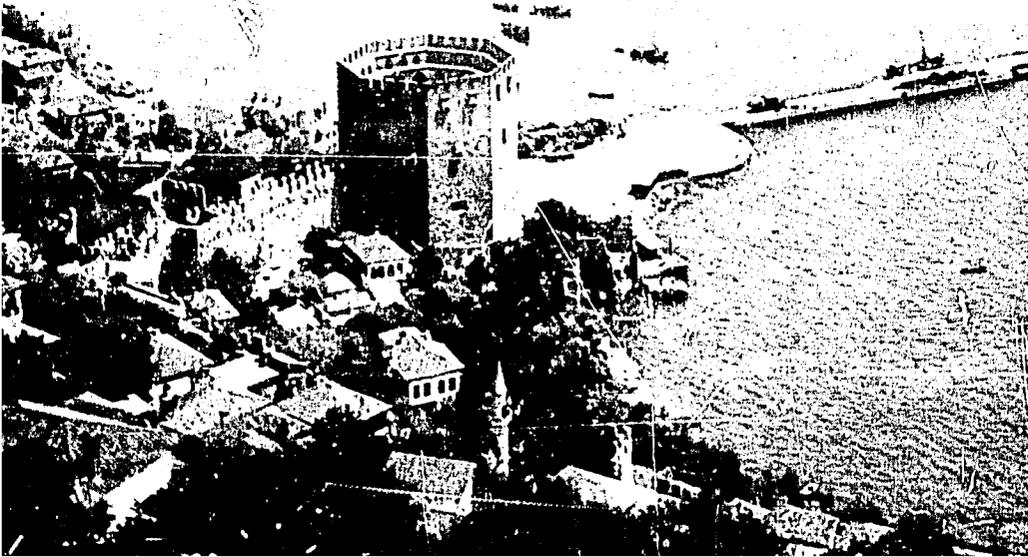


PN-ARC-894

Participant *Journal*

Vol. 5 No. 21 February 1966



His Excellency Nihat Kürşat, Minister of Tourism and Information (left) discussing with American Ambassador Parker T. Hart (right) a beak mouthed terracotta Hittite jug dating to 1900-1800 B.C. Artifact shown by Ankara Archeological Museum Director Raci Terhizer (center) is one of many selected to be sent to the United States to be displayed in the Smithsonian Institution's Travelling Exhibition on Turkish historic art.



TURKEY PARTICIPANT NEWS

VOLUME 1 NO. 4

TRAINING OFFICE USAID/T

FEB. 1966

PARTICIPANTS RECEIVE CERTIFICATES OF ACHIEVEMENT AT FOUR CEREMONIES

More than 210 returned participants received Certificates of Achievement at receptions held recently in Adana, İzmir, Ankara, and Istanbul.

Ambassador Parker T. Hart, addressing the participants on December 3, at Adana, sketched the natural resources of the region. "The Çukurova region could well become the Florida or California of industrial Europe, producing fruits and vegetables while snow and ice blanket western Europe," he noted.

Mustafa Oğuz, Deputy Governor of Adana, expressed his pleasure at the meeting being held in the city and stated the group would be welcome to return at any time.

AID Assistant Administrator for the Near East, William Macomber, on a visit from Washington, attended the reception and presented certificates to some of the participants. AID Director James P. Grant welcomed the 40 participants and introduced a number of the distinguished Turkish and American guests.

The reception concluded with the showing of the film "Walk in Space," followed by an informal acquaintances.

At a similar reception held on December 8, at the Allied Officer's Club in İzmir, 50 participants received certificates. Among the guests were Namık Şentürk, Governor of İzmir, Osman Kibar, Mayor of İzmir, and Niyazi Arız, Governor of Mamsa.

DMO Hosts Ankara Reception

Meanwhile the State Supply Office arranged a ceremony for all DMO participants in Ankara on December 21. DMO General Director Hayati Kumbutoğlu, greeting the participants and guests, noted the continued progress of

the DMO in expanding and improving its services. He proudly distributed the first copies of the new DMO catalogue, containing items ranging from letter openers to motorcycles.

The final reception of this series was held at the American Consulate in Istanbul on January 12, at which 101 participants were honored. Among the guests was Haşim Işcan, Mayor of Istanbul.

Additional certificate of achievement ceremonies are being planned for the spring and early summer months.

PROVINCIAL ENGLISH CLASSES OPEN FOR PARTICIPANTS OUTSIDE ANKARA

U.S. A.I.D. has started several English courses for participants outside Ankara. The courses are open to prospective participant candidates as well as returned participants who wish to improve their English.

The first two courses began in Erzurum last October. Each course runs from eight to 10 hours per week, usually from 1600 hours until about 1900 hours on weekdays. Students enrolled in these courses are working mainly in the Topraksu, Plant Protection, and Agriculture Extension Service.

Currently three courses are starting in Izmir and two in Denizli. Participants for these courses will be from Topraksu and other agricultural services. All courses are part-time, about eight to 10 hours per week, and will continue for a minimum of four months.

Depending on the popularity of these English programs, U.S. A.I.D. plans to start courses in other cities as well. For further information, write the Language Training Officer, care of the U.S. A.I.D. Training Office.

REFRESHER ENGLISH TAPES PROVE POPULAR

Our refresher English tape program, noted in the last issue, has created a great deal of interest among participants. Short tapes are available in such fields as Labor Relations, Education, Public and Business Administration, Public Health, Agriculture, and Industry.

Each of the tapes noted in the last issue comes with a corresponding text. These texts are now being printed in order that we can supply you with texts as well as recordings in the future.

Please address all requests for tapes to the U.S. A.I.D. Training Office.

FOREWORD

It is manifest that tourism is daily gaining significant importance as a principal segment of Turkey's overall economic growth. In its planning program, our Government has stressed that tourism is one of the most vital factors in the development of Turkey's economy. Therefore, we are determined to follow a dynamic and radical policy in this sector.

To achieve the maximum benefits from the unlimited touristic potential of our country, it is imperative, before all else, to accelerate the tempo in the building of adequate modern accommodations for tourists. Thus it is urgent that we first concentrate on this building requirement. Such an activity, obviously, can only become possible through extensive investments. These investments, made by the public sector, private and foreign enterprise, and in the form of aid received from friendly countries, will constitute the needed foundation of all our future efforts.

The cooperation, understanding and financial aid extended by our friend, the United States of America, are important factors which will facilitate the realization of our efforts. To date, U.S. A.I.D. has made available to us loans amounting to 80,000,000 lira to help private enterprise in the touristic sector—a 4,5 million lira loan to build a chain of hotels—a 2,716,000 lira grant to build and operate a hotel school in Ankara—and an additional 8,685,000 lira loan to build and maintain highways and roads in Turkey's principal touristic sectors.

The 3,140 U.S. A.I.D. Turkish participants who have completed their specialization studies in the United States, and the many hundreds who are presently studying there and those who will be sent next year, are all emissaries of Turkey's tourism. For tourism is an industry in which every one of Turkey's 31 million people are partners.



Nihat Kürşat

Minister of Tourism and Information

TOURISM DOES NOT JUST

*By James P. Grant
Director, U.S. A.I.D./Turkey*

The tourism industry in Turkey *must* have a bright future. Its success or failure will affect virtually all Turks. Tourism can make a great contribution to Turkey's development, surpassing even that of Turkey's steel mills or its rapidly growing oil industry.

But tourism is an industry that does not, cannot come by itself. Turkey has a tourism potential exceeding that of Spain or Greece, but those two countries are still earning 50 times and 10 times more, respectively, from their tourism assets.

Truly serious attention by Turkey to the development of its tourism assets can be said to date from the new law that established the Ministry of Tourism and Information which went into effect on July 29, 1963. It is encouraging to see how many innova-

Turkey has a great deal to offer to the international and the national tourist. But the tourist — who is the customer of the tourism enterprise — must be satisfied with the final product.

HAPPEN

tions have been achieved in such a short time — such as the increase in the number of touristic accommodations, improved transportation and communications services, and increased foreign currency earned because of larger numbers of tourists during the last two years. But the tourism industry still needs additional legislation and more planning, more investment, more roads and, especially, more qualified personnel.

U.S. A.I.D. has to date helped Turkey in her efforts to establish an effective tourism industry by extending grants and loans and technical assistance for the building of touristic roads, the establishment of a hotel school, and to provide credit financing to private enterprise to build and furnish hotels and motels in the

touristic sectors of the country.

Turkey's friends can continue to help her efforts to further develop her tourism industry. But the ultimate success of tourism as a national industry will only come when Turkey more fully mobilizes its resources for developing this asset.

Private enterprise, for example, must awaken to the reality that tourism in Turkey is an industry with an unlimited future. It, also, must become keenly aware of the fact that the industry of tourism requires larger scale investment in manpower as well as in real estate. The investment in hotels and motels must be secured by competent hotel management and staffing. Also, the investment must be secured by well planned and well executed, continuous maintenance of properties. This, again, is manpower investment. The industry of tourism is the most successful in those countries where the tourist is best served in accommodations that are the best maintained.

Turkey has a great deal to offer to the international and the national tourist. But the tourist—who is the customer of the tourism enterprise—must be satisfied by the final product. Visual satisfaction on the part of the tourist is by no means sufficient. He must be made comfortable; he must be able to travel wherever he wants to go, by whichever means of transportation he wishes; and he must be properly informed regarding what there is for him to see and learn.

Turkey now has made a good start but the Turks, themselves, know that this is only a beginning, and virtually every AID participant has a contribution he can make to developing this national asset.

Picture at right:

Administrator for the Agency for International Development David E. Bell during his stay in Turkey visited the excavations at Gordium. These diggings are being worked by the U.S. University of Pennsylvania Museum. Archeological findings date back to the Phrygian era. Coming out of the Royal Tomb in Gordium are (right to left) Mr. James P. Grant, Director of the USAID Mission in Turkey, Dr. Rodney S. Young, Head of Pennsylvania group, Mr. Robert C. Hamer, Assistant Director, USAID, and Administrator David E. Bell.

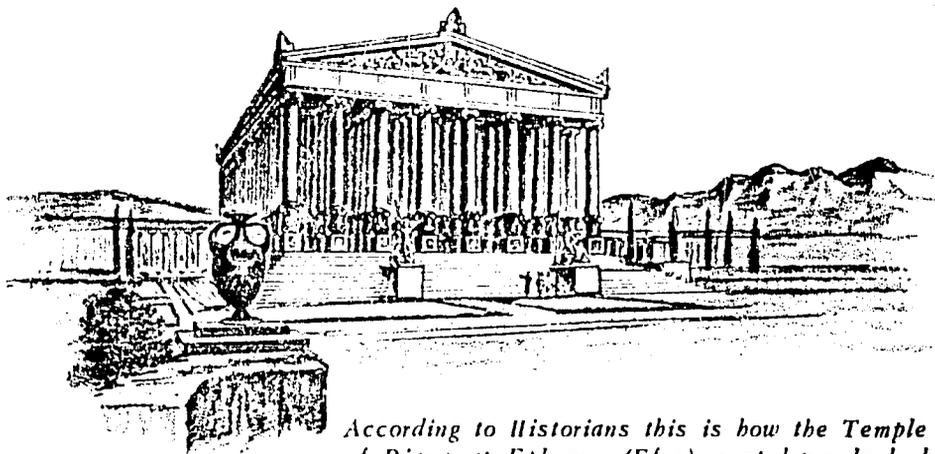


When Tourism Began

*By Robert C. Hamer
Assistant Director,
U.S. A.I.D./Turkey*

Noah, the first tourist in recorded history, cruising in his ark, had the entire world at his feet and where did he land? Mount Ararat in eastern Turkey.

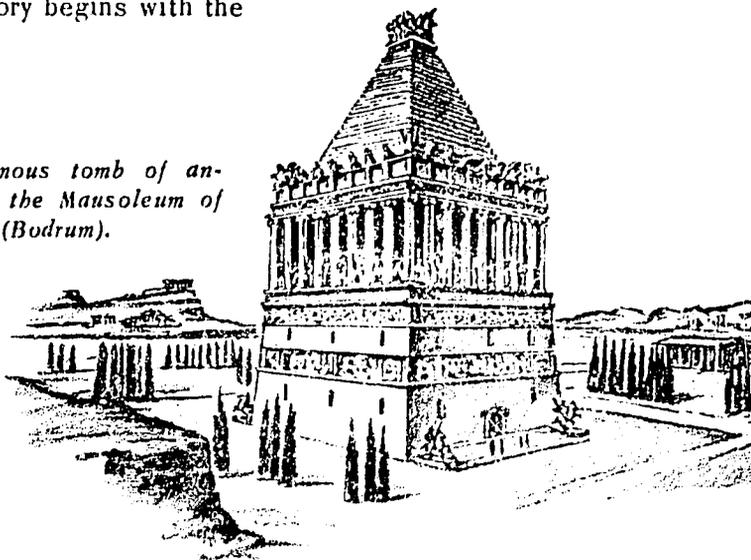
- *Turkey through the ages has attracted tourists.*
- *Two of the Seven Wonders of the ancient world were built in Turkey: - the Mausoleum at Halicarnassus (Bodrum) and - the Temple of Diana at Ephesus (Efes).*
- *In the Middle Ages, 700,000 tourists crowded Ephesus in a single season.*



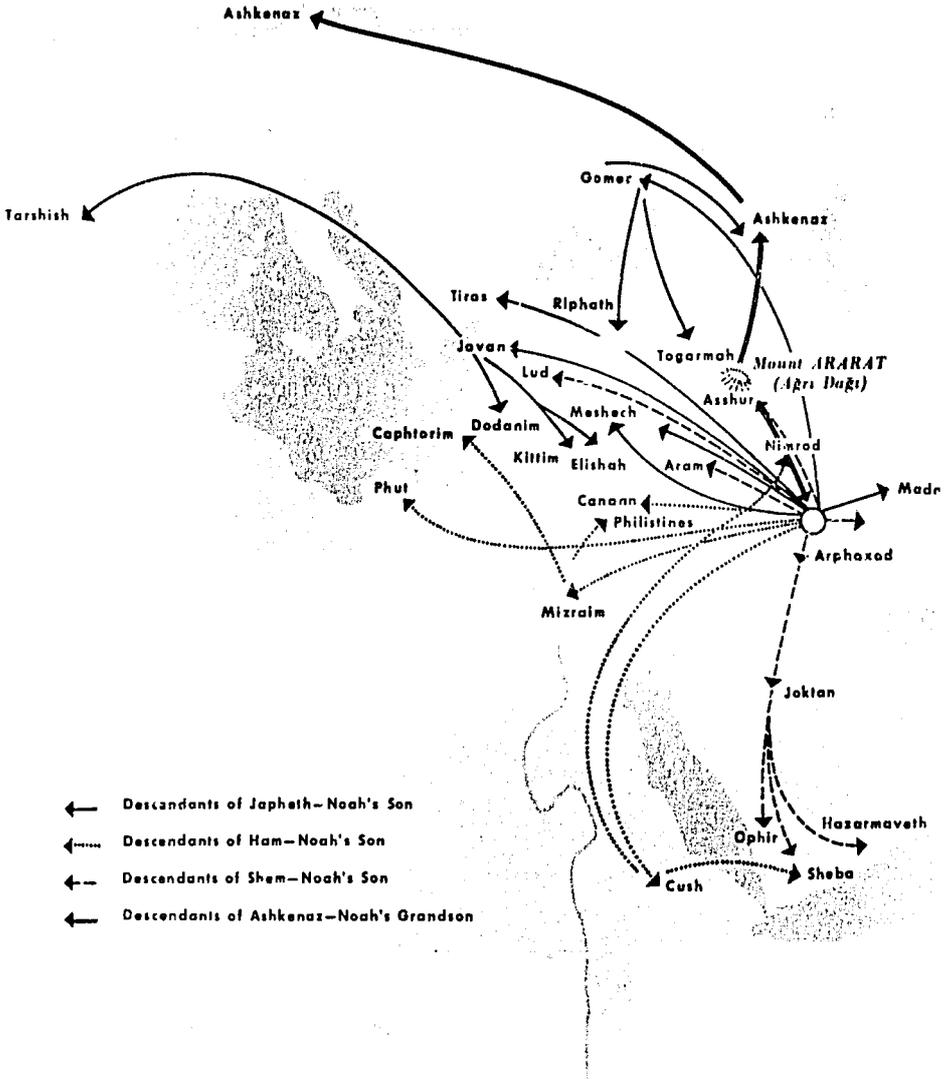
According to historians this is how the Temple of Diana at Ephesus (Efes) must have looked in the days of St. Paul.

Asia Minor, which is now the greater part of Turkey, has a history that begins with legend. Much of the past is still not explained and remains mythical. The history of Asia Minor goes back over 7000 years. Its recorded history begins with the

The most famous tomb of ancient history, the Mausoleum of Halicarnassus (Bodrum).



Nations Founded by the
Sons and Grandsons of Noah
 (According to the first book of the Old Testament)





ARA GULER

Hittite emblem.

Hittites, whose capital Boğazköy in Central Anatolia is more than 4000 years old. Following the Hittites came the Lydians, the Phrygians, the Persians, the Greeks, the Romans, the Byzantines, the Selçuk Turks and, finally, the Ottoman Turks whose Empire flourished from the 14th to the 20th centuries.

The Turks today are the inheritors of this mingling of great centuries. The monuments of antiquity in Turkey are among the richest anywhere in the world. Turkey's heritage of the art of the past is unparalleled.

Two of the seven Ancient Wonders of the Ancient World are in Asia Minor: The Mausoleum at Halicarnassus (Bodrum) and the Temple of Diana at Ephesus (Efes). The "Mausoleum" according to Pliny, the Roman historian, was the name of the tomb erected by his wife Artemisia in honor of Mausolus. This work came to be reckoned

as one of the SEVEN WONDERS OF THE WORLD.

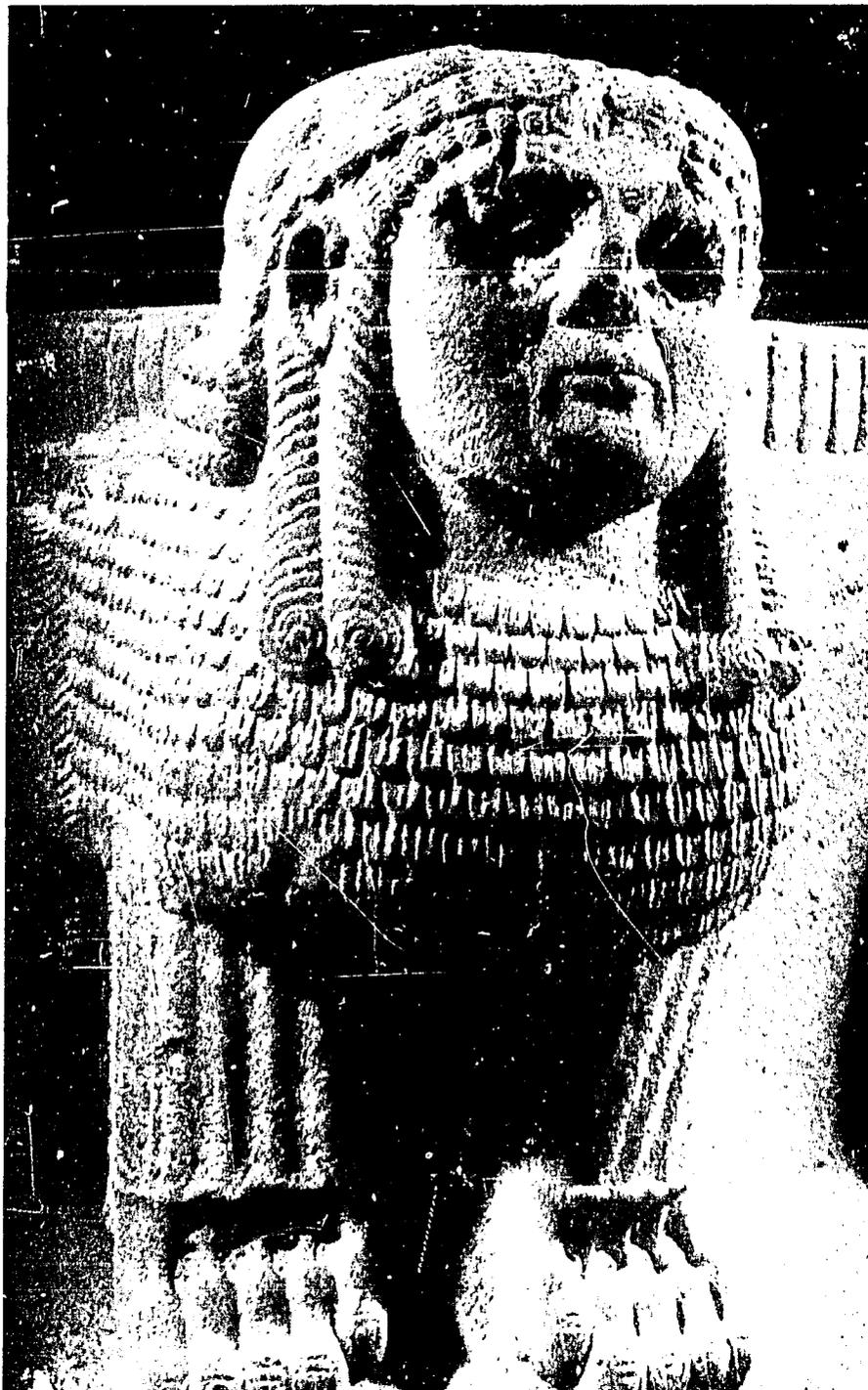
Mausolus was a king who had a devoted wife. When he died his wife, Artemisia, decreed for him a tomb so famous that we have the word "mausoleum" in our language today.

The Mausoleum stood erect and proud until the Middle Ages, a monument that brought thousands of tourists from other Mediterranean countries to Halicarnassus. It was ruined by the Crusaders. Thereafter this wonder of the world remained a forgotten ruin. In the nineteenth century British archeologists excavated the site and unearthed the statues of Mausolus and Artemisia that once stood at the top of the monument. These now are in the British Museum, proud reminders of ancient history.

The Temple of Diana, the second of the SEVEN WONDERS OF THE WORLD in Asia Minor stood in Ephesus (Efes). At that time Ephesus, with Smyrna (Izmir) and Pergamum (Bergama) were the three greatest cities of Asia Minor.

Writes Pliny in his *Natural*

Hittite artifact excavated at Karkamış in Ankara Hittite Museum.



History "The most wonderful monument of Grecian magnificence is the Temple of Diana at Ephesus, which took one hundred and twenty years in building, a work in which all Asia joined...The columns are one hundred and twenty seven in number, and sixty feet in height, each of them presented by a different king."

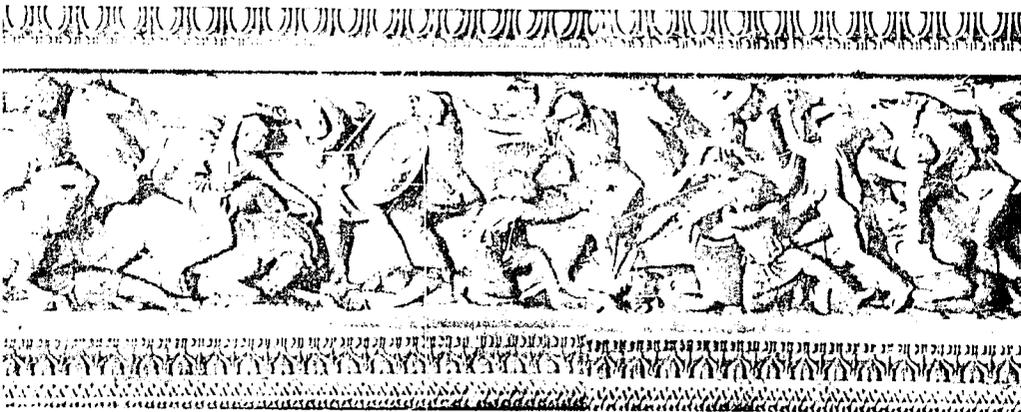
The Temple of Diana, the Pagan goddess of fertility, stood until the third century A.D. and for centuries people from near and far made pilgrimages to this Temple, and that traffic constituted the greatest wealth and income of the city.

Alexander the Great installed a democratic government in Ephesus in 334 B.C. In his reign Ephesus became the rich-

est port of the Empire. Indeed Ephesus, under Alexander, became one of the most important cities of the world. Here camel trains from the heart of Asia met caravans coming from Europe, exchanging the Orient's silks, spices, perfumes and jewels for the goods of the West, including the tin mined by slaves in far off Britain.

In the Middle Ages Asia Minor was the touristic center of the world, and Ephesus one of its highlights. Ships and galleys lined the port. Bankers and merchants set up shop in town to serve the merchants and sailors during the height of the big tourist season in which 700,000 people flocked to Ephesus to be entertained by the acrobats, animal acts, jugglers,

Marble reliefs of Alexander the Great's tomb at Archeological Museum, Istanbul. Rider at left is believed to be Alexander.





ARA GULER



ARA GULER

*Bust of Alexander the Great at
Archeological Museum, Istanbul.*

*In the Middle Ages
the three greatest cities
of Asia Minor were:
Smyrna, Ephesus
and Pergamum.*



***ZEUS**—regarded as the supreme
god in ancient Greek mythology.
Bust is at Efes Museum in Selçuk.*



***HERMES** — son of Zeus. Hermes
was the god of commerce, trade,
sports, thieves and luck. Bust in
Izmir Archeological Museum.*



***EROS**—God of love.
Izmir Archeological
Museum.*



POSEIDON (at left) – The god of the seas. DEMETER (at right) goddess of corn, harvest and fertility. Izmir – Agora.

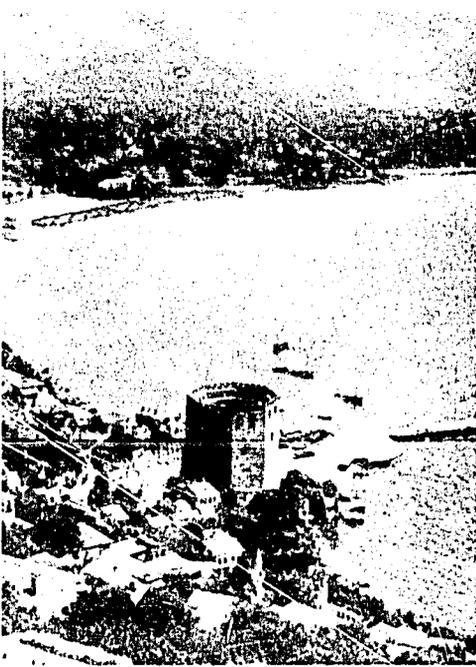


*SOCRATES –
Ancient Greek
Philosopher.
Efes Museum,
Selçuk.*

*HADRIAN –
Roman Emperor.
Bergama Museum.*



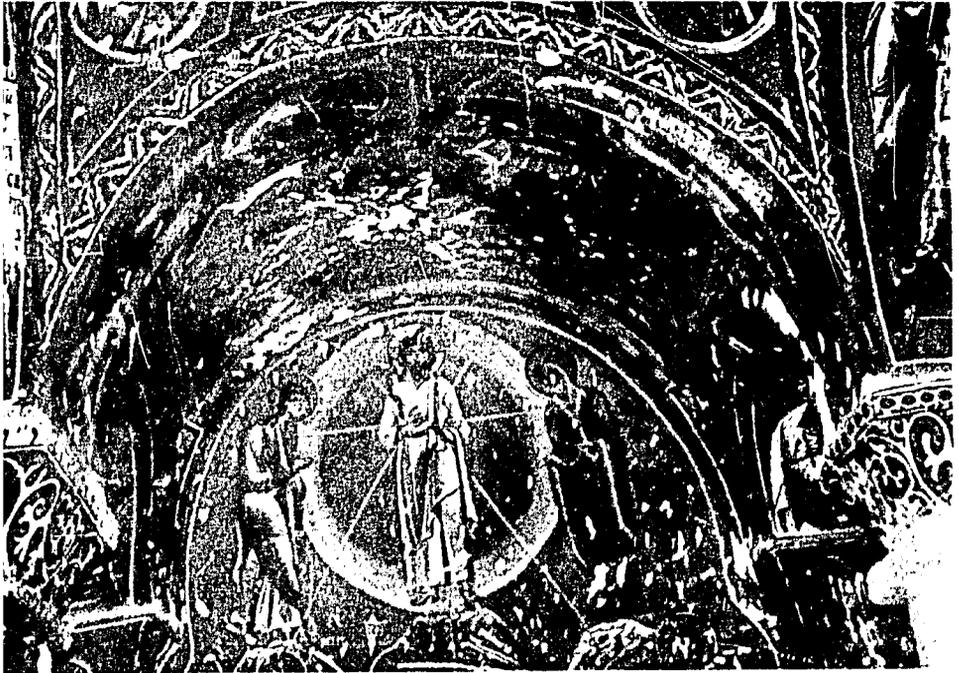
*VENUS
(Aphrodite) –
Goddess of good
fortune. Bergama
Museum.*



COVER:

*Alanya, the jewel of the
Turquoise Coast of Turkey.*

Mosaics on walls of early Christian churches of Göreme.





The historical castle at Halicarnassus (Bodrum).

magicians and prostitutes who filled the streets.

What is now modern Turkey was at that time the pivot of civilization. Today, again, thousands come to see the wonder. The Mediterranean ports of yore are now being transformed into modern touristic centers. Today's tourists have named the Mediterranean coast of Turkey the "Turkish Riviera" or the "Turquoise Coast of Turkey"—for here the beaches run for endless miles.

Tourists traveling down the Aegean coast and the Mediterranean can rest their bodies during

three hundred days of yearly sunshine and excite their minds seeing and learning of history, much of which was legend until recent years.

On this road of wonders, tourists, practically never losing sight of the sea, can visit Ancient Troy, Smyrna (Izmir) with its 5000 years' history, Ephesus (Efes) and Halicarnassus (Bodrum), homelands of two of the seven ancient Wonders of the World, Physcus (Marmaris), Telmessus (Fethiye), Myra (Demre), where St. Nicholas (Santa Claus) was born and is believed to be buried, Attalia (Antalya), Side,

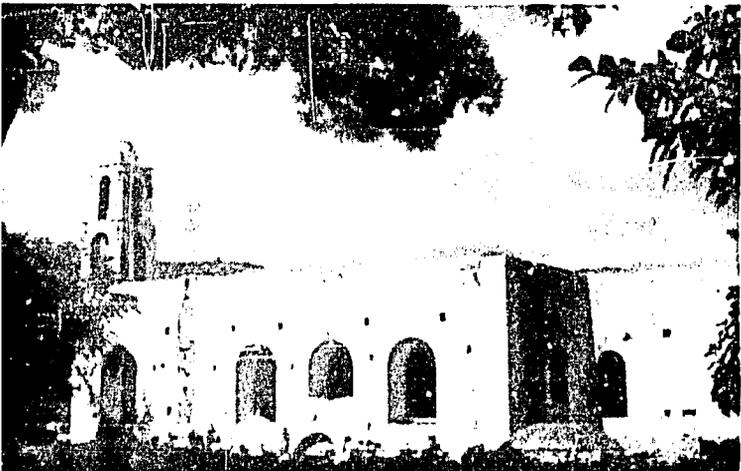


Interior of Sumela Monastery near Trabizond (Trabzon).

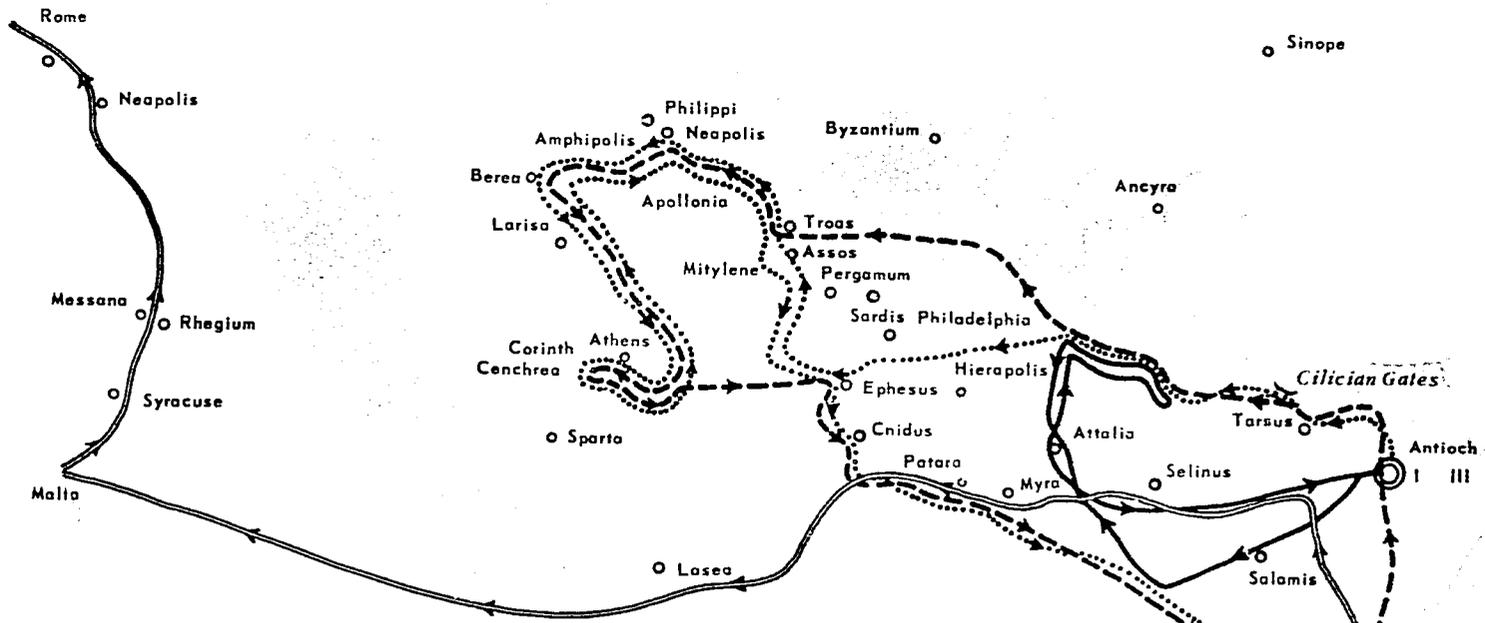
ARA GULER

Manavgat and Alanya, Anamorum (Anamur), Seleucia (Silifke), Mersin, Tarsus, Alexandretta (Iskenderun) and Antioch (Antakya).

St. Paul, Christ's great apostle, trod over much of this land (See Map 2) but its history and its beauty date back to centuries before the great Apostle.



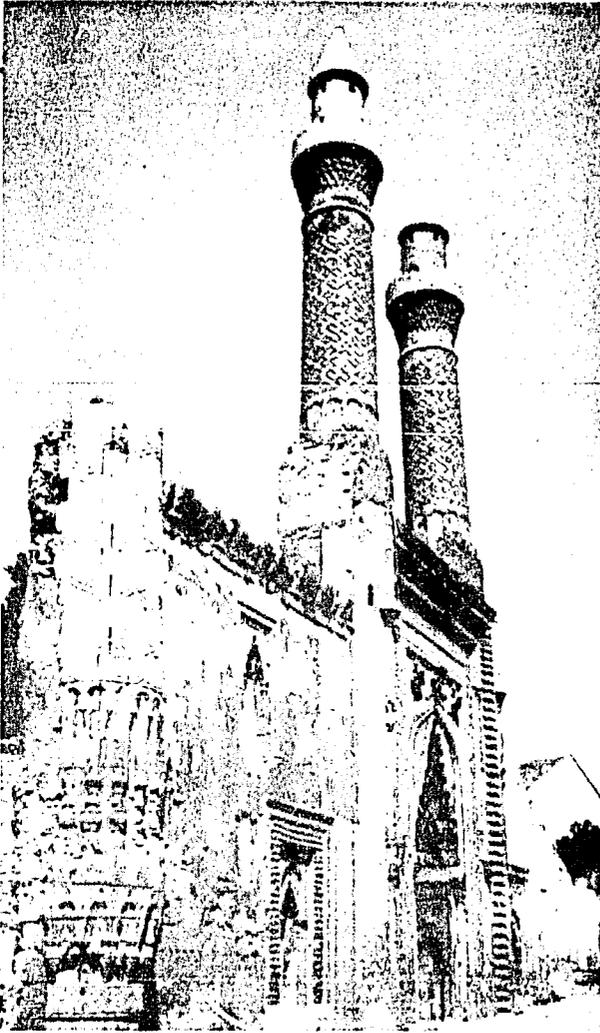
Church of St. Nicholas (Santa Claus) in Myra (Demre).



St. Paul's Three Journeys and his Journey to Rome

- First Journey
- - -→ Second Journey
- · · · ·→ Third Journey
- Journey to Rome
- Starting Point of Journeys

*The two
Turkish
Empires.*



ÇIFTE MINARE
(DOUBLE MINARET)—
A MASTERPIECE OF SELÇUK
ARCHITECTURE IN SIVAS.

ARA GULEK

SELÇUK TURKS

The Selçuk (Seljuk) Turks first appeared in Iran in the X Century, embraced Islam, and made themselves masters of Khorezm and Iran in the XI Century. They then captured Bagdad in 1055. Under their leader Alp Arslan they conquered Georgia, Armenia and much of Asia Minor. They overran Syria and then in 1071 the Selçuks defeated the Byzantine Emperor Romanus IV at Malazgirt (Manzikert). Although Alp Arslan's son Malik Şah (Shah) ably administered his huge dynasty, the Selçuk Empire fell apart in the XII Century. The end of the Selçuks came in the XIII Century when all the Selçuk States were overrun by Gengiz Han (Genghiz Khan) and his successors.

every step the inquisitive tourist takes. Practically every inch of this ancient town built on seven hills has delivered ancient history through the tireless efforts of scores of archeologists. The most beautiful mosaics in the world have been unearthed in the ancient churches of Istanbul. In its museums the most priceless treasures of old times can be seen.

The explorer tourist may find himself in Göreme, about 280 kilometers from Ankara. Here he will see weird pointed

Nimrod Mountain (Nemrut Dağı) — Images of gods at Mausoleum built in 69-54 B.C. for Antiochus I, King of the Commagene Kingdom in Asia Minor.



peaks, spires and caves which were eroded out of the countryside by winds and time. He will also see churches and homes inside these historic rocks which were hewn out by early Christians about 1000 years ago. Says Richard Joseph in an article in "Esquire" about Göreme: "Almost literally, it looks what the Apollo boys will see when they land on the moon."

The explorer tourist, interested mainly in religion, will have a chance to visit the sites and ruins of the seven famous biblical churches of Asia Minor: Pergamum, Thyatire, Sardis, Philadelphia, Laodicea, Smyrna and Ephesus, all within a traveling radius of a few hundred square kilometers.

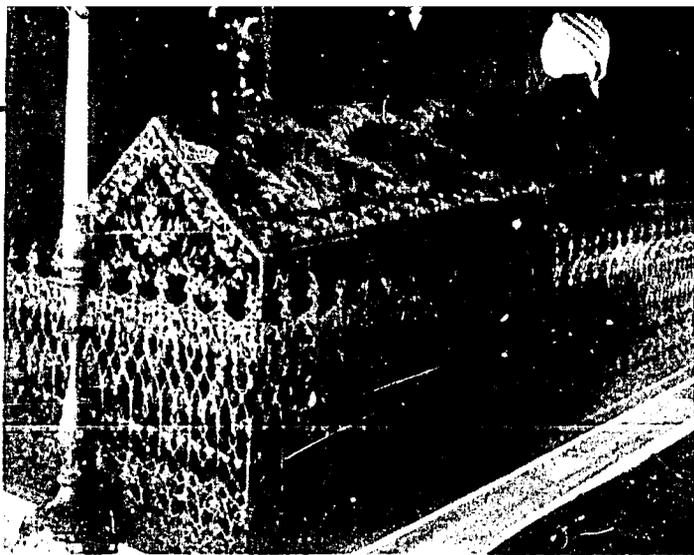
In Bergama this tourist will see the Aesculapium, the world's first mental hospital. In Konya he will see the shrine of the world renowned Mevlana, the founder of the Whirling Dervish. In Kayseri he will recognize the ancient capital of Cappadocia, Caesaria. Near Trabzon he will find the famous Monastery of Sumela. And he will see countless mosques dating back to the Selçuk Turks, which can be counted as the masterpieces of

architecture of that era.

Of the various artifacts which have come down through the ages pottery has proved to be the most frequent and most useful means of locating man in the scale of time and progress. The visiting tourist today can visit one or all of Turkey's twenty nine museums and see pottery and other treasures which date back to twenty civilizations that flourished, lived and died on the land that is now modern Turkey.

For many of the thousands of tourists who visit Turkey, one hundred years is regarded as old—that is, before they come to Turkey. Once they have visited the land that has buried twenty civilizations they return as sophisticated travelers who speak to their friends and neighbors in milleniums.

Many thousands of years ago tourism began in Turkey. Of late years it has been reborn. It never died, for history does not die. And on the lands of modern Turkey, practically every day new pages of the history of the very old eras are added and are being visually experienced by an increasing number of tourists coming from an increasing number of countries.

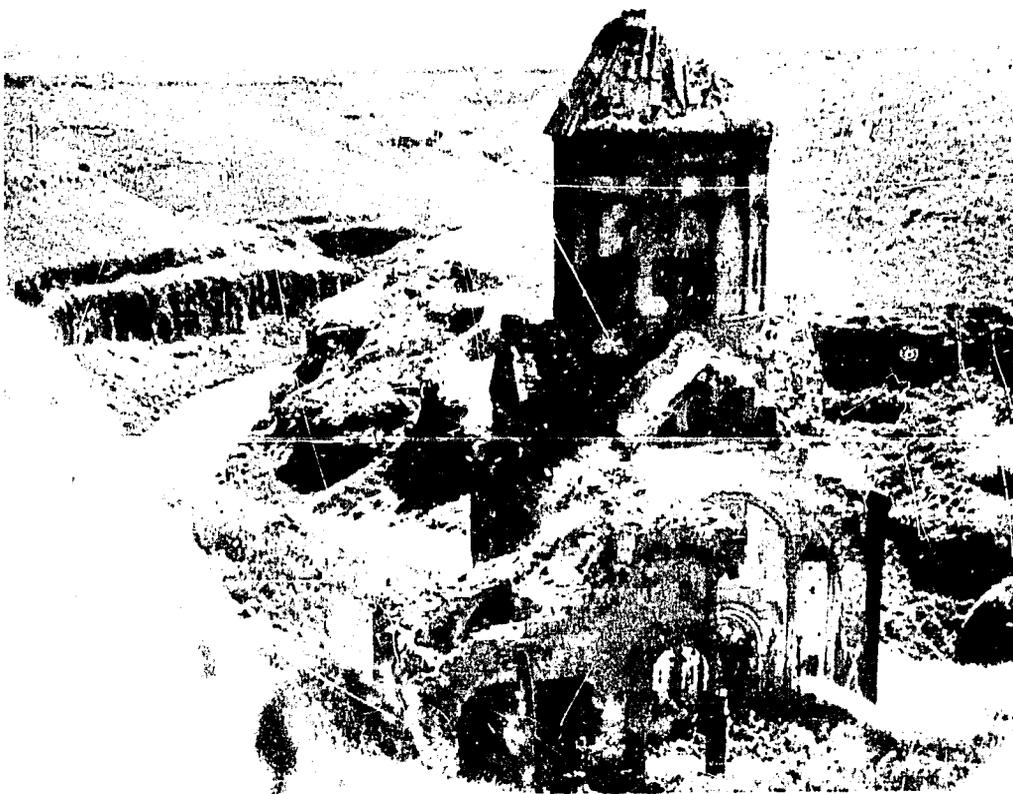


SHRINE OF MEHMET THE CONQUEROR, ONE OF THE GREAT OTTOMAN SULTANS AND CONQUEROR OF CONSTANTINOPLE, AT FATIH, ISTANBUL.

ARA GULEK

OTTOMAN TURKS

The Ottoman Empire emerged in parts of Asia Minor after the breakdown of the Empire of the Selçuk Turks. The early phase of the Ottoman expansion took place under Osman I, Orhan, Murat I, and Bayezit I at the expense of the Byzantine Empire, Bulgaria and Serbia. Bursa fell in 1326 and became the first capital of the Ottomans. The great Turkish victories of Kossova (1389) and Nikropol (1397) placed large parts of the Balkan peninsula under Ottoman rule. Ottoman conquests were checked temporarily early in the XV Century with the appearance of Tamerlane, but were resumed again by Mehmet I and his successors. In 1453 Constantinople was conquered by Mehmet the Conqueror. Ottoman expansion reached its peak in the XVI Century under Selim I and Süleyman I (Süleyman the Magnificent). Hungary, Transylvania, Walachia and Moldavia became parts of the Empire. The Asiatic borders of the Empire were pushed deep into Persia and Arabia. Syria and Egypt fell. When the Ottomans took Cairo in 1517 the Sultan of the Ottomans also became Caliph of all the Moslems. This was followed by the fall of nearly all the Venetian possessions and Byzantium. Although Süleyman I was one of the greatest of the Ottoman Sultans and the Empire reached its peak during his reign, the decay of the Empire began immediately after his death. With the Treaty of Kar'owitz (1699) Turkey lost Hungary and other territories, and this disintegration followed with minor ups and major downs until 1918, when Ottoman Turkey's capital Istanbul was invaded by the victors of World War I. But the very end—the coup de grace—of the Ottomans came at the hands of the Turks themselves, when in 1923, Atatürk proclaimed the new Turkish Republic in the new capital city of Ankara, and the last Sultan of the Ottomans Vahdettin escaped Istanbul on a British battleship.



*XI Century Dikran Honentz church
at ANI on Kars-Russian border.*

The Turquoise Coast of Turkey is by no means all that Turkey has to offer the modern explorer—the tourist. Flying over Istanbul—the bridge between two continents—if a tourist could look back 2631 years he would see three thriving towns: Byzantium (Istanbul), Chrysopolis (Üsküdar) and Chalcedonia (Kadıköy). In this old metropolis ancient history is revived with

ARA GULER



TURKEY

a Past of 7000 years



Before the modern TURKS came the

**Hittites, Lydians, Phrygians, Persians,
Greeks, Romans, Byzantines, Selçuk Turks,
Ottoman Turks.**

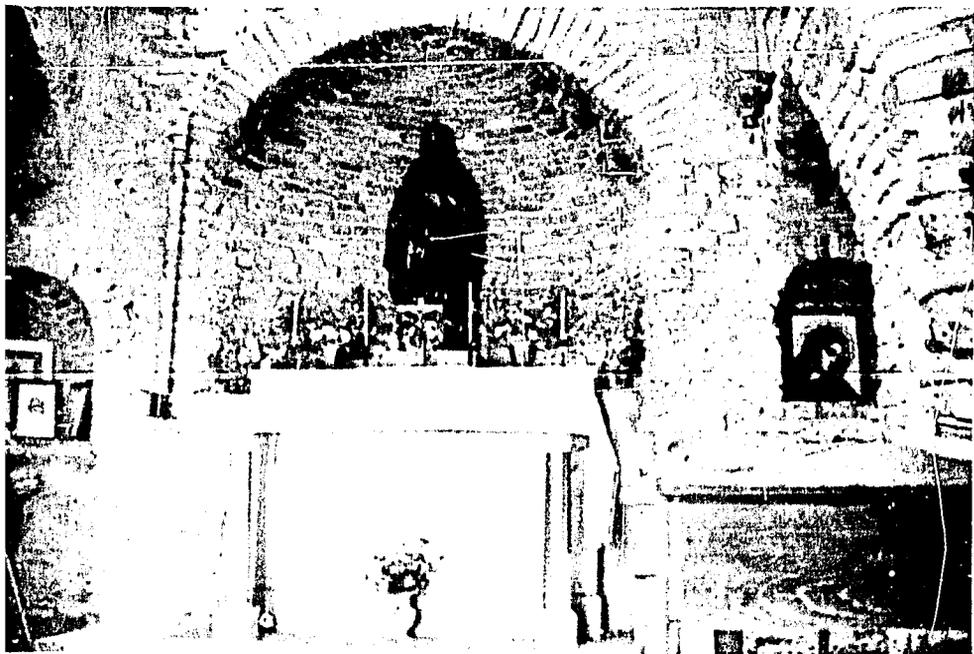


*PERGAMUM (Bergama)
Athena – Winged
Goddess of Victory.*

*Two of the
SEVEN WONDERS
OF THE WORLD
were in Asia Minor*

*First:
The MAUSOLEUM
was at
Halicarnassus
(Bodrum).*





SELJUK (Selçuk) – Shrine of Virgin Mary.

Second: The TEMPLE OF DIANA was at Ephesus (Efes).

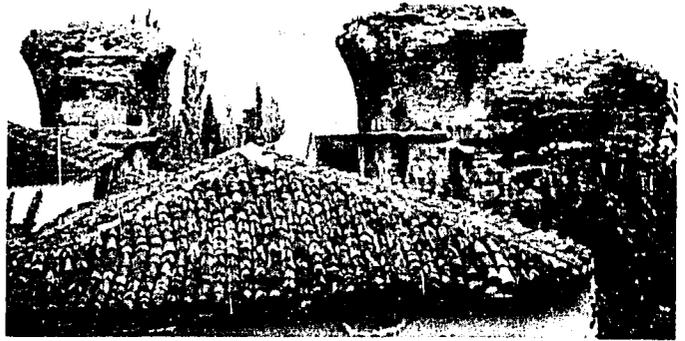


Ruins near Ephesus.



*TREBIZOND (Trabzon) Sumela
Monastery – Byzantine Era.*

TWO
of the
SEVEN
CHURCHES
OF THE
APOCALYPSE



These ruins are believed to be remains of the Church of Philadelphia at Alasehir...

... and the Church of Pergamum (Bergama).





ARA GULER

*The most famous mosaics
in the world — in TWO
museums in Istanbul.*

*Virgin Mary and Christ. Mosaics at
Haghia Sophia (Ayasofya) Museum.
Late IX Century.*



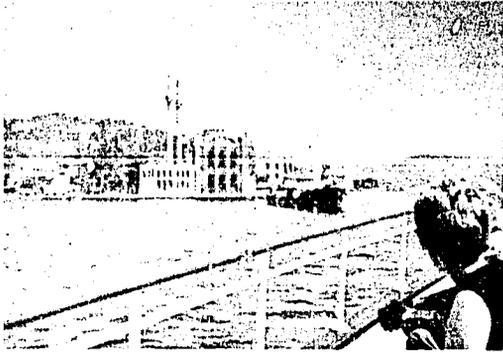
*Resurrection
of Christ,
Mosaics at Chora
(Kariye) Museum.
Early
XIV Century.*

ARA GULER

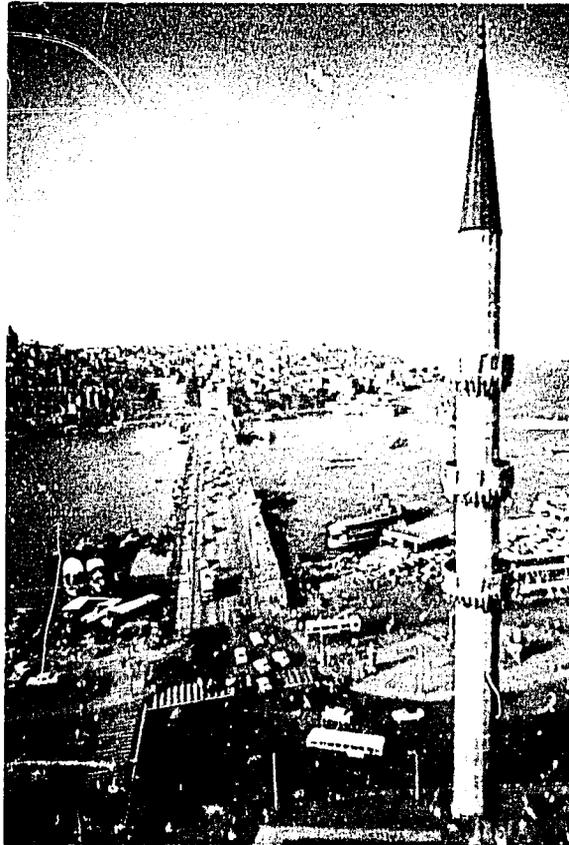


Mosaics on Dome of Chora (Kariye) Museum. Early XIV Century.

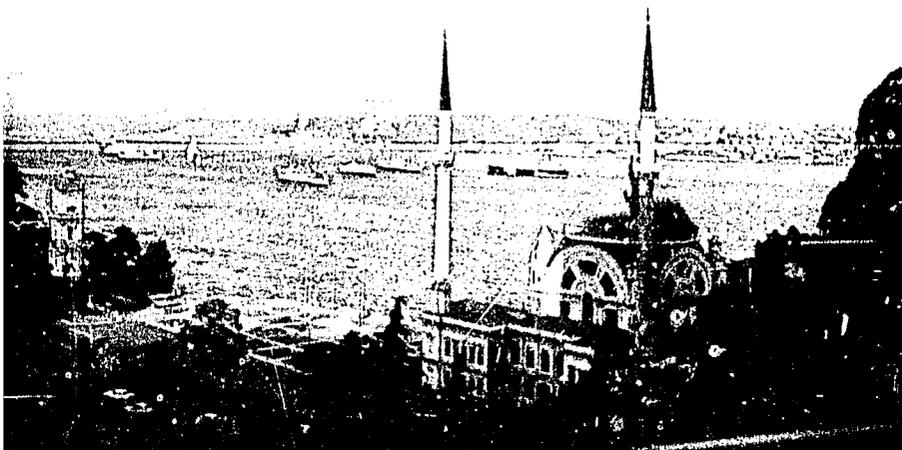
ISTANBUL
the city on seven hills



Bosphorus.

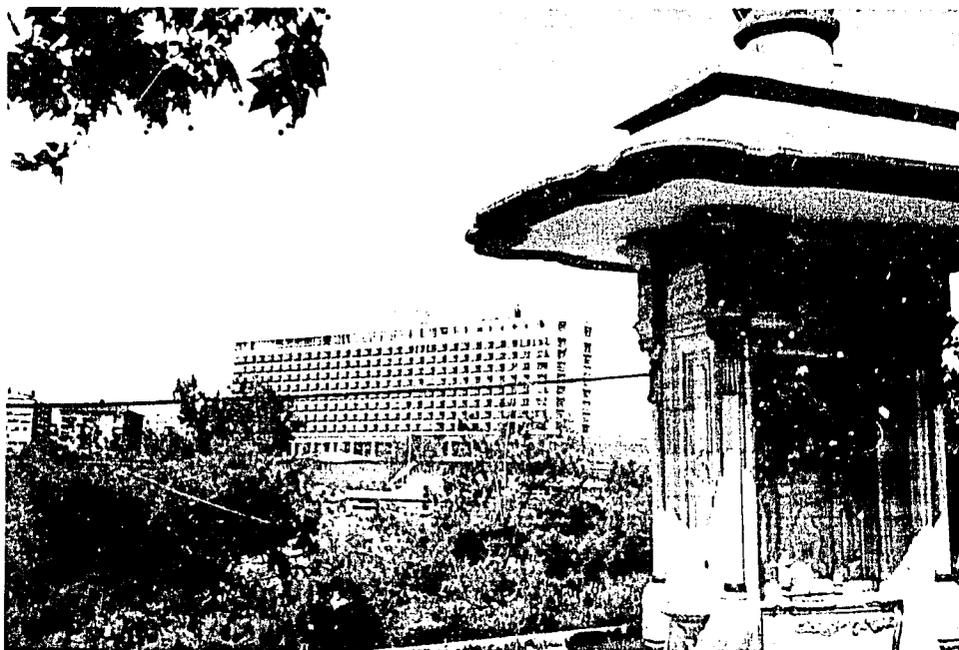


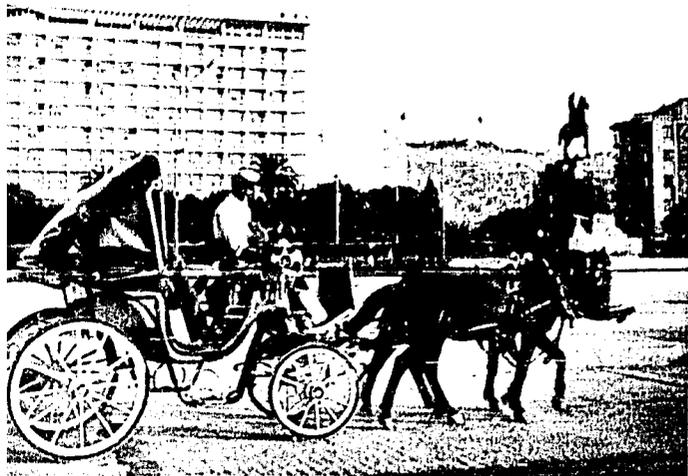
*Minaret of Yeni Cami
in foreground.
Galata Bridge over
Golden Horn.*



Dolmabahçe Mosque on Bosphorus.

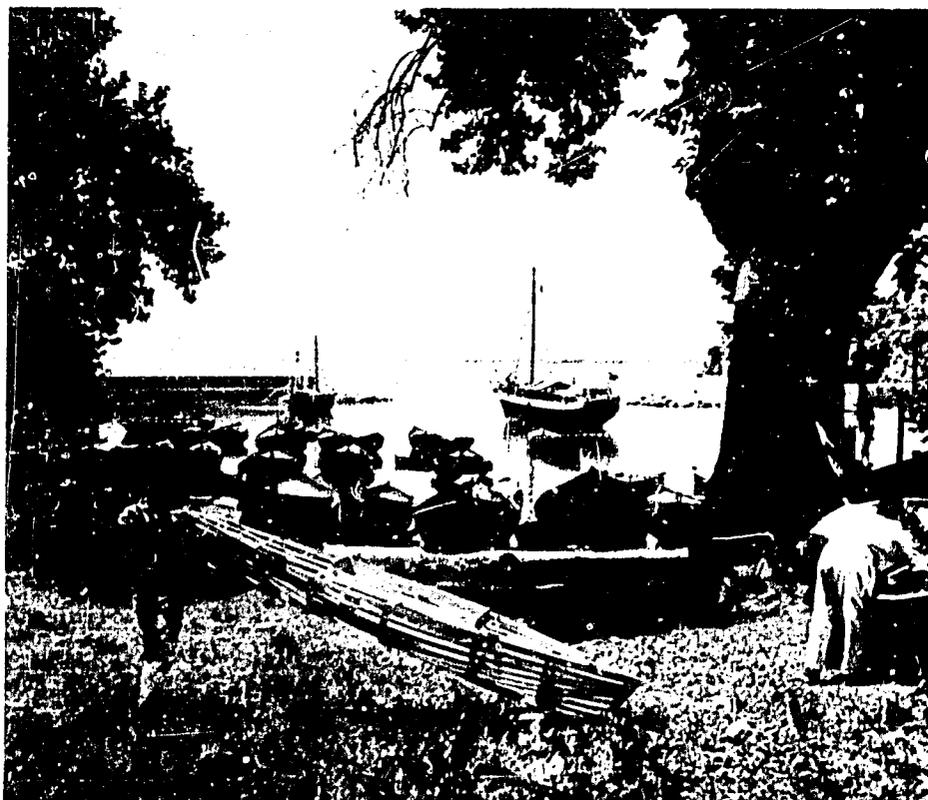
Old and New mingle.



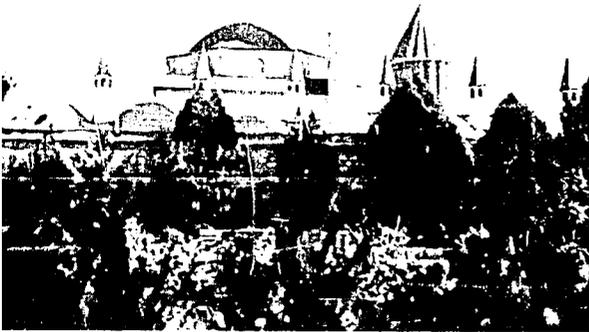


IZMIR

ANTALYA



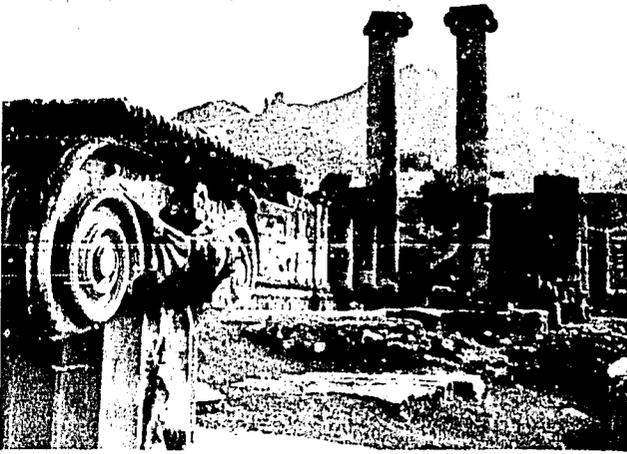
KONYA – Shrine of Mevlâna.



ARA GULER

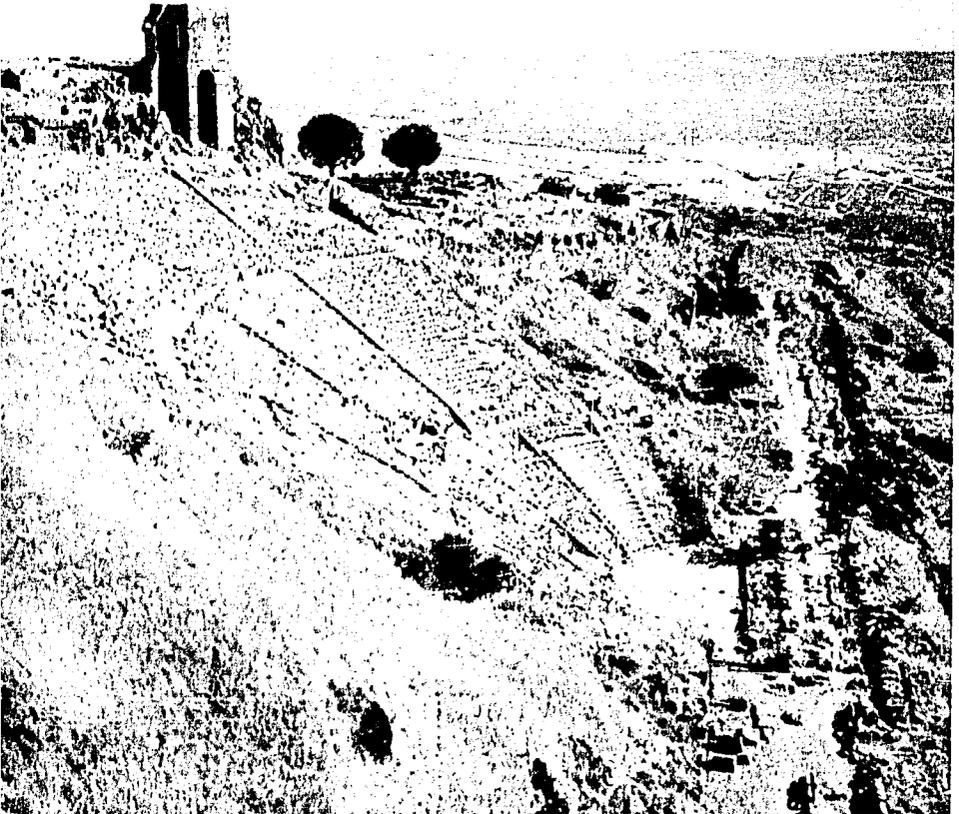
BURSA – Interior of Ulu Cami.

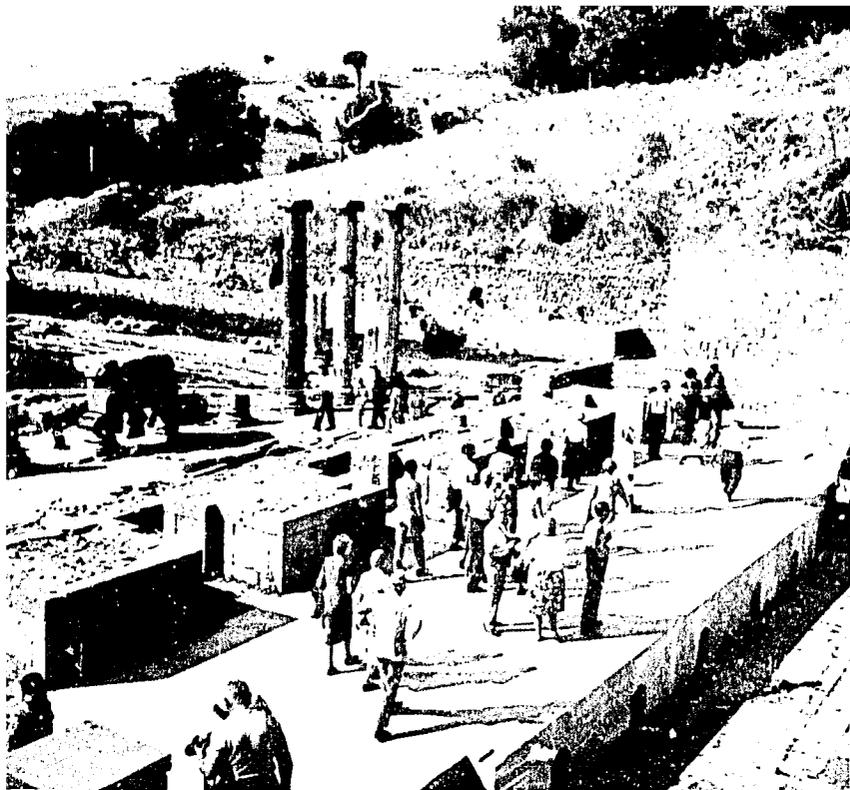




SARDIS (Sard) – Artemis temple.

BERGAMA – Theatre of Pergamum.





PERGAMUM (Bergama) — Aesculapium at Pergamum.



TROY (Truva).



TURKEY
has 6626
kilometers
of
sea coast

ALANYA – Turkish Riviera,
(Mediterranean – Akdeniz).

AEGEAN (Ege Denizi) – Assos.



ANTALYA – Turkish Riviera (Mediterranean – Akdeniz).





*The Black Sea
(Kara Deniz)*

angry...

... and calm.



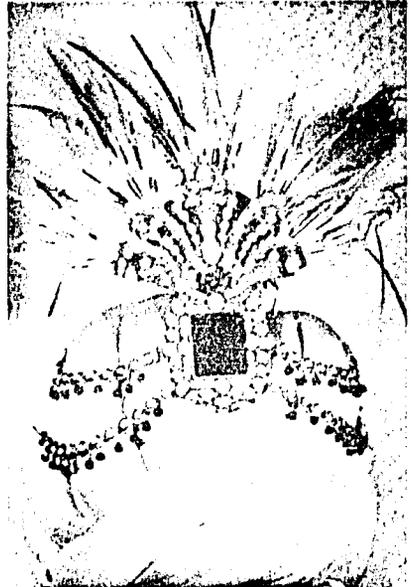
The Big Sleep and THE BIG AWAKENING

ARA GULER

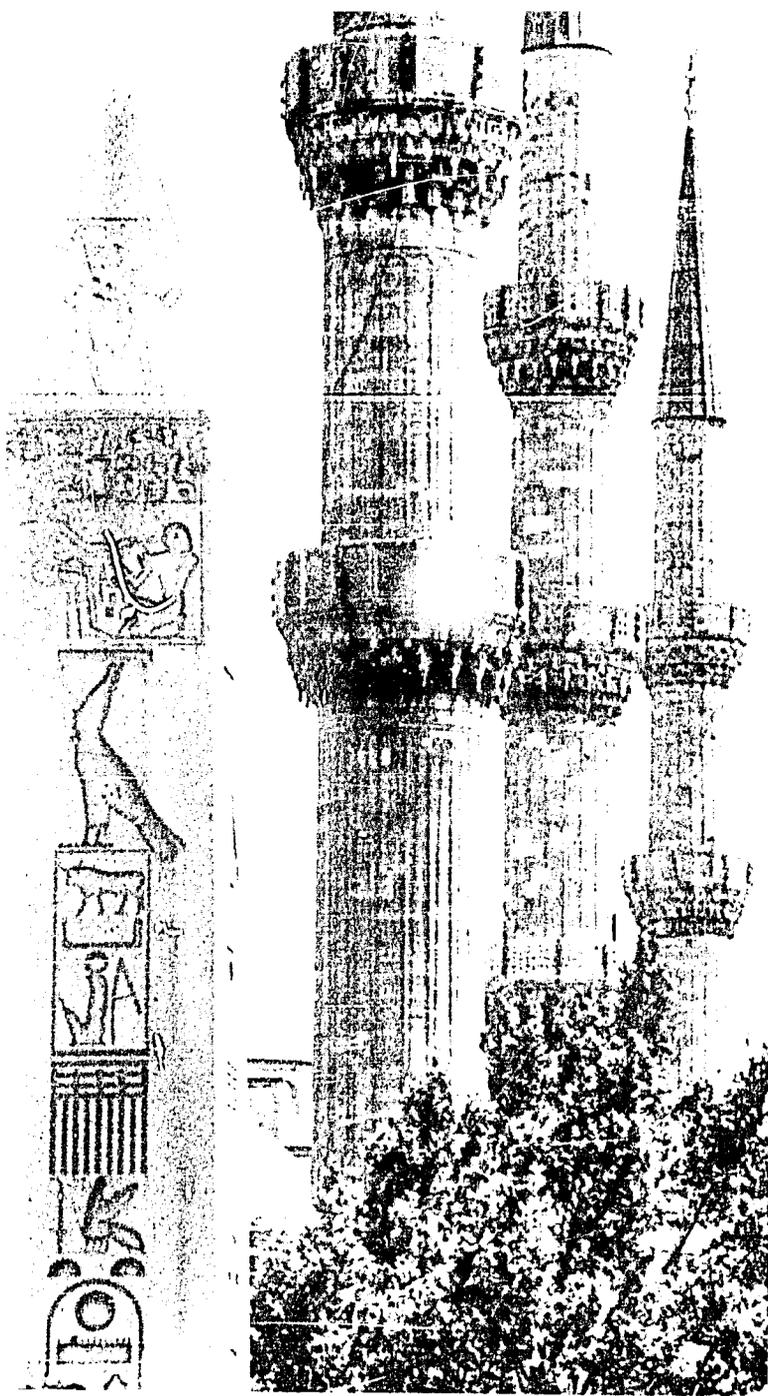
The big sleep of tourism in Turkey begins and ends with the Ottoman Empire. The big awakening came in the days of the Turkish Republic.

The Ottomans, during the first centuries of their empire building, were far too busy with military operations to worry much about the economic potential of tourism. In many cases they were at war with the countries from where tourists came to Turkey.

Then, when the downfall of this once great empire began, the Sultans were too busy defending their lands against the countries, many of whom they had subjugated. Naturally, the



Turban adorned with priceless gems worn by Ottoman Sultans in Treasury Department, Topkapı Museum, Istanbul.



Obelisk (Dikili Taşı) from the Temple of Amon (1580–1350 B.C.) brought to Istanbul by Ottoman Sultans from Luxor following the capture of Egypt by the Ottoman Turks. Obelisk now stands in Sultan Ahmed Square, Istanbul. Three minarets at back are those of Sultan Ahmed Mosque.

Sultans, fearful of losing their precarious thrones, did not favor visitors from abroad. Xenophobia, (distrust of foreigners) never before witnessed in Turkey, took hold of a people who had never known any form of fear.

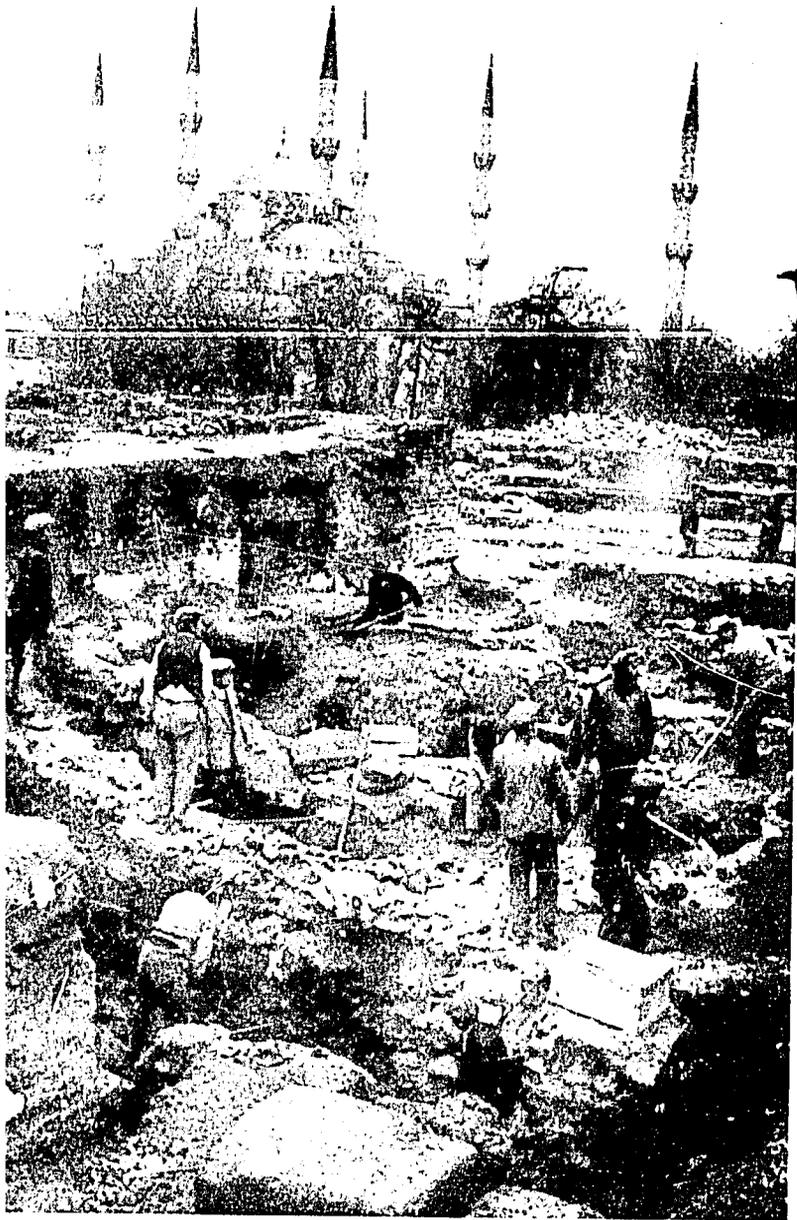
When the Ottoman Empire crumbled in 1922, the final stroke did not come from the foreigners, whom the leaders of the disintegrating Ottoman Empire had so feared, but from

the new Turks led by the great Mustafa Kemal Atatürk.

Atatürk took over the reins of an unsettled country in an unsettled world. Although Turkey's leader favored contacts and a rapprochement with the west, the western countries, the victors and losers of World War I alike, were still licking their wounds, and tourism had become a pastime for only a privileged few. And competing

Bursa, first capital of the Ottoman Turks.





While digging to lay the foundations for a park at Divanyolu, Istanbul, workers found remains of Roman and Byzantine eras. Thereupon archeologists took over and unearthed an old Roman gymnasium and old Roman baths.

for the touristic favors of these few were all the western countries of Europe.

Xenophobia is not an incurable malady, but it takes a long time, patience and goodwill to cure it. It was again Atatürk, in the fifteen years of his leadership of the Turkish Republic (1923-1938), who cured his people of this ailment. He taught them that no people could live isolated and alone. And it was in his lifetime that a trickle of international tourism began to appear in modern Turkey. It was in 1934 that the

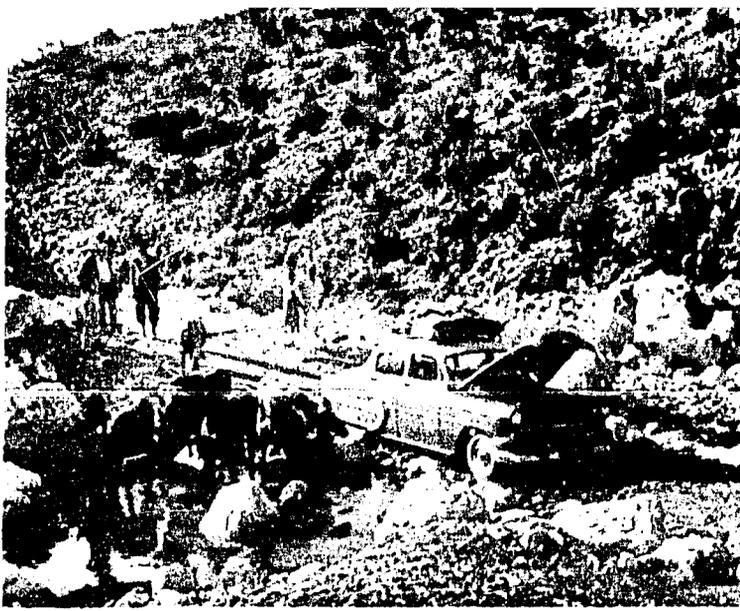
first Tourism Desk was incorporated in the framework of the then Ministry of Economy.

But centuries of neglect had made the promotion of tourism an extremely difficult task. Tourism in its international sense was turning into a very competitive industry. In the old center of tourism - Asia Minor - the ancient caravan routes had turned into dust, and the old civilizations buried under the ground. Archeologists, who can be regarded today as the pioneers of Turkey's tourism efforts, began their searches



Excavations at Sardis (Sart). Picture shows diggings at the House of Bronzes.

ARA GULER



Swedish Television team passing through what now has become a touristic highway.



*"The place
you cannot
reach
is not yours."*

for lost historic treasures, but Turkey as a whole had not yet awakened to the economic potential of modern tourism, the first requisite of which was roads.

It was Halil Rifat Paşa (1830-1903) who rose to the highest administrative position of the Ottoman hierarchy – that of Grand Vezier – but is most fondly remembered as the young governor of Sivas when he was called Rifat Paşa, the road builder, who had said, “the

place you cannot reach is not yours.”

Then came World War II, and survival came before economic development. It was only after the end of hostilities and the beginning of American aid to Turkey, that Turkey began to take its first constructive step towards attraction of tourists by building highways and roads. Before the Marshall Plan, under the Truman Doctrine, the United States began its first aid program to Turkey part of which



Tourism development is impossible without highways. The Turkish State Highways Department is presently concentrating its efforts in building touristic roads in Pilot Area No. 1 which takes in all the Aegean and Mediterranean sectors reaching from Izmir to Iskenderun.



ARA GULER

Tourists at Kuşadası, İzmir.

Tourists at Mocamp in Istanbul.



ARA GULER

was to build roads. Halil Rifat Paşa's message to his people: "the place you cannot reach is not yours," inscribed on the first highway tunnel built in Turkey was becoming a reality.

Turkey's friends began to write about Turkey's tourism potential. Wrote Max Weston Thornburg of the Twentieth Century Fund in his book on Turkey: "...few countries in the world, even those looked upon as symbols of tourism for

the natural beauties they have to offer, can compare with Turkey in attracting the tourists."

Thornburg made several tours to Turkey as economic advisor to the Turkish Government. But he was only one of many of Turkey's friends and advisors who recognized the potential of modern tourism in Turkey and urged the Turks to go ahead.

After World War II a psychological change became visible in the Turkish people.

Tourists camping at Silifke. Opposite Kızkalesi (Maiden Castle) of Silifke on Mediterranean.

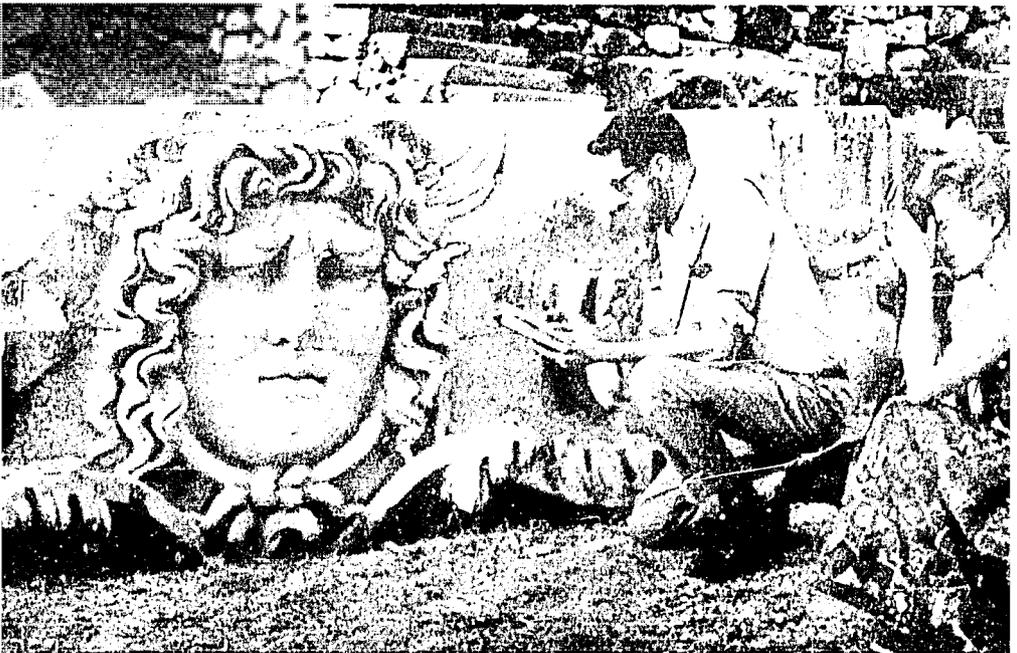


Although xenophobia was no longer rampant, there was still a shyness of the foreigner. This began to disappear and the national characteristic of the Turk—hospitality—now began to include the foreigner too. The tourist no longer felt a foreigner in Turkey—he felt like a tourist. He was treated by all as an honored guest and visitor.

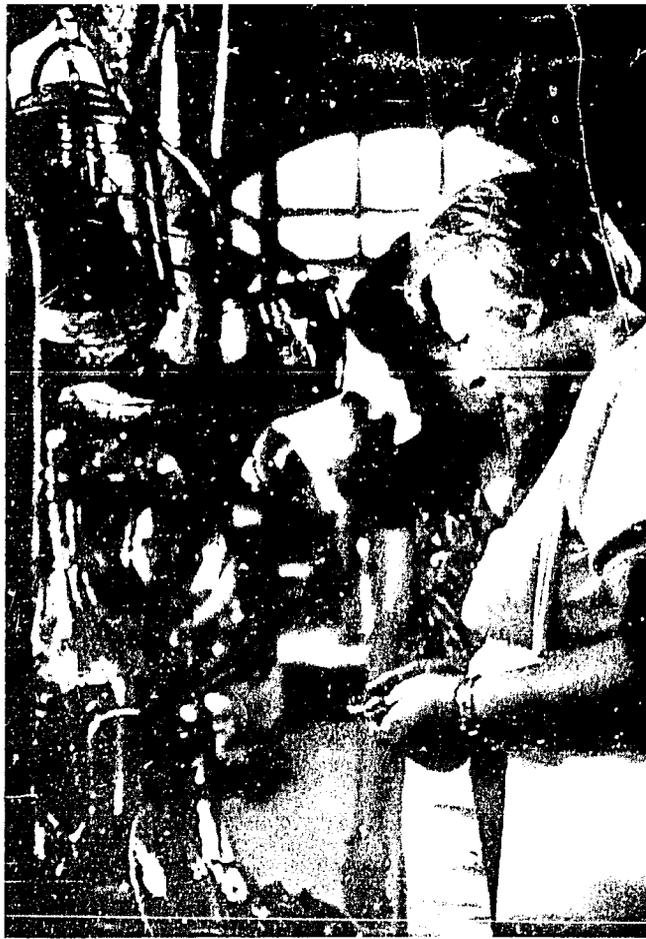
Turkey has now become fully aware of the potential of tourism as an industry. Turkey

now has learned that kitchens such as those in Topkapı Palace museum, which once served the palates of the Sultans, now could serve the visual appetites of the international tourist. They have learned that the visiting journalist, photographer and writer becomes an important propagandist of touristic values. They have learned that each one of the 356 historical sites and monuments that have been discovered by archeolo-

Tourists at Didima (Didim), Aydın.



*Tourists in Kapalıçarşı
(Grand Bazaar)
of Istanbul.*



gists, is a priceless contribution of former civilizations to tourism today.*

In the old days of the nineteenth century many of the treasures found in archeological diggings ended up in foreign museums. This exodus has now stopped and anything unearthed in Turkey remains Turkey's, and the world's. For every tourist—may he come from the end of the world—has the same

right and opportunity to see these historic treasures as the Turks themselves.

The first touristic group tour was organized by Thomas Cook in London in 1841. The first museum opened in Turkey was the transformation of the St. Irene Church in Istanbul to a Military Museum in 1846. Today several conducted tours of tourists visit the St. Irene Church every day of the year.

* See archeological excavations and museum lists at the end of the book.

The same tourists can now see the best and most famous mosaics and frescoes in the world in the Haghia Sophia and Chora museums in Istanbul. These had been there for centuries but were covered by a special whitewash by Mehmet the Conqueror who had the sagacity thus to preserve them from possible destruction by his followers.

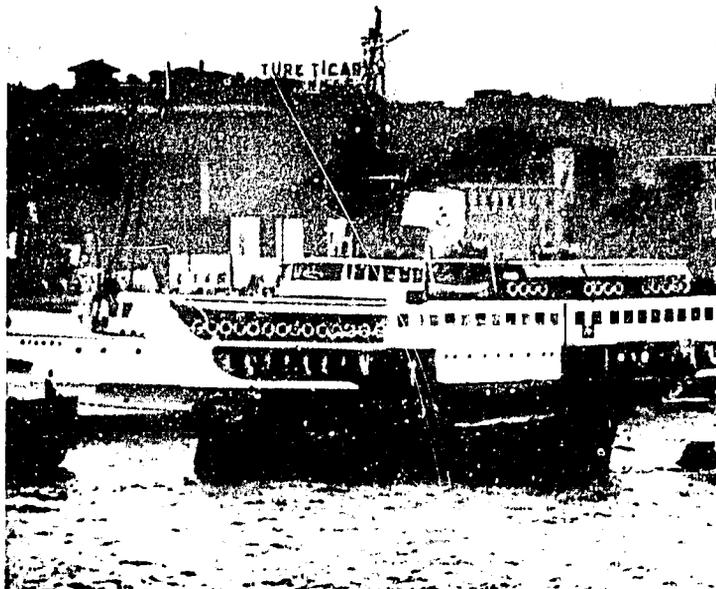
To see all that Istanbul offers a tourist would require a month; to see all that Turkey offers a tourist would require a lifetime.

It was in 1961 that Turkey

began to tackle tourism on a ministerial level. At that time the new Ministry of Press, Broadcasting and Tourism began to look after touristic affairs. Also in Turkey's First Five Year Development Plan (1963-1967) tourism was planned as a major industry.

U.S. A.I.D. is helping finance touristic roads, hotels and motels in Turkey. Private enterprise, thus encouraged to help itself, began to prick up its ears. Many restricted zones were opened to tourists. Military airfields allowed chartered tourist planes to land; visa and

*The Golden Horn
in Istanbul—
the city on
seven hills.*

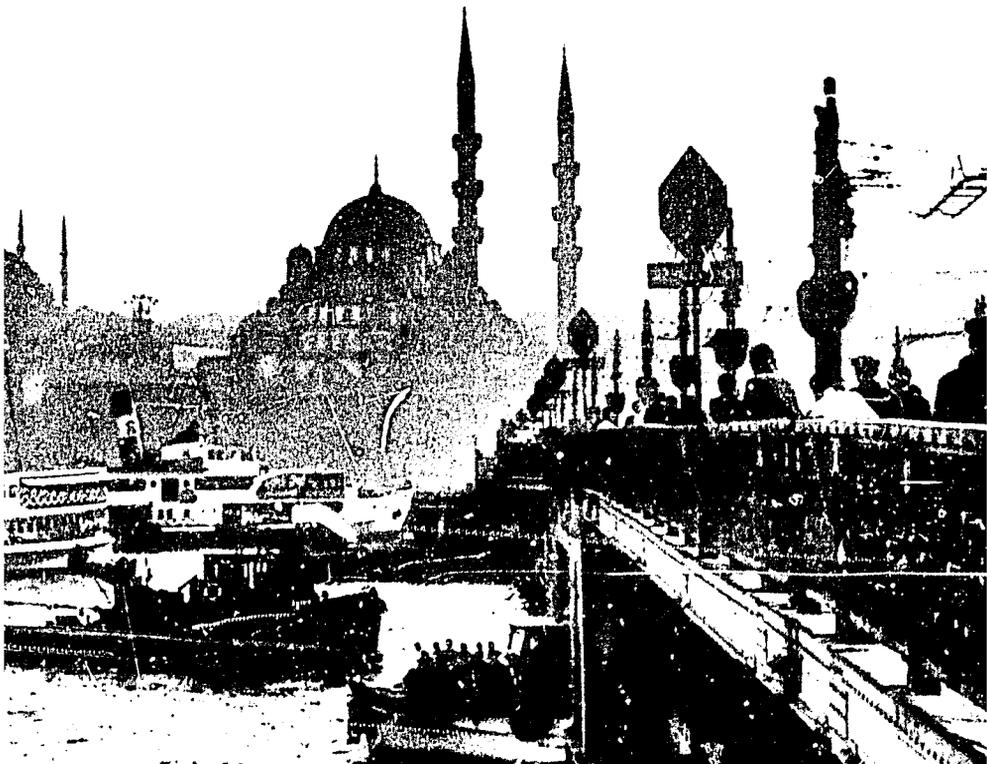


customs formalities have been greatly eased.

Akçakoca, a small seaside hamlet on the Black Sea, is a typical example of how a small town embraced tourism. Practically all of the houses in this small town, which has one of the best beaches on the Black Sea, have had accommodations. In winter the owners live in the entire house. In summer they move to one floor and rent the other to the tourists. Several new small hotels have begun to cater to tourism in this small seaside hamlet. Men in their traditional rough garbs roam the

streets, and do not look twice at a tourist girl in a Bikini. The girl in the Bikini has become a part of Akçakoca.

Tourists are not a uniform crowd. Some want scenery, some want crowds, some want isolation. Some like the sunshine and the sea, others prefer winter sports and the snow. Some want to study old civilizations, others prefer to watch young belly dancers. Some are spend-thrifts, others are economical. The art of running a modern tourist industry is to satisfy them all. This is the challenge facing Turkey today.





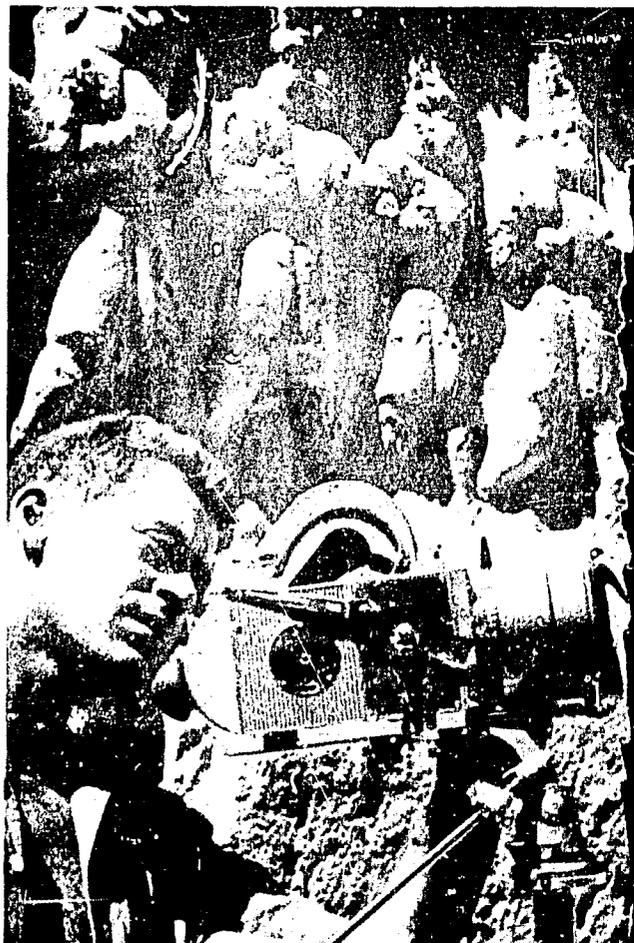
ARA GULER

WHAT THEY SEE

*LIFE's
Eliot Elisofon
in Istanbul.*

ARA GULER

*French Television
cameraman
Jean Jaques Flory
shooting Hittite reliefs
on rocks at Yazılıkaya*





ARA GULER

Joan Fontaine at Kariye (Chora) Museum.



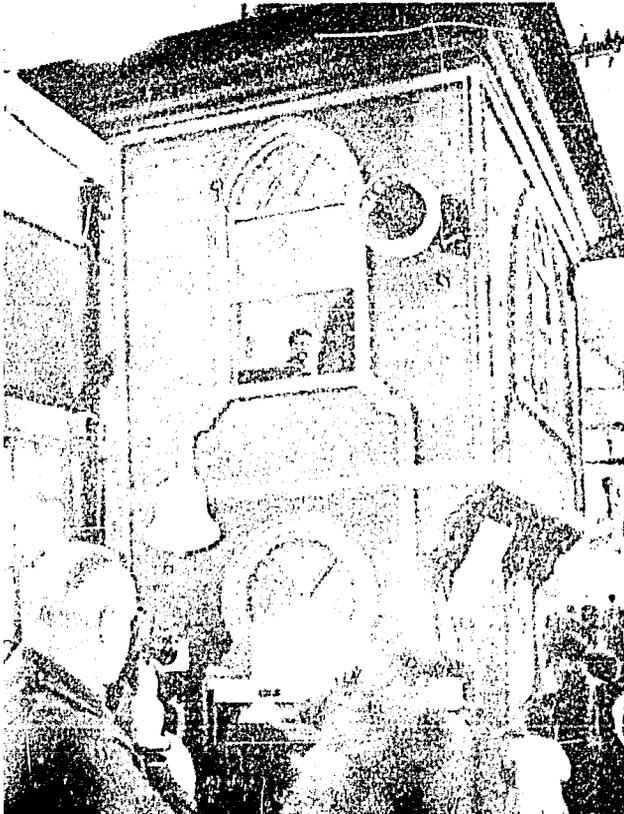
Jaqueline Kennedy leaving Do'mabahçe Palace.

ARA GULER

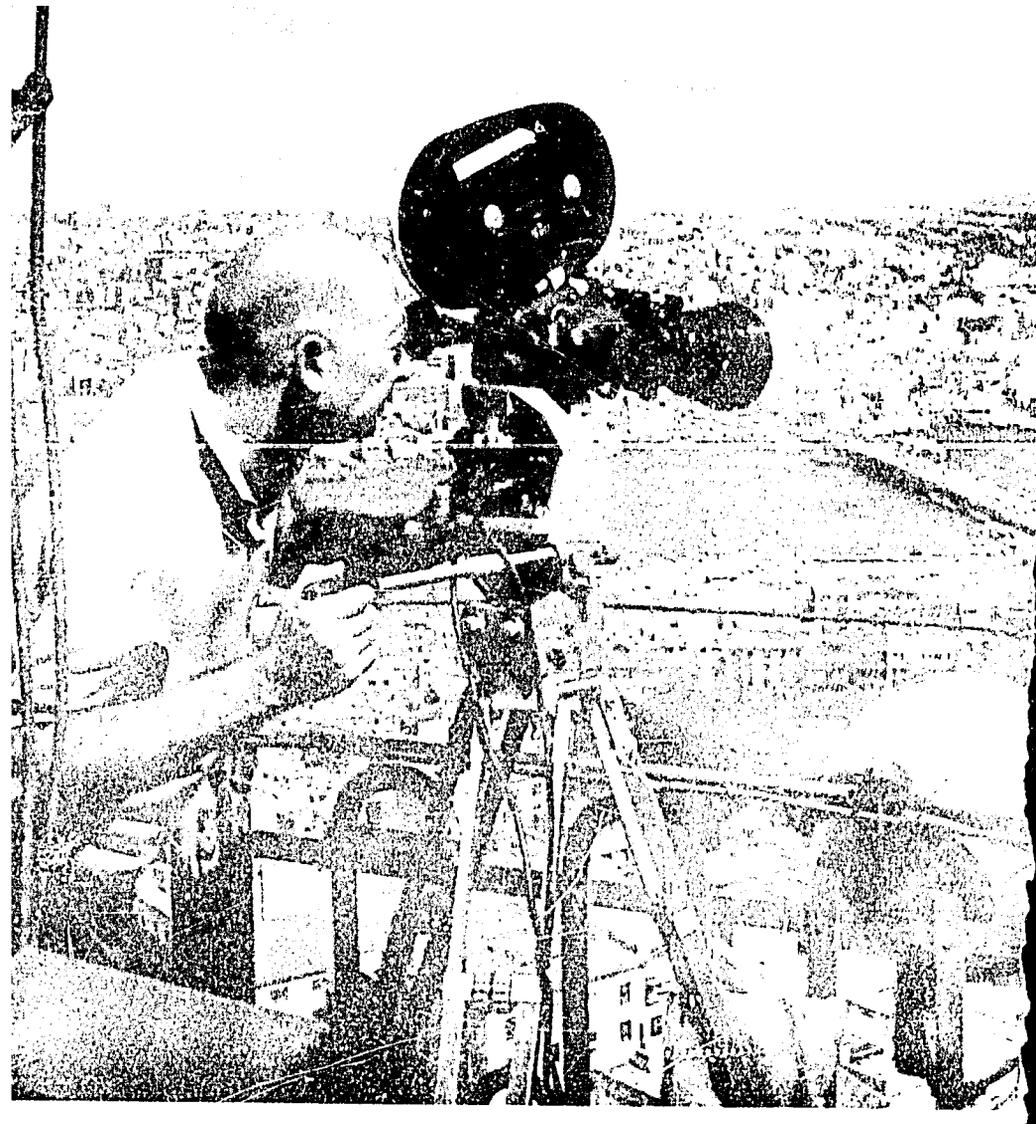
The late James Burke of LIFE Magazine shooting at Sultan Ahmet (Blue) Mosque.



ARA GULER

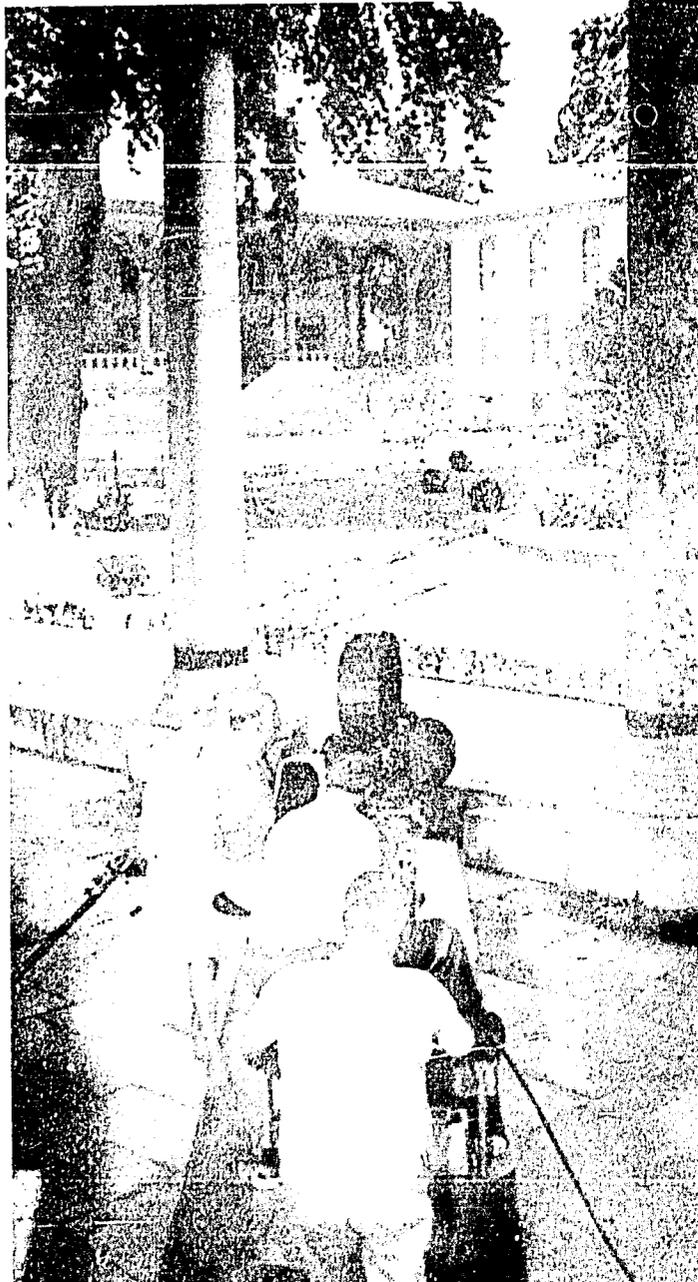


France's Henri Cartier - Bresson in Istanbul's Kapalıçarşı (Grand Bazaar).



Universal International's Director of Documentary Films and Short Subjects, Arthur Cohen, shooting Istanbul's Galata Bridge from on top of Bayazit Fire Tower.

The famous Producer Director Jules Dassin shooting the film "Topkapı" in Istanbul's Topkapı Museum.



TIME

MODERN LIVING



BEACH AT ANTALYA

Relaxers from Ionian nymphomani.

RESORTS

Turkish Delights

Beaches are a matter of personal taste. Under the impression that popularity spells quality, the timid tourist is apt to want his beaches garnished with multicolored parasols, well-lit ionian nymphs, and even a life-guard thrown in for good measure. But a few intrepid travelers still like their beaches as nature, and more and more are discovering that some of the most beautiful, unspoiled beaches in the world are to be found between two remote little towns named Antalya and Asamir on the south coast of Turkey.

Framed against the Taunus mountain range that rises sharply to the north, and edged with orange, lemon, olive and fig trees, the 100-mile "Turkish Riviera" in every adventurer's mid-summer daydream comes true. It offers every variety of beach, from powdered sand to pebbles to worn rocks. Here are there, cool mountain streams spill steep cliffs into small, semicircular coves, and everywhere unexplored little columns stand cool and amongst pine trees, crisscrossed by fortresses for a week.

lizards, members of the yachting set have begun anchors and their passenger key's unannounced delight yachts that recently at Antalya were the first Sylvia, owned by P. Gianni Agnelli, ex-scholar Tain, or Gloria Varner.

The Turkish government aware of tourist asset in Istanbul to a large newcomer went into efforts have a few advertising for the bear and a line.

WHAT
THEY
SAY

NEW YORK

Herald Tribune
European Edition

Good Buys in the Bazaars

Now Everybody Is Discovering Turkey

By Naomi Barry

Special to the Herald Tribune

ISTANBUL, Sept. 14.—Suddenly everybody in the vacation classes knows that the place to go is Turkey. Even the Russians and the Bulgarians have started sending cruise boats several times a week from Black Sea ports down the Bosphorus to Istanbul. The most of the passengers are Germans and Frenchmen, since Rumania and Bulgaria don't go abroad much as yet.

It is in March when the liner Prince makes its first call at Istanbul, the city newly awarded the prominence of tourism—will have the passengers met by a military band of gloriously gilded janissaries revived from the time of the sultans. In honor of the initial visit of the French liner Flamingo all mosques will be illuminated as for a national holiday.

Other attractions new in the world are a revolving sky-restaurant at the summit of the new Galata Tower, which will tempt diners to sweep their eyes over domes and minarets, the "Morn" and the Eve of Mars as far as the Prince's Bay extends in a stunning 100-manor inn miles out of the banks of the Bosphorus here.

lown could have asked for a more effective dome of tourist propaganda. Visitors generally head straight for the Topkapı Museum formerly the palace of the sultans, and the dagger studded with emeralds and rubies on which the film was based. After checking on the location of the light-house and realizing that it could not possibly have figured in their, they head for the Grand Bazaar.

In the bazaar, designers are mainly involved with jewelry, articles in metal, copper work and rug. Istanbul goldsmiths have a distinctive style. From here on east everybody has a passion and a connoisseur's eye for bangles and bangles. An Istanbul resident guided me through the warren of the bazaar to the booth of G. Demircioglu. One of his Istanbul gold bracelets—carefully open-crested at the back, set with 16 small Iranian turquoise in front and Onyx rhombi with enamel on the inner edges—has earned unqualified approval from tough dealers from Paris to Ipsahan. His address is Kapalıvard Karamelli, Beşiktaş No. 19. There is a trade name of Lili on his card as well.

Blue jaspers and coals are a fairly new item for Turkey. For a long time they have exported it since in great quantity. But lately have they begun to sell them in garments they. Prices probably are the 1/2 percent. In the bazaar—jackets in antique. A woman's suit, too.

and skirts in fashion colors with for 100 in the store in the lobby of the Istanbul Hilton.

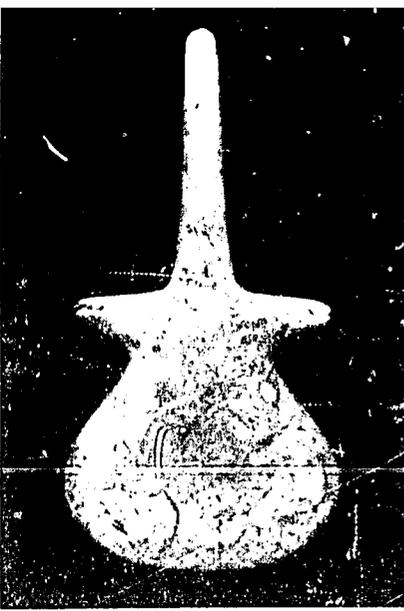
Beas Are Truly

Beas are a truly beautiful, antique one, even if you found probably would not receive at first glance. Probably the source for Taurus and Taurus pits, according to Anouli T. of the Tourist Ministry, is rather than an Armenian tradition has built an international reputation.

The golden and in general on the south coast of the island. Half of the world already knows French has long been a watch in Beas around 1919. The magazine 1919 Beas, above 1919 only 1919.



Naomi Barry



Marble Idol from Beycesultan. 3rd millennium B.C. Museum of Archeology, Ankara.

Writes the *Washington Post* one of the United States' major and most widely read newspapers: "Stone, gold, bronze, silver, ivory, carpets, textiles, armor and manuscripts — the record of Turkish civilization — will be displayed to Americans across the country in a spectacular travelling exhibition arranged by the Smithsonian Institution."

The United States Government's Smithsonian Institution, which is organizing this exhibit with 250 objects loaned by the Turkish government-controlled museum, will first open the exhibit at the National Gallery

Millions of Americans to see

in Washington early June 1966.

The exhibit will contain more than 250 objects, beginning with the Neolithic period, through the Hittite, Greek, Roman, Byzantine, Selçuk and Ottoman Turk eras.

The cities of Los Angeles, Philadelphia, Houston, Kansas City, Seattle, San Francisco, Milwaukee, Boston and New York will host the exhibit and millions of Americans will have a chance to see these historic artifacts some of which date back over 7000 years.

The artifacts to be displayed have been selected by a committee of distinguished art scholars. It is hoped that the exhibit will not only promote American understanding of the cultural and historic resources of Turkey, but will encourage many Americans to travel to Turkey to see more of a country that has given birth to twenty civilizations.

seven thousand years of Turkey

*Bronze Statuette
of God.
Döylek near Şarkışla.
16th-14th c. B.C.
Museum of Archeology,
Ankara.*



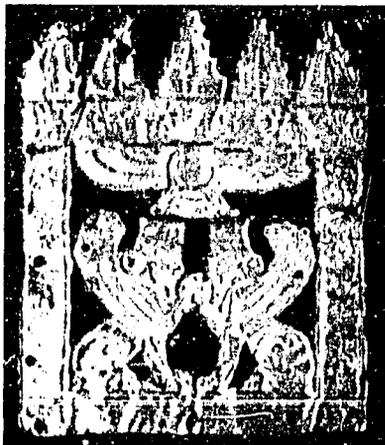
SMITHSONIAN INSTITUTION



*Bull Standard Alaca Höyük, Royal Tombs.
CA. 2400-2300 B.C. Bronze with electrum
inlay. Museum of Archeology, Ankara.*

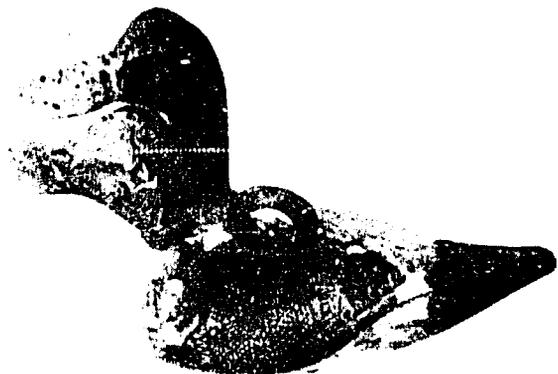
SMITHSONIAN INSTITUTION

*Gold plaques from Sardis. 6th c. B.C.
Archeological Museum, Istanbul.*



SMITHSONIAN INSTITUTION

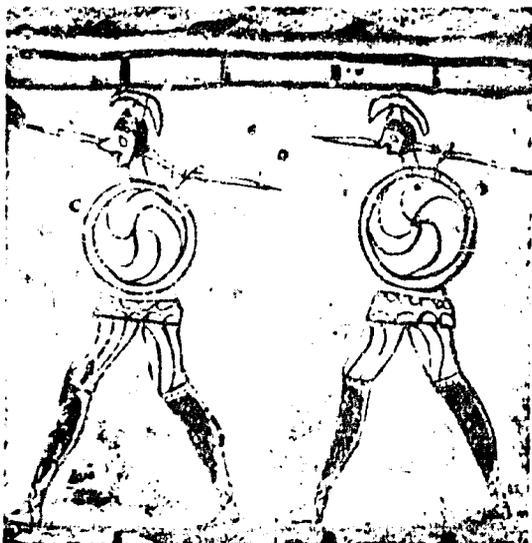
SMITHSONIAN INSTITUTION



*Two-headed Duck
Figurine Boğazköy.
14th c. B.C.
Terracotta
Museum of Archeology,
Ankara.*

SMITHSONIAN INSTITUTION

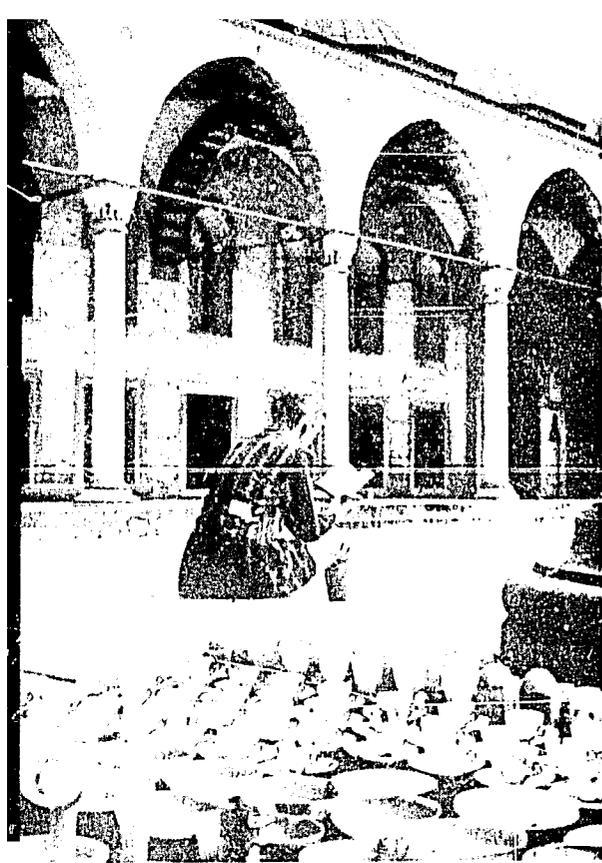
*Architectural
Revetment
Pazarlı.
6th c. B.C.
Terracotta
Museum of Ankara
Archeology, Ankara.*





(WASHINGTON POST PHOTO)

Joseph V. McMullan, the owner of the largest and most eminent collection of rugs in the world has made available to the Smithsonian Institution's travelling Exhibition Service fifty of his most famous Turkish rugs. Picture shows Joseph V. McMullan, (right), showing a Turkish village rug to (left to right) Alan R. Sawyer, Director of the American Textile Museum, and two visiting Turks, Mehmet Önder, General Director of Turkish Museums, and Raci Temizer, Director of Ankara Archeological (Hittite) Museum. Picture taken in Washington D.C.



THE BIG FUTURE

Today, what was unthinkable even a few short years ago has become a fact. Imams have begun to talk to the faithful about the benefits of tourism and its significance to the Turkish people. Muftars welcome foreign tourists in their villages. And, if this tourist intends to spend the night in the village, all the villagers vie to have him as their guest. The national trait of all Turks—hospitality—is, perhaps, the

greatest asset the Turkish people have to contribute to a tourism industry—in which every one of Turkey's 31 million people is a partner.

Although tourism in Turkey is "an untapped gold mine and an industry without a chimney," as Selahattin Çoruh, Turkey's first Director of the Tourism Department and now advisor to the Minister of Tourism and Information, puts it, Turkey has today in all its hotels and

motels suitable to cater to international tourists, only 15,000 beds. Turkey has a population of 31 million. Israel has also 15,000 beds for tourists. But it has a population of 2,500,000. Israel's income from tourism in 1964 was \$55 million, Turkey's income from tourism in the same year was \$8,317,000.

The 1965 estimates project Spain's income from tourism to be near the \$1 billion mark. One million of Sweden's eight million people left the country as tourists in 1965. The tourism income in Lebanon (1,500,000 population) is estimated in 1965 to be over \$30,000,000. All these are only some of the big news of the big industry. Tur-

key, too, has caught the fever. Turkey, too, has realized that, like other countries, it can close much of its balance of payments gap through income from tourism. Turkey has now realized where the big future lies and the government, private enterprise and the people are doing their utmost to catch up.

Turkey's new Ministry of Tourism and Information signed tourist agreements with Bulgaria, Yugoslavia, Iran and Pakistan in 1964. The Ministry is in contact with Syria, Iraq, Jordan and Lebanon and it is expected that similar agreements will soon be signed with these neighbors too. Rumania is also in touch with Turkey and has

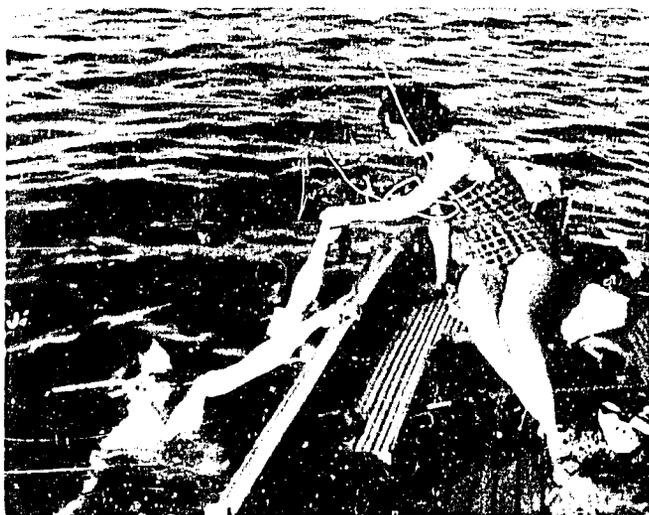
Tourists at Ephesus.





already begun sending weekly touristic groups by maritime routes to Istanbul. The Skin Divers Club of Europe, which has its central organization in Belgium, is discussing with the Ministry a project to open a skin divers recreation village

at Bodrum (Halicarnassus). Europe's Club Mediterranee and Club Européen are also discussing the possibilities of opening recreation villages in partnership with Turkey's Retirement Fund (Emekli Sandığı). Agreements with foreign

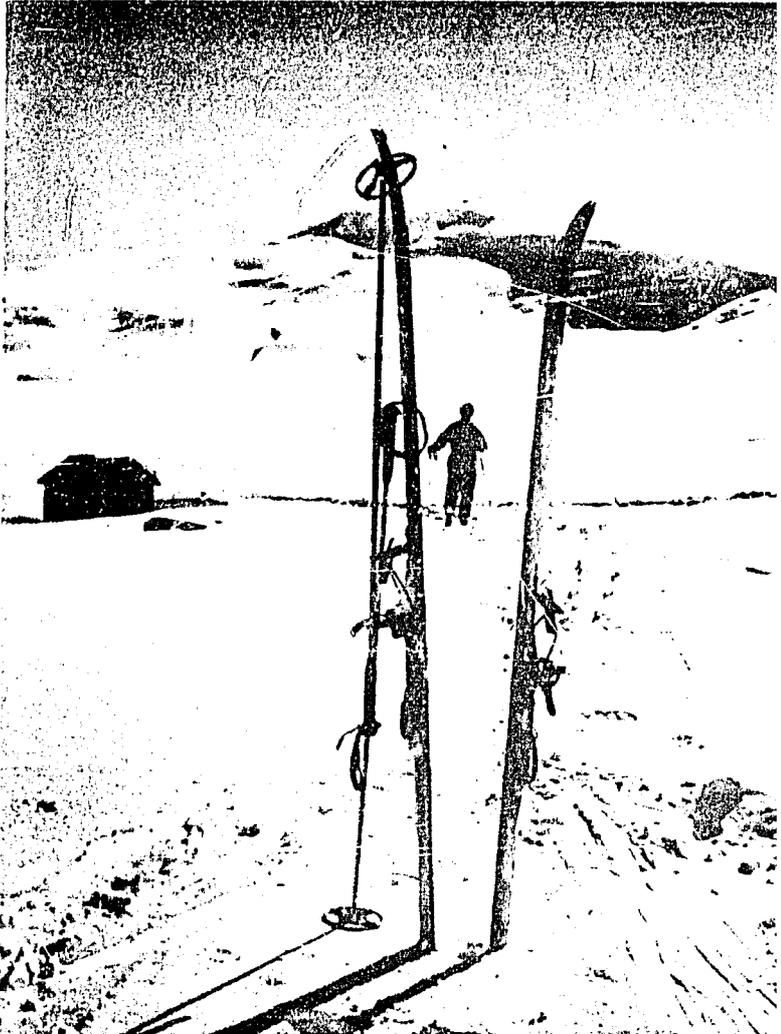


*Skin diving
in the Sea of
Marmara.*

Water skiing on the Sea of Marmara.



Skiing at Uludağ, Bursa.



ARA GULER

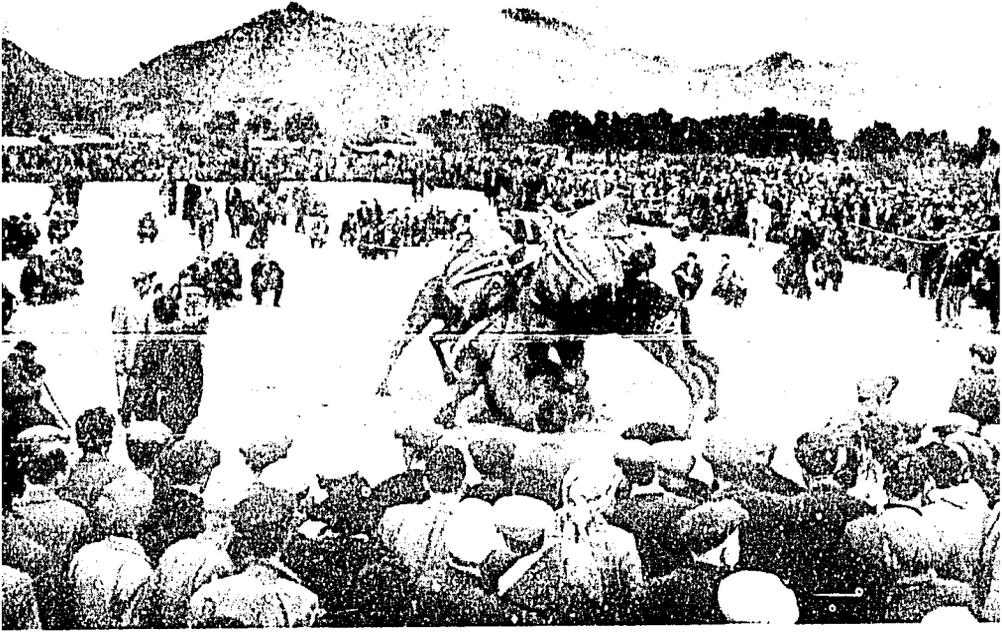
countries are not all. Large foreign tourism agencies are in constant touch with the Ministry of Tourism and Information. Otto Schmidt of Germany, for example, has already reserved all the

beds in various hotels in Turkey for all the 1966 season. Many of other travel agencies from all over the world are trying to reach similar agreements through the offices of the Ministry.

Grease wrestling at Kirkpinar, Edirne.

ARA GULER

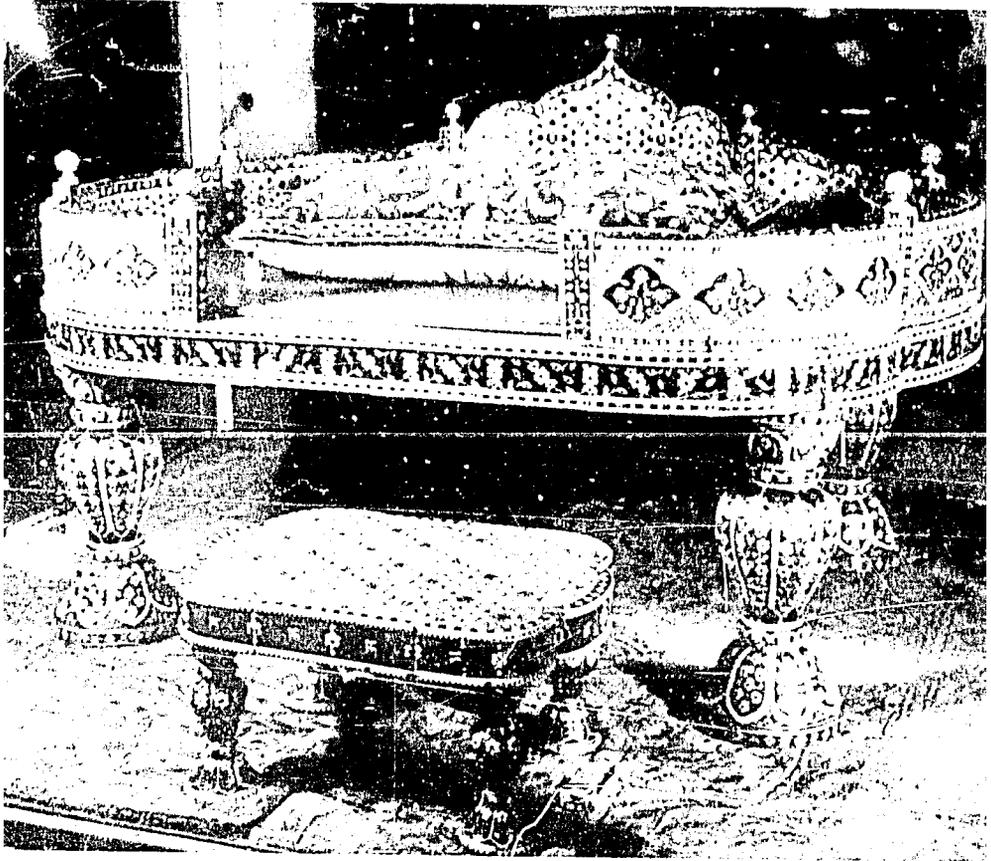




Camel wrestling at Germencik, Aydın. Camel wrestling in Aydın dates back to the Roman era.

Private enterprise in Turkey, often slow in parting with its money in a new venture, has now completely realized the true potential of the tourism industry. Many apartment blocks in Istanbul, and other cities where there is a steady flow of foreign tourists are now being transformed into reasonably priced tourist hotels. Large summer residences are transformed into motels. 16 camps in eight provinces have been re-

cently opened by private entrepreneurs. These boast 357 tents and 2850 beds. British Petroleum's "Mocamps" are mushrooming all over the roads where tourists like to travel. In addition to these, State Enterprise factories and institutions and provincial municipalities have in the last three years opened 72 camps with a total of 5700 beds. These camps have opened near the beaches most sought by tourists.



Throne of Şah (Shah) Ismail of Persia. In Treasury Department of Topkapı Museum.

One of the problems posed by the modern tourism industry is its demand for trained and competent personnel. To meet this need U.S. A.I.D. has assisted in the establishing of a Hotel School in Ankara. Another more advanced school will soon be opened in Istanbul. Many Ministry employees have been sent to Belgium for specialization courses. Late in 1964 the Ministry opened Tourist

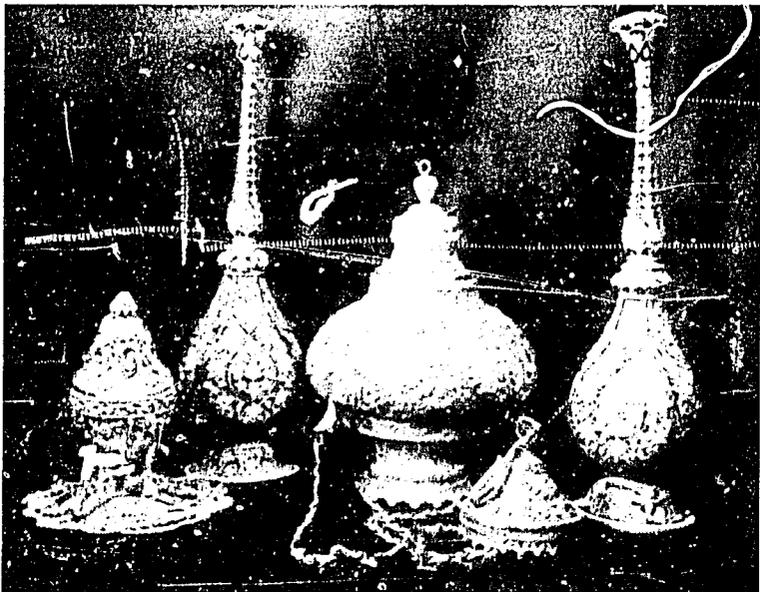
Guide seminars in Bolu, Izmir, Istanbul and Mersin and 160 tourist guides received diplomas from these seminars. The importance of trained personnel in the tourist industry is treated in a separate article written by Murat Özgeç, Deputy Undersecretary of the Ministry of Tourism and Information.

Let us here only stress that many university graduates are becoming tourist guides in



Tourists at Topkapı Museum.

Rose water set at Treasury Department of Topkapı Museum.



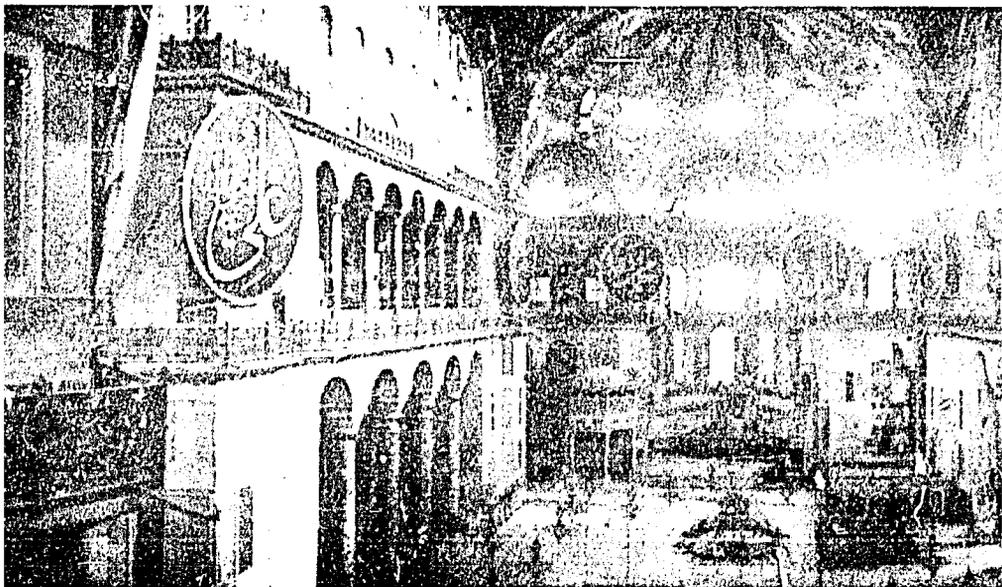


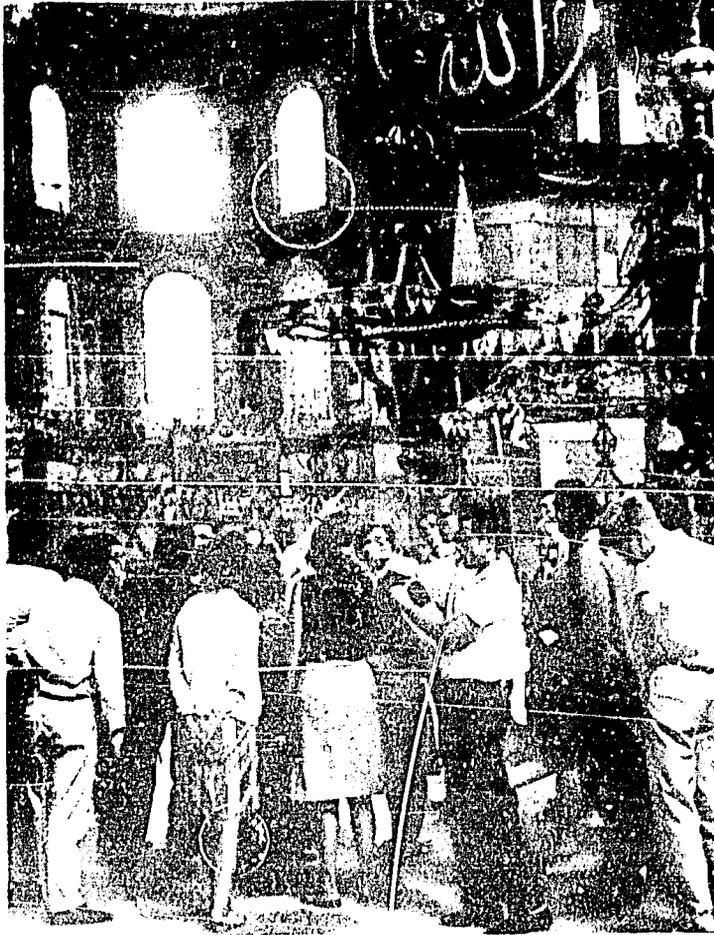
Tourists looking at the mosaics in Haghia Sophia Museum.

Turkey. These young men and women realize that this is an occupation which brings in a steady income, it is an occupation in which while they are helping themselves they are also helping Turkey.

Although the greatest propagandist of Turkey's tourism potential is the visiting tourist himself, the Ministry of Tourism has set up offices in the United States, Great Britain, France, Benelux Countries, German Federal Republic, Sweden, Austria, Italy, Israel, Lebanon, Saudi Arabia, Iran and Pakistan.

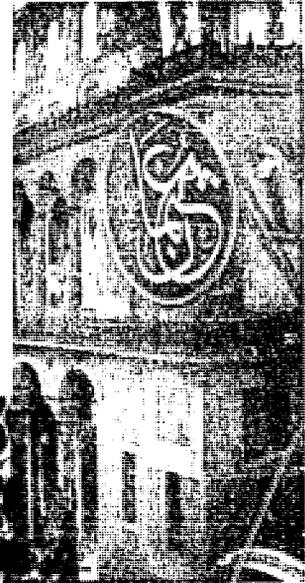
The number of tourists who visited Turkey in 1965 are at least three times the number who visited Turkey in 1960. Income from tourism has increased accordingly. As a result of greater financial means at Turkey's disposal through U.S. A.I.D. grants and loans and the awakening of private enterprise to this new industry for Turkey, the number of international standard accommodations which





ARA GULER

Tourists looking at the mosaics in Haghia Sophia.



Interior of Haghia Sophia Museum.



Old Ankara.

were 6,000 at the end of 1963 rose to 12,000 in 1964 and to 15,000 in 1965.

The steps taken to satisfy the foreign tourist have also triggered internal tourism. Every summer, Turks and foreigners living and working in Turkey get the wanderlust. They drive in all directions in their own cars or in hundreds of Pullman seated buses specially operating for internal travelling. These, too, are investors.

An assistant director of one of the big hotels in Istanbul, who had completed his studies in a hotel school in Switzerland, last year completed the tourist guide seminar in Istanbul, thus also becoming an official tourist guide. Asked

why he felt the need for this he explained: "In Switzerland I learned how to take care of a tourist, how to make him comfortable, how to feed him. In the Istanbul seminar I first learned myself what the tourist is keen to be taught — where to go and what to see."

Tourism is now an industry that has come to Turkey. It is a developing industry in developing Turkey. It is a big industry where the customer is waiting at the door and is waiting to be shown where to go. If you do not have a place to put him, you have lost a customer. If you can show him where to go, he will return.





Atatürk Mausoleum.

Modern Ankara.



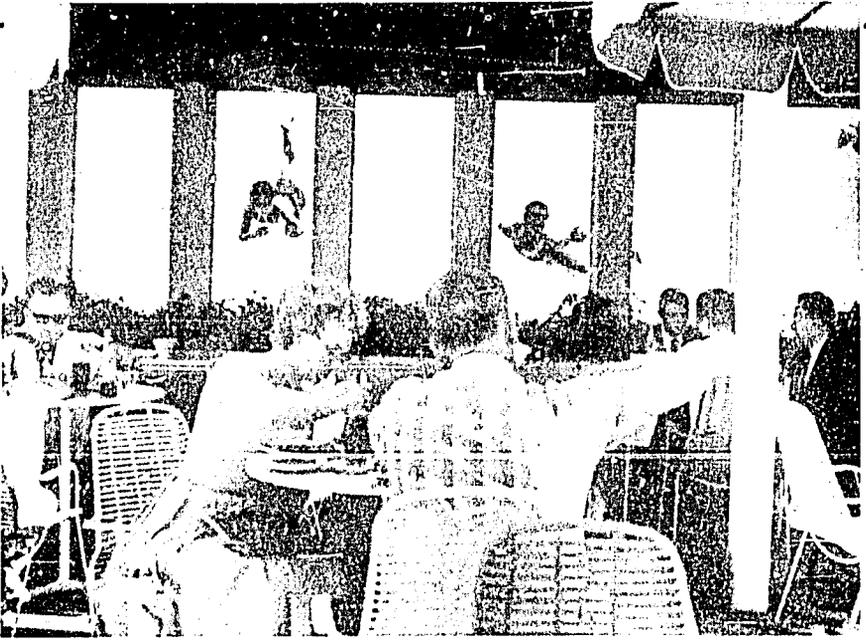
THOSE WHO HELP THEMSELVES

In support of private enterprise, the American AID Mission made 30 million TL available to the Turkish Government two years ago for loans to private investors in touristic establishments. Each investor had to provide an amount of money of his own equal to the amount loaned. An additional 50 million TL was made available for the same purpose by U.S. A.I.D. in October 1965. Of the original 30 million TL made available, 22 million has been loaned to private investors.

One of the examples

A few of the many examples how private enterprise is now tackling tourism in Turkey:

1. *Motes Motel*, in Çeşme, Izmir. This motel which has 44 rooms and 88 beds, received 550,000 TL from the U.S. A.I.D. 25 million TL. Loan and put up 600,000 TL. itself. The motel



One of Izmir's ultramodern hotels.

which was completed in 1965, now has all the rooms booked from April 1, 1966 to Nov. 30, 1966 to a German Travel Agency.

2. *Hotel King*, Istanbul.

Received a 1,150,000 TL. loan from U.S. A.I.D. while the owners have matched the loan with 1,176,000 TL. The hotel opened in 1965 and has had full bookings the first season.

3. *Alantur Motel*, Alanya, Antalya. This motel has 35 rooms and 72 beds. It received 400,000 TL. from the U.S. A.I.D. loan and put up 400,000 TL.

itself. The hotel did well in the 1965 season and all its beds are now reserved to touristic agencies of several countries for the full 1966 season.

4. *Kemal Saraçoğlu Motel and Touristic Restaurant*, on

Lake Sapanca, in Sakarya, on the Istanbul - Ankara Highway. This Motel received 100,000 TL from the U.S. A.I.D. Loan for its Touristic Restaurant. It did a thriving business in the 1965 season, especially in the restaurant which serves motorcar travellers between Ankara and Istanbul.

The
IMPORTANCE
of
TRAINING
in
TOURISM

*By Murad Özgeç
Deputy Undersecretary,
Ministry of Tourism and Information*

Tourism is an activity connected directly, or indirectly, with all sectors of economic life. Therefore, it is a major concern to Turkey that the tourism objective be clearly understood in all of its many aspects. The rewards of tourism can only be achieved when tourism, as a concept, is considered realistically by the social and business community and when a positive and nationwide tourism posture has been established.

Tourism training and a proper attitude by the general public are necessary. Let us assume that the best hotels, restaurants, entertainment places and roads have been built in a country. If this country does not have trained personnel to manage these institutions, and if the people of this country do not have an understanding of

touristic psychology, what, then, can be the value of such institutions?

Throughout their long history, the Turkish people have been well known for their inborn hospitality. The Turkish people already regard the tourist as a guest and do their utmost to make him happy. This education is first taught to a child at home, and then in primary and secondary schools which have regular tourism lessons. This educational system, recently put into effect, has already shown satisfactory results in the last two to three years. Today, whenever tourists visit any sector in Turkey, they are invariably saluted by a handwave and smiles from children playing by the roadside. Tourism Societies, formed in practically every town in Turkey, have also played an important role in the achievements in the field of touristic hospitality.

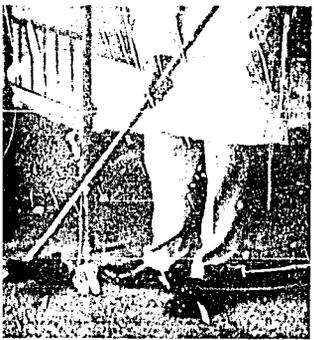
The first prerequisite for the maintenance and development of a touristic industry is to create a good impression of the country from the moment a tourist crosses its borders until the time of his departure. Seventy years ago, Great Britain's Lord Balfour had stressed the importance of creating a good impression with these words, "Tourism personnel are the top masters of ceremonies (protocol personnel) of the British Government in the presence of the visiting tourist."

Tourism teaching and training in Turkey first originated with the Tourism and Information Ministry Law. This Law assigned the duty of "training tourism personnel within and outside the country, and to open necessary courses and specialization schools for this purpose," to the General Directorate of Tourism. In another clause of the Law, the Tourism and Information Ministry was assigned to "train personnel in all phases of tourism which have entered the operational stage; to open courses and schools for specialization; to send students abroad for training, to send undergraduates abroad for specialization, and also to send key personnel abroad to broaden their knowledge and to gain more experience." However, before this authority was assigned to the Ministry of Tourism and Information in 1963, a Hotel School was opened in Ankara under the jurisdiction of the Ministry of Education in 1961 to educate and train hotel and motel personnel in professional skills essential to the tourism

*Students
of
Ankara
Hotel
School...*



...learn new trade



industry. A three-year curriculum was designed for graduates of commercial and secondary schools. In the 1963-64 period, 36 students graduated from the Ankara Hotel School and in the 1964-65 period, 33 graduated.

In addition, a Tourism Institute was opened in 1964 in the Izmir Academy of Economical and Commercial Sciences. The goal of this Institute is to continually study all phases of tourism, to carry out and publish findings of research in these areas, and to transmit these findings to educational institutions. To reach this aim, this Institute is now conducting research on short and long-range problems concerning the tourism industry. The Tourism Institute also trains high level administrators who will work in tourism management; acts as guide and tutor to those wishing to make investments in the tourist industry; follows developments in investments made in this field; publishes its findings on all touristic operations in the country; and keeps the general public aware of tourism.

In October 1965, the Commercial and Touristic Teachers Advanced School was opened in Ankara. This advanced school is an eight-semester, four-year school that will graduate teachers for commercial lycees (high schools), preparatory and hotel schools and colleges, and will provide qualified teachers for trade schools and schools training touristic managers. In this advanced school there

in national new tourism industry.



are specialized courses on "Management and Bookkeeping," "Office Management and Secretarial Education," "Tourism," and "Tourism Management." Those who will specialize in "Tourism Management" will spend the last year of their curriculum on specialization in this individual subject.

In the past two or three years, great efforts have been made to open a Hotel School in Istanbul and also, if possible, a Tourism School in the same city. The Ministry of Tourism and Information, in collaboration with the Ministry of Education, has already begun work for the establishment of an Istanbul Hotel School. Plans have been made to profit from the large hotel at Tarabya, Istanbul, the construction of which is about to be completed, as a school for practical instruction for the students of the Istanbul Hotel School. Permission for this has already been obtained from the Retirement Fund which owns the hotel, and from the Italian group who will run it. Therefore, arrangements are now being made to rent or purchase a suitable building near this hotel where Istanbul Hotel School students, teachers and administrative personnel can board, and where the students can receive theoretical instruction. With the acquisition of this building, Istanbul also will have gained a Hotel School.

Educational institutions in tourism are still quite new in Turkey and have not yet reached full productivity. To supplement local schools, students are sent to foreign countries, chiefly through scholarships.

Five students have been sent to different universities of the United States under scholarships obtained through U.S. A.I.D. In addition to these, four students have been sent to the Hotel School in Great Britain, and in the 1963-64 and 1964-65 period, 59 students were sent to Belgium through scholarships.

To train needed personnel, other than those being educated in schools at home and abroad, several short, intensive courses have been opened by the Ministry of Tourism and Information. TOLEYIS (The Turkish Hotel, Restaurant, Entertainment Places Workers Syndicate), the Students Associations and the Tourism Directorates are also opening courses to train personnel for the tourism industry. As an example, we can quote the training courses opened in 1964 in

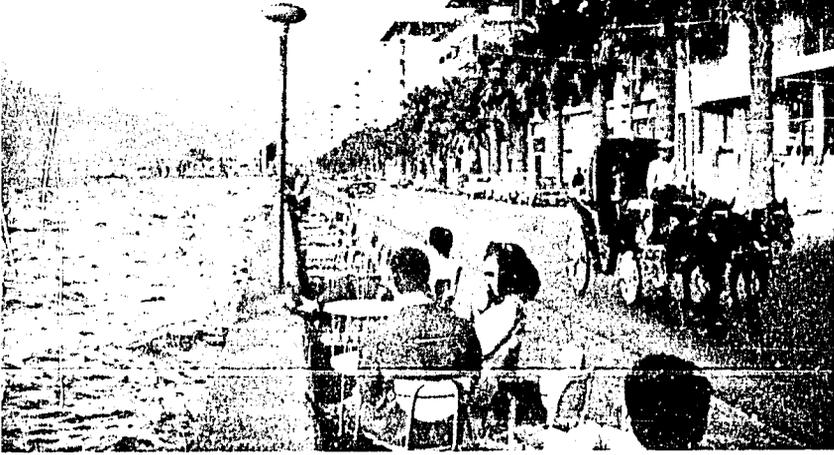
10 towns through a joint effort of the Ministry of Tourism and Information and TOLEYIS, from which 359 people were graduated. In the summer months of 1965, 841 persons attended training courses for waiters operated in 13 towns by the Ministry of Tourism and Information.

Also in the summer of 1965, a "waiters training caravan" operated by the Ministries of Tourism and Information and of Education held 15-day orientation courses in towns where tourism traffic was heavy. An enthusiastic response was received from the touristic institutions whose personnel attended the courses.

Also playing a most important role in the development of both internal and international tourism is the tourist guide. A tourist guide is not solely an interpreter. Qualifications for a guide include: a fairly good knowledge of at least one foreign language; to know the country extremely well; to be presentable and have a reliable personality; to be polite and agreeable to all those with whom he comes in contact.

Interpreter-guide courses have been conducted the past ten years. These courses are usually carried out in nine to twelve-week programs. The programs begin with the teaching of tourism theory, general subjects and archeological sites most sought by tourists. Interpreter-guide diplomas were given to 179 participants in five towns in 1964. In the same type of course conducted in Izmir in October 1965, another 65 interpreter-guides received diplomas. Professional guides are trained in courses conducted by the Ministry. Several students organizations are training amateur interpreter-guides, and in the touristic areas of Turkey some of the Tourism Associations are now also beginning courses for interpreter-guides.

In the past few years Turkey, realizing its natural beauties and its numerous touristic attractions, is attaching increasing importance to tourism development. To summarize, Turkey has formed a new Ministry to deal with tourism; it has taken steps to grant aid and facilities to encourage private enterprise in this sector; and it has, so far as its means have allowed, done its best to train qualified personnel for this industry, and is determined to increase its efforts in this field.



The quay (First Kordon) of Izmir, on the Aegean, where thousands of tourists come all the year round to visit the centers of many civilizations easily accessible from this area.

HIERAPOLIS

Pamukkale (Cotton Castle) is a wonder of nature.

Once used as a hot-springs spa by the Roman and Byzantine aristocracy, Hierapolis now is a favorite visiting place of international tourists.



Fethiye on the Mediterranean. One of the most picturesque towns on the Turquoise Coast of Turkey.



“You must realize that God created so much beauty on earth so that man might enjoy it. Our country deserves, to the highest degree, to become a paradise, the more so as Turks are the friends of all civilized nations.”

Mustafa Kemal ATATÜRK

THE WAY AHEAD

By Robert F. Ginsbach

It is only recently, in the face of pressing economic and social needs, that the Turkish authorities decided to exploit by methodical means and efforts their outstanding touristic resources. This action is destined to exercise a decisive influence upon the future of the country in every field.

Mr. Robert F. Ginsbach is the United Nations Technical Assistance Bureau Consultant to the Ministry of Tourism and Information of Turkey.

However, despite the many and very exceptional advantages which exist, the road to complete touristic expansion will be long and difficult and fraught with obstacles. Indeed, it is impossible to abolish at one stroke all the obstacles which stand in the way of the development of tourism or to create, from one day to the next, the hundreds of hotels, motels and holiday villages needed, the facilities for sport and cultural activities which are their natural adjuncts, hunting reserves, beach installations, restaurants, boating facilities, the spas and watering places, natural parks,

camping grounds, mountain chalets, touristic highways, air, sea and land transportation, or to train the great mass of personnel required to serve all these installations, or to clear and restore the countless archeological, historical and religious sites. A Herculean task, if ever there was one!

The Ministry of Tourism and Information is carrying out the progressive application of a wide program which includes the mobilization of national and foreign capital in order to create the needed touristic equipment in the shortest possible time, and the preparation of realistic legislation and regulations capable of assisting the rational functioning of the new touristic services: accommodation, reception, travel agencies, highway signs and assistance, touristic entertainment and attractions, regional and local touristic associations, fetes and displays, souvenirs, natural hunting and reserves, hygiene in touristic establishments, exchange and border formalities.

The Ministry is endeavouring to make known both in Turkey and abroad the country's touristic resources and potential by means of propaganda suited

to the needs of reality, because they are fully aware of the danger of attracting more visitors the country than can be satisfactorily and properly received and accommodated. This propaganda action likewise takes in to account the exceptional climatic conditions which permit touristic enterprises to enjoy a much longer profit-earning period. However, the Ministry cannot fulfill its mission without being assured of the close cooperation of the other ministries. Efforts have also been made to encourage private initiative. Indeed, the functioning and exploiting of touristic services fall within the competence of the private sector, because tourism is a delicate activity requiring initiative, resourcefulness, psychology and enthusiasm as well as a marked sense of personal responsibility, qualities which, by force of circumstances, are lacking in Public Administration.

The touristic awakening of Turkey depends just as much on the cooperation of all those within the country as on close collaboration with neighbouring countries and with private tourist and transport organizations abroad.

The accomplishments recorded in such a short time allow one to nourish great hopes for the future because the means of accommodation of western standards have been doubled in relation to 1963: the highways asphalted, sign-posted and equipped with station services increased by more than 1500 km; training of personnel has been markedly increased thanks to scholarships for practical training awarded by friendly countries; and the first duty-free shops have been opened. New air, sea and land routes have been established, the Izmir and Antalya airports opened to international charter traffic—all these among a host of other accomplishments such as the chain of 23 reception offices in the principal touristic centers, or the trial in highway assistance to foreign motorists under the aegis of the Red Crescent and with the cooperation of the petroleum companies, the Turkish Touring and Automobile Club, the traffic police and the Highways Department.

Another of the successful efforts of the Ministry of Tourism and Information is the awakening of the Turkish people's conscience to the vital

importance of tourism for the country. Even the Imams talk about tourism to the faithful in the mosques.

The result of this awakening to tourism is the extraordinary craze of the Turkish public for travel. Never has one seen so many Turkish tourists exploring their country. This is also a very important factor for the future.

For those who may still harbor some doubts about the real value of tourism, it would seem a convincing argument to mention that the increase in touristic income in foreign currency (monthly average in 1963: 600,000—monthly average in 1965: 1,000,000) has progressed in parallel to the increase in accommodations of international standard. From here it is only a step to estimate when tourism can theoretically cover the deficit in the Turkish balance of payments, but one which must be taken carefully because the quantity of other basic or complementary equipment to be created will have to be capable of ensuring the continuity of the touristic influx at the same ratio as during the course of the current year.

TOURISM PLANNING IN TURKEY

By Dr. Tünay Akoğlu

*Research Specialist,
State Planning Organization*

In his report handed in to the "First United Nations Tourism and International Traveling Congress," held in Rome in September 1963, Professor Kurt Krapf, well known as one of the pioneers of the tourism doctrine stressed: "the principle of tourism planning has been recognized and adopted only in recent years. The bottlenecks and problems met in the development of tourism have created the need for planning in tourism. The real goal of tourism planning is to realize, in a coordinated fashion, all the services needed and sought by internal and external tourism."

Dr. Tünay Akoğlu is a member of the Association Internationale des Experts Scientifiques du Tourisme.

This broad statement makes it clear that tourism planning is closely related to what a country has to offer international tourists and, in the broad sense, this planning constitutes the effort to meet the requisites of tourism in its best and most productive form. Tourism planning covers many activities and encompasses subjects ranging from construction to the training of touristic teachers.

Especially in countries with limited economic means and in underdeveloped countries which have to use their available means economically, the following of a planned course of action in the tourism industry has become an indispensable factor.

When the First Five-Year Development Plan which covers the years 1963-1967 outlined the economic and social development of Turkey within the framework of a mixed economy, the touristic sector figured within the structural framework of the plans. The First Five-Year Plan specifies in detail the investments for touristic development, the number of tourists expected to visit the country, tourism income and expenditures, and the necessary steps that have to be taken for the planned development of this industry. All these subjects form the fundamental principles

of Turkey's tourism policy. Also programs for every year are prepared and in this way the tourism policy of the country is carried out.

Investments

The Five-Year Development Plan has planned a gross investment of 59,646.8 million TL. in the public and private sectors (1961 prices) and has assigned 1.4 per cent of this amount to the tourism sector. The table below shows the gross investments for the period 1963-1967, and the percentage proportions per annum :

GROSS INVESTMENTS (1961 Prices in Millions TL and percentages)

	1963		1964		1965		1966		1967		TOTAL	
	TL	%	TL	%	TL	%	TL	%	TL	%	TL	%
Agriculture	1213.2	12.8	1712.2	15.8	2182.0	18.1	2590.0	19.7	2851.0	20.2	10548.4	17.7
Mining and quarrying	457.8	4.6	735.2	6.8	794.6	6.6	800.9	6.1	435.5	3.1	3733.0	5.4
Manufacturing	2166.3	22.6	2359.9	21.8	2276.9	18.9	1726.4	13.1	1559.7	11.1	10089.2	16.9
Energy	706.4	7.4	159.0	1.5	1057.7	8.8	1233.5	9.4	1286.7	9.1	5134.0	8.6
Transport and Communication	1298.0	13.7	1355.9	12.5	1482.3	12.3	1851.9	14.1	2171.3	15.4	8159.4	13.7
Services	501.0	6.1	426.1	3.9	437.0	5.2	1020.0	7.9	1291.8	9.2	5965.9	6.6
Housing	2085.0	21.9	2229.0	20.6	2390.0	19.8	2594.0	19.7	2918.0	20.0	12116.0	20.3
Education	660.0	6.9	783.0	7.2	795.0	6.6	836.0	6.4	1153.0	8.2	4227.0	7.1
Health	200.5	2.1	230.1	2.1	278.2	2.3	320.2	2.4	317.9	2.3	1346.9	2.3
TOURISM	145.5	1.5	148.2	1.4	164.7	1.3	175.6	1.3	193.0	1.4	827.0	1.4
TOTAL	9513.7	100.0	10829.6	100	12058.6	100	13167.5	100	14077.4	100	59646.8	100

SOURCE : First Five Year Development Plan (1963 - 1967)

The investments made in the tourism sector have been used in the fields shown in the following table :

TOURISM INVESTMENTS AND PROMOTIONAL EXPENDITURE

(1963 - 1967 in Millions TL.)

	<u>TOTAL</u>	<u>1963</u>	<u>1964</u>	<u>1965</u>	<u>1966</u>	<u>1967</u>
Hotels	380.5	73.0	67.5	73.0	78.5	88.5
Motels	45.2	6.0	6.2	9.0	10.5	13.5
Boarding houses (pensions)	7.6	0.8	1.0	1.5	2.0	2.3
Restaurants and entertainment places	46.4	5.6	7.3	9.2	11.3	13.0
Holiday villages and camps	74.5	9.0	13.0	17.5	16.0	19.0
Beaches	10.8	1.6	1.8	2.1	2.4	2.9
Health resorts	55.5	11.1	11.1	11.1	11.1	11.1
Touristic attractions	124.1	23.9	24.8	25.8	26.3	23.3
Hunting and fishing	1.0	0.5	0.5	-	-	-
Souvenir trade	15.0	2.5	3.0	3.0	3.0	3.5
Training	22.5	4.5	4.5	4.5	4.5	4.5
Maintenance	43.9	7.0	7.5	8.0	10.0	11.4
TOTAL	827.0	145.5	148.2	164.7	175.6	193.0
PROMOTIONAL EXPENDITURES	150.0	30.0	30.0	30.0	30.0	30.0

SOURCE : First Five Year Development Plan (1963 - 1967).

Conjectures

The First Five Year Development Plan estimates the number of tourists to come to Turkey as follows:

<u>Year</u>	<u>Number of Foreign Tourists</u>	<u>Year</u>	<u>Number of Foreign Tourists</u>
1962	166.000	1965	288.000
1963	200.000	1966	345.000
1964	240.000	1967	415.000

SOURCE : State Planning Organization, Tourism, Ankara 1963.

Conjectures

The estimations for the minimum and maximum incomes are estimated as follows:

Year	Dollars spent by each tourist	Minimum figure Income from tourism in million dollars	Maximum figure estimated from tourism income in million dollars
1962	60	10.0	76.2
1963	65	13.0	99.4
1967	100	41.5	325.0

SOURCE: First Five Year Development Plan

The table below shows the outcome of above estimates:

Year	Arrival number of foreign tourists	According to previous year	Tourism (Million \$)			All external voyages (million \$)		
			Income	Expenses	Difference	Income	Expenses	Difference
1962	172.867	- 34.0	7.3	8.6	- 1.3	8	18	- 10
1963	154.823	- 11.0	6.4	5.5	- 0.9	7	20	- 13
1964	168.054	- 8.5	7.0	8.7	- 1.7	8.3	21.8	- 13.5
1965 (8 months)			7.4	7.3	- 0.1	8.4	17.9	- 9.5

SOURCE: State Statistical Institute and Ministry of Finance

The number of beds which will be needed in different sectors at the end of the plan period in 1967 are estimated as follows:

Number of accommodations (beds) necessary for tourists in 1967 in thousands

Region	Number of beds required	Number of additional beds required
Marmara	10.1	8.0
Aegean	7.3	6.7
Antalya	3.8	1.7
Other	3.7	1.8
TOTAL	24.9	20.2

SOURCE: Five Year Development Plan.

According to the latest inventories made there are 346 hotels-motels that have received "tourism certificates" and only 176 of these are presently in operating condition. In these institutions there are 6,877 rooms and 12,388 beds. Therefore it is necessary to increase the number of beds by 100 per cent by 1967.

Measures to be taken

One part of the tourism planning in the Five-Year Development Plan deals with the measures that have to be taken for the development of this industry. Each department responsible for taking particular measures is singled out, and a time limit for carrying out such measures is specified. The measures that have to be taken for the development of the tourism industry according to the Development Plan are decided upon in cooperation with the State organizations responsible for carrying them out.

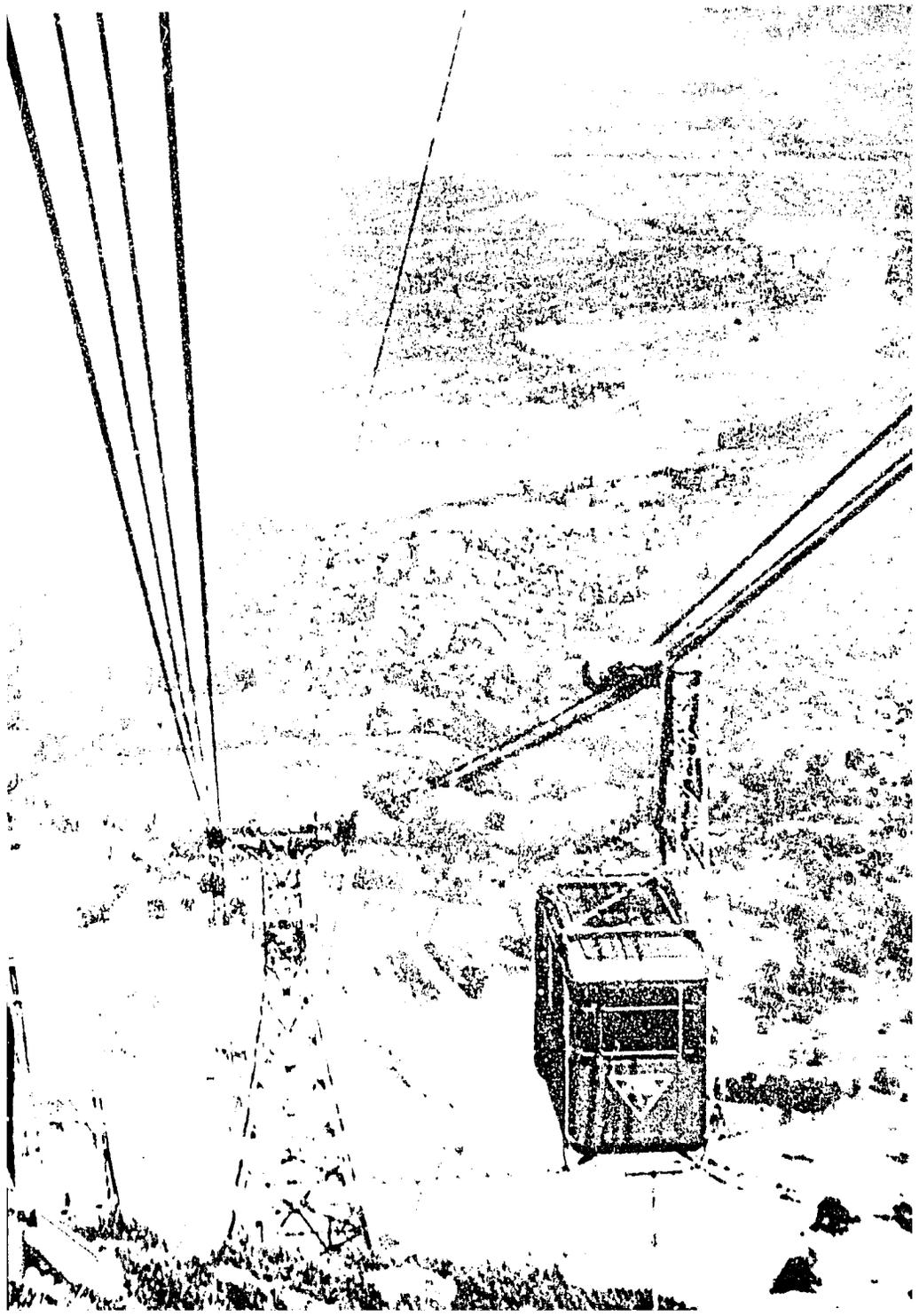
In addition, new measures to be carried out are added in the yearly programs, and in this way the fulfillment of tourism policy is assured. Most of the measures decided in the First Five-Year Plan have

already been put into effect and new plans have been placed in the framework of the yearly programs.

The yearly plans, in conjunction with the Five-Year Development Plan, form part of the planning for the development of the tourism industry in Turkey. In these yearly plans the different types of investments are specified, projects, costs, durations are pointed out, and tourism policy of shorter range is outlined and considered. Every year the investing sectors of the public sector's investment projects are researched, evaluated, and taken within the framework of the overall program in a balanced fashion with the other economic sectors, and the appropriations for each project are planned and decided upon individually.

The application of investments are controlled by the application forms prepared and handed in by the investing and executive departments, and is made known to the public by the yearly reports compiled by the State Planning Organization.

Aerial cable transporting passengers from Bursa to Uludağ.



In the table below investments made in yearly programs are given in a comparative fashion with investment estimates of the Five Year Development Plan:

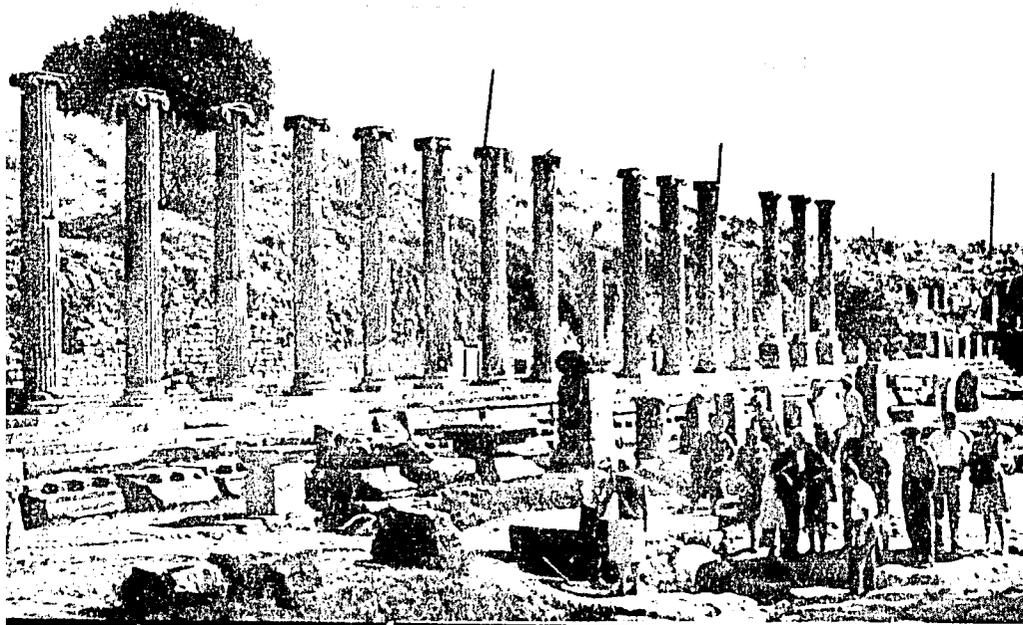
PLANNED TOURISM INVESTMENTS

(State and Private Sector) (in Million \$ - 1961 Prices)

	1963	1964	1965	1966	1967	TOTAL
In First Five Year Development Plan	45.5	148.2	164.7	175.6	193.0	827.0
In yearly programs	56.5	199.2	291.3			
Percentage of tourism investments in overall investments according to Five Year Development Plan	1.5	1.4	1.3	1.3	1.4	1.4
Percentage of tourism investment according to yearly investments in Five Year Development Plan	1.7	1.8	2.4			

SOURCE: State Planning Organization - 1963, 1964, 1965 yearly plans.

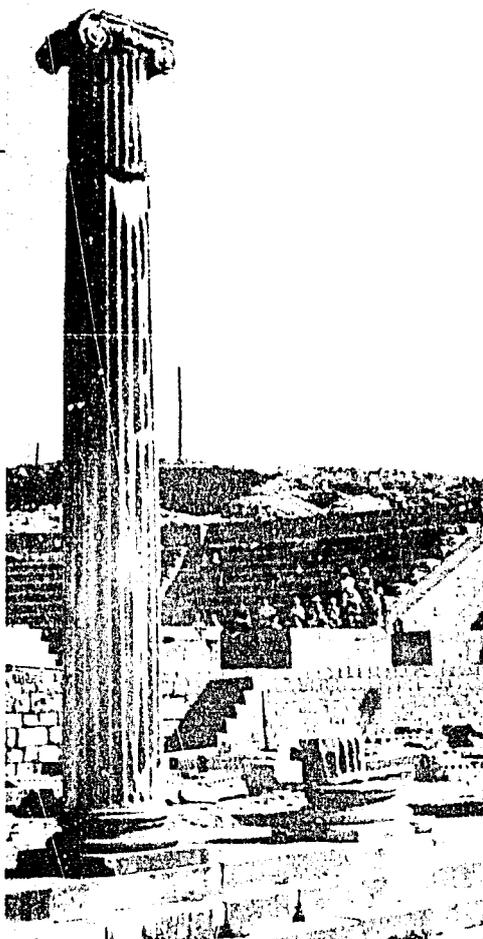
Tourists visiting Aesculapium at Pergamum (Bergama).



One of the historic columns at Aesculapium.

As can be seen from the table at left the percentage of the yearly tourism investments estimated and invested in proportion to total investments has been on the increase since 1963. This proportion is higher than the proportion originally estimated for the tourism sector in the First Five-Year Development Plan. Thus it can be seen that the deviations from the original Five-Year Plan in the yearly plans is to the advantage of the tourism sector.

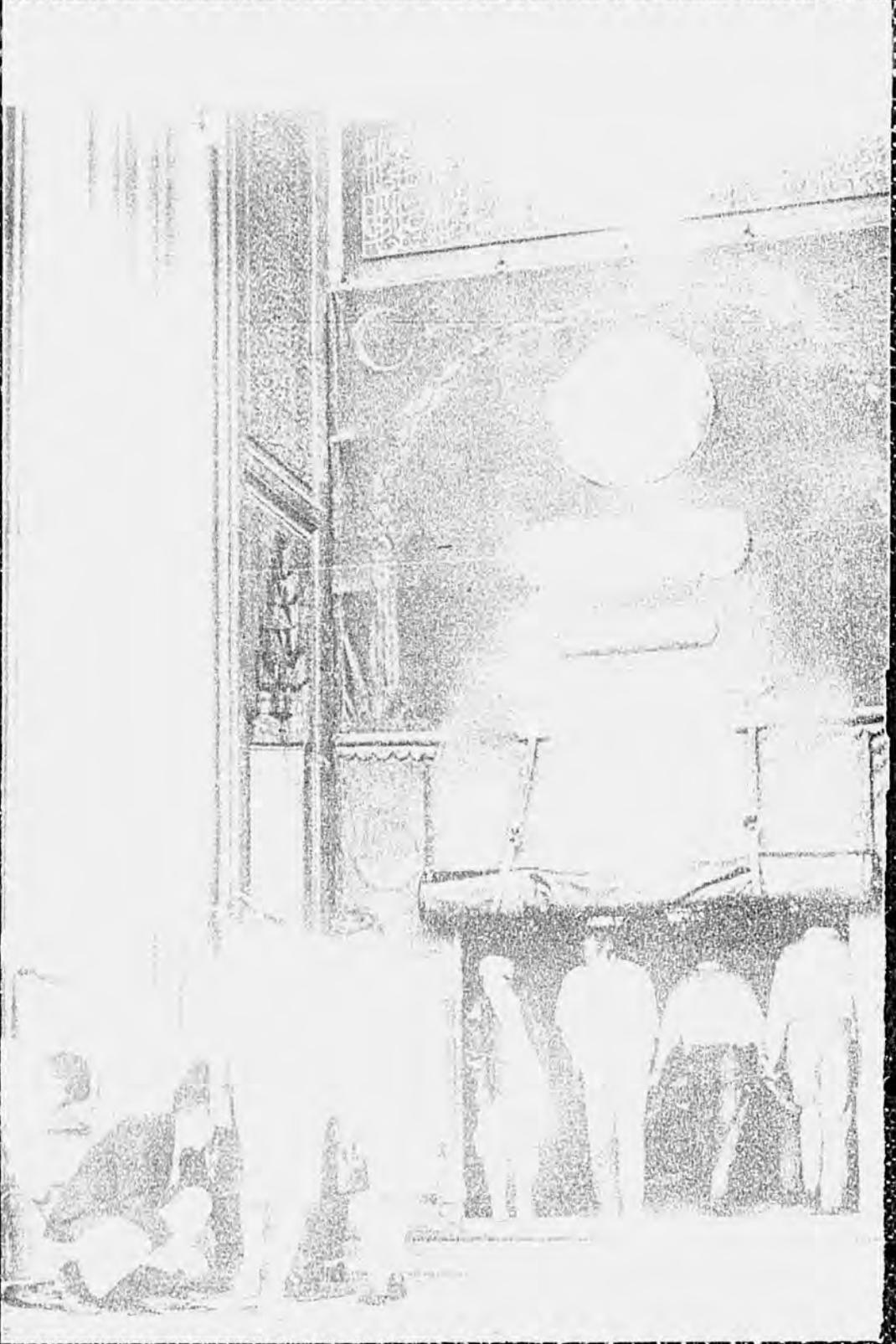
Table below shows in detail, in current prices, the distribution of tourism investments according to yearly plans:



TOURISM INVESTMENTS (in thousand TL.)

<u>1963</u>		<u>1964</u>		<u>1965</u>		
<u>External</u>	<u>Total</u>	<u>External</u>	<u>Total</u>	<u>External</u>	<u>Total</u>	
22.200	106.463	26.700	138.000	27.500	160.900	Public Sector Total
15.000	50.000	5.000	73.000	10.000	150.000	Private Sector Total
37.200	156.463	38.700	208.000	37.500	310.900	Grand Total

SOURCE: State Planning Organization 1963, 1964, 1965 programs.



Another section of tourism study and planning is carried out by other organizations among which the most important are the Ministries of Tourism and Information and the Ministry of Reconstruction and Settlement.

The Ministry of Tourism and Information, as the executive branch of the Government's Tourism Sector, carries out a manifold planning operation, while the Ministry of Reconstruction and Settlement concentrates its efforts mostly on regional and town planning, and physical planning. The results of this planning are evaluated by the State Planning Organization and take their places in the yearly programs. The inter-ministerial cooperation between the Ministry of Tourism and Information and the Ministry of Reconstruction and Settlement is carried out by the "Technical Bureau of Tourism Planning."

The future planned development of the tourism sector will again be carried out in yearly and five year programs. The work on the second Five-Year Development Program

Tourists at the entrance of Sultan Ahmet Cami (Blue Mosque).



Tourists visiting Hagia Sophia (Ayasofya) Museum.

which will cover the years 1968-1972 is already begun and the "Special Specialization Committee of Tourism" comprising elements from both the Public and Private Sectors, and sub-committees of the Committee have already begun research and reached certain conclusions.

The basis of Turkey's tourism development program and developments achieved in the field of international tourism, within the economic and social structure of Turkey's overall economy, are found in the different aspects of tourism planning we have mentioned above.

ARCHEOLOGIC EXCAVATIONS MADE IN TURKEY

<u>Excavation Site</u>	<u>Excavations Under Direction of:</u>	<u>Excavations Made By:</u>	<u>Years</u>
Acemhöyük (Niğde)	Prof. Dr. N. Özgüç	Turkish Historical Society- Ministry of Education	1962-1965
Aphrodisias (Aydın)	P. Goudin Prof. Dr. G. Jacopi Prof. Dr. K. T. Erim	Railways Company French Government Italian Government New York University	1904 1913 1937 1961-1965
Ağilkaya (Manisa)	Prof. Dr. P. Devambez	French Archeological Inst.	1934
Ahlathıbel (Ankara)	Dr. H. Z. Koşay	Ministry of Education	1933
Aizani (Kütahya)	M. Schede, D. Krencker	German Archeological Inst.	1926-1928
Akalan (Samsun)	Peodor Macridy	Istanbul Museum	1908
Alabanda (Aydın)	Peodor Macridy	Istanbul Museum	1904
Alacahöyük (Çorum)	Peodor Macridy	Ministry of Education Turkish Historical Society	1928 35-49,65
Alaeddin Tepesi (Konya)	Prof. Dr. R. O. Arık	Turkish Historical Society	1941
Alışar (Yozgat)	Von der Osten	Chicago University	1927-1932
Alıtepe (Malatya)	Prof. Dr. C. Schaeffer	French Universities	1948
Altıntepe (Erzincan)	Prof. Dr. T. Özgüç	Turkish Historical Society- Ministry of Education	1958-1961
Amyzon (Aydın)	Prof. Dr. L. Robert	French Archeological Inst.	1949

Alahan (İçel)	M. Gough	British Archeological Inst.	1932-1965
Antikokhia (Isparta)	W. M. Ramsey	Edinburgh University	1910
Antiphellus (Antalya)	Dr. F. J. Trisch	Birmingham University- British Archeological Inst.	1952
Arsemela (Malatya)	Dr. K. Dörner	Münster University	1953-1965
Aslantepe (Malatya)	Prof. Dr. L. Delaporte	Louvre Museum	1932-1933 1938-1939
	Prof. Dr. Schaeffer	Academie des Inscription et Belles Lettres	1946-1955
	Prof. Dr. P. Meriggi	Centro per le Antichita e la Storia dell'Arte Vicino Orienta	1961-1965
Assos (Çanakkale)	R. Rochetta	American Archeological Inst.	1838
	J. Clark,	American Archeological Inst.	1881-1883
	R. Coldevey,		
	H. Bacon		
Ayaş-İlca (Ankara)	Dr. W. Orthmann	German Archeological Inst.	1963-1964
Akhisar (Manisa) "Tepemazarlığı"	Dr. Y. Boysal	Ministry of Education	1963-1964
Bayraklı (İzmir)	Prof. Dr. E. Akurgal	West Anatolian Research Inst.	1948-1951
	Prof. Dr. J. Cook F. Miltner	and Athens Britisch Arch.Inst.	1930-1931
Babaköy (Balıkesir)	Prof. K. Bittelve Stavard	Cambridge University	1936
Belevi (İzmir)	Prof. Dr. M. Theur Prof. Dr. C. Praschniker Prof. Dr. J. Keil	Austrian Archeological Inst.	1933
Bergama (İzmir)	C. Humann W. Dörpfeld A. Conze	German Archeological Inst.	1878-1913
	T. Wiegand	German Archeological Inst.	1927-1931
	G. Bruns	" " "	1932-1933
	H. Hansen	" " "	1934-1938
	O. Ziegenaus Prof. Dr. E. Boehringer	" " "	1957-1965
Beycesultan (Denizli)	S. Lloyd	British Archeological Inst.	1954-1959
Bitik (Ankara)	Prof. Dr. R.O. Arık	Turkish Historical Society	1940
Beldibi (Antalya)	Dr. E. Bostancı		1960-1961
Boğazköy (Çorum)	E. Chantre Peodor Macridy Puchtein Wincler	German Archeological Inst.	1893-1894 1906-1913
	Prof. Dr. K. Bittel	" " "	1931-1939
	" " " "	" " "	1952-1965

Büyük Güllücek (Çorum)	Dr. H. Koşay	Turkish Historical Society	1947-1949
Can Hasan (Konya)	D. French	British Archeological Inst.	1962-1965
Cebeli Akra (Antakya)	Prof. Dr. C. Schaffer		1937
Çandarlı (İzmir)	Prof. Dr. E. Akurgal	Turkish Historical Society - Ministry of Education	1959-1965
Çatalhöyük (Hatay)	McEwan	Chicago University	1933-1934
Çatalhöyük (Konya)	J. Mellaart Dr. O. Gurney	British Archeological Inst. " " "	1961-1963 1965
Daskileion(Balkesir)	Prof. Dr. E. Akurgal	Turkish Historical Society	55-57-65
Daphne (Hatay)	Prof. Dr. W. Campbell	Princeton University	1931-1943
Demircihöyük (Eskiş.)	Prof. Dr. K. Bittel	German Archeological Inst.	1937
Didyma (Aydın)	E. Pontremoli B. Haussoullier Prof. Dr. T. Wiegand " " " "	Berlin Museum	1895-1896 1904-1913 1924-1925
Diyarbakır Castle	Prof. Dr. O. Aslanapa	Ministry of Education	1962
Dirmil (Muğla)	Prof. Dr. E. Akurgal	Ministry of Education	1963
Domuztepe(G.Antep)	R. W. Eric	Harvard University	1934
Döngel Cave (Maraş)	Prof. Dr. K. Kökten	Ministry of Education	1959-1963
Dündartepe(Samsun)	Prof. Dr. K. Kökten Prof. Dr. T. Özgüç Prof. Dr. N. Özgüç	Turkish Historical Society	1940-1941
Edirne	Prof. Dr. Ş. A. Kansu	Turkish Historical Society	1963
Ephesus (İzmir)	J. T. Wood Benndorf J. Keil J. Keil F. Miltner Prof. Dr. F. Eichler	British Austrian " Austrian Archeological Inst. " " " " " "	1875 1894-1913 1926-1935 1954-1959 1960-1965
Ereğli (Tekirdağ)	G. Seure		1910
Eski Gümüş Monastery	M. Gough	British Archeological Inst.	1963-1965
Fraktin (Kayseri)	Prof. Dr. T. Özgüç	Ankara University	1947
Foça (İzmir)	F. Sartiaux Prof. Dr. E. Akurgal		1913
Gordium (Yassıhöyük)	Dr. Rodney S. Young	Turkish Historical Society Ministry of Education Ankara University	1964-1965
		University of Pennsylvania Museum	1950-1965

Göller Bölgesi	Prof. Dr. R. Solecki	Columbia University	1963
Gömerek (Adana)	Prof. Dr. J. Garstang	British Archeological Inst.	1963
Göllüdağ (Niğde)	Prof. D. Remzi, O. Arık	Ministry of Education	1934-1935
Gözlükule (Tarsus)	W. E. Barker V. Langlois Prof. H. Goldmann	Harvard University	1845 1852 35-38, 47
Gümenek (Tokat)	B. Hrozny		1925
Hacılar (Ankara)	Prof. Dr. R. O. Arık	Turkish Historical Society	1940
Hacılar (Burdur)	J. Mellaart	British Archeological Inst.	1957-1965
Halicarnassus (Muğla)	C. Newton	British Museum	1853-1855 1890
Harran (Urfa)	W. Trust, Dr. S. Rice	British Academy London University	1956-1959
Hashhöyük (Kırşehir)	Prof. Dr. L. Delaporte Prof. Dr. H. Çambel	Louvre Museum Turkish Historical Society	1931 1943
Hierapolis (Denizli)	C. Humann Prof. Dr. P. Verzone	Torino University	1928 1957-1965
Horoztepe (Tokat)	Prof. Dr. T. Özgüç	Turkish Historical Society- Ministry of Education	1956-1957
Höyücek (İzmir)	Prof. Dr. M. Şenyürek	Turkish Historical Society	1949
Iassos (Muğla)	Prof. Dr. D. Levi	Athens, Italian Archeol. Inst.	1960-1964
Imroz Island	Prof. D. Sarte	Athens Archeological Inst.	1332
İznik (Bursa)	M. Schede A. Schneider	German Archeological Inst.	1931 1935-1936
İznik Ceramic Ovens	Prof. Dr. O. Aslanapa	Istanbul University	1963-1965
Kabarsa h. (Tarsus)	Prof. Dr. H. Goldmann	Harvard University	1934
Kaledoruğu (Samsun)	Prof. Dr. K. Kökten	Turkish Historical Society	1941
Kalinağıl (Muğla)	Prof. Dr. P. Devambez	French Archeological Inst.	1935
Kalınkaya tumulus (Çorum)	R. Temizer	Ministry of Education	1947
Karahöyük	Prof. Dr. S. Alp	Turkish Historical Society Ministry of Education Middle Anatolian Res. Station	1953-1965
Karahöyük (Maraş)	Prof. Dr. T. Özgüç	Turkish Historical Society	1947
Karain (Antalya)	Prof. Dr. K. Kökten	Turkish Historical Society Ministry of Education Ankara University	1946-1965
Karalar (Ankara)	Prof. Dr. R. O. Arık	Turkish Historical Society	1933
Karaoğlan (Ankara)	" " " "	" " "	1937-1941

Karataş (Adana)	Prof. Dr. H. Bossert	Turkish Historical Society	
Karatepe (Adana)	Prof. Dr. B. Alkam and Prof. Dr. E. Çambel	Turkish Historical Society and Ministry of Education	1947-1965
Karaz (Erzurum)	Dr. H. Koşay	Turkish Historical Society	1942-1944
Kargamış (Gaziantep)	G. S. Smith D. G. Hogarth R. C. Thompson L. Wolfey		1876 1910-1914
Klaros (İzmir)	Peodor Macridy Ch. Picard and Peodor Macridy Prof. Dr. L. Robert	Athens, French Archeol. Inst. Academie des Inscription et Belles Lettres	1905 1912-1913 1950-1961
Kerkenezdağ (Yozgat)	Von der Osten	Chicago University	1928
Knidos (Muğla)	Scheur Newton	Columbia University British Museum	1927 1836
Kolophon (İzmir)	Prof. Dr. H. Goldmann	Harvard University	1925
Korikos (Mersin)	S. Guyer		1907
Kupatabat (Konya)	Z. Orak Prof. Dr. Aslanapa	Konya Museum Ministry of Education	1953 1964-1965
Kusura (Afyon)	Prof. Dr. W. Lamp	Cambridge University	1935-1937
Kültepe (Kayseri)	H. Grothe E. Chantre, H. Wincler Prof. Dr. F. Hrozny Prof. Dr. T. Özgüç		1923-1926 1948-1965
Kyme (İzmir)	S. Reinach A. Szalac	French Museums Prague University	1881 1925
Kyzikos (Balıkesir)	Dr. Weltzinger Prof. Dr. E. Akurgal	Crown Prince of Bavaria Turkish Historical Society- Ministry of Education	1918 1957-1958
Labranda (Muğla)	Prof. Dr. A. Persson Prof. Dr. G. Saeflund	Uppsala University	1951-1961
Lagina (Muğla)	Osman Hamdi	Istanbul Museums	1917-1918
Laodikya (Denizli)	Prof. Dr. J. De Gagnier	Quebec University	1961-1962
Larissa (İzmir)	Dr. J. Boehlau	Kassel Museum	1901-1907 1932-1934
Libyssa (İzmit)	T. Wiegand	Berlin Museum	905, 06, 15
Loryma (Muğla)	Scheur	Columbia University	1912
Leyne (Muğla)	Peodor Macridy O. Hamdi	Museums Administration	1892-1893 1891

Mağaracık (Hatay)	Prof. Dr. M. Şenyürek	Turkish Historical Society	1961
Maltepe (Sivas)	Prof. Dr. T. Özgüç	Turkish Historical Society	1946
Maşat (Tokat)	Prof. Dr. E. Akurgal	Turkish Historical Society	1945
Menderes' Manisa	C. Humann	Berlin Museum	1890-1893
Misis (Adana)	Prof. Dr. H. Bossert	Münster and Istanbul Univ.	1956-1959
Milet (Aydın)	Prof. Wiegand Prof. Dr. Von Gerkan Prof. Dr. C. Wieckert	Berlin Museum German Archeological Inst.	1906-1907 1938 1955-1961
Myrina (İzmir)		Athens-French Archeol. Inst.	1880-1883
Müşgebi (Muğla)	Dr. Y. Boysal	Ministry of Education	1963-1965
Nemrut Mountain (Adıyaman)	O. Hamdi T. Goell	Istanbul Museums American School of Oriental Research	1882 1953-1965
Nikomedia (İzmit)	Prof. Dr. R. O. Arık A. Ogan	Ministry of Education " " "	1931 1938
Notion (İzmir)	P. Macridy, Picard	Turkish Museums	1907, 1913
Nysa (Aydın)	Baron Diest		1909
Panionion (İzmir)	Prof. Dr. G. Kleiner	Frankfurt University	1957-1960
Patnos (Ağrı)	Prof. Dr. K. Balkan R. Temizer	Atatürk University and Ministry of Education	1961-1965
Pazarlı (Çorum)	Dr. H. Koşay	Turkish Historical Society	1937-1938
Pazarlık (Muğla)	Prof. Dr. J. Cook	Bristol University	1959-1960
Perge (Antalya)	Prof. Dr. A. M. Mansel	Turkish Historical Society and Ministry of Education	1946
Polatlı h. (Ankara)	S. Lloyd - N. Gökçe	Ministry of Education and British Archeological Inst.	1949
Pulur (Erzurum)	Dr. H. Koşay	Atatürk University	1960-1961
Priene (Aydın)	C. Humann	Berlin Museum British Archeologists	1895-1898 1868
Rhegium (İstanbul)	A. Ogan Prof. Dr. A. M. Mansel	Turkish Historical Society	1938
Sart (Manisa)	H. C. Butler Prof. Dr. G. Hanfmann	Harvard University	1910-1914 1958-1965
Sakçagözü (G. Antep)	Prof. Dr. G. Garstang Dr. J. Waechter	Liverpool University British Archeological Inst.	1907-1911 1949
Samsun	Peodor Macridy		1904
Seleukeia (Hatay)	Prof. Dr. W. Campbel	Princeton University	1931-1943
Sızma (Konya)	Calsey and D. Robinson	Michigan University	1924-1926

Side (Antalya)	Prof. Dr. A. M. Mansel	Turkish Historical Society and Ministry of Education	1947-1965
Sidemara (Konya)		Museums Administration	1900
Sinop	A. Tevhit Prof. Dr. E. Akurgal	Museums Administration Turkish Historical Society and Münster University	1926 1951-1953
Sivas Castle	Prof. Dr. T. Özgüç	Turkish Historical Society	1947-1948
Under Water Archeological Searchings Halicarnassus (Bodrum)	G. Bass	Pennsylvania University	1960-1965
Sultantepe (Urfa)	S. Lloyd - N. Gökçe	British Archeological Inst. Ministry of Education	1951-1952
Semahöyük (Antalya)	Prof. Dr. M. Mellink	Bryn Mawr College	1963-1965
Taşkınpaşa (Nevşehir)	Prof. Dr. M. Şenyürek	Turkish Historical Society	
Tekeköy (Nevşehir)	Prof. Dr. K. Kökten	Turkish Historical Society	1940
Teos (Izmir)	Dr. Y. Boysal	Ministry of Education Ankara University	1962-1965
Temnos (Izmir)	H. Layard O. Hamdi Prof. Dr. P. Devambez	Austin Company Museums Administration French Archeological Inst.	1844 1882 1933, 1934
Terzilihamanı (Yozgat)	Von der Osten	Chicago University	1932
Tilmenhöyük (C. Antep)	Prof. Dr. B. Alkim	Turkish Historical Society and Ministry of Education	1960-1965
Tepemazarlığı (Manisa-Akhisar)	Dr. Y. Boysal	Ministry of Education	1963-1964
Toprakkale (Van)	Prof. D. A. Erzen	Turkish Historical Society and Ministry of Education	1960-1965
Tralles (Aydın)	H. Ethem C. Human, W. Dorpfeld	Museums Administration German Archeological Inst.	1901-1913 1893
Troia (Çanakkale) (Troy)	Heinrich Schliemann W. Dörpfeld Heinrich Schliemann W. Dörpfeld, Schliemann Prof. Dr. W. Blegen	Cincinnati University	1870-1873 1874 1878-1879 1882-1889 1893 1932-1938
Trabzon's Saint Sophia	D. Winfield D. Winfield Prof. Dr. T. Rice, D. Winfield	British Archeological Inst. Edinburgh University	1958 1959 1961-1962
Tel Açana (Hatay)	L. Woolley	British Museum	1938-1939
Tel el Cüdeyde (Hatay)	L. Woolley	British Museum	1947-1948 1946-1949
Tel Tabara Akkrat	L. Woolley	British Museum	1947-1948

Tel Tayinat	McEwan	Chicago University	1933-1938
Urfa	J. B. Segal	British Archeological Inst.	1959
Üsküdü (Bolu)	R. Duyuran	Ministry of Education	1960-1961
Van	K. Lake	Harvard University	1935-1938
Yazılıkaya (Afyon)	M. Jestin	French Archeological Inst. E. Haspels H. Çambel	1935-1936 1937-1939 1948,9-51
Yazılıkaya (Çorum)	Prof. Dr. K. Bittel	German Archeological Inst.	1938
Yalıncağ (Ankara)	B. Tezcan	Middle East Technical Univ.	1962-1965
Yalvaç (Isparta)	Ramsey		1912-1913
Yesemek (G. Antep)	Prof. Dr. B. Alkım	Turkish Historical Society and Istanbul University	1958-1959
Yortan (Balıkesir)	P. Goudin, V. Chapot		1901
Yümüktepe (Mersin)	Prof. Dr. J. Garstang	Liverpool University	1937-1939
Xanthos (Antalya)	Ch. Fellows Prof. Dr. Demargne	British Museum French Archeological Inst.	1842 1950-1959
Zencirli (G. Antep)	C. Humann Luchan		1888-1894 1901

EXCAVATIONS MADE IN ANKARA

Augustus Temple	Prof. Dr. Krencker, Schede	German Archeological Inst.	1926
Ankara Castle	Prof. Dr. R. O. Arık	Ankara University	1937
Tumulus at Railway Station	Peodor Macridy	Ministry of Education	1925-1927
Tumulus at Atatürk Mausoleum	Prof. Dr. T. Özgüç	Turkish Historical Society	
Roman Baths	Prof. Dr. R. O. Arık Von der Osten	Turkish Historical Society Turkish Historical Society	1937 1938-1941
Airport	Prof. Dr. G. Rohde	Ministry of Education	1938
Soğukuyu	N. Gökçe	Ministry of Education	1946
Etil Yokuşu	Prof. Dr. Ş. A. Kansu	Turkish Historical Society	

EXCAVATIONS MADE IN ISTANBUL

Ayasofya (Saint Sophia)	T. Whittemore	Byzantine Institute Boston University Harvard University	1932
	Prof. Dr. Schede	German Archeological Inst.	1935-1938
Çemberlitaş	Karlvelt		1929
Sarayburnu	Prof. D. Demangel	French Archeological Inst.	1933
Balabanağa Mosque	Prof. Dr. A. M. Mansel	Archeological Museums	1933
Maltepe-Bostancı	A. Raymond	Archeological Museums	1934
Yanıkodalar Mosque	Prof. Dr. P. Schazmann	" "	1935
Topkapı Palace	A. Ogan, Prof. Mansel Prof. Bossert	Turkish Historical Society, Museums	1937-1938
Old Justice Palace	Lemerl	French Archeological Inst. Ministry of Education	1937
Sultanahmet (Arasta)	Prof. Dr. Baxter		1935-1939
The Yard of Koca Mustafa Paşa Medrese	Baxter-Mansel	Ministry of Education	1936
New Justice Palace	Dr. A. Schneider R. Duyuran	German Archeological Inst. Ministry of Education	1942 1950-1952
Yalova	Prof. Dr. A. M. Mansel	Archeological Museums	1942
Silahtarğa		Ministry of Education	1951
Göztepe	R. Duyuran	Ministry of Education	1952
Fıkrtepe	Prof. Dr. A. M. Mansel Prof. Dr. K. Bittel	Istanbul University	1952, 1953
Silivri-Ortaköy	R. Duyuran	Ministry of Education	1953
Sultanahmet (Arasta)	T. Rice		1953-1954
Üsküdar (Ömerli Tumulus)	N. Fıratlı	Archeological Museums	1954
Kariye, Zeyrek, Fet- hiye, Ayasofya (Saint Sophia), Fenari İsa Museums (Mosaics)	Prof. Dr. Whittemore Prof. Dr. Underwood	Byzantine Institute Byzantine Institute	1954-1961

TURKISH MUSEUMS

I. MUSEUM DIRECTORATES

1. Adana Museum
2. Afyon Museum
3. Alanya Museum
4. Atatürk Mausoleum
5. Ankara Archeological Museum
6. Ankara Ethnographical Museum
7. Turkish Grand National Assembly Mus.
8. Antalya Museum
9. Bergama (Pergamum) Museum
10. Bodrum (Halicarnassus) Museum
11. Bursa Museum
12. Çanakkale Museum
13. Çanakkale Monument of Unknown Soldier
14. Edirne Museum
15. Efes (Ephesus) Museum
16. Erzurum Museum
17. Gaziantep Museum
18. Hatay Museum
19. Istanbul Archeological Museum
20. Istanbul Ayasofya (Saint Sophia) Museum
21. Istanbul Topkapı Palace Museum
22. Istanbul Turkish and Islamic Art Mus.
23. Izmir Museum
24. Kastamonu Museum
25. Kayseri Museum
26. Konya Museum
27. Kütahya Museum
28. Manisa Museum
29. Maraş Museum
30. Niğde Museum
31. Sivas Museum

II. MUSEUM SUB-DIRECTORATES

1. Akşehir Museum
2. Amasra Museum
3. Amasya Museum
4. Aydın Museum
5. Burdur Museum
6. Denizli Museum
7. Diyarbakır Museum
8. Erdemli Museum
9. Fethiye Museum
10. Göreme Museum
11. Hacıbektaş Museum
12. Harput Museum
13. Izmit Museum
14. Iznık Museum
15. Karaman Museum
16. Karatepe Museum
17. Kars Museum
18. Mardin Museum
19. Millet Museum
20. Mudanya Museum
21. Nevşehir Museum
22. Side Museum
23. Silifke Museum
24. Sinop Museum
25. Şemaki House Museum
26. Tire Museum
27. Truva (Troy) Museum
28. Tokat Museum
29. Urfa Museum
30. Ürgüp Museum
31. Van Museum
32. Yalvaç Museum

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Miniature in Topkapı Palace Museum, Istanbul, representing battle scene in Europe during the reign of Suleyman the Magnificent, in XVI Century.

