

## KOZAKLI THERMAL TOURISM CURRENT SITUATION AND PROBLEMS RELATED SOLUTION SUGGESTIONS



### Project Manager

**Assoc. Dr. Bekir Bora DEDEOĞLU**

This study is carried out within the scope of Specialization  
Project No. BKP23-1.



01.06.2023 - 31.05.2024

### “ “ PURPOSE OF THE PROJECT

Kozaklı district of Nevşehir was declared as Thermal Tourism Center by the Decision of the Council of Ministers in 2007. Although various studies have been carried out to develop thermal tourism activities in the Kozaklı region as of the specified date, it is still seen that the thermal tourism potential of the Kozaklı region has not been revealed sufficiently. In this context, this project aims to understand the position of thermal tourism activities in the Kozaklı region compared to its competitors at the national level and to reveal what kind of problems arise from the inadequacies in the current situation. Within the scope of this purpose, first of all, the current situation of thermal tourism activities in Kozaklı Thermal Tourism Center will be revealed, what kind of problems there are regarding this location and suggestions will be made about what solutions should be developed to these problems. Secondly, after presenting the current situation, thermal tourism establishments in Afyon province, which is a leading destination in thermal tourism at the national level, will be examined in order to better understand the deficiencies, and interviews will be held with the thermal tourism establishments in this region using the in-depth interview technique. and its stakeholders, a road map will be drawn to achieve the desired goals and good practices will be transferred to the region.



### “ “ IMPORTANCE OF THE PROJECT

In the reports presented regarding the Kozaklı region, SWOT analysis of the thermal tourism of the Kozaklı Region was made and its strengths, weaknesses, opportunities and threats were stated. However, although the presented report identifies strategic goals, targets and activities planned to be carried out until 2023, it is not clear whether these targets have been achieved or not, and it is known whether the suggestions for activities that will enable these targets to be achieved have been implemented. In the situation analysis to be carried out within the scope of this project, it will be revealed whether the specified activities are carried out and whether they contribute to the region. Although the Kozaklı region was declared a Thermal Tourism Center in 2007, it has still not reached the desired level. This deficiency indicates that there are still some problems in the region. With this project, it is aimed to reveal the current problems that exist today and to develop solutions for these problems. Especially with the comparative approach, revealing the deficiencies of Kozaklı Thermal Tourism Center with the data obtained from Afyon, which is at the forefront in thermal tourism at the national level, will make a significant contribution to the development of the region in terms of thermal tourism.

## “ THE IMPACT OF THE PROJECT ” ON REGIONAL DEVELOPMENT

Through the findings presented in the project, it is expected that with successful tourism management, there will be an increase in income from tourism activities, leading to a rise in the number of people employed in the tourism sector and, consequently, an improvement in the quality of life of the local population. In addition, since the project leader, researchers and scholarship holder are the staff and students of our university, the publications to be published after the project will contribute to the scientific performance of the university and thus contribute to the development of the university and consequently the development of the region.



## “ PROJENİN ÇIKTILARI ”

- ▶ The lack of Kozaklı Thermal Tourism Center stakeholders in terms of thermal tourism will be conveyed to them in a holistic manner.
- ▶ Academic studies (international presentations and articles) will be carried out in order to increase the awareness and recognition of Kozaklı Thermal Tourism Center in the national and international arena.
- ▶ It will pioneer future projects (e.g. preparation of a master plan for Kozaklı Thermal Tourism).



## “ PROJECT TEAM ”

- ▶ Project Leader: Assoc. Prof. Bekir Bora DEDEOĞLU
- ▶ Researcher: Assoc. Prof. Ömer ÇOBAN
- ▶ Researcher: Lecturer Sevgi BALIKÇI DEDEOĞLU
- ▶ Researcher: Lecturer Arif Nihat SAMUR