



BUILDING THE CAPACITY OF TRAVEL AGENCIES WITH PRODUCT AND MARKET DIVERSIFICATION STRATEGIES

“ “ THE AIM OF THE PROJECT

The project aims to identify the challenges faced by travel agencies operating in the Cappadocia region during their product and market development processes and to determine potential new products and markets that can be developed for the region.



“ “ THE SIGNIFICANCE OF THE PROJECT

The project will contribute to the process of directly attracting foreign tourists to the region and developing and commercializing high value-added new products, in addition to the organization of regional tours (red and green tours) and the sale of tourist activities (e.g., ATV tours, jeep safaris, horseback riding tours, and hot air balloon rides) by travel agencies operating in the region.

Project Leader

Assoc. Prof. Ömer ÇOBAN

This study is conducted within the scope of the BKP23-2
Specialization Project.



01.06.2023 - 31.05.2024



“ THE OUTCOMES OF THE ” PROJECT

The successful implementation of market and product diversification strategies will contribute to travel agencies reaching a broader customer base, distributing the risks they undertake, gaining a competitive advantage, and diversifying their revenue streams. Furthermore, by creating new markets and developing new products, tourism revenue and the number of overnight stays in the region will increase.



“ THE OUTCOMES OF THE ” PROJECT

- ▶ Identifying the challenges faced by travel agencies in directly attracting tourists to the region,
- ▶ Contributing to the development of niche products aligned with the region's cultural fabric,
- ▶ Preventing spatial and temporal congestion in the region through new product proposals,
- ▶ Supporting the socio-economic development of local businesses and communities



“ PROJECT TEAM ”

- ▶ Project Leader: Assoc. Prof. Ömer ÇOBAN
- ▶ Researcher: Assoc. Prof. Bekir Bora DEDEOĞLU
- ▶ Researcher: Asst. Prof. İbrahim YAĞLI
- ▶ Researcher: Lecturer Ecem TEZGEL ÇOBAN