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The landscape system of today

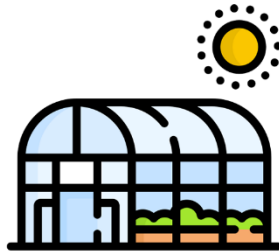
Agriculture



Open fields

Agricultural productions

- Banana
- Tomato
- Orange
- Pomogranate
- Sesame
- Olive



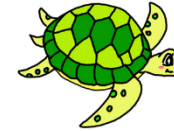
Greenhouse production



Heritage sites



Coastal zone



Sea turtle conservation



Hiking



Natural park

Tourism

Types of Tourism

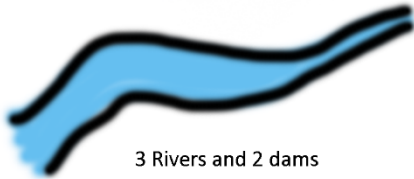
Resources



300 days of sun



Fertile soil



3 Rivers and 2 dams

Stakeholders



Farmers-Producers



Sellers



Tourists



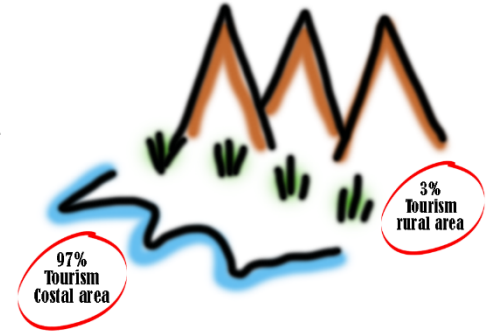
Hospitality sector



Local residents-Consumers



Tourist agency



Cause:

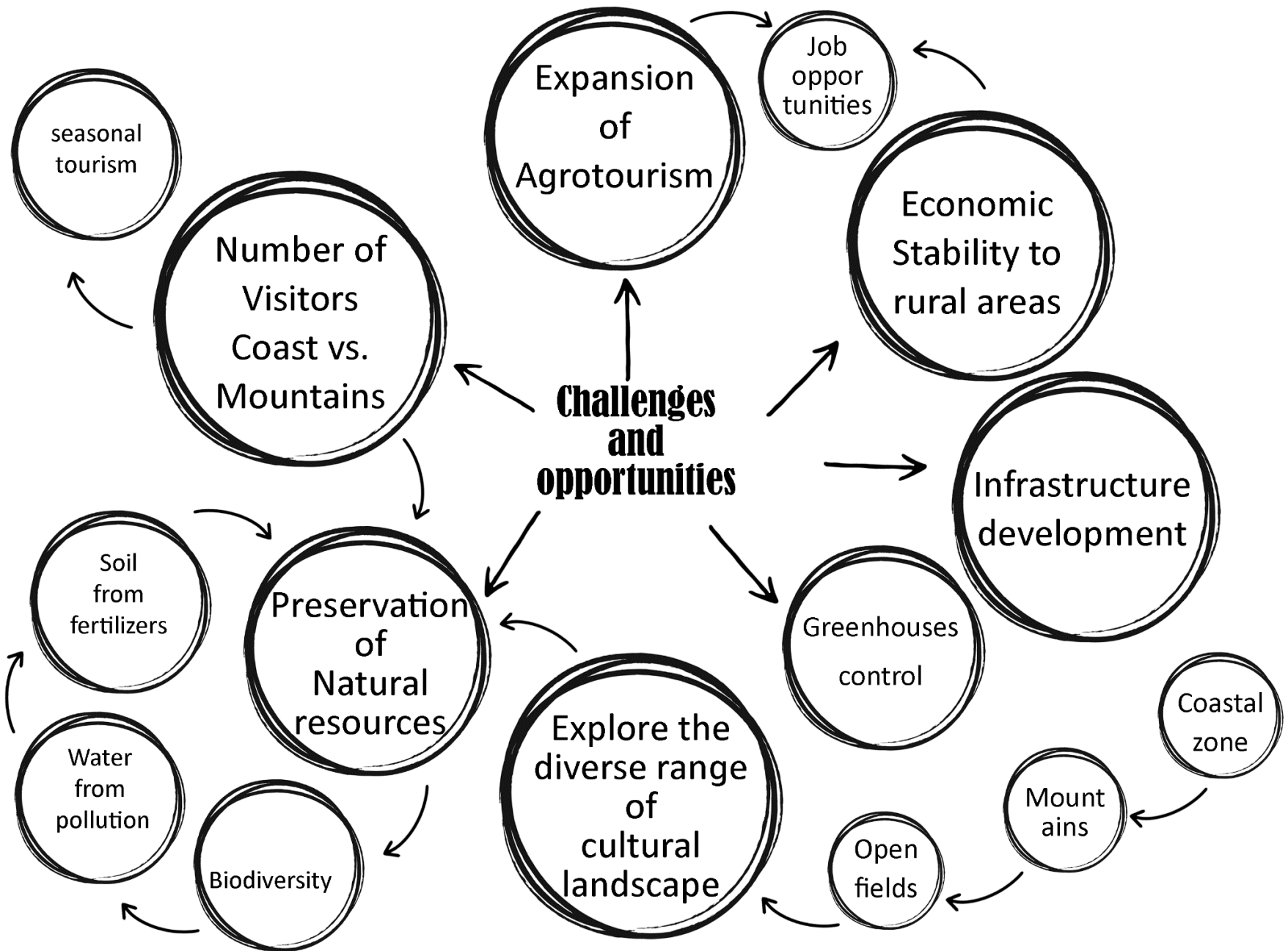
1. Diverse range of agricultural products
2. Increase in Greenhouse practices
3. Economic instability
4. Beautiful diverse landscape
5. Mass tourism

Effect:

1. Diverse agricultural landscape from Open fields to Greenhouses
2. Loosing traditional farming practices and increase in urban heat
3. Selling cows and sheeps
4. Opportunities for tourism at coastal as well as in the mountains
5. Excessive use of natural resources, negative effect on biodiversity

SDG's getting hampered:





SCENARIO: URBAN SPRAWL



SCENARIO: GREENHOUSE PRACTICES ON A LARGER SCALE



SCENARIO: AGRO-TOURISM DESTINATION



SCENARIO: AGRO-TOURISM DESTINATION



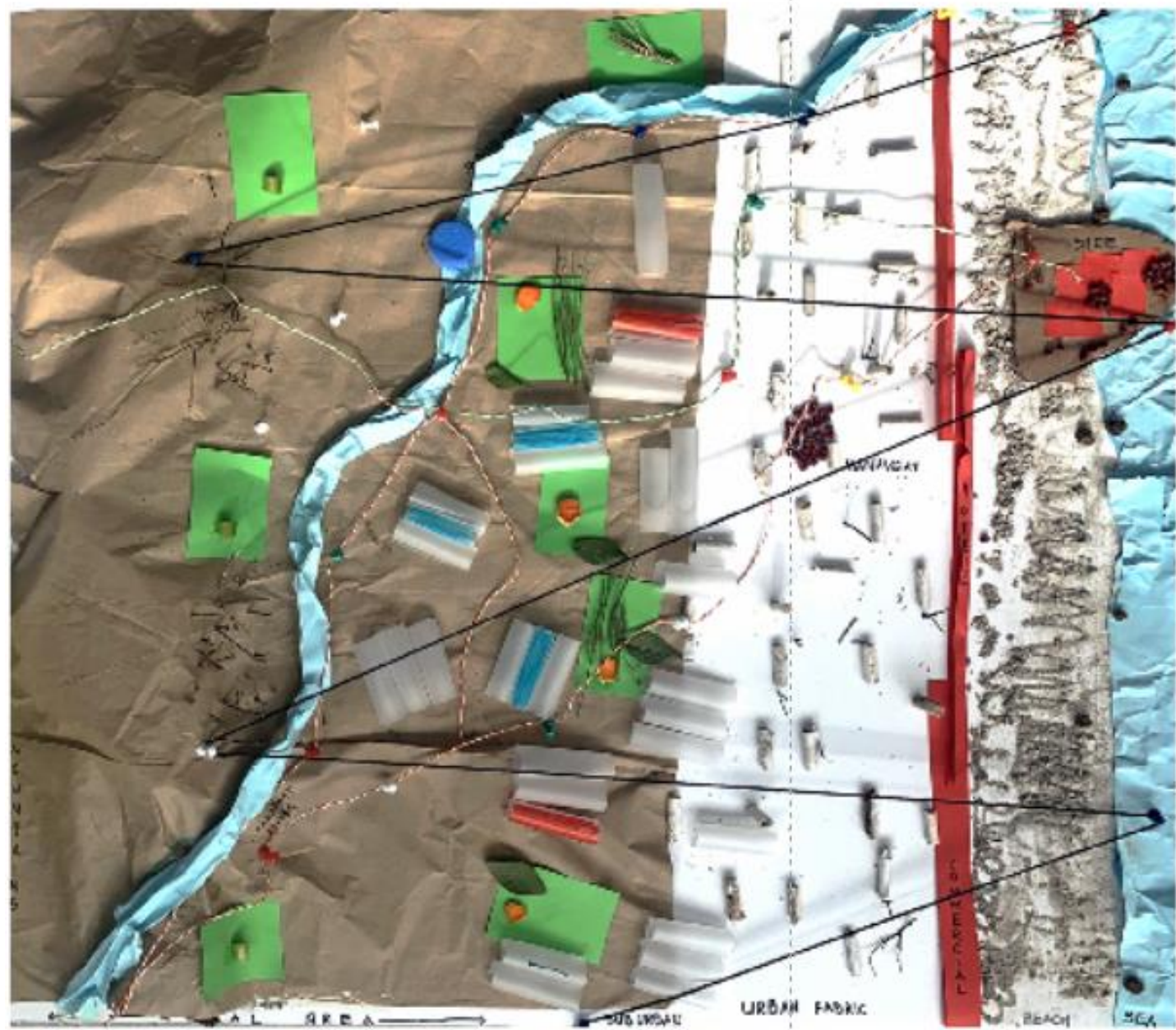
MANAV-GOT-ALL a business network that connects farmers and tourists by benefiting everyone.

This **agency** offers different agricultural **packages and seasonal tours** for tourists.

That will be done through exchanging **knowledge** between universities and farmers about the agriculturally produced stuff and promoting these local products to the tourism industry for stabilized income for farmers.

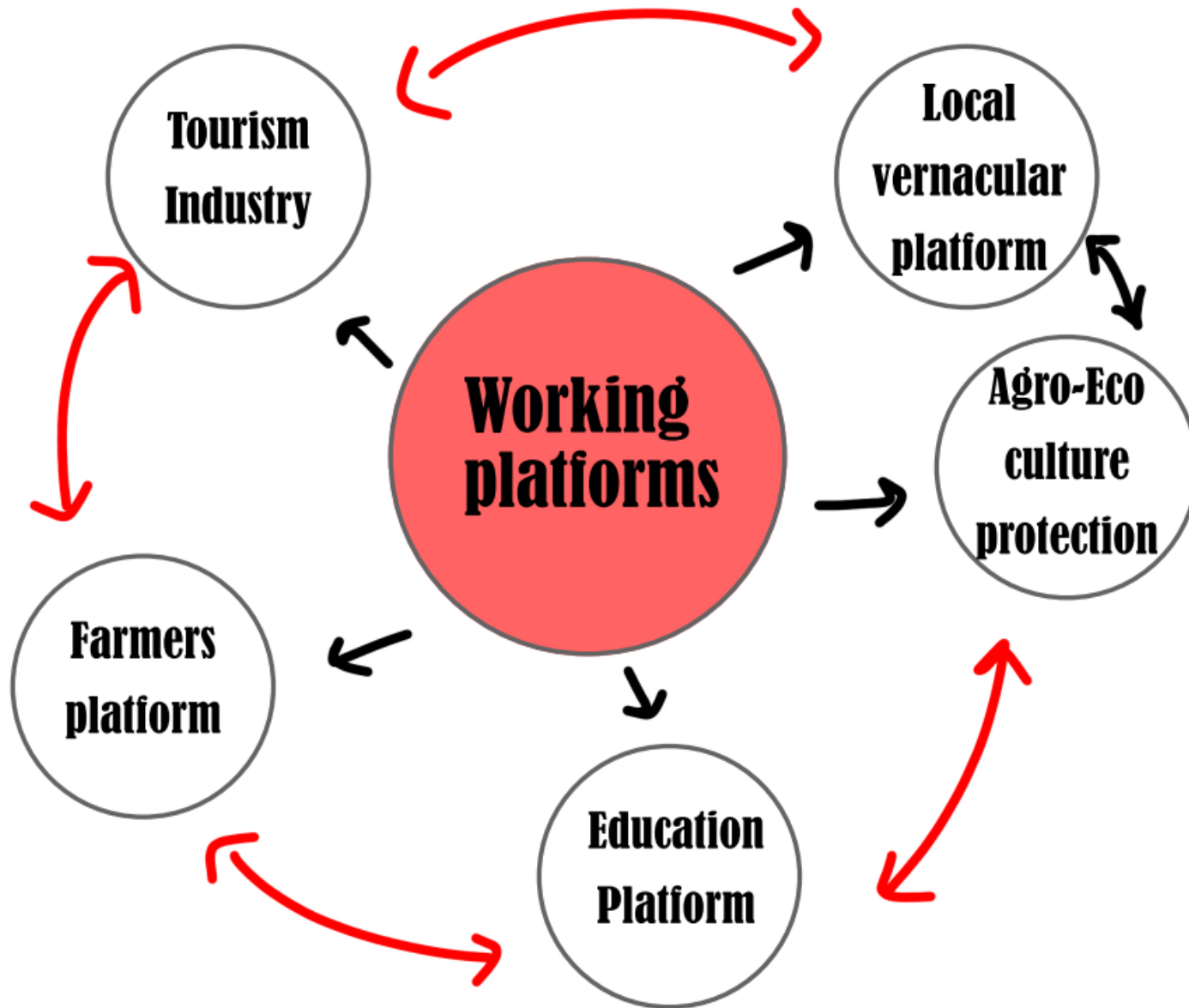


“STITCHING TO WEAVING”: Conceptual MODEL

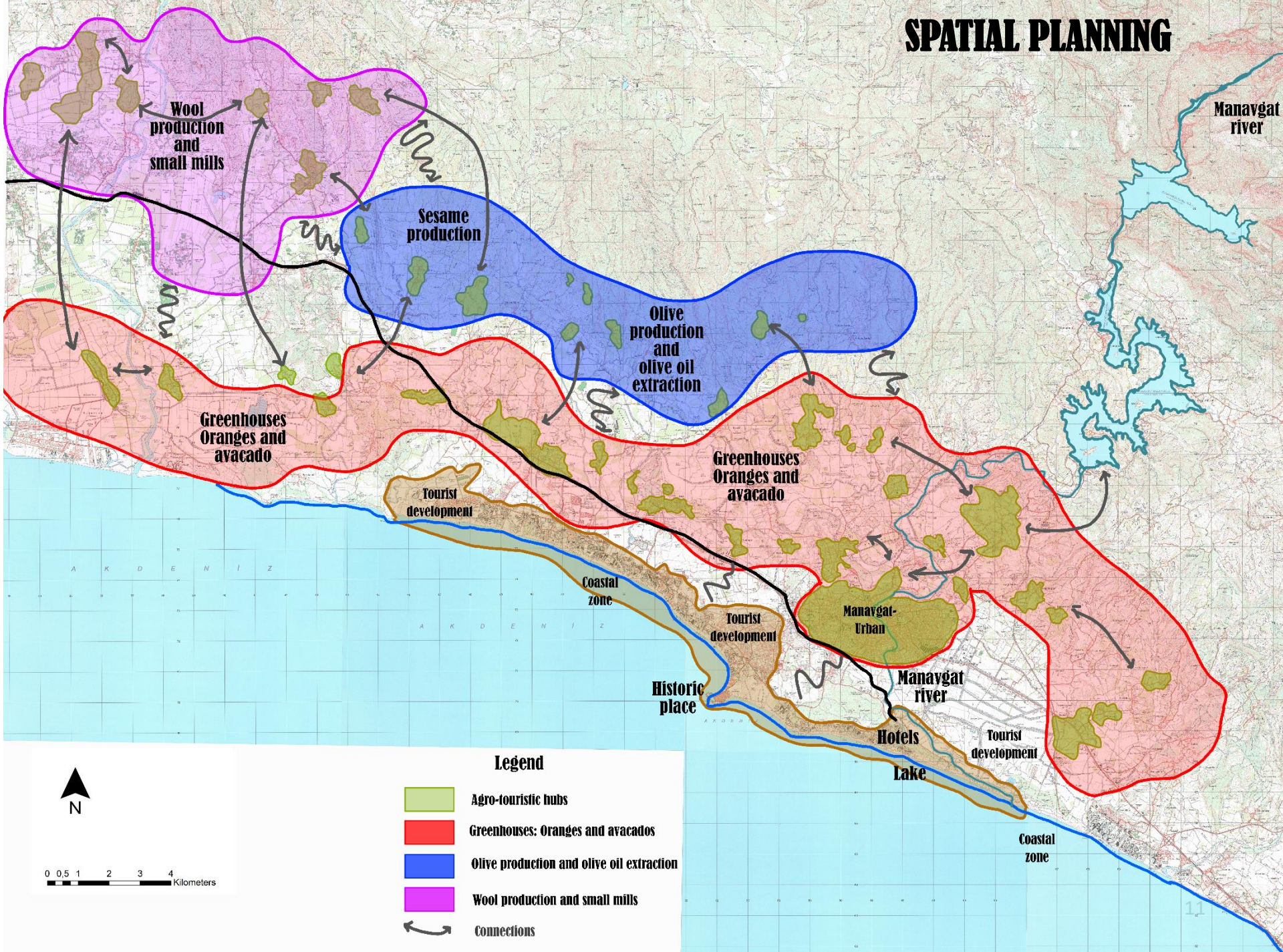


LEGEND

-  GREEN FABRIC
-  HIGH TRAFFIC/SCENICITY
-  REFUNCTIONED/REGENERATED
-  FINE PATHS
-  PUBLIC/PRIVATE SPACES
-  OPEN FIELD
-  OPEN FIELD
-  OPEN FIELD



SPATIAL PLANNING



Package

Off-Peak Harvests

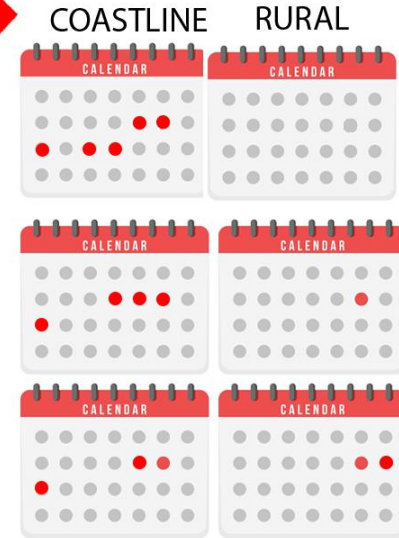
Manav- Got - All

Manavgat - Summer Package

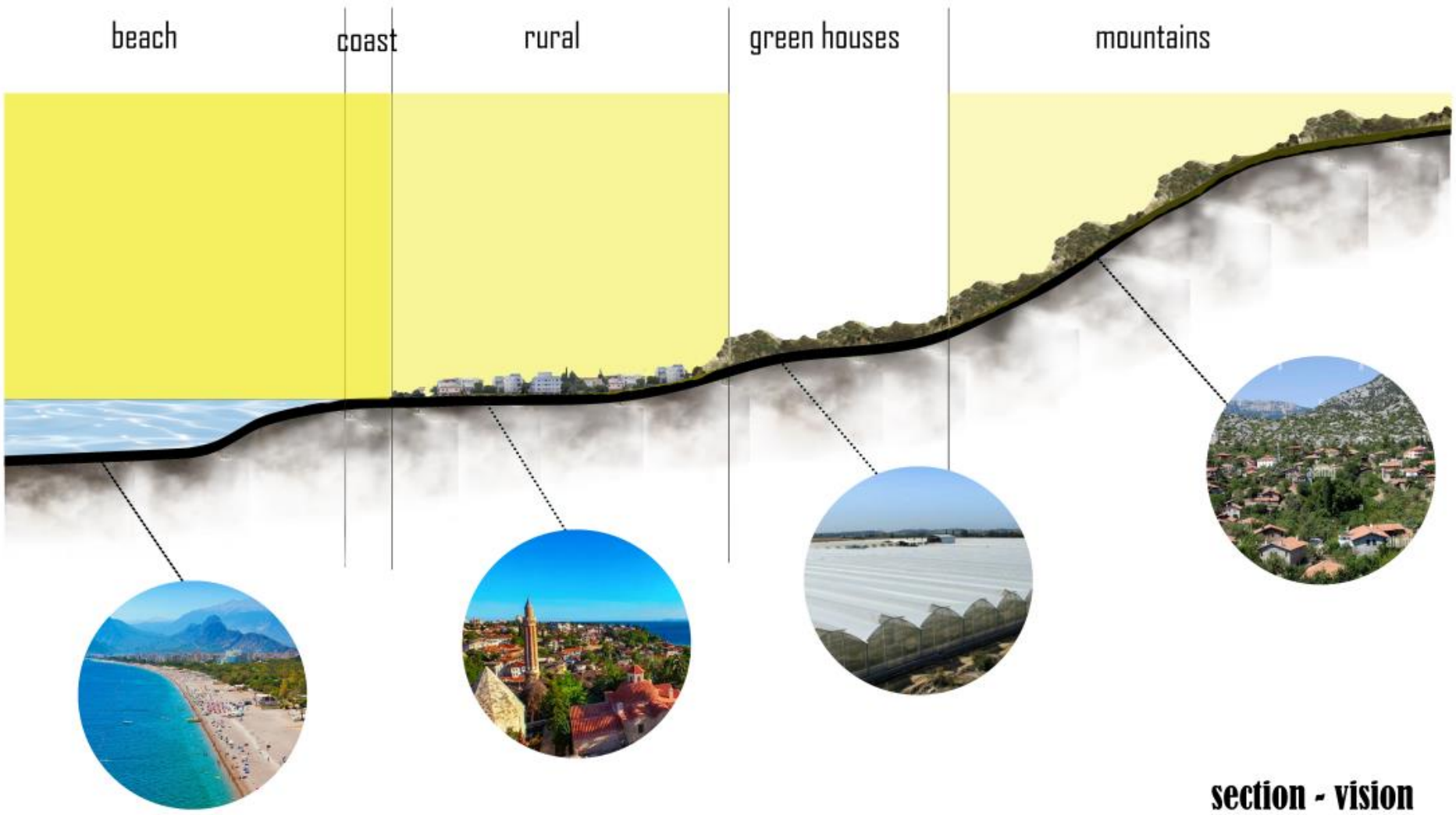
HOW YOU WILL SPEND YOUR TIME

- Restaurants
- Beach
- City
- Harvesting sesame
- Hiking
- Camping
- Rafting
- Cooking
- Cycling
- Guesthouse
- Laboratory
- Farming

30% 70%

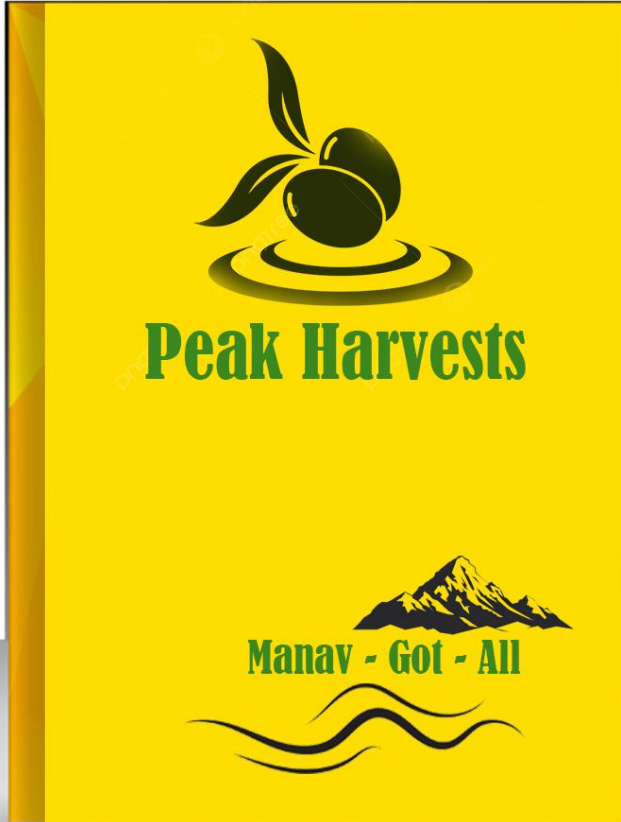


SUMMER



section - vision

Package

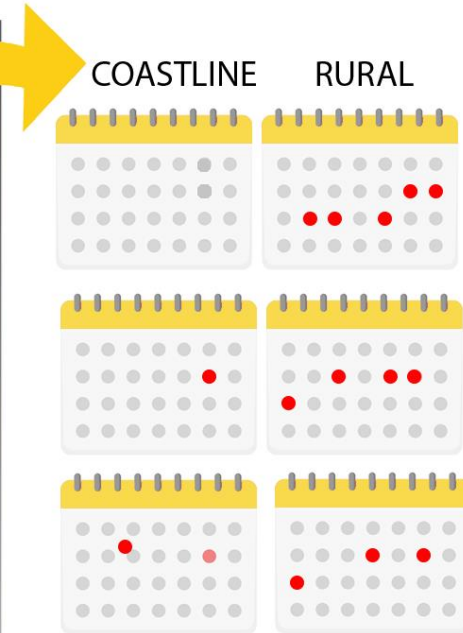


Manavgat - Winter Package

HOW YOU WILL SPEND YOUR TIME

 Restaurants	 Museums	 City
 Harvesting	 Hiking	 Camping
 Greenhouses	 Cooking	 Cycling
 Guesthouse	 Laboratory	 Farming

70% 30%



WINTER

beach

coast

rural

green houses

mountains



section - vision

The name of your (Social) Enterprise or charity or community based organization

MANAV_GOT_ALL: Stitch for today, weave for tomorrow

A social enterprise - An agency improving agriculture with rural landscape and connecting it with tourism sector in Manavgat

Vision: Manavgat as the First most sustainable agro-tourism destination

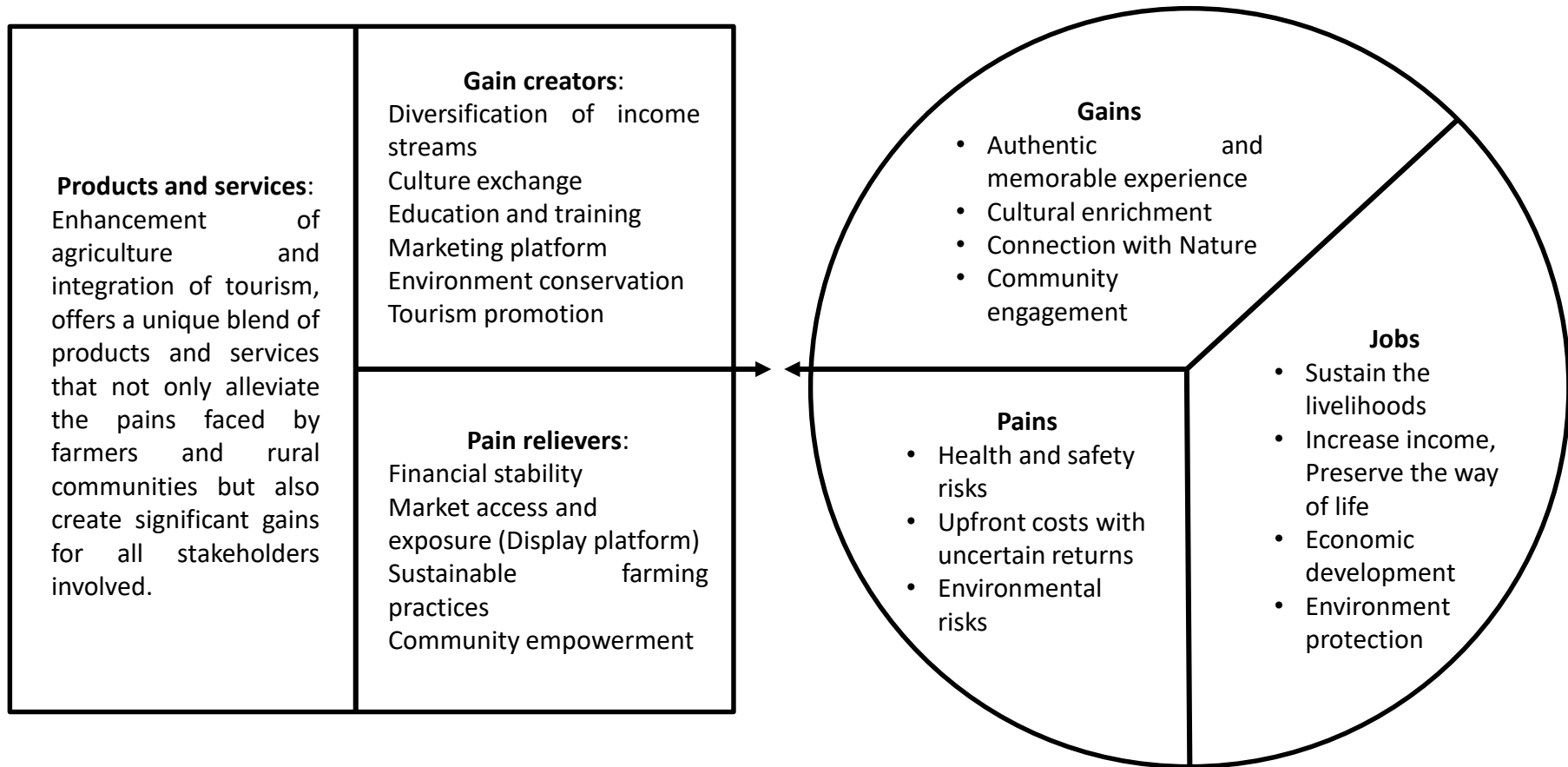
Mission: We establish a sustainable and mutually beneficial link between tourism and agriculture in Manavgat, by fostering meaningful interaction between visitor and local farmers, preserving agricultural tradition and promoting responsible tourism practices

<p>Key-Partners</p> <ul style="list-style-type: none"> Local farmers and agricultural co-operation Tourism Industry stakeholders Environmental organizations Educational institutions Tourism association Governing bodies 	<p>Key Processes</p> <ul style="list-style-type: none"> Local agricultural production and its revitalization Education, research and training Tour package designs 	<p>Value Proposition</p> <ul style="list-style-type: none"> Creation of a business network that connects farmers and tourists by benefitting all. Integration of agricultural tours in the existing tourist packages to raise awareness about rural landscape Exchange of knowledge between universities and farmers about the agricultural products Deal and promote the products to the tourism industry for stabilized income for farmers 	<p>Key-Products & -Services</p> <ul style="list-style-type: none"> Hospitality services Accommodation Educational workshops Agrotourism and cultural experiences Workshops and programs Agricultural products 	<p>Customers</p> <ul style="list-style-type: none"> Researchers Tourists/Travelers/Explorers Special interest groups National/International students Travel agency <p>Beneficiaries</p> <ul style="list-style-type: none"> Farmers Tourists Local residents Small businesses Tourists Educational institutes Small businesses Tourists agency
<p>Cost-Driver: +Improving tourist trails and paths +Innovative transformation of Green houses + Staff education equipments +Increased value of small settlements and heritage sites +Agrotourism development houses</p>			<p>Revenue-Driver: +Agro-tourism experience +Accommodation and hospitality + Value added services +Product sales +Event hosting and venue rentals +Tourism packages and travel services</p>	

KPI (Key Performance Indicator):
 +Number of visitors +Number of farmers involved in Agro-tourism +Income of local farmers +Amount of locally grown products +Customer satisfaction

Social & Environmental Impact / Impact on Beneficiaries
 Social: Community engagement Increase in local engagement and skills Increase in Education and awareness Social inclusion
 Environment: Natural resource management Pollination Ecosystem services

Value Proposition



Customer: Traveller/ Explorer/ Tourist

Needs:

Special Interest in

- Hiking
- Exploring local agriculture of Turkey
- Enjoy watching production of Sesame and olives
- Learning sea turtle conservation

Positive trends:

- Cultural landscape Diversity
- Connection to Nature, Rural landscape and agriculture
 - Authentic Chai

Hopes:

- Cultural exploration
 - Sustainable living practices
- Connection with locals and farmers



Information:

Marco Josh
30 years old
Project Management
consultant

Opportunities:

- Cultural exploration
- Connection to Nature
- Nature as a therapy

Negative trends:

- Biodiversity risk
- Undeveloped infrastructure

Headaches:

- Language barrier
- Less options of Vegetarians
- Bad accommodation

Fears:

- Not well planned tour
- Natural disaster during tour

Beneficiary: Farmer

Needs:

- Fertile land
- Advanced equipment and tools
- Good quality resources: Water, seeds, etc.
- Favorable climatic conditions
- Fair market wages

Positive trends:

- Organic farming
- Sustainable agricultural practices
- Recycling technologies

Hopes:

- High quality yields
- High growth in supply rate
- Respect and recognition



Information:

Ayaz Usun
42 years old
Owner of Olive farm and
olive oil extraction mill

Opportunities:

- Hybrid production in future
- Growth in market value
- Integration into Tourism

Negative trends:

- Over exploitation
- Crowding in farms
- Co-operating new policies

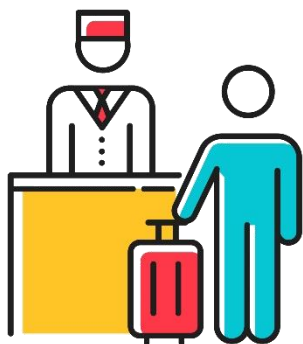
Headaches:

- Language barrier
- Updated knowledge
- Always emerging new technologies

Fears:

- Climate change
- Natural disaster
- High inflation

Key products and services



Hospitality services



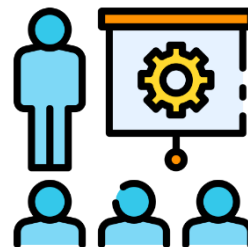
Accommodation



Agrotourism and cultural experiences



Agricultural products



Educational workshops

Channels



Community outreach



Digital marketing- Social media



Collaboration with different agency



Verbal advertisement

Key Processes



Local agricultural production
and its revitalization

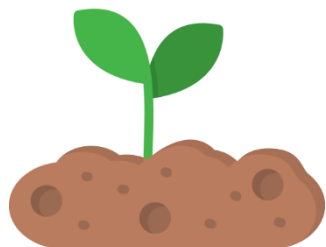


Tour package designs

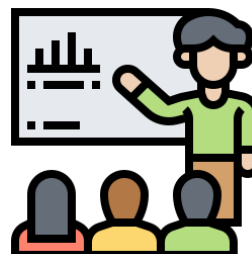


Education, research
and training

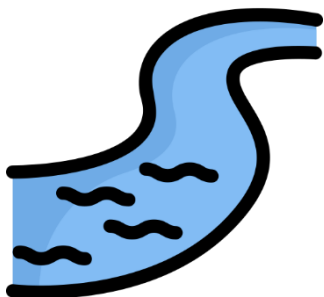
Key Resources



Fertile agriculture land



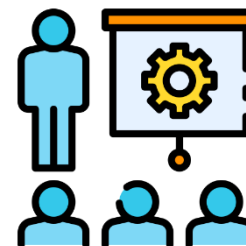
Education programs
for students



Water: Rivers, Dams



Tour packages



Workshops for
Farmers



People



Advisory
Governing body

Key Partners

Government bodies

Local Farmers

Agro-corporations

Educational Institutes

Tourism Associations

Industry stakeholders



**Ministry of
cultural tourism**



**Great
municipality of
Antalya**



**Municipality of
Manavgat**

KPI: Key Performance Indicators



Customer Satisfaction



Number of visitors



Income of local farmers



Amount of locally grown products



Number of farmers involved in Agro-tourism

Social and Environmental Impact

Social Impacts



Community engagement and social inclusion



Economy growth



Education and awareness

Environmental Impact



Natural resource management



Ecosystem services and biodiversity

SDG's can be achieved



First step towards Vision



Discussion about the vision with the Authorities and Governing bodies



Collaboration with different agencies such as Tourism agency and Farmers



Look for Sponsorships and fundings for basic infrastructure development for the vision



Development of first Agro-tourism hub



THANK YOU!
MERYEM ATIK
IBRAHIM YALMAZ

